



2015 ANNUAL REPORT

Ronald McDonald House Charities of Southwest Virginia

Keeping Families Close



12-5-15
I really like it because I
can't visit my sister when
she's here. Please
Love
Thank you
Mama



I like it here because I was
close to my sister and they have
happy meals and it is awesome I love
there village it is awesome they get
a lot of fish.



Dear God, I want to thank
you for everything you've giving
all the night here are so nice
and helping me become a man
than also for every thing I and
wish for my sister to feel
better
p.s. THANK YOU!
Sincerely, Virginia R



Since 1984



*If you're tired,
I'll be you're home*

I like to arrive at the Ronald McDonald House early in the morning. Most of the time the House is still quiet, giving me the chance to grab my coffee and get a start on the day before it starts me.

On one of these mornings, I found a guest sitting quietly in the dining room, the lights still out, having his cup of coffee. I'm never sure what might be going on or how willing someone will be to talk so I asked him how things were going. He told me his 15-month-old granddaughter had a brain tumor removed, and the family was waiting to find out if it was malignant. As a grandparent, I could only imagine what he must have been going through. Yet in the midst of it all, he thanked me, saying how great it was to have a place to stay and that he didn't know what the family would do without it.

The truth is, I didn't feel I had the right to say you're welcome, because I know the credit goes way beyond me. It even goes beyond an incredibly talented and dedicated staff. It goes to the volunteers and donors who make it possible to provide a home away from home for families like these at critical times.

Because of your support, our doors stay open and pantry stocked. Families are able to find a place to rest and regroup so they can concentrate on what's most important - caring for their child.

On behalf of all of us at Ronald McDonald House Charities of Southwest Virginia, we thank you for giving that gift.

Sincerely,

Anna Semonco

Anna Semonco
Executive Director



*Ronald McDonald House Charities of Southwest Virginia provides
the Ronald McDonald House,
a comfortable and supportive 'home-away-from-home' for the families
of sick or injured children who must come to Roanoke for medical treatment
and the Ronald McDonald Family Room,
a respite area for parents to rest and regroup, steps away from their child's bedside.*

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Anna Semonco,
Executive Director



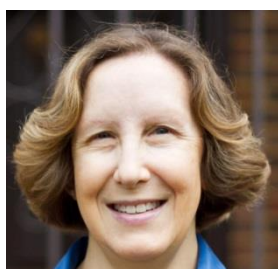
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Core Programs

The Ronald McDonald House

Built in 1984
18 Private bedrooms w/private bath &
2 Q Beds - Occupancy 4 max
2 Family Rooms - Occupancy 6 max
2 Large Dining Rooms, Playroom & Playground
Laundry Facilities & Library



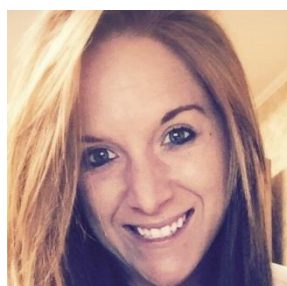
Katrina Ross,
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The Ronald McDonald Family Room

Opened in 2007 - The Ronald
McDonald Family Room located on the
14th floor of Carilion Roanoke Memorial
just outside NICU provides a respite
area for adults of pediatric patients,
offering light Snacks, microwavable
meals, & drinks.



Brea Wallace,
Manager



Malaina Hofnagle,
Manager



Love Note from a family



I am so thankful for the Ronald McDonald House. My daughter's story in the NICU was scary and full of uncertainty, but knowing I had somewhere to stay meant more than I can say. Not only did I feel comfortable and have my own space to recharge while I processed my feelings, but there was also a sense of community at what my husband and I now call "RMCD's". Every Staff member and volunteer I encountered was kind and seemed to have a genuine interest in my wellbeing. It was also a comfort to have the chance to connect with other mothers who were walking through the same thing I was. When my friends and family ask me what the Ronald McDonald House is like, I tell them it's like a cross between a hotel and your grandmother's house; you can come and go as you need to and help yourself to what's in the fridge!

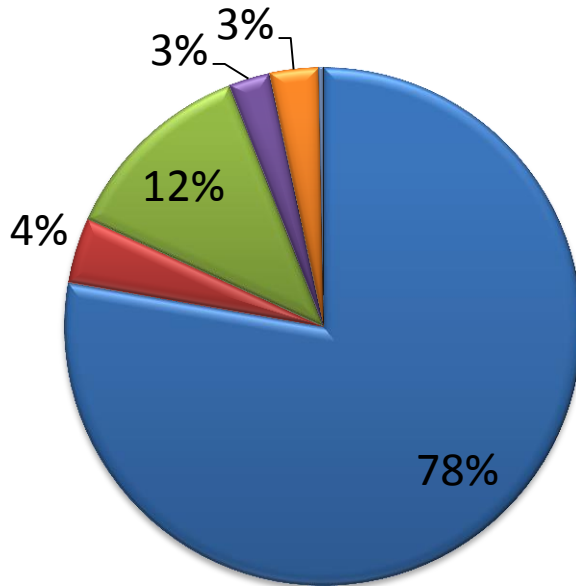
-Hazel Wines



FINANCIALS

OPERATING REVENUES AND EXPENSES

Operating Revenues



■ Contributions & Grants

■ Fundraising Events

■ Donation Boxes

■ RMHC Global

■ Third-Party Reimbursements

BALANCE SHEET

Assets	\$ 1,692,649
Liabilities	\$ 41,646
Net Assets	\$ 1,651,003

TAX ID# 54-1244769

Ronald McDonald House Charities of Southwest Virginia is a 501(c)(3) tax exempt organization.

OPERATING REVENUES

Contributions & Grants	708,163	78%
Fundraising Events	37,368	4%
Donation Boxes	111,752	12%
RMHC Global	23,325	3%
Third-Party Reimbursements	27,722	3%
	905,487	100%

Where do donations come from?

RMHC of SW VA is a locally funded and operated non-profit. The funds needed to operate the House and Family Room are generated primarily through community support.

OPERATING EXPENSES

Program Services	637,274	72%
Management	147,780	17%
Fundraising	98,878	11%
	883,932	100%

Our relationship with McDonald's:

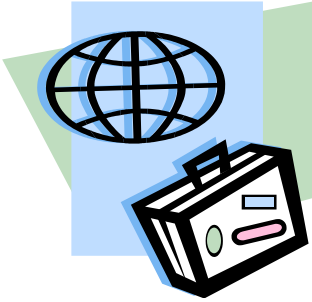
Although the McDonald's system is our largest corporate partner, RMHC of Southwest Virginia is a nonprofit 501(c)(3) corporation and no one company solely funds the growth of RMHC programs and services necessary to serve our families.

2015 Net Income	21,555
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*figures based on audited financials for the period Jan.-Dec. 2015

Our House By The Numbers

661 families lived in our House from



67 counties & independent cities

The average stay was **14 days**



99% of blind surveys reported a
positive experience

3,625 people visited our
Ronald McDonald Family Room



we served **1200 children** in 2015

Volunteers

THE HEART OF OUR HOME

We couldn't do it without them!
Our volunteers staff our Family Room, assist in the office, run errands, decorate the House, process tab tops, address small maintenance issues, clean, do yard work, help at events, cook for our families, and are always there when we need them!

5,750 Volunteer Hours in House



2,363 Volunteer Hours in Family Room

4,406 meals served



WE  VOLUNTEERS



A Huge THANK YOU to our 2015 Event Sponsors & Grants

- ♥ Aetna
- ♥ Carilion Children's
- ♥ The Coca-Cola Co.
- ♥ Dr. Pepper
- ♥ Elizabeth Arden
- ♥ First Piedmont
- ♥ Fox 21/27
- ♥ Friendship Retirement Community
- ♥ Golden State Foods Foundation
- ♥ Heiner's Bakery
- ♥ Junior League Roanoke Valley
- ♥ Kroger
- ♥ LeClairRyan
- ♥ Magic City Ford-Lincoln
- ♥ McCain Foods, USA
- ♥ McDonald's
- ♥ McDonald's Owner/Operators of Southwest Virginia
- ♥ McEntire Produce
- ♥ Northeast Foods & Bill Paterakis
- ♥ Pixie Dust Princess HQ
- ♥ Planet Fitness
- ♥ Foundation for Roanoke Valley -Roanoke Women's Foundation
- ♥ Restaurant Technologies
- ♥ Ripley
- ♥ Sports Clips
- ♥ The Tombras Group
- ♥ Valley Bank
- ♥ Vox Printing
- ♥ Wells Fargo
- ♥ Wheeler Broadcasting
- ♥ Wireless Zone
- ♥ WSL Channel 10
- ♥ US Foods

List of 2015 Event Sponsors & Grants

Events and Fundraisers Realized

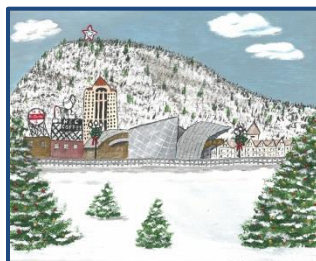
Tab Tops raised **\$6,969**



Rock A Tee **\$24,590**



Golf **\$24,925**



Christmas Cards **\$5,990**



Lights of Love **\$3,055**

Donation Boxes in
McDonald's Restaurants
\$111,752



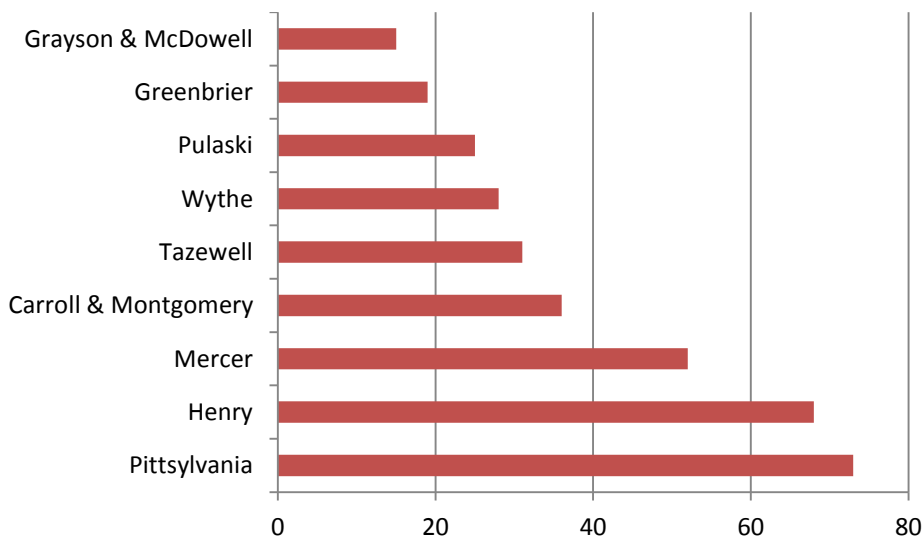
THE IMPACT

Children, whose families stay at Ronald McDonald Houses, tend to be the sickest, have traveled the furthest distances for care and spend the longest time in the hospital.

Ronald McDonald House Impact Snapshot

- Accommodation needs are a significant stressor for families of critically-ill children, particularly when they are traveling far distances. RMHC and the Ronald McDonald House program help alleviate some of this stress.
- Families attribute their ability to stay together to the Ronald McDonald House program and believe it significantly affects psychological well-being and their child's recovery.
- Caregivers who stay at a Ronald McDonald House report significantly higher levels of involvement in their child's care and more positive hospital experiences.
- Accommodations provided by the Ronald McDonald House program enhance pediatric patients' quality of life.
- Parents who sleep at a Ronald McDonald House enjoy greater sleep quality than those who stay at the pediatric bedside.
- RMHC helps improve family coping and resiliency during pediatric hospitalization.

©2015 RMHC



Ronald McDonald House Program Impact

The House program affords families opportunities to interact more meaningfully with their child's care team. The organization supports family-centered care by:

- Bridging access to top medical care for seriously-ill children who must travel long distances;
- Providing families with emotional and physical comfort and support;
- Enhancing the child's and family's hospital experience;
- Improving the family's coping and cohesion, and the child's recovery and outcomes.

©2015 RMHC



Ronald McDonald House Charities of Southwest VA
2224 Jefferson Street SE
Roanoke, VA 24014

This is Your Local Ronald McDonald House



RONALD McDONALD
HOUSE CHARITIES
SOUTHWEST VIRGINIA

2224 South
Jefferson Street SE
Roanoke, Virginia

www.RMHC-SWVA.org



SOUTHWEST VIRGINIA

14th Floor
Carilion Roanoke Memorial



"When my friends and family ask me what the Ronald McDonald House is like, I tell them it's like a cross between a hotel and your grandmother's house." -Hazel Wines, former guest