



# 2023 WINE WOMEN & SHOES COMMITTEE KICKOFF



WE'RE SO PUMPED TO SEE YOU!

# *agenda*

- **Intros**
- **RMHDE Overview**
- **Wine Women & Shoes 101**
- **Chair Intro**
- **Committee Descriptions**
- **Next Steps**

# The Ronald McDonald House of Delaware

“home-away-from-home”

The Ronald McDonald House of Delaware serves families with seriously ill children by enabling access to medical care and providing a place that offers comfort, hope, and togetherness.

## **IN 2022:**

Total Families Served in 2022: **1,037**

Total Number of Nights: **11,074**



# Ronald McDonald Family Rooms

provide a place for family members to recharge, grab a bite to eat, shower or get rest so they can be strong for their children.

## Our Family Room Programs are currently located in:

- Nemours Children's Hospital, Delaware
  - 2,097 families served
  - 3,843 guests served
  - Sleep Rooms - 691 families served
  - Hospitality Carts - 418 guests served
- Women and Children's Center at ChristianaCare's Newark Campus
  - 733 guests served



# *wine women & shoes*

**THURSDAY, NOVEMBER 2**

5:30-9:30 PM

*Chase Center on the Riverfront*

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# 2022 by the numbers

- **435** guests came together to sip, shop, and bid on auction items, and enjoy entertainment
  - **\$240,000** raised overall
    - Sponsorships - \$65,000
    - Auctions - \$60,000
    - Adopt a Family - \$112,000
    - Shoe Guys - \$60,000
    - Portion of Marketplace Sales - \$6,967
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# new for 2023

Expanding committee and chair roles

New rooms with much more space

Longer event time

Refreshed graphics

New faces!



**The Marketplace**  
Governor's Hall

**Dinner & Program**  
Wilmington Hall

*the committee*

Ronald McDonald House staff oversees the entire event. Ronald McDonald House is the "board," with the final word on all matters, and assigns committee chairs to manage much of the event.

### **Meet the Event Chairs aka the "CEOs."**

*They help build-out the team, manage it and ultimately report to Ronald McDonald House .*

## **Lynn Kuttruff**

- Realtor, The Mottola Group/Compass
- RMH Board Member
- '21 & '22 WW&S Committee Member & On-Site Fundraising Chair



## **Casey Melson**

- Global Human Resources Director, CSC
- RMH Board Member
- '21 & 22 WW&S Committee Member & Shoe Guy Chair





## COMMITTEE CHAIRS

- Attend monthly committee meetings (in person or via zoom).
- Plan and lead sub-committee meetings (1-2x month, mostly through zoom). Meeting schedule and frequency varies based on committee and time of year.
- Support other committees by providing potential sponsor leads and ideas for auction items/experiences.



## COMMITTEE MEMBERS

- Participate in overall committee meetings (approx. every 2 months from February – June then monthly until event).
  - Participate in sub-committee meetings as needed.
  - Provide support to other committees by providing potential sponsor leads and auction ideas.
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# sub-committees

- Auction/On-Site Fundraising (OSF) - **CHAIR(S) NEEDED**
- Marketplace - Marichu Valencia & Michele Meixell
- Shoe Guys - Bethany Menson
- Vintners - Deb Fulmer
- Entertainment - Mandy Dicker & Laura Dwyer
- Sponsorships - Mary Bowler
  - Mini Sponsors - **CHAIR NEEDED**
- Swag Bags - Jackie Williams
- Decor - Melissa Rice & Ivey Helmick
- Venue/Logistics - **CHAIR NEEDED**
  - Run of Show: LEAD NEEDED
  - Food & Beverage: **LEAD NEEDED**
  - Day of: **LEAD NEEDED**
- PR & Marketing - Erin McGrath
- Volunteers - **CHAIR(S) NEEDED**

## RMH Leads:

- Overall event - Dawn Brooks
- Print/Graphics - Erin McGrath
- Registration/Ticket Sales - Leslie Hudson
- Committee Liaisons - Pam Cornforth, Ivey Helmick, Katie Johnson, Haley Belcher-Patton



## *on-site fundraising (osf)*

**Between the Key to the Closet and Auctions, we request hundreds of donated items.**

- This committee is good for a "multi-tasker."
- You have community connections and a well-rounded contact list!
- You are persistent, organized, and not afraid to make the ask.



## LIVE & SILENT AUCTIONS

- 38 silent & 6 live lots
- We use Greater Giving Mobile Bidding.
- Cape May Overnight, custom charcuterie, clothing, sports tickets, paintings & more!



## KEY TO THE CLOSET

- One lucky guest wins the whole closet worth over \$10,000. This year, 200 tickets will be sold for \$100 each.
- Family themed closet - Yeti cooler, \$2,500 PayPal gift card, American Girl Doll, spa, purses, apparel & more.
- Sold out in 30 minutes!



## WALL OF WINE

- Purchase a bottle of wine in the Wall of Wine display in the Marketplace. We'll sell 150 bottles for \$25 EACH.
- Bottles worth \$25 - \$100



## MISSION MOMENT

- During dinner, one RMH family shares their story.
- Followed by our Fund the Mission:
  - Support a family for a year (\$5,400)
  - House Lodging (\$2,500)
  - Meals (\$1000)
  - Hospitality Carts (\$500)
  - House Wish List (\$250)
  - Transportation (\$105)



## *the marketplace*

*Chairs: Marichu Valencia & Michele Meixell*

*wine. dine. shop. bid. support.*

- 5:30 – 7:30 PM
- VIP shopping opportunities from local and national vendors
- Passed hors d'oeuvres, food stations, and 6 wine stations
- Key to the Closet, Wall of Wine, & Silent Auction





HOUPEPETTE  
THE LITTLE HOUSE  
LOVE THIRTEEN  
MOUTH PARTY CARAMELS

PATRICIA LYNCH  
PETER KATE  
P.SHERROD  
RENIE B

*20% of vendor purchases are donated back to the House.*

# shoe guys

*Chair: Bethany Menson*

- Shoe Guys' roles include everything from selling tickets, running wine, cleanup, giving out Swag Bags, and everything in between.
- Recruit and manage the 30+ Shoe Guys' fundraising efforts.
- Prior to the event, each Shoe Guy creates a fundraising page, and commits to raise \$500 each. Last year, our guys raised \$60k!





## *entertainment*

*Chairs: Mandy Dicker and Laura Dwyer*

Manages the music, emcee, program contents, any speakers, Step & Repeat, photo booth fun, Best in Shoe, any awards for valued partners of Ronald McDonald House!

# sponsorships



- 2022 - \$65,000 from 34 sponsors
- 2023 Goal: \$70,000
- New Opportunities
- Mini Sponsor Chair

## YOU:

- create partnerships and win-wins.
- are **business-development savvy, outgoing,** and have **community connections.**
- know how to sell potential sponsors on the WW&S opportunity for business promotion.

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## *swag bag*

*Chair: Jackie Williams*

- Solicits donations for guests' gift bags (swag bags). Gifts may be from sponsors, event participants, or local businesses.
  - Around 20 items including hair samples, honeycomb stick, face cream, coupons & more.
  - Manages the collection of donations, bag assembly, timely delivery to the event, and delivery to guests at the event.
  - Works with sponsorship and OSF committees to ensure variety and additional opportunities.
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## venue/logistics

- Run of Show - Ruth Fulmer
- Food & Beverage
- Day of Logistics

Manages the logistical nuts and bolts of the event  
rentals, lighting, sound system, etc.

You think on your feet  
& put out fires the day of the event.

### Pressure? What's that?

Ideal candidates possess a sense of style and organization skills and stay cool under pressure.

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## **VINTNER**

*CHAIR: DEB FULMER*

- Work with wine vendor on wine preferences, on site wine reps, etc.
- Day-of support

## **DECOR**

*CHAIRS: MELISSA RICE &  
IVEY HELMICK*

- Based on budget, researches & recommends overall décor for the event.
- This committee works closely with Venue/Logistics committee and Onsite Fundraising committee.

## **VOLUNTEERS**

- Collects all names of potential volunteers, contacts them, and assigns them to committees, where individual committee chairs manage them.

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## *next steps*

- Think about it!
  - Review committee descriptions
  - If interested in joining committee, learning more – contact Dawn Brooks at [d.brooks@rmhde.org](mailto:d.brooks@rmhde.org) or (302) 428-5315
  - Visit [rmhde.org/wwscommittee](http://rmhde.org/wwscommittee)
  - Next Meetings:
    - **Committee Chairs- March 8 at 5:30**
    - **Full Committee - April 12 at 5:30**
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