



# Ronald McDonald House Charities® of Memphis Communications Guide

## Talking Points

### Mission

Ronald McDonald House Charities® of Memphis, at no charge to our guests, provides supportive services and a “home-away-from-home” for St. Jude families and their children receiving treatment for cancer and other catastrophic illnesses.

Families are stronger when they are together, and their presence helps a sick child heal faster and cope better. While Ronald McDonald House Charities® of Memphis cannot make medicine taste better or take away painful treatments, we can help lessen the burden and ensure families have the stability and resources to keep their child healthy and happy. Ronald McDonald House of Memphis can give a family more time with their sick child. That means more hugs, more kisses and more “I love yous.”

Because of Ronald McDonald House Charities® of Memphis, families can face the weight of illness together. Research shows a family presence in the hospital helps children cope better and heal faster. Staying at Ronald McDonald House Charities® of Memphis improves adherence to complicated treatment plans and communication with the child’s medical team.

Ronald McDonald House Charities® of Memphis enables families to focus on the health of their child rather than anything else - paying bills, cooking meals or cleaning the House. Families are allowed to preserve a sense of normalcy with home-cooked meals, comfortable beds and recreational activities for the family.

Ronald McDonald House Charities® of Memphis is a place where every child can still be a child thanks to a safe, nurturing environment with all the comforts of home. Every family can stay a family, sharing compassion and love while finding respect and privacy. Ronald McDonald House is a place where every dedicated staff member and caring volunteer knows the most important thing is the well-being of a child.

In addition to providing safe and comfortable accommodations and a caring environment, Ronald McDonald House allows families to find a strong support system and establish friendships with other families facing similar anxieties, hardships, and uncertainties.