

RONALD McDONALD HOUSE CHARITIES
OF THE PHILADELPHIA REGION

THE Evans
Murray
SOCIETY

TOGETHER
WITH A
COMMON
GOAL








THE WORLD'S FIRST RONALD McDONALD HOUSE

When communities come together with a common goal, extraordinary things can occur.

The world's first Ronald McDonald House was founded in 1974 by a small group in Philadelphia who saw that providing comfort, companionship, and a welcoming place to stay could change the lives of families with seriously ill children and also improve their clinical outcomes.

Leading this group of dedicated visionaries were noted pediatric oncologist Dr. Audrey Evans and beloved former Philadelphia Eagles General Manager Jimmy Murray. It was their leadership and foresight that made the dream of the Ronald McDonald House a reality for generations of families. Our House is now the model for more than 375 Houses worldwide.

Ronald McDonald House Charities of the Philadelphia Region fulfills its mission to create a community of comfort and hope for families with seriously ill children through four core programs. Our two Ronald McDonald House® programs provide temporary lodging, transportation, meals, and social services to families who travel to Philadelphia for pediatric care. Our three Ronald McDonald Family Room® programs extend the support of our Houses into the hospital setting and offer a quiet respite space for families, steps from their children's bedside. Ronald McDonald Camp is a week-long overnight camp for children with cancer and their siblings held in the Pocono Mountains every August. The Ronald McDonald Care Mobile®, operated in partnership with St. Christopher's Foundation for Children, provides comprehensive and continuous oral healthcare to children in North Philadelphia.





THE EVANS MURRAY SOCIETY

The Evans Murray Society recognizes donors who share our founders' passion for helping families.

Evans Murray Society Annual Donors give unrestricted* support of \$1,000 or more, demonstrate leadership, and make the daily operations of our programs possible. In appreciation of their annual philanthropy, Annual Donors are recognized in RMHC Philly publications, annual reports, and other materials. As valued members of our community, our donors may also receive early and/or exclusive access to special events throughout the year.

Evans Murray Society Legacy Donors can make a significant difference for the families we serve while accomplishing their personal and retirement goals. Legacy Donors have made plans for a future gift to support our mission, such as naming RMHC Philly as a beneficiary in their will or retirement account. If you have already made plans to include us in a future gift, please let us know by contacting giving@philarmh.org.

In the following pages, you will find more information about donor recognition levels and several popular legacy giving options.

Evans Murray Society Annual Donors

NEIGHBORS | GIFTS OF \$1,000+

When you meet Jimmy Murray, you know what it is to instantly be welcomed into a community. Everyone involved with RMHC Philly is part of a “neighborhood” of care that spans the globe.

CAREGIVERS | GIFTS OF \$2,500+

World-renowned pediatric oncologist and RMHC Philly founder Dr. Audrey Evans has said, “I want to be remembered as a woman who cared.” In her more than 60-year medical career she has cared for hundreds of thousands of patients and extended her kindness to everyone she meets. Each day we honor Caregivers of all kinds for their unwavering kindness.

COMPANIONS | GIFTS OF \$5,000+

Dr. Evans and Jimmy Murray founded the House as a place where families could breathe a bit easier and find companionship with others who understand what it is like to have a seriously ill child. We are grateful for all who provide emotional and financial support to families in trying times.

AMBASSADORS | GIFTS OF \$10,000+

As a trailblazer in the medical world, Dr. Evans opened many doors for fellow clinicians and researchers, and gave voice to the needs of countless patients and families. She is perhaps our most prominent voice, but we know that every guest, volunteer, neighbor, and friend who walks through our doors has the potential to become an Ambassador for our House. We are grateful for all those who believe in and help to further our mission.

VISIONARIES | GIFTS OF \$25,000+

A vision for the care of families fueled our co-founders’ dedication to creating the very first House and today we depend on our most determined and impactful partners to sustain the House. It is these influential representatives, our Visionaries, who have chosen to prioritize our mission and serve as our voice within their wider professional and philanthropic circles.

Evans Murray Society Legacy Donors

Legacy gifts, often referred to as Planned Gifts, give you the opportunity to have a bigger impact on the people we serve. For most people, the majority of their wealth is in their long term investments. Yet, we rarely think about using these investments to make our charitable gifts. Below are some popular options that can enable you to support our mission while also meeting your personal financial goals.

Your financial advisor should be consulted as you consider your options and we are ready to discuss your options as well. You may email giving@philarmh.org or call us to begin a confidential conversation at (267) 969-6201.

BENEFICIARY GIFTS

A Beneficiary Gift will cost you nothing during your lifetime. You can name RMHC Philly as a beneficiary of any of the following:

- Your qualified retirement plan (IRA, 403(b) or 401(k) plan)
- Your life insurance policy if no longer relevant or necessary
- Your Donor Advised Fund (DAF)
- Your Transfer on Death (TOD) Account

How it Works:

1. Contact your financial institution to obtain a beneficiary form and name Ronald McDonald House Charities of the Philadelphia Region as a beneficiary for a percentage, specific dollar amount or the remaining balance after other beneficiaries.
2. Designate your gift for a particular purpose that is important to you, or allow us to use the gift where the need is greatest at the time it matures.
3. Inform us and send us a copy of the beneficiary form so we can ensure your intentions are met.

BEQUESTS

By specifically naming RMHC Philly as a recipient of funds in your will, codicil to your will, or trust, you ensure that RMHC Philly will benefit from your generosity in the future. This type of gift will cost you nothing during your lifetime.

GIFTS OF STOCK

If you've owned a stock for more than 12 months that has appreciated in value, you may find that it makes sense to donate the stock rather than make a cash gift. This is likely because by doing so you may avoid capital gains tax and also claim an income tax deduction for the full, fair market value of donated stock according to current tax laws. In addition, any unused deductible amount may generally be carried forward for up to five years.

GIFTS OF REAL ESTATE

A portion of your wealth may be tied up in your residence, vacation home, undeveloped land, or commercial real estate. There are ways to donate these assets to support our mission. Real estate gifts are evaluated on a case-by-case basis and RMHC Philly retains the right to decline to accept these assets.

CHARITABLE GIFT ANNUITY

Setting up a Charitable Gift Annuity (CGA) is a simple way to provide yourself, or a loved one, with guaranteed income for life while supporting the work of RMHC Philly. CGAs provide the opportunity to receive payments that begin immediately or at a future date. CGA donors benefit from an immediate charitable income tax deduction for a portion of the funding amount, with a portion of each payment being tax-free.



"We are gratified to know that our gift will help to sustain the work of RMHC Philly in the future"

**-Gini and Stu Peltz
Legacy Donors**



PhilaRMH.org/EvansMurray



THE **Evans
Murray**
SOCIETY

* Evans Murray Society Annual Donors uniquely provide for our core programs each year: maintenance and operations of our Chestnut Street and Erie Avenue Houses, Family Rooms, Ronald McDonald Camp, and the Ronald McDonald Care Mobile. Event sponsors, third-party fundraiser participants, and donors to restricted programs or special campaigns may be recognized through other means.