



Ronald McDonald House Charities of Southwest Virginia



Keeping Families Close since 1984

Annual Report 2016

A note from the Chair...



In 33 years, it's a story that's been told so many times, but we never get tired of hearing it. It's a heartfelt story that tells how Ronald McDonald House Charities of Southwest Virginia helped their family and their seriously ill child when they needed it most. It's a story about how we made a difference in their lives, how that hot meal helped give them strength, how a kind word of encouragement kept them going.

Their stories of gratitude are made possible by a remarkable staff, selfless volunteers, and amazing donors, who work hard every day to serve these resilient families and their children. More than 75% of our operating budget comes from individual and corporate donations. Your generosity and kindness have made an open door, a hot meal, and a comfortable bed possible after a treatment or a long day at the hospital.

When you hear the emotion-filled stories from the families we've been able to serve, you understand why we are so committed to "the house that love built". I urge you to listen to some of these stories on our website at www.rmhc-swva.org. Their stories are our story.

On behalf of the storytellers and those of us at RMHC, thank you for letting these stories be told. Thank you for giving the gift of togetherness. We couldn't have done it without you.

With gratitude,
Stuart Trinkle
President of Board of the Directors

Ronald McDonald House Charities of Southwest Virginia 2016 Board of Directors (*indicates 2017 incoming)



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Love - Support - Comfort - Care - Faith - Hope

With a database conversion and renovations to the House underway, it's been an amazing, albeit challenging year. But like the families RMHC serves, we have soldiered on. Although six rooms were unavailable for a period of time, we remained open, fully functional, and able to care for the families of critically ill children. None of this would have been possible had it not been for our army of volunteers, committed donors, and incredible staff.



If you have not visited the House lately, I invite you to come by and see firsthand the exciting things that are happening. They include our new Adopt-A-Room program (find out more about it on page 10). Visitors often express that while in the House, they get a “feeling” - described as comforting, soothing, peaceful, and caring, to name a few. They just seem to have an immediate connection to this place that gives them a sense of belonging.

Ronald McDonald House Charities of Southwest Virginia is about keeping families close when they need it the most. I couldn't say it better than Audrey Weikel, a member of our featured family on page 5, “Taking us in and making sure that we're cared for and that we've got that peace of mind that we've got a place to sleep ... you can't really put it into words...”

To all our supporters, those whose contributions, whether monetary or in-kind, keep us operational, to those who cook, staff our Family Room, change a light bulb, process donations, or just show up and do whatever we ask of you - thank you from the bottom of my heart.

Anna Semonco, Executive Director

Ronald McDonald House Charities of Southwest Virginia Staff



Anna Semonco
Executive Director



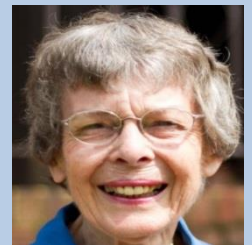
Shannon Boothe
Director of House
Operations



Donna Kester
Volunteer
Coordinator



Teresa Bridges
Bookkeeper



Anne Patteson
Manager



Donna Hartsel
Manager



Katrina Ross
Manager



Ruth Guthrie
Manager



Brea Wallace
Manager



Malaina Hofnagle
Manager

Our Mission & Core Programs

Mission Statement

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.

Ronald McDonald House

Located just 2.5 blocks from Carilion Children's Hospital, the House serves an average of 700 families of seriously-ill children each year. Built in 1984, the House offers families a home-away-from-home in 18 bedrooms with private baths & 2 queen size beds. Each of our 16 standard rooms has a maximum occupancy of 4. Our 2 family rooms have a max occupancy of 6. The House also has 2 large dining rooms, laundry facilities, a playroom, library, and outdoor playground.



Ronald McDonald Family Room

An average of 4,000 visitors enjoy the comforts of The Ronald McDonald Family Room each year since it opened in 2007.

Located on the 14th floor of Carilion Children's Hospital, just outside the NICU, this location provides a respite area for adults of pediatric patients, offering light snacks, microwavable meals, & drinks.

“This is what you’re donating to”

Interview with the Weikel Family

While traveling from Virginia to Texas for an uncle’s memorial, the Weikels didn’t expect to be in Virginia for more than 3 or 4 days... then things changed... The following are excerpts from an interview as Audrey and Jefferson Weikel tell about their experience and how the Ronald McDonald House became “lifesavers” for them:



Audrey: “That evening, when we were getting into bed something’s going on, at 6:45 the next morning, he just decided that it was time, he decided he was going to born in Virginia about 8 and half weeks early.”

Jefferson: “The first thing I’m thinking is, “Oh my God, where do we stay, what do we do?’ So when the hospital told us about the Ronald McDonald House, there was this huge weight off your shoulders. If it wasn’t for the Ronald McDonald House, we’d be having to pay for a hotel to be close, which would be a huge financial hardship on us. We could focus and put all of our attention on him verses the logistics of figuring out what you’re going to do”.

Audrey : “This is what you’re donating to, if you didn’t know it before; this is the kind of thing that the Ronald McDonald House supports.”

Jefferson: “It provides a home-away-from-your-actual-home so we can be close to our son at the hospital.”

Audrey: “Taking us in and making sure that we’re cared for, and that we’ve got that piece of mind, that we’ve got a place to sleep ... you can’t really put it into words. We don’t know how we would ever repay that, because that’s the kind of thing that money can’t - you just can’t pay it back, really.”

Jefferson: “It’s really been a lifesaver for me.”

Audrey: “ I know that I’m just five minutes away if I needed him. If we’re ever apart, we know we’re that close to him, so it’s been wonderful.”

Audrey: “This is our first (baby), and we have a lot of support and family back in Texas ... that want to meet him, but the thing is, we have so much support here, that it’s been lovely and comforting. We’re so excited to get him home. ”

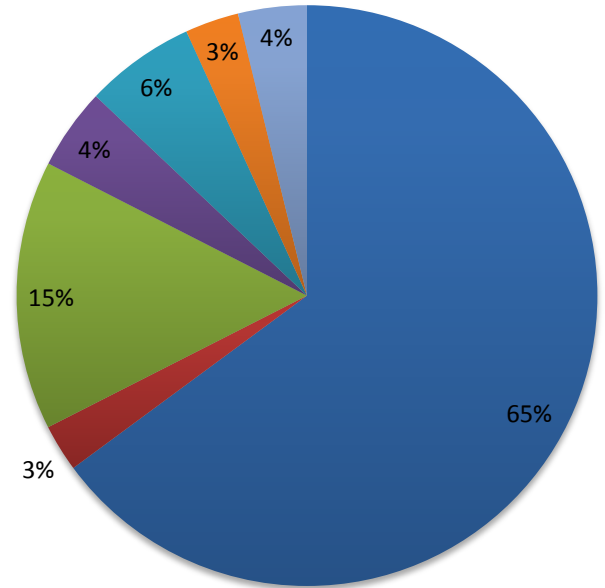


Emerson was born on October 25, 2016. A week before Thanksgiving, the Weikel family headed home to Texas with a lot to be thankful for.

Financials: Operating Revenues and Expenses

Operating Revenues (excluding investments income/losses)

Contributions & Grants	509,185	65%
Fundraising Events	20,654	3%
Donation Boxes	117,710	15%
RMHC Global	35,540	4%
Investment Income	48,180	6%
Third-Party Reimbursements	23,495	3%
McDonald's	30,000	4%
	784,764	100%



Operating Expenses

Program Services	647,815	72%
Management	161,406	18%
Fundraising	88,890	10%
	898,111	100%

2016 Net Loss	(113,347)
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*figures based on unaudited financials for the period Jan.-Dec. 2016

Where do our 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.

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.

TAX ID# 54-1244769

Ronald McDonald House Charities of Southwest Virginia is a 501c3 tax exempt organization.

Our House By The Numbers

535 families lived in our House from

The numbers do not reflect our average due to a renovation project from late July to September making 6 rooms unavailable.



65 counties & independent cities

Families must live 25+ away miles in order to stay at House.

The average stay was **9 days**

Families of premature babies or severe trauma may stay up to 4 months or more at a time.

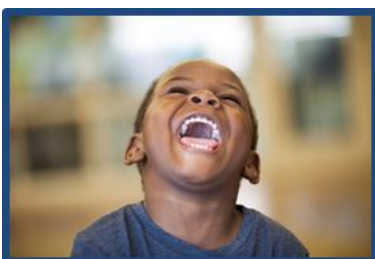


99% of blind surveys reported a **positive experience**

Collected from blind surveys.

6,355 visits to the **Ronald McDonald Family Room**

You are not required to be a guest of the House to stay in Family Room. Any adult family members with a child in the hospital are welcome.



we served 1150 children in 2016

These numbers are impacted by families of multiples and siblings of children in hospital.

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!

Vital to
RMHC

Love for mission

Offer time

Understand need

2,659 House Volunteers

Never let us down

Excellent help

3,487 Volunteer Hours served in Family Room

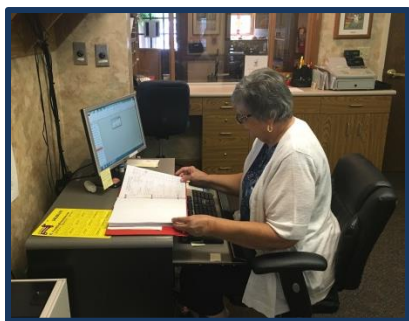
Thankful givers

4,141 meals served

RMHC ambassadors

\$27,375 in revenue from 3rd party fundraisers

Serve with heart



A Huge THANK YOU to our 2016 Event Sponsors & Grants

- ♥ Aetna
- ♥ Carilion Children's
- ♥ The Coca-Cola Co.
- ♥ Cumberland Dairy, Inc.
- ♥ Dr. Pepper
- ♥ Elizabeth Arden
- ♥ First Piedmont
- ♥ Fox 21/27
- ♥ Friendship Retirement Community
- ♥ Golden State Foods Foundation
- ♥ Heiner's Bakery
- ♥ Junior League of the 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
- ♥ The Roanoke Women's Foundation
- ♥ Restaurant Technologies
- ♥ Ripley
- ♥ Sports Clips
- ♥ The Tombras Group
- ♥ Valley Bank
- ♥ Vox Printing
- ♥ Wells Fargo
- ♥ Wheeler Broadcasting
- ♥ Wireless Zone
- ♥ WSLs Channel 10
- ♥ US Foods

List of 2016 Event Sponsors & Grants

McDonald's Mother's Day
Ribbon Sales **\$20,508**

Events and Fundraisers Realized

Tab Tops raised **\$8,607**



Rock A Tee **\$14,951**



Golf **\$23,875**



Christmas Cards
\$5,361

Lights of Love **\$2,695**



Donation Boxes in
McDonald's Restaura
\$116,198





2016 Launched Our New Adopt - A - Room Program

"The lodging and food that you provide weary families is a comfort that only those who have been there can truly understand" -Ellie Miller-grandmother, 2 week stay

After receiving a \$30,000 grant from the Roanoke Women's Foundation, combined with some reserved funds, we were able to complete renovations of 4 bedrooms, including the baths.



Built in 1984, the House accommodates approximately 700 families on average per year. Some families stay with us for months at a time. Needless to say, the wear and tear has taken its toll. We wanted to keep this momentum going to see all our rooms renovated and maintained in order to keep our home beautiful for our families, therefore we launched an Adopt-A-Room Program. This program consists of 2 components; Adopt-A-Room Renovation Sponsorship & Love-A-Room.

- \$25,000 Adopt-A-Room Renovation Sponsorship is a total renovation of the bedroom and adjoining bathroom and is recognized as a permanent sponsor.
- \$3,000 Love-A-Room Sponsorship ensures our rooms are maintained so they remain beautiful from year to year.

"It is such a huge weight lifted from your shoulders when you have a sick child and don't have to worry about where you are going to sleep, shower, and eat." -Excerpt from Blind Survey, 2 weeks

Thank You Our first Adopt-A-Room Renovation Sponsor



Our first Love-A-Room Sponsors



Creating a one of a kind recognition piece is none other than Black Dog Salvage. Using our logo combined with the special Black Dog touch, Adopt-A-Room sponsors will be permanently recognized in the interior setting of the House and Love-A-Room sponsors appropriately recognized in the heart of the chimney.



To learn more visit our website RMHC-SWVA.org or call 540-857-0770

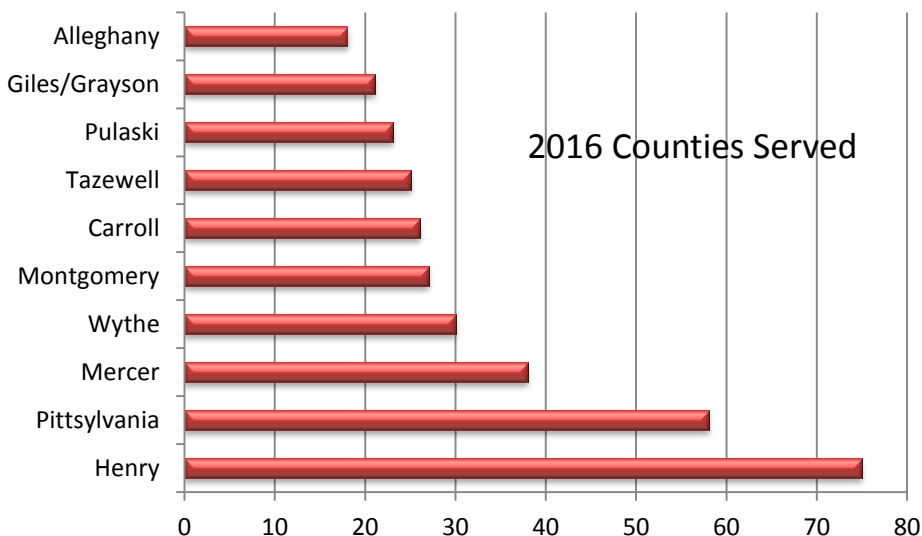
THE IMPACT

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.

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Ronald McDonald House Program Impact (per person/per day)

- Alternative Cost of Meal \$62.00
- Alternative lodging \$90.00

Ronald McDonald Family Room (per person/per day)

- Ave. Cost Alternative of Meals \$35.00



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



Ronald McDonald
House Charities®
Southwest Virginia

Keeping families close