RMHC®
of the Southwest

September 2026

# around the HOUSE

3413 10th Street • Lubbock, TX 79415 • 806.744.8877
RMHCsouthwest.com




## A Place Where Family Stays Together

After a difficult pregnancy and Colter's premature birth, the Lyons family spent 53 nights at the Ronald McDonald House while he fought to grow stronger in the NICU. The House gave Annabelle and Elijah a place to stay close to Colter while also keeping their three older children close to Mom and Dad. Today, Colter is home and doing well, and the Lyons family is adjusting to life together under one roof again. For Annabelle, the Ronald McDonald House became more than a place to stay—it became "home...it's a special place for us." *Read more inside.*

# From the Desk of the President & CEO



Dear Friends and Supporters,

**Over the years, a lot has changed at Ronald McDonald House Charities of the Southwest.**

Our House looks different than it once did. Our programs have grown. We now serve children and families in more ways and in more communities across our region. And soon, you will begin to see another change as we introduce a new look, a new brand, and a new name: Ronald McDonald House Southwest.

Change is part of growth, and I am incredibly proud of how our organization has grown. Yet through every change, what matters most has remained the same. **Families stay at the center of everything we do.**

A parent still needs a place to rest after spending the day beside their child in the hospital. A child still needs a place where they can play and simply be a kid. Families still need meals, comfort, connection, and people around them who care about what they are going through. **And our community continues to show up.**

You have helped make that possible year after year. Through your donations, volunteer service, partnerships, meals, and countless other acts of generosity, you have surrounded our children and families with love and support during some of the most difficult days of their lives.

As we prepare for this next chapter, I keep coming back to two words that are part of our new brand: **Family Stays.** To me, those words mean so much more than where a family sleeps at night. Family stays close. Family stays together. Family stays focused on their child. And because of this community, Ronald McDonald House Southwest stays beside them throughout their journey.

Our colors may change. Our logo will look different. Our name is changing. Our programs will continue to grow and evolve. **Our heart will remain the same.**

Thank you for growing with us, believing in our mission, and continuing to make our House a place where children and families are surrounded by care, comfort, and community.

With gratitude,

Emmanuel Ramirez

Emmanuel Ramirez
President & CEO

# Board of Directors

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# The Lyons Family



**"It was home…it's a special place for us."**

With three children already at home, Annabelle Lyons was no stranger to pregnancy or delivery. What Annabelle and her husband, Elijah, didn't expect was just how difficult the pregnancy with their fourth child would become. Annabelle's blood pressure was difficult to control, and the placenta surrounding their baby wasn't developing properly. She was hospitalized so doctors could closely monitor both her and the baby.

Eventually, Annabelle needed an emergency C-section. Thankfully, her mom and Elijah made it to the hospital in time for Colter's arrival. Born weighing just 2 pounds, 7 ounces, Colter was immediately intubated and placed on an oscillator. His lungs were underdeveloped, beginning a sixty day journey in the NICU.

**"They told me they didn't know if he would make it for the first few days."**

For Annabelle, the worry over Colter and the days apart from her family were difficult. After she was discharged from the hospital, she was welcomed into the Ronald McDonald House, where she could finally be close to Elijah and their three older children—Brynlee, Brentyn and Leighton.

"We've heard of it…from like McDonald's," Annabelle said. "I didn't expect us to ever have to stay here."

For the next 53 nights, the House became a home away from home for the Lyons family. Their older children were able to stay close to their mom and dad while Colter remained in the NICU. They made memories at the House through haircuts, "Books and Bubbles", time on the front porch and plenty of snacks.

**"They loved everyone here. They still ask about them."**

For Annabelle, one of the greatest gifts was simply being nearby when Colter needed her.

"Getting NICU phone calls about Colter and being able to throw on my shoes and be right there. I could be right there to be with him.""

Today, Colter is home with his family and doing well, though he continues to use oxygen and has appointments with his NICU team and specialists in Lubbock.

Looking back on their time at the House, Annabelle knows it was about so much more than having a place to sleep.

**"During one of the hardest seasons our family has ever walked through, you all gave our family a home away from home and loved on our other kiddos while we were focused on getting their baby brother through the NICU."**



And for the Lyons children, the House was a place where they were known, cared for and loved. So much so that Leighton recently named her new baby doll, who has oxygen just like Colter, "Greg"—after one of her favorite people at the House.

**"We miss everyone and are so incredibly thankful for the love you showed our entire family."**




## Elijah, Annabelle, Brynlee, Brentyn, Leighton, and Colter were loved and supported because of you.

Your donations keep families together and feeling like they are at home when they have to travel for their child's medical care. Please give today to support families like the Lyons.

**P.S. The enclosed envelope makes it easy and free for you to send in your donation today. You can also visit RMHCsouthwest.com to give securely online.**

## Your Impact:
### April-August

**106**
families stayed in the House

**391**
total guest count

**24**
nights at the House per family (average stay)

**393**
families served in the Family Rooms

# Summer Snapshots








We had a busy summer at the Ronald McDonald House and in our Ronald McDonald Family Rooms! We celebrated summer with treats, summer bucket list making, karaoke, hang outs, cookouts, and so much more! Because of our friends like you, we're able to provide families with fun and togetherness even when summer can't be "like normal".







## Additional Photos of the Lyons Family Around the House

Summers always mean more siblings and kids at the House. While Brynlee, Brentyn, and Leighton were waiting for baby brother Colter to grow big and strong they got to hang out with their parents at the House, get haircuts, play and be kids.

# Be Part of our End of Year Celebrations

### October 14th- Brand Update
11:30am-12:30pm at the Ronald McDonald House

We'll be celebrating our brand update with a rebrand celebration and ribbon cutting. Our website, social media, and emails will also be updated on this day to "Ronald McDonald House Southwest". We ask for your patience and support as we make this transition. We're excited for the opportunity it gives us to bring more awareness to our mission and services.

### October 23rd- Trunk or Treat
6pm-8pm at the Ronald McDonald House

Everyone is invited to join us for this free community event! Last year, we had over 1,000 visitors, including the families we serve at the House. No cost to attend but we will be taking donations from our wishlist to support families with children receiving medical care.

### November 12th- Thanks for Giving
11:30am at the Knipling Education Conference Center

Thanks to supporters like you, we are able to keep families together when they need it most. Our "Thanks for Giving" luncheon celebrates all the volunteers and donors who make our mission possible.

### December 8th- Holiday Open House
4pm-6pm at the Ronald McDonald House

Save the date: The Ronald McDonald House is especially magical during the holidays, and we can't wait for you to experience it—because friends like you make that magic possible. Join us for sips, sweets, and community at the House.










## Volunteers Make It Possible

Volunteers are a vital part of making our mission possible. From our Guest Chefs who come in every day to cook meals for the families staying in the House to our volunteers in the Family Rooms who care for hospital families to our school group volunteers who clean, organize, and make cards for families, everyone is making a difference. The pictures above show just a few of the many people who are a valued part of the RMHC Family as volunteers.

We're always in need of more volunteers especially for Guest Chefs and in our Family Rooms. If you have a heart for supporting families, we have a place for you. Call us at (806)744-8877 or visit RMHCsouthwest.com/volunteer.

## Wishlist: Our Biggest Needs

- Individually packaged snacks
- Toiletry & hygiene items
- Gift cards for stores and restaurants
- Breakfast foods *(pastries, frozen breakfast sandwiches, etc.)*
- Baby wipes & diapers *(sizes newborn, 1 & 2)*
- Toys & gifts for Christmas

# 20+ Years of Tradition


Medical Center: Now


Covenant Children's: Now


UMC Children's: Now


Medical Center: April 2006


Covenant Children's: July 2006


UMC Children's: July 2006

## Now & Then: 20th Anniversary of our Family Rooms

Twenty years ago, we opened three Ronald McDonald Family Rooms so that we could expand our care for families beyond the walls of our Ronald McDonald House. We celebrated those anniversaries with our hospital partners—Medical Center in Odessa and Covenant Children's and UMC Children's in Lubbock—and our community earlier this year. The paint colors, the furniture, the decorations, and even the locations have changed over the past 20 years. But, what hasn't changed is our commitment to families. We are still there with a cup of coffee, a delicious snack, a warm blanket, and an encouraging smile, when families are going through the most difficult of times.

RMHC of the Southwest

Quarterback S.A.C.K. CELEBRATING 25 years 2001-2026



We had such a great time kicking off our **25th season of Quarterback S.A.C.K**. at the end of July! Thanks to a community who love both Texas Tech football and keeping families close, we were able to have a great start to our campaign. Thank you to our presenting sponsor, United Supermarkets, and Coach Joey McGuire and Texas Tech Athletics for their continued support of Quarterback S.A.C.K.

We also got to celebrate that, thanks to our amazing donors, Quarterback S.A.C.K. has raised over $1 million to Support And Comfort Kids over the past 24 seasons! We hope you can join us in making sure our 25th season keeps up the tradition of making a BIG difference for our families. There's still time for you to get in the game to support families like the Laubs. Pledge or make a one time donation today at www.rmhcsouthwest.com/quarterback-sack.

You can also join us in tracking the sacks all season long with KCBD News Channel 11 every Monday night after a Tech Game.

Also, special thanks to the Laub Family, pictured above, who shared their story with our attendees. Layla was a tiny fighter in the NICU and her mom and dad were able to stay right by her side thanks to our donors' support. Scan the QR code to watch their story.

# Dedications

April 2026-August 2026

**In memory of:**

Marcelo Aguilar Sr.
*St. Clare Catholic Church*

Joseph "LaCour" Clark
*Scott and Minka Sibert*

Tyree Jones
*Karyn Jones*

Emmett Dale Lee
*Brent Murphy*

Doyle McAda
*Randy and Brenda Hambrick*
*Janice Powers*

Tobin Noble
*Tanner and Kami Noble*

Janis L Sheppard
*JW Webb of Janis L Sheppard Estate*

Jordan Clay Shuman
*Ernesto and Ann Navarrette*

Sandra Faye Sitton
*Randy Andrews of G. Randa Andrews Investments*
*Sarah Turner of Guzman Energy*
*Lyddie Hansen*
*Jerred Hurst*
*Mona Keister*
*Nan Leavell*
*Joe and Debby May*
*Jonathan Murray*
*Tom and Nancy Neal*
*Douglas and Kay Sanford*
*Stephen and Melinda Shanklin*
*Karen Spaar*
*Thomas and Susan Voskamp*
*Rebecca White*
*Elizabeth White*

JoAnn Stevens
*Kathy Hunter*

Keegan Beckett Thomas
*Hannah Albion*
*Shannon Buzbee*
*Kathie Deal*
*Ava Schrobilgen of Die Spitz LLC*
*Nikki Glimp*
*Adam Greenhood*
*Jeanine Levy*
*Colleen Lujan*
*Greg Markus*
*Chad Munn*
*Eamon Quigley*
*Johnathon Spilker*
*Polly Williams*

Jerry Wayne Thorn
*Dan and Jean Ann Cantore*

Kim Weaver
*Jim and Millie Golden*
*Ron and Beth Weaver*

Nita Louise Williams
*Carolyn Culwell*

**Commemorative bricks:**

Robert A. Clarkson

Jesus "Danny" Espinoza
*John and Robyn Snowberger*

Wayland Holladay
*Shann Parchman of Midway Baptist Church*

Mark Martinez
*John and Robyn Snowberger*

Edwin Norberto Peraza-Cuellar
*John and Robyn Snowberger*

Randy Vander Dussen
*John and Robyn Snowberger*

Graham Davis Webb
*Rory & Cindy McCrady*



Dedications give tribute to your loved ones while supporting families who have a child receiving medical care. We are grateful to those who choose to show their love and respect for their family and friends through a gift to RMHC.

You can also honor your loved ones in a permanent way by donating for a commemorative brick. These bricks are located in our front courtyard by our iconic Ronald McDonald Statue.

To make a tribute to your loved one while supporting families with children receiving medical treatment, visit RMHCsouthwest.com or call (806) 744-8877.

# Thank you to our Partners!

*Mission Partner*
Carrillo Hospitality (McDonald's)

*Family Support Partner*
GECU Federal Credit Union

*House Partner*
Western Bank



*Adopt-A-Room Partners*
Atmos Energy
BeeWing LLC
Cook's Garage
HEB
Kiwanis Club of Lubbock
Parkhill
RMHC Board of Directors

# You're Invited: Rebrand Celebration

Ronald McDonald House Charities®
of the Southwest

→

Ronald McDonald House®
Southwest

**11:30am | Wednesday, October 14th | Ronald McDonald House**

The wait is finally over! Ronald McDonald House Charities (RMHC) of the Southwest will be rebranding to Ronald McDonald House Southwest on Wednesday, October 14th. You're invited to join us at 11:30am at our Ronald McDonald House for a ribbon cutting and celebration. We'll have a reception, tours of the House, and a first look at the brand changes around the House.

We're excited for a new look, new colors, and a new tagline—"Family Stays". We're also excited for all the things that won't change, like our commitment to keeping families at the heart of our care.