



Ronald McDonald House Charities of Southwest Virginia



Keeping
Families
Close
since 1984

Annual Report 2017

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.

The Impact

Staying at the Ronald McDonald House helps families by:

- Enhancing the ability to provide family-centered care
- Reducing parental stress
- Reducing costs to families
- Improving quality/quantity of sleep

Lantz, P. M., Rubin, N., & Mauery, D. R. (2015). Hospital leadership perspectives on the contributions of Ronald McDonald Houses: Results from an international survey. Journal of Health, Organization and Management, 29(3), 381-392. DOI: 10.1108/JHOM-09-2013-0194

Ronald McDonald House

Located just 2-1/2 blocks from Carilion Children's Hospital, the House serves an average of 700 families of seriously ill children each year. Built in 1984, it offers families a home-away-from-home with 18 bedrooms with private baths and 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 an outdoor playground.



*Inside these walls,
hope shines through*

Ronald McDonald Family Room

An average of 7,500 visitors have found comfort in 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, it provides a respite area for adults of pediatric patients, offering light snacks, microwavable meals, and beverages.





Stuart Trinkle,
President



Alex Brendel,
Vice Pres.



Carol Agee



Robert Brailsford



Heather Cullen



Sarah Glenn



Mike Grisetti



Elizabeth Hock



Steve Pardon



Amy Paris,
Treasurer



Carla Newton,
Secretary

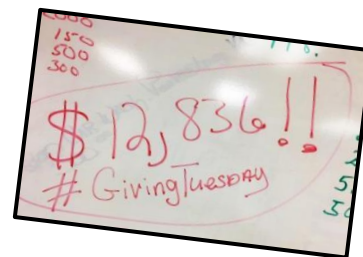


Amanda Rucker



Our Board in Action

To launch our end-of-year appeal,
our board rallied together to
conduct a phone-a-thon on
#GivingTuesday raising.....



100%
Board
Giving

Meet the RMHC of SW VA Team

Anna Semonco, *Executive Director*

Donna Hartsel, *House Manager and Volunteer Coordinator*

Donna Kester, *Family Room Coordinator*

Teresa Bridges, *Bookkeeper*

Stephanie Carroll, *Director of Special Events and Community Development*

Shannon Boothe, *Director of House Operations*

Anne Patteson, *House Manager*

Brea Leffell, *House Manager*

Jennifer Loesel, *House Manager and Grant Writer*

Katrina Ross, *Overnight Manager*





A note from the Chair...



Judy Hodges, a long-time supporter of our local Ronald McDonald House, knows first-hand the challenges of having a child in the hospital. When reflecting on her stay at another Ronald McDonald House, Judy explained "It takes every piece of your heart and your soul to get that child better and you have nothing left."

That's where we come in. We provide the support system so that the parents of seriously ill children can devote their energy to helping their child get well. They have a home-cooked dinner every night waiting for them, no matter what time they get "home" from the hospital, a comfortable bed to fall into, a supportive staff to assist them, and new friends who understand exactly what they are going through because they are going through the same thing. A recent medical study proved that the more time parents spent close to their hospitalized children's bedside, the more quickly they recovered. We have always suspected this was the case so it was great seeing the actual medical proof.

A recent guest whose premature baby was in the NICU left us a note saying how much easier it was for her not having to sleep in her hot car or in a waiting room because she couldn't afford a hotel room. She said it was too far for her to drive home at night and she needed to be at her baby's bedside. No parent should ever have to make that choice.

Your generosity and support enables us to provide a home-away-from-home for 700 families on average every year. We had more than 8,000 visits to the Family Room at Carilion Children's Hospital from families of babies and children being treated in the hospital. Most of these parents are from the Roanoke Valley.

The continued generosity of our donors enables us to continue to fulfill our mission of keeping families close when they need it the most.

*-Stuart Trinkle
Board President*

*"It takes every
piece of your
heart and your
soul to get that
child better..."*

Love Notes from Our Families



"We never thought we would end up being told our high-risk pregnancy wasn't safe enough to leave Roanoke and go home to WV. Thankfully, our situation allowed us to come stay at the RMHC so our autistic son (whom we hadn't seen in 9 days) was able to come stay with us until delivery. We will be forever grateful for the meals, the kindness, and the family at RMHC."



"Thank you so much for making this stay possible. My little boy was admitted unexpectedly and money is already tight. It's hard enough to worry about your baby at a time like this, much less how to worry about figuring out finances."



"On the way here I was so nervous. Once I got here it all melted away, and you guys made me feel at home, as well as other guests. For what yawl do, this has touched my heart."



"I would like to thank everyone here. You all were nice, polite, and kind when I needed an ear or just a little bit of kindness."

"Thank you for asking how my baby was. Thank you for remembering my name. Thank you for shelter and thank you for filling my stomach when otherwise I would not have been able to have eaten at that point."



"We aren't used to having help from anyone. So when we got approved to stay here, we were speechless.

Thank you for allowing us to be closer to our son."



"Before I was given the blessing of this room I tried sleeping in my car in waiting rooms because I could not afford a hotel. I am beyond blessed to have such a wonderful place to stay out of the heat and to have such a soft bed and a place to get cleaned up. I was too heart-broken to leave my child to find a place to stay."

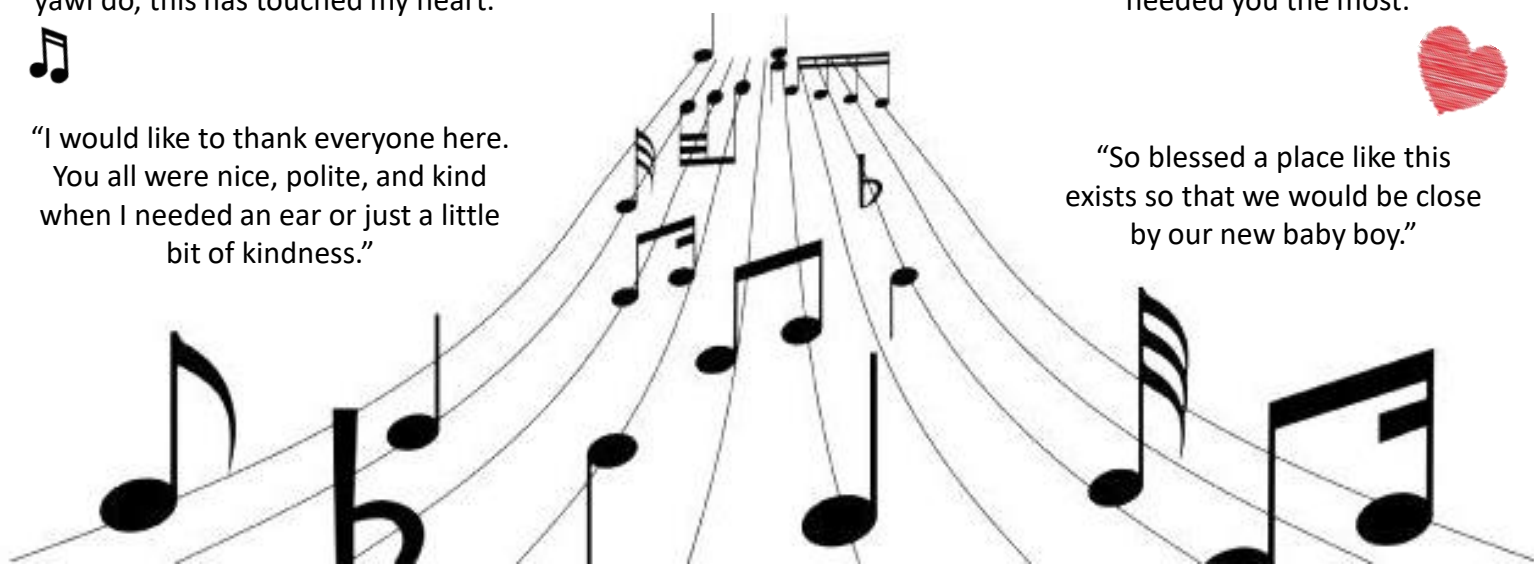


"The Ronald McDonald House has been a huge blessing for us the past five weeks. You took a great financial and emotional burden off our hands. We are forever grateful for the hospitality and generosity we received during our stay."

"We felt the love that this house is built with. The kindness from every employee and volunteer. Thank you for being here when we needed you the most."



"So blessed a place like this exists so that we would be close by our new baby boy."



2017 Statistics & Impact



8,742 overnight stays



597 families served



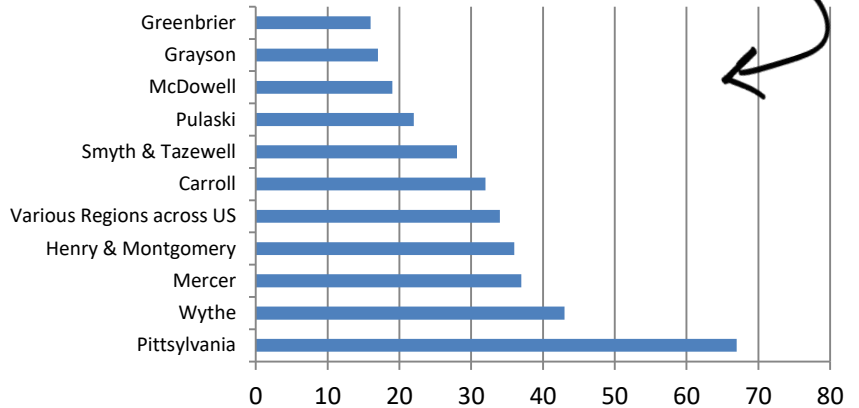
1,074 children served



8 days: average stay



49 counties and independent cities,
34 regions across the U.S. served:



Promoting Family-Centered Care:

- ♥ Keeping families close to their sick or injured child
- ♥ Helping families spend more time at their child's bedside, participating in their medical care
- ♥ Enhancing children's and parents' hospital experience



"I am so grateful that I was able to spend 9 hours a day bedside because I believe that has helped her heal and grow faster."

Top 3 Diagnoses for Admittance

1. Premature birth
2. Newborn with complications
3. Pediatric surgeries and procedures



Your Gifts Keep Families Close



Individuals are the backbone of giving.

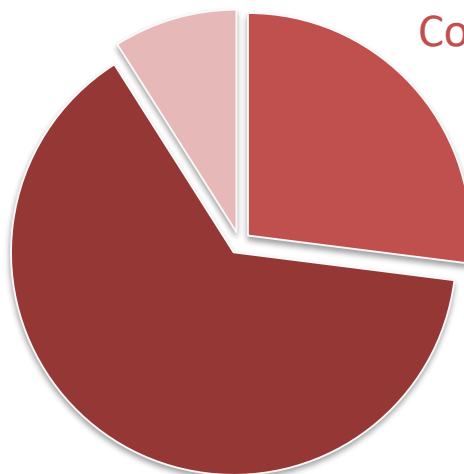
Thank you!



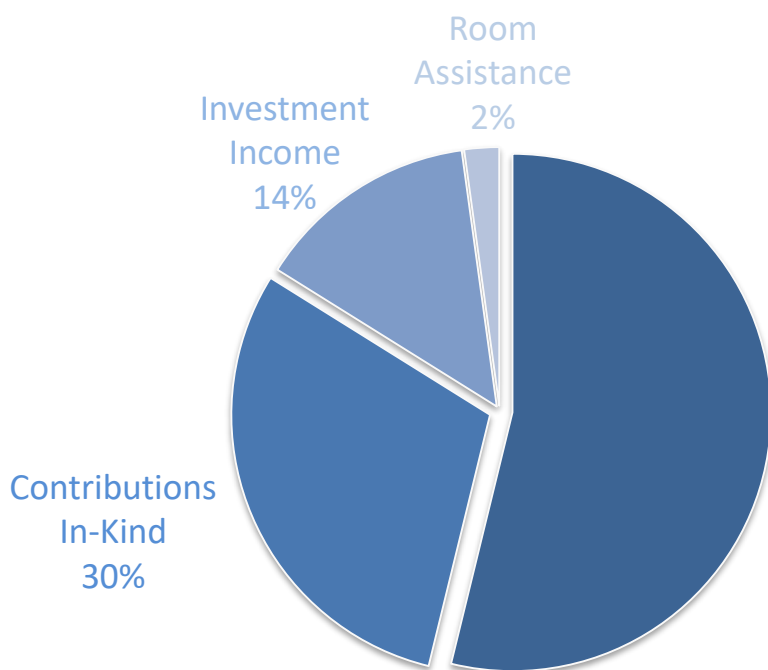
Individuals
64%

Grants
9%

Corporations
27%



Our Donors



Your donation gives families a home-away-from-home when they need it the most!

Contributions and
Fundraising Events
54%

Our Revenue

Staying at a RMH is not based on family income. Donations to help offset the cost of rooms are welcome, but no one is ever turned away because of inability to pay.

Ronald McDonald House Charities of Southwest Virginia is a 501c3 tax exempt organization.
TAX ID# 54-1244769



As an independent 501c3, Ronald McDonald House Charities of Southwest Virginia is proud to be a part of RMHC, a Charity Navigator Four Star Charity based on financial performance metrics and accountability.

**Note unaudited figures. Audit in progress at time of publishing of report. Our 2017 audited financials will be made available at RMHC-SWVA.org.*



The Ronald McDonald Family Room 14th Floor Carilion Children's Hospital

*Keeping families close by providing a place to care for adults
so they can care for their children*

This year marked the
10th anniversary of the
Ronald McDonald Family Room.



One mom expressed it was a relief
just to have a quiet place to get away
for a moment from the alarms going
off in the NICU all day.



8,223 visits



3,570 cups of coffee served



5,011 bottles of water

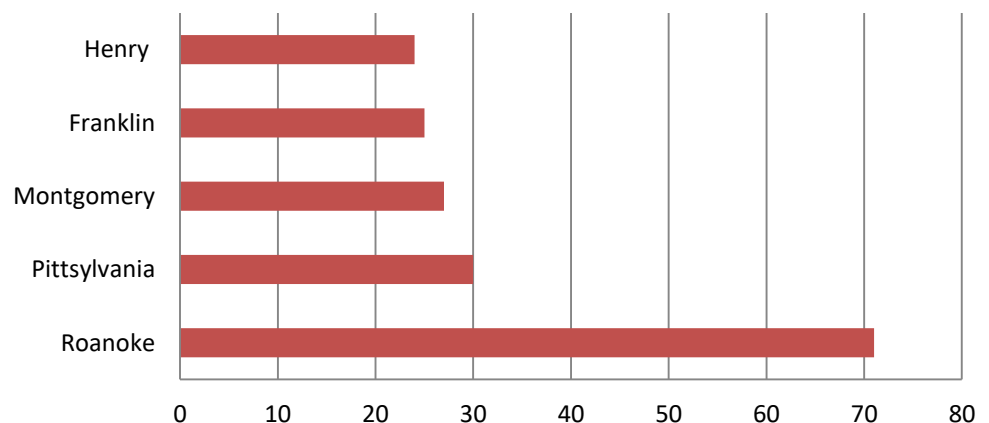


1,280 glasses of lemonade



3,619 volunteer hours

Registered Guests



Thank You
to our supporters



- Red Basket (\$1,000 Grant)
- 7-Eleven 11981
- 7-Eleven 11961
- Families of Multiples
- Carilion Children's



Frequently Asked Questions



Why do we raise funds?

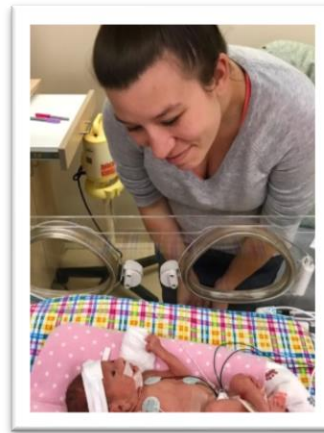
Where does the money go?

What does it mean?

What *IS* Ronald McDonald House Charities relationship with McDonald's and Carilion?

Operating Budget: more than \$500,000 per year

\$10	Buys laundry detergent for 2 days
\$25	Covers food for a family for 1 day
\$50	Pays the water bill for 1 day
\$90	Operates 1 room for 1 night
\$250	Keeps the lights shining for 1 week
\$1,500	Operates entire House for 1 day



*You can't put
a price on
being close to
your child*

Our relationship with



As pediatric and neonatal patients are referred from area hospitals 150 miles or more away to Carilion, the majority of our referrals come from Carilion Children's. Carilion Roanoke Memorial Hospital has been a medical partner from the inception of RMHC of SW VA in 1984 and supports us in the following ways:

- In-kind rent only; we are responsible for upkeep, maintenance, and insurance.
- Shuttle service
- Security as needed
- Linen service

Ronald McDonald House Charities is McDonald's charity of choice, but no one corporation can solely support a charity. Ronald McDonald House Charities of Southwest Virginia is an independent 501c3 responsible for raising its own funds. McDonald's supports RMHC in the following ways:

- Volunteer support
- A penny from Happy Meals from our area stores
- Permitting our donation boxes in its restaurants
- 2017 sponsorships
- Educational resources



Note: RMHC Global receives 25% of proceeds donation boxes & Happy Meal funds





*"Dear Donor,
Thank you so much
for your support of the
Ronald McDonald House!
Being able to stay here
has been invaluable
for my family."*



Thank You

to our **\$25,000** Adopt-A-Room
Renovation Sponsors



Thank You

to our **\$3,000 per year**
Love-A-Room Sponsors



Recognition plaques by...



EVENTS – GRANTS – SPONSORED EVENTS & IN-KIND SUPPORT

Golf Tournament

\$26,300

Presenting Sponsor

McDonald's Operators Association of Southwest Virginia

\$2,000-\$3,000 Sponsor

Embrace Home Loans
TNT Flinchum Property Management
Golden State Foods

\$1,000+ Sponsor

Black Bear Harley
Dr. Pepper
Freedom First
McDonald's – Radford
McEntire Produce
Wildwood Barbeque

Media Sponsor

Radio & Digital Wheeler Broadcasting
Television & Digital WFXR

Hole Sponsor

Appalachian Machine, Inc.
Budd Group
Coca-Cola
Davenport and Company
Fraternal Order of Police
First Piedmont
Heritage Home Health & Heritage Hall
James River Equipment
Long and Foster Realtors – Darren Greear
MB Contractors
New River Dermatology
Servpro
Valley Star Credit Union
Vox Printing

Roanoke Valley Gives Day

\$4,370

Rock-A-Tee Day

\$18,383

McDonald's
Ripley's
Servpro

Giving Tuesday

(included with end-of-year appeal)

\$12,836

Matching gifts:

Coke
Precision Car Wash
Hal Cone
Nancy and Kevin Dye
Bresler Foundation

Sponsored Events

\$38,745

Third-Party Events Raising \$5,000 - \$10,000+

Alpha Delta Pi – Eta Pi Chapter VT
LuLa Lovers Roanoke - LuLa Roe
Giving Back Society
Roanoke Greek Festival

In-Kind and House House Operations

priceless

(donations made on a weekly/monthly basis)

- Aqua Turf
- Carilion
- Coca-Cola
- Commonwealth Linen
- Eco-Lab
- Georgia Pacific
- Homestead Creamery
- La-Z-Boy
- McDonald's Civic Center
- Mosquito Authority
- Mountain Roofing
- Olive Garden
- 7-Eleven
- Taaza
- Tri-Dem
- Thirty one
- United Dairy

Shine A Light, Share A Night and Tree Lighting Ceremony

(end-of-year appeal)

\$41,396

Aqua Turf
US Foods
Junior League of Roanoke Valley

Grants

\$17,000

Grant for Magic Room by National Philoptochos, Children's Medical Fund

Grants of \$1,000 - \$3,000

Advance Auto
Allstate
Appalachian Power
Golden State Foods Foundation
Inve\$tko
Red Basket
Target at Valley View
The Trust Company of Virginia

Holiday Cards

2017 contest winner - Cat Shrewsbury

\$4,637

Tab Tops (8,222 lbs.)

\$4,000

First Piedmont
Gerdau Recycling
Homestead Creamery
Security Scales

To every individual, organization, church, group, or club, *thank you* for every single act of kindness.





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



**Ronald McDonald
House Charities®**
Southwest Virginia

Keeping families close