



## - Why -

A core group of women helped start Ronald McDonald House Charities of Kentuckiana (RMHCK) in the early 1980's. RMHCK wants to continue this legacy by building a sisterhood of empowered women who will nurture RMHCK's vibrant, healthy, and growing community and make a lasting impact on RMHCK families through their collective philanthropy.

In addition, so many of RMHCK's guests are women – the mothers, grandmothers, sisters, aunts, daughters (in-law) – who are at their children's sides to remain a part of their medical care. The Red Key Society will be an opportunity for women to lift other women up in their time of need.

## - Who -

A "Key" is a woman who wants to:

- Make a positive impact
- Care deeply for RMHCK families
- Invest in helping RMHCK families with her time, talent, and treasure
- Combine her resources to meet RMHCK's needs
- Model philanthropic community support
- Network with other women in the community who are looking for an opportunity for professional and/or individual outreach
- Determine her own level of engagement



Ronald McDonald  
House Charities®  
Kentuckiana

## - What -

The vision for Red Key Society is for members to have a three-part impact on RMHCK and RMHCK families.

### **S**upport: An investment of wealth

Founding Keys will donate \$5,000 for their first-year membership with a pledge of \$1,500 each subsequent year and will receive the following:

- Name listed on a plaque inside the Ronald McDonald House
- Recognition as a Founding Key
- Personalized Red Key Society pendant
- Four tickets to the following year's Red Tie Gala
- Founding Key Legacy – the opportunity to pass membership onto one woman in Founding Key's family

Keys will pledge \$1,500 per year for at least two years and will receive the following:

- Recognition as a Key
- Red Key Society pendant

All Keys will receive the following on an annual basis:

- Name included as a RMHCK Partner
- Discount advertisement for business/company
- A thank you letter and photograph from a RMHCK family
- Recognition in a prominent Louisville publication
- Recognition in RMHCK's e-newsletter and Annual Report
- Recognition on Red Key Society webpage

Investments of support can be given as a personal or corporate donation or raised with the help of family and friends.

- \$5,000 donations will underwrite approximately 46 nights at RMHCK for families
- \$1,500 donations will underwrite approximately 14 nights at RMHCK for families

### **H**elp: An investment of work

All Keys will have the opportunity to:

- Attend social events throughout the year and invite other women from their personal network who may be potential members of the Red Key Society
- Attend volunteer opportunities and help with special projects at RMHCK

### **E**xpertise: An investment of wisdom

All Keys will have the opportunity to:

- Endorse RMHCK to those in their network to help grow RMHCK's support system
- Help plan, organize, and execute luncheons and other social events



## MEMBERSHIP APPLICATION

Name: \_\_\_\_\_ Company (if applicable): \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

- \$5,000 Founding Key** first-year membership with a pledge of \$1,500 each subsequent year  
Founding Keys will receive the following:
- Name listed on a plaque inside the Ronald McDonald House
  - Recognition as a Founding Key
  - Personalized Red Key Society pendant
  - Four tickets to the following year's Red Tie Gala
  - Founding Key Legacy – the opportunity to pass membership onto one woman in Founding Key's family
- A \$5,000 donation will underwrite approximately 46 nights at RMHCK for families*

- \$1,500 Key** membership with a pledge of \$1,500 per year for at least two years  
Keys will receive the following:
- Recognition as a Key
  - Red Key Society pendant
- A \$1,500 donation will underwrite approximately 14 nights at RMHCK for families*

All Keys will receive the following on an annual basis:

- Name included as a RMHCK Partner
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### Method of Payment

- Check enclosed (to RMHCK)       Please invoice me
- Credit Card Payment (For security purposes, please call Shelley Meredith, our COO at 502-561-7660 to complete credit card payments over the phone.)

### Mail application and donation to:

RMHCK/Red Key Society  
550 South First Street  
Louisville, KY 40202

### Questions?

Contact Sara Silletto  
Sara@rmhck.org  
or 502-561-7659