



**Ronald McDonald
House Charities®**
Southwest Virginia

2018 Annual Report

OUR MISSION

To provide a comfortable and supportive home-away-from-home for the families of sick and injured children who must come to the Roanoke area for medical treatment.



CORE PROGRAMS

RONALD MCDONALD HOUSE®

- Located just 2-1/2 blocks from Carilion Children's Hospital
 - Serves as a home-away-from-home for families and includes 18 bedrooms, each with a private bath and 2 queen-size beds
 - The House also has 2 large dining rooms, laundry facilities, a playroom, library, an outdoor playground, and new this year- a Magic Room
-

RONALD MCDONALD FAMILY ROOM®

- Located on the 14th floor of Carilion Children's Hospital, just outside the NICU
- Serves an average of 7,500 visitors each year since it opened in 2007
- Provides a respite area for adults of pediatric patients- offering light snacks, microwavable meals, and beverages along with computer access



CURRENT
BOARD OF DIRECTORS

Alex Brendel
PRESIDENT

Steve Pardon
VICE PRESIDENT

Anna Semonco
EXECUTIVE DIRECTOR

Amy Paris
TREASURER

Carla Newton
SECRETARY

Carol Agee
Jill Davis

Mike Grisetti

Michael J. Hertz
Dr. Mark McBride

Karrie Moses
Matthew Ogburn
Amanda Rucker

2018 EXITING BOARD MEMBERS

Stuart Trinkle
PRESIDENT

Robert Brailsford
Heather Cullen
Sarah Glen
Elizabeth Hock

THANK YOU FOR YOUR SERVICE!

A LETTER FROM THE BOARD PRESIDENT

To the communities of Central & Southwest Virginia,

Your investment in the Ronald McDonald House Charities of Southwest Virginia helped provide 3,468 family nights in 2018. Take a moment to truly understand the depth and breadth of that number. You and your fellow supporters of the House have helped provide a home-away-from-home for families who had to travel a significant distance to receive medical care in Roanoke, Virginia. Those families didn't have to worry about how they were going to pay for a hotel for weeks at a time or even months on end. Those families didn't have to think about how they were going to eat or wash their clothes. They didn't have to worry about missing a chance to talk with the physicians caring for their child face-to-face because they were too far away. All they had to think about was taking care of their child and helping their family through this difficult time.

Since our founding in 1984, we have served more than 20,000 families who have gone through this exact situation. Those 20,000 families didn't have to think about what it takes to survive in a new city, without any friends or family to lean on, because *you* did. Our volunteers thought to cook dinner for our guests each night, local businesses thought to donate products and services, our local McDonald's owners thought to put our change canisters at their counters. Your generous support year after year made all of this and more possible.

As impressive as the numbers may be, we still have a considerable amount of work to do. We must still raise over \$500,000 a year to cover the cost of operating the House. We continue to look for sponsors to adopt our rooms so we may continue much-needed renovation. We still need generous and hardworking members of our community to serve on our Board of Directors. If you continue to feel compelled to give back to this community, we invite you to learn how the Ronald McDonald House of Southwest Virginia needs your time, energy, and financial support.

With Gratitude,



OUR TEAM



Congratulations

SHANNON BOOTHE
DIRECTOR OF HOUSE OPERATIONS

FOR 20 YEARS OF SERVICE
TO RMHC-SWVA



CLOCKWISE FROM TOP LEFT

Anna Semonco
EXECUTIVE DIRECTOR

Stephanie Carroll
DIRECTOR OF SPECIAL EVENTS &
COMMUNITY DEVELOPMENT

Jill Lucas
HOUSE MANAGER

Brea Leffell
DATABASE COORDINATOR

Shannon Boothe
DIRECTOR OF HOUSE OPERATIONS

Donna Kester
FAMILY ROOM COORDINATOR

Anne Patteson
HOUSE MANAGER

Teresa Bridges
BOOKKEEPER

Donna Hartsel
HOUSE MANAGER &
VOLUNTEER COORDINATOR

Rhonda Webber
HOUSE MANAGER

- NOT PICTURED -

Katrina Ross
OVERNIGHT MANAGER

MEET GUNNER...

In order to understand all of Gunner's diagnoses, you would need a medical dictionary: hypotonia, dysphagia, cardiomyopathy, atrial septal defect, craniostenosis, tethered spinal cord, hypospadias, scoliosis, bilateral hip dysplasia, clubfoot, GERD, and chronic lung disease.

He has been G-tube dependent his whole life and at 5 months old, he received a tracheotomy- at times requiring a ventilator.

BLESSED

Born March 17, 2017, at 33 weeks, Gunner has spent 26 weeks of his life inpatient. When people ask his mom, Amber, how she does it, she says, "as long as Gunner is okay, I am okay." Understandably, she says there are days she feels depressed but when she sees how happy Gunner is to be here after everything he has been through Amber says, "I realize how truly lucky I am."

When most moms of toddlers are dealing with the trials of terrible twos, Amber spends her days administering breathing treatments, physical therapy, and speech therapy. She describes it as part of everyday life, "like brushing your teeth and combing your hair every day, you get used to it."



SCARY TIMES

Amber admits there have been multiple times they did not know if Gunner would make it. But one of the scariest times was when he coded.

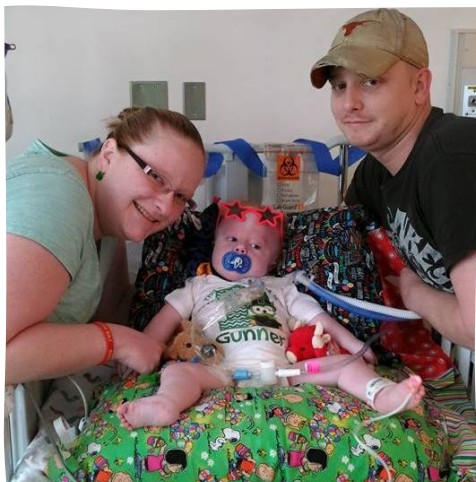
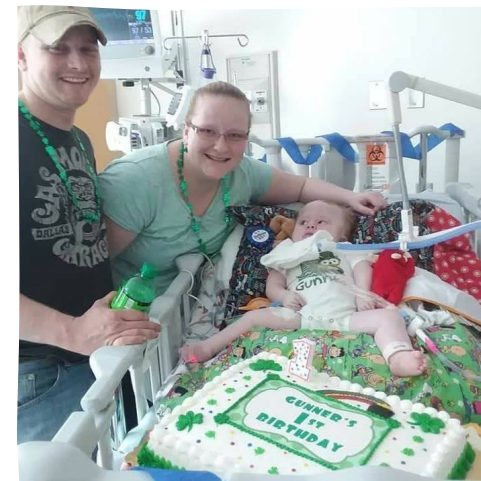
As an EMS responder herself, Amber says, "never in my wildest dreams did I imagine that I would code my own son. He was gone, no heartbeat, no nothing, and by the grace of God I was able to get him back right before paramedics got to the house." She says after being flown to Roanoke, it was touch and go for a long time. "That will always be the absolute worst day of my life."

STAYING AT THE RONALD MCDONALD HOUSE

"I do know this- without the Ronald McDonald House, there is no way that I would have ever been able to make it. We live 112 miles from Roanoke Memorial and there is no way I could have afforded to drive up there and back every day and afford meals every day. The Ronald McDonald House always gave me a warm bed to sleep in, a hot shower, roof over my head, hot meals every day. I could wash my clothes and anything that I needed they always had. The Ronald McDonald House has given Gunner birthday presents and Christmas presents to Easter baskets to Halloween baskets. You have made us all a part of your family and I cannot thank you enough for everything you all have done for us. God has truly blessed us".

LOVE & FAMILY

Over the past couple of years, we've gotten to know this family well here at the Ronald McDonald House. Not only have we seen them endure the trials of a critically-ill child, they've encountered their own personal trials along the way like Amber's eye surgery, and Gunner's grandfather's traumatic car accident. Through it all, they have exuded what Ronald McDonald House Charities is all about... Love and Family.



PATSY MARTIN- GRANDMA , APRIL MARTIN- AUNT
RICHARD MARTIN- GRANDPA
AMBER & JACOB HUFF- MOM & DAD



2018 IMPACT

RONALD MCDONALD HOUSE®

3,468

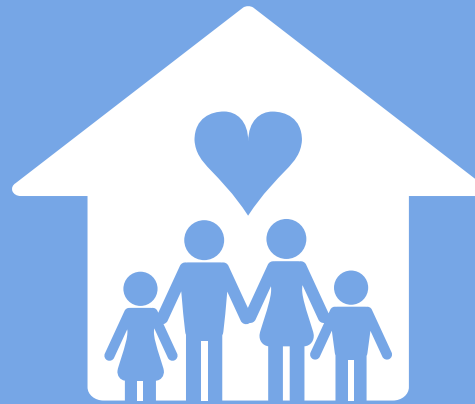
Family Nights Provided

8 DAYS

Average Length of Stay

TOP DIAGNOSES:

1. Premature Birth (23-37 Weeks)
2. Surgery
3. Full-term Birth with Complications



755

Children Served
from both programs

Served Families From

50+

Different Regions,
Including Our Top 12

↓

Mercer	Wythe
Henry	Pulaski
Tazewell	Allegheny
Montgomery	Carroll
Danville	Greenbrier
Pittsylvania	Galax

During an extended cold spell in January 2018, there was a rupture in our sprinkler system, causing flooding in portions of the House. Through an emergency fund with our insurance company, we were able to continue our mission of "Keeping Families Close."

22

Families Provided with
Hotel Accommodations

x

5 WEEKS

Time Displaced
from the House

=

\$12,801

Total Savings in Lodging
for These Families

2018 IMPACT

RONALD MCDONALD FAMILY ROOM®

3,096

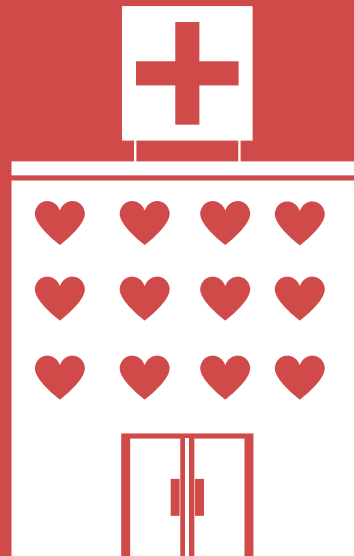
Bottles of Water
Served

2,260

Cups of Coffee
Served

1,152

Cups of Lemonade
Served



7,580

Total Visits

Served Families from

40+

Cities & Counties across
SW VA and the Greater US,
Including Our Top 10



Roanoke County

Montgomery

Roanoke City

Henry

Franklin

Mercer

Bedford

Pulaski

Allegheny

Tazewell

A MAGICAL ADDITION TO THE RONALD MCDONALD HOUSE



The Ronald McDonald House of Southwest Virginia had a major (or should we say *magical*) addition in 2018.

Thanks to a \$17,000 grant from the National Philoptochos Society Children's Medical Fund, we can offer children the magical experience of going into a toy store and selecting a brand-new toy of their very own to keep.

The Magic Room officially opened October 5th.



KENIA MARTINEZ

VOLUNTEER HIGHLIGHTS

3,647

Volunteer Hours
at the Family Room



3,104

Meals Served



\$46,500

Savings on Food Costs for
Our Guests



2,205

Active Volunteers



GOLF TOURNAMENT

\$20,096

THIRD-PARTY FUNDRAISERS

\$107,550

TOTAL

AN EVENING AT ROCKLEDGE

\$8,335

SHINE-A-LIGHT, SHARE-A-NIGHT

\$22,596

Presenting Sponsor: \$5,000

McDonald's Operators
Association of SW VA

Platinum Sponsor: \$3,000

Embrace Home Loans

Gold Sponsor: \$2,000

TNT Property Management

\$1,000+ Sponsors

Wildwood Smokehouse

Aetna

Budd Group

Dr. Pepper

NorthEast Foods

\$250 Hole Sponsors

Valley Star Credit Union

Appalachian machine

Darin Greear

C.A.R. Incorporated

Freedom First Credit Union

James River Equipment

Edward Jones/Paul Curran

Sage Title Group

\$5,000+ Fundraiser Spotlights:

\$13,553

Alpha Delta Pi

\$11,699

Night of Southern Comfort

\$9,626

LewisGale Physicians

\$7,967

Homestead Creamery

Gift of Love Spaghetti Dinner
& Auction

\$6,972

Hearts of Hope

\$6,500

One Earth

Christmas Tree Sales

\$5,200

Wythe County

Community Hospital
"Fight Like a Premie"

\$5,000

Roanoke Greek Festival

Auctioneer Jarrod Hines

\$3,600

Dr. Wolfe

\$3,500

Magic City-
Cameron Johnson

\$1,800

Nancy & Kevin Dye

GRANTS

Louise Lester
Foundation

\$10,000

Golden State Foods

\$3,000

Aramark

\$5,000

Allstate

\$500

Tree-Lighting Ceremony

Aqua-Turf

US Foods

Junior League of Roanoke Valley

TOTAL SUPPORT & REVENUE

\$805,788*

*Audited Financials and
990 available
on our website
RMHC-SWVA.org

CORPORATE DONORS

\$98,123

\$40,000

James Meador Foundation

\$12,500

The Branch Group

\$15,770

TMEIC

GIVING TUESDAY

\$20,000

HOLIDAY CARDS

\$4,140

2018 Winner:
Charlotte C. Yeatts

ADOPT-A-ROOM SPONSORSHIP

\$25,000 Sponsor

The Branch Group

Honorary Sponsors

-The Roanoke Women's
Foundation

-Carilion Children's

-Jane Tanger Black

-Margaret Franklin

Major Contributors

Grand Home Furnishings

Vaughan-Bassett

Black Dog Salvage

LOVE-A-ROOM SPONSORSHIP

Graham-White

The General Store

GJ Hopkins

Duane Perdue Memorial Foundation

ProSource: Joy & Keith Whitt

Mina Kairani Klindinst

MCDONALD'S

National Fundraiser

\$8,499

McDonald's Owners/
Operators of SW VA

\$9,500

Shamrock Shakes Happy Meals

\$7,662

\$16,987

Donation Boxes

\$57,421

IN-KIND GIFTS

PRICELESS\$

Aqua Turf

Carilion

Coca-Cola

Commonwealth Linen

Eco-Lab

FireFli

Georgia Pacific

Grand Home Furnishings

Homestead Creamery

La-Z-Boy

McDonald's- Civic Center

Mosquito Authority

Mountain Roofing

Olive Garden- Valley View

ProSource: Joy & Keith Whitt

ServPro

7-Eleven- Crystal Springs

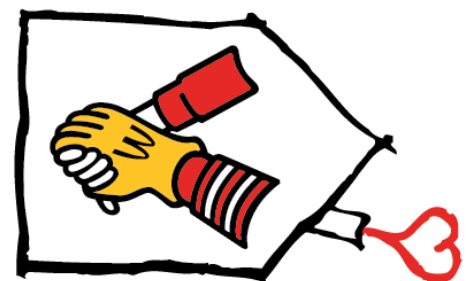
7-Eleven- Electric Road

Taaza

Tri-Dim

Thirty-One

United Way



**Ronald McDonald
House Charities®**
Southwest Virginia

Find out how to get involved!

www.RMHC-SWVA.ORG



RMHC SWVA