

**Ronald McDonald House Charities Inc.**

26345 Network Place | Chicago, IL 60673-1263

630-623-7048

[donations@rmhc.org](mailto:donations@rmhc.org)

October 31, 2013

Mr. Keith Dailey  
The Kroger Co.  
1014 Vine Street  
Cincinnati, Ohio 45202-1100

Dear Mr. Dailey:

Ronald McDonald House Charities appreciates everything that Kroger offers to communities and causes. In our houses around the country, we offer a free “home-away-from-home” for seriously ill or injured children and their families—a commodity funded purely by donations. In these homes, we encourage staff members to purchase groceries for the families from Kroger. Kroger’s quality products and friendly employees have never let us down.

Now, as the holidays are approaching, the Ronald McDonald Houses are faced with a greater purpose: provide our families with joy during the holiday season. A home-cooked, holiday meal can help bring joy to these families as they combat the illness or injury that brought them to a medical center near us. However, holiday meals also bring a higher cost to our houses around the country—a cost we struggle to support every year. This season, we aim to raise approximately \$50,000 for our homes around the United States.

As the director of corporate communications at Kroger, you can help us bring happiness to our families. By simply asking for donations during customer transactions or by donating pre-packaged meals, Kroger can help each family in our homes enjoy a quality meal and sense of normalcy during the holiday season. Every donation counts when you are helping families with rising medical costs; each donation will go directly to the parents’ and children’s holiday meals.

If you partner with us to provide these meals, Ronald McDonald Houses around the country will purchase all holiday groceries from Kroger. From turkeys to cranberry sauce, we will visit local Kroger-owned grocery suppliers to create memorable holidays for every household.

With your help, each and every Ronald McDonald House family can escape from the stress of illness and sit down for a holiday meal that feels like home. Enclosed is more information about Ronald McDonald House Charities and how you can help. Please let me know if you have any questions.

Sincerely,

Nicole Bowman, Director of Donations  
Ronald McDonald House Charities Inc.