



RONALD MCDONALD HOUSE CHARITIES®

Simple Banking Request Blossoms Into Full-Fledged Community Partnership

It started with a simple request. Ronald McDonald House Charities® of New Mexico (RMHC) was looking for a better solution to count the change from the donation boxes that sit at McDonald's cash registers throughout the area.

A McDonald's owner/operator in Santa Fe approached the bank about their desire to reduce the service fees associated with counting the change. Those charges were the largest service fee on the organization's account. In addition, RMHC had to call representatives in Florida for their banking needs.

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For children facing a serious medical crisis, not having a parent close by for love and support can be scary. RMHC New Mexico allows families to remain together and close to the care they need.



CEO, Ronald McDonald House Charities® of New Mexico

Jessica Wright



Jessica Wright, CEO of Ronald McDonald House Charities® of New Mexico



“

This relationship rises up because it is completely integrated. They have such a genuine respect for our mission. It's one of our most valued partnerships.

”

CEO, Ronald McDonald House Charities® of New Mexico
Jessica Wright





Between the challenge with time zones and the previous bank not knowing the Albuquerque market well, RMHC leadership was seeking a better solution.

“Not only did the bank significantly drop their service charges, they set us up where we can count the change in-house and scan and deposit checks from our office,” says RMHC of New Mexico Chief Executive Officer Jessica Wright. “I no longer get sent to customer service. I am talking to people that I am comfortable with and have relationships with.”

Little did they know how this simple banking solution would blossom into a full-fledged partnership.

A 'Home Away From Home'

The Ronald McDonald House® is the cornerstone program of Ronald McDonald House Charities® of New Mexico. The 30-bedroom lodging facility offers temporary lodging and services for families with ill children being treated in the metro area. Since 1982, the House has served more than 35,000 families, many of whom travel far from home and spend weeks or months getting treatment for their seriously ill or injured child.

“For children facing a serious medical crisis, not having a parent close by for love and support can be scary. RHMC of New Mexico provides that home away from home,” Wright explains.

Making this all happen, of course, requires substantial fundraising, community partnerships and many volunteer hours. And right from the start, Wright says that the bank became a true partner, well beyond the financial relationship.

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'Perfect Example' of Community Partnership

Mark Pike, the bank's Vice President of Treasury Management, explains the bank's deep roots with RMHC of New Mexico, including:

- Volunteering by preparing meals for families staying at the House, including shopping, cooking and cleaning for up to 60 people.
- Sponsoring varying events, including the golf tournament and the organization's "Girls Night Out" which features more than 100 retail vendor and indulgence provider booths, music and entertainment.
- Senior Vice President of Private Banking, Tony Ornelas, serving on the Volunteer Board of Directors.
- Participating in RMHC's holiday gift drive.

In addition to the volunteer time, the bank helped fund the Ronald McDonald Family Room at Christus St. Vincent Hospital in Santa Fe, which gives families a peaceful and close space near their children during a hospital stay.

Wright says she has moved RMHC's entire banking relationship as a result of the partnership and service, including their deposit accounts, Treasury Management services, merchant services and business credit cards.

"We support each other back and forth. I can see them truly investing in our mission, and it has been amazing," Wright says. "I have a very high comfort level. The peace of mind that comes with this relationship is so great. This really is the perfect example of a partnership."

Enterprise recently strengthened ties even further by announcing a contribution of \$75,000 over a three-year period. The investment is supporting the construction of the second Ronald McDonald House in Albuquerque.

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ABOUT RONALD MCDONALD HOUSE CHARITIES® OF NEW MEXICO

Ronald McDonald House Charities® of New Mexico provides comfort, care and a "home away from home" for families whose children are in medical treatment. Since it opened in 1982, more than 35,000 families have stayed at the house.

