



RONALD McDONALD HOUSE CHARITIES®

Knoxville | 2024

f KnoxRMHC
@KnoxRMHC
@KnoxRMHC
knoxrmhc.org
865.637.7475



Special thanks to our wonderful event sponsors!

Title Sponsor - Faris Family
McDonald's,

Silver Sponsors - Coca-Cola, Knoxville Pediatric Associates, Dr. Bill and Jo Terry, Drs. Joe and Rebecca Pierce, Pinnacle Bank, Harold E. Elkins, CPA, Rick and Gail Lewis, Bennett and Meg Millikan,

Bronze Sponsors - H&L Partners, Secret City Chrysler Jeep Dodge, Southern Rebar, All Occasions Party Rentals, Lamon Jewelers, Beverage Control, OP Jenkins, Joseph and Kimberly Burger, Kent and Stacey Bristow, Beth Patton Designs, Will and Rebecca Edwards, Kirk and Joanne Huddleston,

Friends of RMHC - Home Federal BankTN, Shafer Insurance, Martin Brower, West Chevrolet, Pediatrix Neonatology of Tennessee, Cherokee Distributing, Goswitz Family, Bacon and Company, Bistro by the Tracks Catering, Whitney Bowman Events, Marc Nelson, John and Stacey Brock, John and Kathy Buckingham, David and Jeanne Claire Jones, Robert and Jennifer Parish, and the many businesses that donated auction items.

Our first annual Hearts of Gold Dinner was an absolute hit! Picture this: cocktails flowing, music setting the vibe, and a room filled with laughter and warmth. It was the perfect kickoff to an evening dedicated to making a difference.

We took a journey through the history of our House, shared heartwarming tales from families we've supported, and celebrated our partnership with McDonald's that has played a major role in our continued success.

Throughout the night, guests had the chance to spread even more love by participating in our Wine Pull, Silent Auction, and the thrilling opportunity to win a dazzling pair of Diamond Earrings! All of this contributed to our mission of providing comfort and support to families in need.

Thanks to this event's incredible success, we've raised enough funds to purchase a shiny new van for our House. This means smoother rides for families to and from the hospital, plus ample space for all our fundraising needs!

And that's not all – we've also given our dining room and living room a fresh makeover, ensuring that every family who walks through our doors feels right at home [See page 5].

As we reflect on the success of this year's event, we're already buzzing with excitement for what next year will bring. We can't wait to make this event bigger and better!

RMH Golf Tournament



Our Golf Tournament, a beloved Knoxville RMHC tradition, hit a hole-in-one last fall! With glorious weather and talented teams teeing off throughout the day, it was an event to remember.

But it wasn't just about the golf – our taste buds were treated to a feast! McDonald's served up a hearty breakfast, Texas Roadhouse provided a delicious lunch, and BrownBag delivered an unforgettable dinner. From sunrise to sunset, it was a day filled with good vibes, great shots, and even better food. September 5th, 2024 can't come quick enough for our next fantastic golf tournament!

Raising an incredible \$91,000 wouldn't have been possible without our Presenting Sponsors: East Tennessee Children's Hospital, Tom Cochran, Eric & Emily Cochran, Martin Brower, UT Medical Center, The Cochran Family McDonald's, and Scooter Foods McDonald's.



**Car
Donation
Program**

In 2022 we raised \$1,200 by collecting broken or unused vehicles (not just cars!). In 2023, thanks to generous individuals willing to donate their unused or unwanted vehicle parts, we raised \$6,410!

If you want to make this year even better, call 855-CarsHelp(227-7435) and they will pick up your vehicle, boat, trailer, etc. anywhere in the United States for free! Just specify you want the proceeds to come to our House.

.....

Tempur-Pedic



Tempur-Pedic donated new mattresses for 5 of our bedrooms! Providing a comfortable space that feels like home and offers a great night's sleep, is certainly so much easier with new beds! We are so grateful for their partnership!

BEAT THE WINTER BLUES

Our Beat the Winter Blues event was a hit yet again! Record-breaking attendance and delectable food, all thanks to our amazing volunteers. Beautiful flowers brought warmth to the cold days, lifting spirits all around as did the \$17,273 that was raised!



AKIMA



AKIMA has left an indelible mark on Knoxville, and our RMHC has been fortunate to benefit from their generosity for years. They donate talent along with their time, brightening our House for holidays like Easter, Christmas, Thanksgiving, and Mother's and Father's Day. They're the heart and soul of our Beat the Winter Blues Fundraiser, cooking and volunteering to ensure its success. Their support knows no bounds!



Farm Bureau

Once again this year, Farm Bureau delivered over \$5500 worth of food, filling our fridges pantry. Union, Hancock, Blount, and Claiborne County Farm Bureau donated to help make this possible, while Knox County Farm Bureau shopped tirelessly and helped unload two truckloads of groceries. Their years of support are invaluable to us! To express our gratitude, we treated them to a delicious breakfast and presented them with a plaque, honoring their dedication and service.

ChocolateFest

We were so thankful to once again be a part of ChocolateFest! January 27th was "Sweet" in more ways than one! \$2,715 was raised through this event after organizer Jennifer Johnsey donated 20% of general admission tickets to our House!



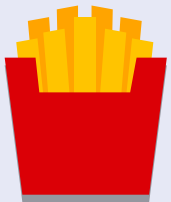
Dillard's

Dillard's annual Southern Living Cookbook fundraiser is a sweet treat for our House! Their ongoing partnership brings us joy each year, and this time, they cooked up a generous \$3,700 in support. We're incredibly thankful for their delightful contribution!



Living Room / Dining Room Update

Thanks to our incredibly successful Hearts of Gold Dinner, we raised enough funds to completely redo our living room and dining room! Unlike last year's kitchen overhaul, this was relatively painless, with most of the work completed in a day! We're excited for our families to enjoy the updates and find the rooms more comfortable than ever before!



McDonald's Ongoing Support



Supporting our House while enjoying a meal at McDonald's has never been easier. Last year, over \$326,000 was raised by a host of initiatives such as the Round-Up program where customers "rounded up" their purchase to the nearest dollar, or even something as simple as dropping their change in the canisters inside and outside the stores.



Did you know that McDonald's even donates one cent from every Happy Meal sold and a penny for every pound of potatoes? Who can resist those French fries??!! Not us, that's for sure!!!



They certainly have a heart for helping as evidenced by yet another promotion they held the first two weeks of February where hearts were sold for us, raising an astounding \$43,399. We are so incredibly grateful to McDonald's for ALL they do for us and also to their caring customers.



ADPI's Support

Alpha Delta Pi has been with us from the start, holding fundraisers, providing meals, and volunteering tirelessly. Their support, including help with our Hearts of Gold Dinner, keeps us up and running. Both the TN Tech and University of Tennessee chapters have been and continue to be invaluable.



KFI Event

Keys Fillauer and the KFI Board hosted another unforgettable benefit for our House last July, and will do so again on July 27th with Levi Kries & Boys Night Out! We can't help but give these incredible friends a special thank you for nearly four decades of unwavering support that has made such a difference to our House. Their overwhelming dedication has helped us provide a loving home for those in need and 2024 will be especially exciting as they feel they'll reach the million dollar mark in gifts made to us.



Freaky Friday

Farragut transforms Halloween into a community affair at Mayor Bob Leonard Park, where local businesses set up treat stations along the lake trail for children to enjoy. While the event is free, participants are encouraged to bring wish list items or monetary donations for our House. In 2023, the generosity of everyone in attendance resulted in over \$1800 collected and a van full of needed household items. Who knew ghosts and ghouls could be so generous!

Key Club Support

Our House is deeply grateful for the support of local Key Clubs. From recycling aluminum to cooking meals for our families and organizing UT football parking fundraisers, these dedicated members are making a real difference in our community. It's inspiring to witness so many young people working hard to support those in need!



Parrothead Club Luau

Last summer's East Tennessee Parrothead Luau was a huge success and was one of the highest grossing events that they have ever had! The collective efforts of over 200 attendees resulted in an impressive \$4500 raised! Imagine a day filled with live music, delicious food, and the chance to connect with others, all while uniting for a meaningful cause! Parrotheads will once again gather on July 19th and 20th in Townsend for an even bigger and better event... We hope to see you there!



Kid's Helping Kids

Concord Christian School also held another incredible Christmas fundraiser in December that raised \$3,880 for our House! Thanks to their amazing school administration, and of course the kids who helped make it possible!



Debbie Snyder's dedication to children led her to purchase a daycare center, Child Creations, emphasizing educational preparation and teaching about Jesus. Her "Trike-A-Thon" initiative teaches children to reach out and help those in need. In 2023, their efforts raised an incredible \$5,850, proving that one is never too young to lend a helping hand... or pedal!



Knoxville Firefighters Association

The Knoxville Firefighters Association Local 65 supports education, safety, and multiple charities. Their president, Larry McAfee, recently presented an amazing \$15,000 check to our cause! Their belief in the work we do is another invaluable gift, one that we're so grateful to have.





Enterprise Foundation

Enterprise demonstrated outstanding support for our House in 2023 by frequently volunteering and donating over \$20,000. Their care and dedication make a big impact on our cause and their caring efforts touch a host of lives.



Altar'd State Lends a Hand

Last year, every Monday from January 30th until May 8th, customers at Altar'd State in West Town Mall had the opportunity to support our wonderful House through a program they called their "Mission Monday." The store graciously donated 10% of net proceeds during that time period that resulted in a whopping \$8,313 gift! And what a perfect scenario that was, combining shopping and philanthropy!

Cooks



We are quite fortunate to have numerous groups who donate their time by cooking for our families. Being able to provide a comfortable place to stay is even better when home-cooked meals are included. Groups like KAMA, Cornerstone, and Rutledge Pike Baptist Church are just a few of the incredible groups who make this possible! More chefs are always welcome, especially during the summer months! Interested? Call the House for more details.