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RED SHOES FOR FAMILIES

Generous Guests Raise \$106,000+ for Families with Sick Children

AUSTIN, TX (September 6, 2019) – Over 300 guests wearing red shoes, boots, pumps, sandals, wedges and even sneakers joined Ronald McDonald House Charities® of Central Texas (RMHC CTX) at Brazos Hall on Thursday, September 5 for the annual Red Shoe Luncheon. The invitation-only event is hosted each year to introduce new friends to RMHC CTX’s mission. Twenty-eight sponsors and table hosts, who are ardent supporters of RMHC CTX, invited friends and colleagues to join them at the event, and together with a matching grant from the Carl C. Anderson, Sr. and Marie Jo Anderson Charitable Foundation, they helped raise \$106,000 for families with sick children.

Upon arrival, guests were greeted with sparkling wine and enjoyed a Kendra Scott pop-up store where a portion of the proceeds was donated to RMHC CTX. Committee members generously donated twenty-eight pairs of red shoes that adorned tables as centerpieces, which went home with one lucky winner from each table. During the presentation, guests not only learned about RMHC CTX’s programs but were also able to hear directly from the Coulter Family, who spent several months in the Ronald McDonald House after a pediatric medical crisis in 2018.

Kim Flores served as the luncheon chair, and was joined by a committee of RMHC CTX supporters. Red Shoe Luncheon sponsors include Heritage Title Company, vcfo, DPR Construction, Concordia University, Polkinghorn Group Architects Inc, Greater Austin Black Chamber, Amber Carden, McDonald’s Local Owners of Central Texas, Kendra Scott, American Campus Communities Dell Children’s Ascension, St. David’s Healthcare, The MedSpa at NW Hills, Women Partners in Health, Premiere Events, Katie and Sam Owen, and RBFCU.

“We were grateful for the opportunity to share stories about how we support families at RMHC CTX with 300 friends at the Red Shoe Luncheon,” says Carolyn Schwarz, Chief Executive Officer of Ronald McDonald House Charities of Central Texas. “While each family has their own distinct story, one thing is always the same and it’s their gratitude. I often hear what a blessing it is for them to stay in a place that keeps them close to their sick child, whether it’s across the street or down the hall. And how grateful they are that they don’t have to think about all the little things in life that don’t stop when their lives change unexpectedly. This all happens because of the generosity of our community.”

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