



RMHC of CNY Mission: To create, identify, and support programs that directly improve the health and well-being of children and families in Central New York and Northern Pennsylvania.

RSS Mission: The mission of this group is to engage, empower and inspire young professionals to participate in philanthropic and leadership endeavors, and build awareness in the community of Ronald McDonald House Charities of Central New York.

Who we are: The Red Shoe Society is a group of young professionals with a collective goal to help make a difference in the lives of families with seriously ill children. As stewards of the Ronald McDonald House Charities of CNY, Red Shoe Society members will work together to raise money, donate their time, and provide much-needed volunteer efforts to benefit the House.

We accomplish this by:

- Supporting the mission of RMHC of CNY and the families we serve
- Hosting quarterly events in the community
- Creating unique volunteer opportunities at RMHC of CNY
- Leveraging community partnerships with affiliated programs that support RMHC of CNY

Opportunities for members of RSS:

- Directly impact the lives of families staying at RMHC of CNY through fundraising events, donation drives, and volunteer opportunities
- Build your network by working with other RSS members, RMHC of CNY staff, and board members
- Take a leadership role in the community and gain experience in the non-profit sector

- **RSS Membership & Responsibilities:**

- Members are expected to attend a minimum of 75% of scheduled meetings annually
- Serve on at least one sub-committee (attend 75% of scheduled meetings)
- Provide volunteer support for RMHC of CNY fundraising events as needed and participate in volunteer opportunities at the Ronald McDonald House
- Be a voice to advocate for RMHC of CNY, our mission and the families we serve
- Connect new individuals and organizations with RMHC of CNY
- Members should expect to commit at least 3 hours per month to RSS

Expectations of RMHC of CNY:

- Provide the following:
 - Meeting space
 - Support from the Development Manager
 - Accounting support
- Keep RSS members up to date on happenings at RMHC of CNY

Committees:

- **Social, Membership & Recruitment Committee**

- **Membership and Recruitment** – Responsible for planning and developing membership orientation events, public awareness, drives and campaigns to ensure that RSS meets its goals in the community. They will work to build a corporate membership recruitment program and is responsible for membership renewals, onboarding, and membership retention. ***This committee is responsible for at least 2 networking events for the year.***
- **Social** – Responsible for all communications for RSS. This includes developing emails to members, working with RMHC of CNY Director of Communications on social media content to share externally, and maintaining the member-only Facebook/LinkedIn groups.

- **Fundraising & Family Enrichment Committee**

- **Family Enrichment** – Responsible for developing and planning new and engaging volunteer events for families staying at the House. They will work with community partners and RMHC of CNY Development Manager and House Manager to plan exciting events for our guest families. The committee is responsible for at least 2 volunteer events for the year.
- **Fundraising** – Responsible for developing and planning new and engaging events for RSS members outside of the House to increase awareness, raise funds, and collect supplies. The committee is responsible for at least 2 events for the year.