

It's a Home-Away-From-Home Run!

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BACKGROUND

- After opening in 1984 and housing 10 families, the Ronald McDonald House (RMH) near Brenner's Children's Hospital in Winston-Salem can now house 35 families.
- The RMH hosts families in need of a place to stay while their child is receiving medical care in the hospital.
- The RMH has rooms in both of our local hospitals for families to get snacks or take breaks.
- Any family can stay and are asked to pay \$10/night, but no family is turned away because they cannot pay \$10.
- It costs the House \$70 a night to host a family.
- In 2019, the House had 988 different families stay with them throughout the year.



Figure 1: Picture of Ronald McDonald Outside of the RMH of Winston Salem

OBJECTIVE

The purpose of this internship was to host a virtual 5k to raise awareness and money for the RMH of Winston-Salem.

- This project is near and dear to my heart because a family member used a RMH.

METHODS

- Research: Information about the RMH, English words in Hawaiian, 5k registration process, race themes, race insurance
- Decisions: Race theme, name, and colors
- Organization: Applied to host fundraiser, designed shirt with The Red T-Shirt Company, gained insurance coverage
- Marketing: Informational video and zoom, email, facebook, and digital flyers
- Race: Preregistration, t-shirt distribution, tracking participation using #ohanavirtual5k the week of April 19.



Figure 2: T-Shirt Design (left) : Flyer (right)

PRELIMINARY RESULTS

Salem Participants	11
NC Participants	34
Registered Participants	74
Estimated Donation	\$790.66

Figure 3: Preliminary Results as of April 7, 2021. Final results will be determined April 26, 2021.

CELEBRATION OF MY SALEM EDUCATION

Learning grounded in pursuit of excellence:

- Integrated learning from Exercise Science, Biology, Design, and Professional Writing
- I went out of my comfort zone to produce this event

Learning grounded in community:

- My Salem College family and my family members encouraged me to complete this project. In return, I provided them with an event to participate in and donate money to a local charity.
- I used my presentation skills, creativity, time management skills, organizational abilities, and passion for helping others to design, produce and share the outcomes of this 5k fundraiser

Learning grounded in responsibility to self & world:

- Met self-determined deadlines
- Communicated regularly with key stakeholders for approval and risk management
- Updated faculty advisor weekly
- Solved problems proactively
- Developed leadership skills by creating a vision, and putting it into action

REFERENCES



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