

For more than 90 years, the Potack Family has been leading the way in the healthcare laundry services industry and corporate philanthropy. There is no question that community support is very important to the Potacks. Their family business, Unitex, led by Michael Potack, and sons David and Robert, has been instrumental in supporting the children and families of the Ronald McDonald House Charities of Connecticut and Western Massachusetts (RMHC CTMA).

Unitex was one of the first local companies to embrace and provide leadership funding for the Ronald McDonald House of Connecticut's recent Capital Campaign. Later, they continued their support of the new House and gave a generous contribution to establish the Unitex/Potack Family Furniture, Fixtures and Equipment Replacement Fund, providing the support necessary to make repairs, replacements, and upgrades to appliances. Over the years, Unitex has also supported the Annual Golf Tournament and provided new linens for guest rooms.

Now, Unitex and the Potack Family have extended their efforts beyond the Connecticut House to support the Chapter through the Unitex Matching Gift Challenge. For the second year in a row, Unitex will double the impact of donations to Ronald McDonald House Charities of Connecticut & Western Massachusetts dollar-for-dollar. All contributions made to RMHC CTMA through August 31, 2020 are eligible for the matching program, up to the \$10,000 goal.



*Left to right: Robert Potack, David Potack, and Michael Potack.*

The Potack Family understands the importance of giving back and has done so throughout their company's history. Now managed by the 4<sup>th</sup> generation of Potacks, Unitex remains committed to providing their clients with the best solutions to handle their everyday needs. That type of commitment is also evident in each family member's personal belief in sharing their good fortune with charitable causes.

We salute Unitex and the Potack Family for always being there to make a difference for the children and families who need our "home-away-from-home."



# UNITEX MATCHING GIFT CHALLENGE

June 1st - August 31st

**DOUBLE  
YOUR IMPACT**

The families at the Ronald McDonald House of Connecticut and Ronald McDonald House of Springfield need your support now more than ever!

During these unprecedented times, we continue to support families who have children with life-threatening illness or injury. The ongoing COVID-19 health crisis adds worry to their already stressful situation and compromised health. We are committed to providing safe and healthy family-centered spaces for families to meet the challenges and uncertainties that each day may bring. Your support is even more important as we provide our families with a sense of relief and normalcy in their already challenging lives.

## **Did You Know?**

- Families rely on the services of our Ronald McDonald Houses for warm meals, daily essentials, and a safe, caring environment close to their hospitalized child 365 days a year.
- 4 out of 5 families stay with us completely free of charge due to their financial burdens.
- You can directly impact a family by giving a donation to supplement their suggested nightly contribution and Unitex will match your gift – thereby helping TWO families.
- You can provide a night, a long weekend, a week or a month's stay at RMH for a family when their lives have been upended due to their child's medical needs. The impact of these gifts are far-reaching and provide immediate support and comfort to families utilizing our special "home-away-from-home."
- Your gift, matched by Unitex, will make twice the impact and reach double the families during the Unitex Challenge. Every dollar you donate will be matched 100% by Unitex up to \$10,000.

Please help us today and double the impact of your gift by participating in the Unitex Challenge. All contributions made to RMHC CTMA from June 1 – August 31 will help to meet the \$10,000 Challenge Goal.

Dollar for dollar, your donation to RMHC CTMA  
will be matched up to \$10,000 by Unitex