



# EMPOWERING COMMUNITIES THROUGH ENTERTAINMENT

**DIRECTV**  
FOR BUSINESS  

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NONPROFIT

SPECIAL REPORT: THE DIRECTV FOR BUSINESS<sup>SM</sup> NONPROFIT INITIATIVE

# HOW TV ENHANCES SERVICE AT NONPROFITS

At [DIRECTV FOR BUSINESS<sup>SM</sup>](#), our commitment to community welfare isn't just a corporate ethos—it's a guiding principle that drives every facet of our operations. Stemming from a profound partnership with [Ronald McDonald House Charities<sup>®</sup>](#) (RMHC<sup>®</sup>), our nonprofit initiative symbolizes our commitment to enhancing the lives of those in need, delivering not just entertainment, but comfort, connection and compassion.

Our nonprofit journey began with a pledge to amplify the mission of RMHC, championing their cause to provide essential services that remove barriers, strengthen families and promote healing when children need healthcare. By providing access to the best in entertainment, we enabled RMHC Chapters nationwide to remain steadfast in their support of families who have children in the hospital.

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Doug Eichler  
Senior Vice President  
DIRECTV Business Solutions

Originating from our strategic partnership with RMHC, we recognized the profound impact entertainment could have in nonprofit settings. To extend this impact, we decided to offer [discounted rates](#) tailored specifically for nonprofits across the nation, ensuring that those who need it most can access affordable entertainment solutions. In today's complex world, fostering connection and shared experiences is more important than ever. With this initiative, DIRECTV isn't just transmitting a signal from a satellite—we're bringing joy, content and community to those most in need.

"At DIRECTV, we care about the communities where our customers and employees live and work, which makes this initiative the perfect opportunity to support local and national nonprofit organizations," says Doug Eichler, Senior Vice President, DIRECTV Business Solutions.

Our dedication extends beyond our partnerships with nonprofits—it's a hands-on approach that manifests in countless volunteer hours and initiatives through the DIRECTV Cares Program. This includes DIRECTV's Feeding Hearts program, for which employees from all corners of the country volunteer at regional food banks to provide food for families in need. Also, each year we celebrate the founding of our company with DIRECTV Day, where employees volunteer across the country in

the communities where they live and work. In 2023, DIRECTV employees volunteered more than 16,000 hours. Through all these programs, we've witnessed firsthand the transformative power of TV in nonprofit settings, where every channel becomes a conduit for joy, solace and shared experiences.

## **RONALD MCDONALD HOUSE CHARITIES: A HAVEN AMIDST ADVERSITY**

[Ronald McDonald House Charities](#) (RMHC), dedicated to caring for families with children who are ill or injured, exemplifies the importance of creating a nurturing space where families can find respite amidst difficult circumstances.

Families staying at Ronald McDonald House programs often find themselves far from home, grappling with the emotional and logistical challenges of supporting a child who is sick. Providing a sense of normalcy and comfort is paramount in alleviating their stress and fostering a supportive community atmosphere.

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DIRECTV brings the joy of entertainment to participating Chapters serving these families by creating an opportunity for families to watch TV in common areas or in their individual rooms or apartments, delivering the comforts of home.

Consider the story of families arriving at Children's Healthcare of Atlanta – Scottish Rite Hospital, their hearts heavy with worry and exhaustion—many traveling hundreds of miles or more to reach Atlanta, sometimes closely following an ambulance transporting their child. Ronald McDonald House becomes their sanctuary, offering not just shelter, but a vibrant community of support and understanding.

Justin Littlefield, Senior Director of Operations at Atlanta Ronald McDonald House Charities, emphasizes the importance of creating a home-like environment. “We want families to receive the best possible experience,” he says. “It's important to us to provide everything

we can to make this a home away from home.” What makes the house truly unique is the three-story indoor tree house with playrooms high above the atrium floor and LED images of the local tree canopy suspended from the ceiling. Littlefield says, “When families arrive, they're excited, and many kids don't ever want to leave.”

The 31-unit House also includes a game room, a crafts room, a dining area where catered dinners are served, a kitchen for families that want to cook for themselves, and a quiet bistro where parents can work or relax with a cup of coffee—all meticulously designed living spaces adorned with TVs that become more than just entertainment, but a lifeline, a source of comfort for families facing unimaginable challenges.

**Providing a sense of normalcy and comfort to families staying at Ronald McDonald House is paramount in alleviating their stress and fostering a supportive community atmosphere.**

The House provides TVs in every sleeping room and four TVs in common areas. In the morning, parents often watch the news while children play nearby, and afternoons are usually cartoon time. Kids gather to watch their favorite shows while parents talk quietly in the background. And when families need to retreat to relax, they can watch their favorite channels in their private bedrooms—just like at home.

The communal TVs also create opportunities for get-togethers. Ronald McDonald House hosts viewing parties, where families share meals and treats as they cheer on their favorite teams, cartoon characters or superheroes. As Littlefield observes, “When families are laughing or smiling, feeling more relaxed, that’s huge, and TV is one of the ways we can provide that.”

“From the second we receive the referral to the time they get home, we ask, ‘How can we support you?’” says Littlefield. This commitment includes deciding which DIRECTV channels to offer. As the new TV service was being installed, Littlefield and the team surveyed families to learn which channels they wanted. Based on the responses, he put together a curated lineup of 49 channels from the 100 available through their nonprofit discount. “Our partnership with DIRECTV FOR BUSINESS enables us to provide families with a diverse range of channels, including popular favorites such as Disney, Food Network, Animal Planet, TNT, TLC, Nickelodeon, Hallmark, Univision and various news channels,” explains Littlefield.

Brown Peete Northeast Ohio Playroom, Ronald McDonald House Charities





“With many families staying at the Ronald McDonald House near Scottish Rite for extended periods, our staff strives to build meaningful connections and alleviate their burdens. Every member of our team is driven by the personal connections we form. Seeing families laugh, smile and relax is incredibly rewarding, and television plays a vital role in facilitating those moments of comfort and relief,” Littlefield emphasizes.

In the comforting embrace of the Ronald McDonald House, families find solace and strength amidst adversity. As families navigate through the challenges of caring for their sick children, the communal TV spaces of the Ronald McDonald House serve as more than just sources of entertainment; they foster an environment where families can socialize, build connections and find support.

**Ronald McDonald House hosts viewing parties, where families share meals and treats as they cheer on their favorite teams, cartoon characters or superheroes.**

The Rollins Healing Tree experience at the Atlanta Ronald McDonald House near Scottish Rite

## GLEED FIRE AND RESCUE: STRENGTHENING BONDS THROUGH TV

In Yakima County, [Gleed Fire and Rescue](#) stands as a testament to the power of community and serves as the steadfast guardian of its tight-knit community. Chief Ken Frazier affectionately describes Yakima County as “12 square miles of paradise,” a sentiment echoed by residents who cherish the bounty of pears, blueberries, apples and cherries that flourish in the region. But amidst the beauty lies the ever-present risk of fire, particularly during the scorching summers, when it is hot and dry—the perfect conditions for fire.

Gleed Fire and Rescue operates as an all-volunteer department, with Chief Frazier as the sole paid staff member.

In every aspect of Gleed Fire and Rescue’s operations, from training sessions to moments of relaxation, TV serves as a unifying force.

Recognizing the invaluable contributions of these volunteers, Frazier underscores the essence of their commitment, stating, “It takes a special person to volunteer.”

“At Gleed Fire and Rescue, we recognize the importance of building community—and one of our tools for doing so is through TV,” Chief Frazier explains. In the heart of Gleed, the firehouse stands not just as a bastion of safety, but as a beacon of community spirit—the doors remain open to volunteers, who gather in the mornings to share camaraderie over coffee and catch up on the latest news.

Gleed Fire Department, Fire District #6, Yakima County, Washington



The presence of TVs scattered throughout the facility fosters an atmosphere of connectivity, making it easier for firefighters to maintain their physical fitness while staying informed. Chief Frazier emphasizes that “with TVs set up around the room, it’s easier to run miles.”

After facing the challenges of a demanding call, volunteers return to the station seeking solace and respite. Chief Frazier understands the importance of providing a welcoming environment, remarking, “If you’re out on a fire, you’re not going to want to go home right away. You come back to the station to sit and relax.” TV becomes an essential part of this recuperative process, offering a familiar comfort that helps alleviate the stress of the day’s events.

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of relaxation, TV serves as a unifying force. Chief Frazier’s commitment to creating a space where volunteers feel valued and supported is evident, and TV plays a pivotal role in bringing his vision to life. In the shared moments of laughter, reflection and camaraderie, the true essence of community shines through, reaffirming the vital role of TV in strengthening bonds and nurturing connections.







Caron Treatment Center at Carole and Ray Neag Medical Center, Wernersville, Pennsylvania

## **CARON FOUNDATION: COMFORT ON THE ROAD TO RECOVERY**

[Caron Treatment Centers](#) is an internationally recognized nonprofit dedicated to addiction and behavioral healthcare treatment, research, prevention, education and addiction medicine. For nearly 70 years, Caron has provided lifesaving addiction treatment and behavioral healthcare. Their continuum of services spans multiple locations with unique programming. They offer residential treatment centers in Florida and Pennsylvania, as well as regional locations on the East Coast. Brian Schittler, Director of IMS Operations and Infrastructure at Caron Treatment Centers, underscores the immersive nature of a patient's stay, stating, "Patients don't generally leave our facilities. Their stay is all-encompassing."

Recognizing the pivotal role of technology in supporting treatment, Schittler's team ensures seamless connectivity by providing Wi-Fi and Chromebooks™, empowering patients to engage in their recovery journey and access vital resources.

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Schittler emphasizes its significance, affirming, “TV is a relaxation point, something they can tie back to their day-to-day life. It’s a consistent point.”

In the communal spaces at Caron’s facilities, patients have opportunities throughout their daily schedules to gather around shared TVs, forging connections as they collectively engage in moments of leisure and respite.

The diversity of patients at Caron Treatment Centers necessitates a diverse array of programming, tailored to cater to varied interests and preferences. Schittler’s commitment to inclusivity is reflected in the expansive lineup of channels, encompassing everything from sports to entertainment, ensuring that every individual finds content that resonates with them, while also supporting their treatment experience and recovery journey. Sports, in particular, serve as a unifying force, fostering community as patients gather to cheer on their favorite teams during pivotal matchups.

In every decision, from channel selection to provider partnerships, Schittler prioritizes the seamless operation of Caron’s facilities, recognizing the profound impact that quality TV services can have on a patient’s well-being.

As Caron Treatment Centers continue to uphold their unwavering commitment to excellence, Schittler and his team stand as steadfast guardians of patient comfort and support, nurturing an environment where recovery flourishes and hope is rekindled.

## **UNLOCKING THE POTENTIAL OF TV IN NONPROFITS**

Television holds a unique place in our lives, offering not just entertainment but also serving as a powerful medium for fostering connections and building communities. At DIRECTV FOR BUSINESS, we understand the profound impact that television can have on individuals and communities, especially in the nonprofit sector. While it may seem like a small comfort, TV has the remarkable ability to make a significant difference in the lives of those you serve.

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Beyond its role in providing entertainment, television acts as a unifying force, bringing people together to share experiences and forge bonds. In nonprofit settings, where community is paramount, TV becomes a vital tool for strengthening relationships and promoting solidarity among individuals facing similar challenges. Whether it's families finding solace in shared viewing experiences or TVs offering a sense of stability and familiarity when life feels uncertain, television cultivates a sense of belonging and connection, and provides a comforting routine and a source of distraction from the chaos. For nonprofits striving to support individuals through difficult times, incorporating TV into their programs can offer a much-needed sense of normalcy and routine.

At DIRECTV FOR BUSINESS, we go beyond simply providing entertainment—we recognize the transformative potential of television to create meaningful connections and positively impact lives. By offering tailored TV solutions for nonprofits, we aim to empower organizations to enhance their program delivery and better meet the needs of their communities. For nonprofits that prioritize attention to detail and seek to enrich their services, television may indeed be the missing piece of the puzzle, unlocking new avenues for engagement and support.

## ABOUT DIRECTV FOR BUSINESS

As a commercial video industry leader and the trailblazer in sports content for businesses, DIRECTV FOR BUSINESS is the ultimate commercial entertainment provider for hotels, sports bars, restaurants, private offices, salons, airlines, senior living communities and more. Nonprofits can get discounted access to DIRECTV FOR BUSINESS, as well as access to more than 100 channels,\* including top sports packages such as NFL SUNDAY TICKET, MLB EXTRA INNINGS®, ESPN+ for Business, Apple TV+ Friday Night Baseball, MLS Season Pass and Amazon Prime Thursday Night Football.

For more information, visit [directv.com/nonprofit](https://directv.com/nonprofit) or contact DIRECTV FOR BUSINESS at **1.855.206.4162**.

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