



**Overview:** The Golden Hearts Alliance is a group of committed supporters that volunteers their time, talent, and treasure to ensure Ronald McDonald House Charities of Chicagoland and Northwest Indiana (RMHC-CNI) has the resources to fulfill the mission of helping families get better together.

This member-led group spearheads initiatives to raise both funds and awareness for RMHC-CNI. The efforts of the Golden Hearts Alliance support the mission of the entire organization, and all of our program locations. Golden Hearts Alliance members participate by:

- Supporting the organization financially
- Organizing fundraisers to drive revenue
- Volunteering to meet programmatic needs
- Introducing others to the work of RMHC-CNI

**Mission:** The Golden Hearts Alliance leads community-based initiatives to raise funds and awareness in support of the work of RMHC-CNI.

**Vision:** The Golden Hearts Alliance supports RMHC-CNI while offering a meaningful and rewarding experience to further the members' desire to help families get better together.

### Values:

- We give our time, talent and treasure to support the work of RMHC-CNI.
- We seek opportunities to further the mission of RMHC-CNI to help families get better together.
- We lead with accountability and care for the children and families of RMHC-CNI.
- We value the time, efforts, and contributions of each member.

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**Membership:** Involvement in the Golden Hearts Alliance is open to everyone with a passion to support the mission of RMHC-CNI, and a commitment to meeting the membership requirements for the role in which they choose to participate.

There are two distinct roles within the Golden Hearts Alliance: Benefactors and Partners, the details of which are outlined below. All memberships are a one-year commitment and are renewed annually.

In appreciation of their commitment to RMHC-CNI and the Golden Hearts Alliance, members receive specific benefits, including: bi-annual mailed newsletter, bi-monthly e-newsletter, annual report mailing, and invitations to exclusive opportunities to connect with organizational leadership throughout the year.



## Benefactors:

Golden Hearts Alliance Benefactors are donors contributing \$2,500 or more, annually, to RMHC-CNI. Based on their financial investment in the organization, they will be recognized as members of the group and will receive the benefits outlined above.

### Individually, Benefactors:

- Make a personal, financial contribution of \$2,500 or more annually.

### Collectively, Benefactors:

- Serve as an important group of individuals who play a critical role in helping families get better, together.

## Partners:

Members may opt to participate as Partners, where their role will be elevated to involve both giving and service to advance the mission or the Charity. Golden Hearts Alliance Partners meet regularly and lead activities to further the mission and goals of RMHC-CNI. As described below, they are organized into Community Groups and are led by a Leadership Circle.

### Individually, Partners:

- Make a personal, financial contribution of \$2,500 or more annually.
- Contribute a minimum of 20 hours of volunteer service annually.
- Maintain regular attendance at scheduled meetings and events.
- Serve as ambassadors for the RMHC-CNI brand and mission.
- Plan, execute and participate in initiatives and events to raise funds and awareness.

### Collectively, Partners:

- Raise funds to reach an established, annual dollar goal in support of a specific RMHC-CNI project or priority.
- Meet minimum annual thresholds for volunteering and networking to benefit RMHC-CNI.

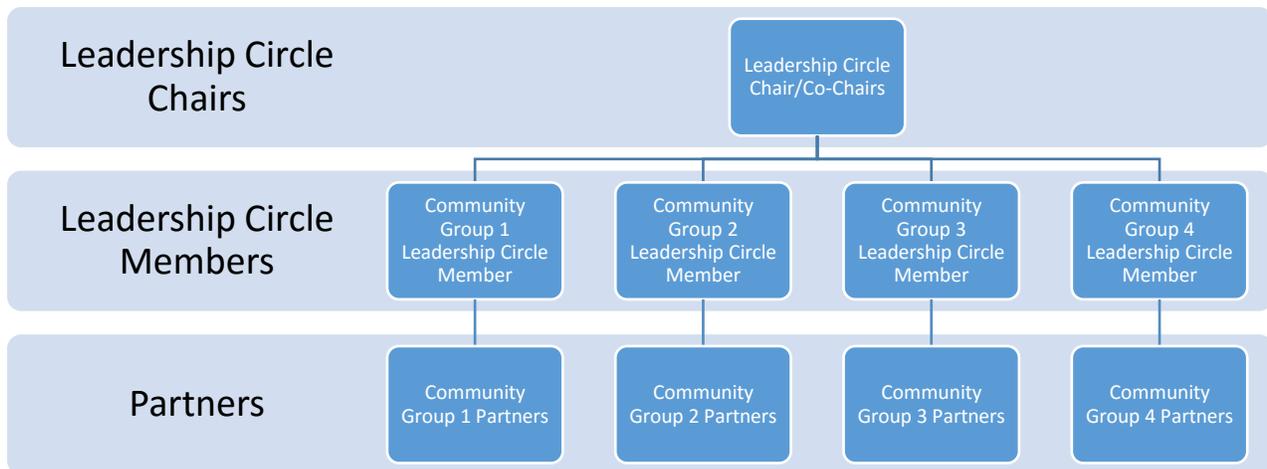
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## Structure and Meetings:

**Structure:** The Golden Hearts Alliance Partners will be sub-divided based on the communities where they live or work. Partners will opt into one of 4-6 Community Groups, each of which will be led by a member of the Leadership Circle.

The Leadership Circle guides and governs the activities of the Golden Hearts Alliance. Leadership Circle members are selected to offer direction and energy to the Golden Hearts Alliance, and work with RMHC-CNI leadership to provide strategic direction for the group's

efforts. They may lead one of the Community Groups, overseeing activities in the designated community, and are charged with executing the initiatives and events that raise funds and awareness for RMHC-CNI. They provide direction and energy to the membership, and are charged with ensuring that annual fundraising and volunteerism goals are met. The Leadership Circle is led by an overarching Chair or Co-Chairs. Moving forward, additional seats may be added as needs arise.



**Meetings:** Meetings of the general membership will be held quarterly, and Community Groups will meet, at a minimum, quarterly with the option to meet more frequently based on their current projects and priorities. Annually, RMHC-CNI staff and the Leadership Circle will meet to identify an organizational priority, and a fundraising goal, for the group to support through their efforts.

**Recognition:** In addition to the basic membership benefits afforded to all members, RMHC-CNI will annually recognize the Golden Hearts Alliance Partner members for their many contributions and efforts.

Golden Hearts Alliance Partners have the opportunity to be recognized at a variety of levels, based on their annual accomplishments. Golden Hearts Alliance members will earn points for financial contributions, volunteer hours and recruitment or networking efforts. The total points earned by members each year determines their recognition level.

Recognition opportunities may include:

- RMHC-CNI merchandise
- Social media or digital shout-out
- Meeting with RMHC-CNI leadership
- Highlight at annual volunteer appreciation event

Members will also be invited to take part in exclusive engagement opportunities throughout the year, including conversations with organizational leadership, and more.