



Ronald McDonald House Charities

2014 ANNUAL REPORT

Central Ohio



RONALD MCDONALD
HOUSE CHARITIES®
CENTRAL OHIO

MISSION *Statement*

Ronald McDonald House Charities of Central Ohio creates, finds and supports programs that directly improve the health and well-being of children in Central Ohio.

Since opening our doors in 1982, Ronald McDonald House Charities of Central Ohio (RMHC) has provided lodging for families of seriously ill hospitalized children. The House has comfortable bedrooms with private bathrooms, fully-equipped kitchens with dining areas, play rooms, laundry facilities, gathering areas, business center, complimentary on-site parking, wifi and mail service. For families who arrive via the emergency room, personal care items are available in every room. Our House provides families a refuge from the hospital and keeps them together during their crisis- 24 hours a day, 365 days a year.

We take great strides to provide our families with a sense of normalcy in a stress-free environment. In our House, families find the rest and support they need so they can be in a condition to best support their children's healing. In 2014, the Ronald McDonald House of Central Ohio served over 3,000 families, providing over 25,000 nights right across the street from the hospital. RMHC is the only organization in Columbus to provide this type of service to the community. Below we have provided important details about the Columbus Ronald McDonald House:

- Largest Ronald McDonald House in the world, complete with 137 guest rooms
- 10 continuing care suites for transplant patients
- Handicap accessible rooms throughout the House
- Meals for our families are provided by the community daily.
- Over 325 dedicated volunteers provide daily operational support.
- The estimated cost a family would incur not using the Ronald McDonald House is \$1,700 per week.
- We serve families with hospitalized children at Nationwide Children's Hospital and many area hospitals.
- Activities and services provided to restore energy and support the family journey, including: scrap-booking, haircuts, cosmetology services, story-time, face-painting, princess parties, and game/craft nights.

Learn more about how **you** can support our mission:



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711 East Livingston Avenue, Columbus, Ohio 43205



CARE *Mobile*

The Ronald McDonald Care Mobile (RMCM) was launched in partnership with Nationwide Children's Hospital in December 2010. This mobile medical unit provides primary pediatric care services to patients between the ages of 0 – 21 in underserved populations in central and southeastern Ohio. The RMCM offers services such as immunizations, hearing/vision screenings, sports physicals, sick child care, developmental screenings, patient education, laboratory services, and more. The Ronald McDonald Care Mobile contains an electronic medical record system established at Nationwide Children's Hospital, so their medical history will be readily available.

The Ronald McDonald Care Mobile allows RMHC of Central Ohio and Nationwide Children's Hospital an exceptional opportunity to expand primary care services. Below we have provided important details about the Ronald McDonald Care Mobile.

- The RMCM provides services in 27 counties in central and southeastern Ohio.
- Nearly 62% of patients seen on the Ronald McDonald Care Mobile are enrolled in Medicaid programs.
- Thirty-one percent of the patient visits were primarily for routine infant or child health checks.
- For every \$1 invested in mobile care, \$36 is returned on that investment.
- Mobile care visits cost \$117 while the cost for a primary care-treatable emergency department visit was \$923.
- The Ronald McDonald Care Mobile of Central Ohio is supported by the Lavin Family, the Cardinal Health Foundation, Huntington Bank, CVS Foundation, Lifeline Mobile, CareSource and the community.



Ronald McDonald Care Mobile®

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A FAMILY Letter

As we stand beside our child's bed for the first 72 hours after admission to Nationwide Children's Hospital, watching, listening, and trying to figure out what the entourage of doctors, surgeons, nurses, and respiratory therapists are doing to our daughter, we know how scared we are, but can only imagine how scared our precious baby is. We watch as she is poked and stuck with dozens of needles, and cut open and sewn shut time and time again. We watch as pieces of machinery roll into the room, one after another, to be hooked up to our child. We know that they are the only thing standing between our child and the end of her life.

When all of the medicine has been given, all of the machinery has been hooked up, and all of the surgeries are complete, our baby is finally stable for the first time in three days. As parents we can somewhat breathe a sigh of relief, but we quickly realize we are three days behind on sleep, showers, clean clothes, and food.

This is when somebody tells us about this wonderful haven across the street, the Ronald McDonald House. At the front doors of this big beautiful building, we are greeted by friendly, compassionate volunteers and staff. **We feel welcome and right at home immediately.** As we stand in the middle of our room, crying and hugging one another, we think of all the things we had taken for granted in our comfortable lives.

We cry as we take our showers, we cry as we pray to God to protect our child, we cry as we fall asleep in our warm beds, we cry as we load the washing machine full of clothes. We cry at the dinner table after eating a warm meal, and we cry as we watch the volunteers and staff work like bees in the kitchen. We now have been rejuvenated with sleep, nutrients, and hope to help us face another day.

As we walk through this wonderful place we wonder, who here would have time to use the computers, library, play rooms, or exercise room? We have more important things to worry about across the street - our baby. But we answered our own question the first time we talked to our other children. We realized for the first time in our twin boys' four and a half years of life we were apart from them. It had been a week since we had even talked to them. The first thing the boys said to us as they broke down in tears is that they miss us and want to see their mommy and daddy. How could we have overlooked something so important? What are we going to do? Flu season is upon us and we cannot keep them with us at the hospital. Neither of us want to be home - that's two hours away from our baby in the hospital.

So we brought them to the Ronald McDonald House to stay with us. The smiles on the faces of those two little boys never meant so much, and the hugs we received from them never felt so good. It brought my heart so much joy to walk into the library and see them snuggled as close as they could possibly get to their mother, clinging onto every word she said as she read them a book. **Our family bond was reconnected** as we snuggled together in the theater one night while we watched a movie and ate popcorn. It was priceless!

As the holidays quickly approached, we began to think, "How would we have a family Thanksgiving dinner?" But it was easy, we just invited our family to RMH, and volunteers and staff took care of the rest. When we ran out of time to shop for Christmas and gave up on the idea, we decided this year would just have to serve as a life lesson for our young boys. That was until the Ronald McDonald House stepped in and changed all of that! We were taken to Santa's workshop that had stacks of brand new toys and games, and were told to pick out toys for each of our children. I stood in the doorway and cried while I watched my wife walk around the room and shop for our children. That reignited the Christmas spirit within us.

For the first time in two weeks I saw her eyes sparkle and a smile on her face. That was the greatest earthly gift that I could have ever received for Christmas. Our holidays had not been ruined by living away from home; our holidays have been made whole and extra special because we are fortunate enough to have a place to bring our family together.

We will forever be grateful for the Ronald McDonald House. We thank God each day for this blessing. The old saying goes, **"home is where the heart is."** Please join us in supporting families of seriously ill children staying at the Columbus Ronald McDonald House.



Warmest wishes,
THE WINTERS FAMILY
(Alex and Autumn)

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— 2014 RMHC *Financials* —

TOTAL *Income*

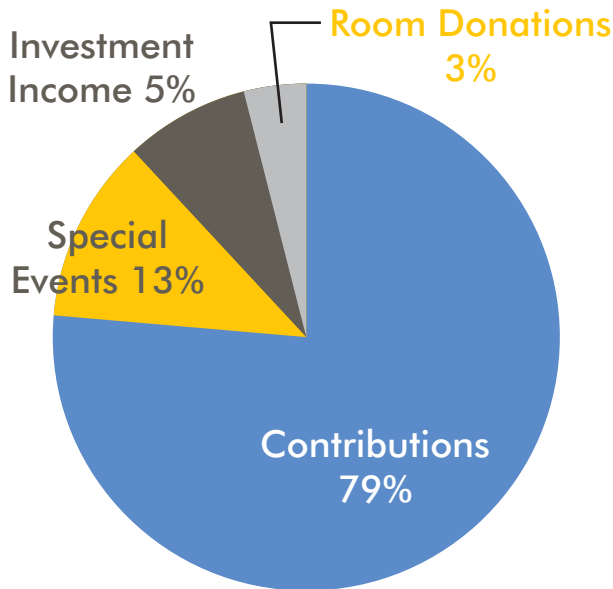
Contributions	\$3,900,488
Special Events (net of expenses)	638,596
Room Donations	163,707
Investment Revenue	202,099
Total Income	\$4,922,890

TOTAL *Expenses*

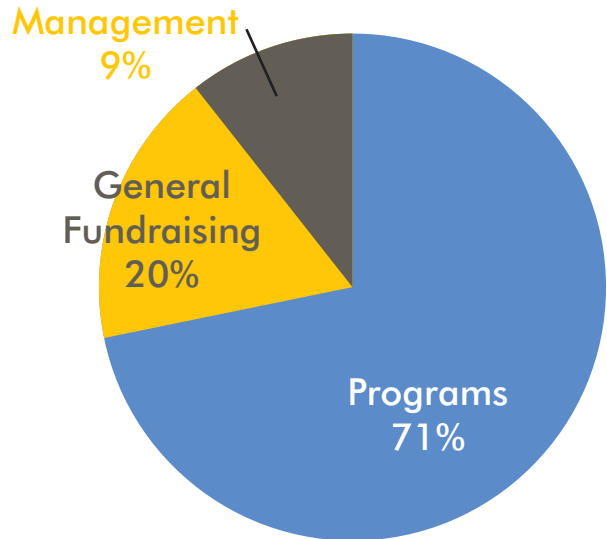
Program Services	\$2,388,891
Management & General	307,996
General Fundraising	661,289
Total Expenses	\$3,358,176

ENDING *Net Assets* \$22,593,542

TOTAL *Income*



TOTAL *Expenses*



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WAYS to Give

CASH GIFTS

The fastest and easiest of all the ways to give. You can make a gift through our secure online giving website at www.rmhc-centralohio.org or by mailing a donation to Ronald McDonald House, 711 E. Livingston Ave., Columbus, Ohio 43205.

MATCHING GIFTS

If you or your spouse is employed by a matching gift company, your gift may be doubled, or even tripled. Ask your employer if they have a matching gift policy.

NAMING OPPORTUNITIES

You may purchase naming rights to guest rooms or pavers. These gifts will support families staying at the House.

PLANNED GIFTS

Include RMHC of Central Ohio in your estate plans and become a member of the Pillars of the House Society. This society recognizes planned gifts designated to RMHC of Central Ohio.

SPONSOR an EVENT

Special Events are a great way to get your associates and top clients involved with Ronald McDonald House Charities. Plus, you can meet other companies and individuals that have the same passion for our mission. There are many different levels at which you can sponsor an event. From \$3,000 all the way up to \$50,000 presenting sponsorships.

HOST YOUR OWN FUNDRAISER

Hosting your own fundraiser is a wonderful way to support Ronald McDonald House Charities. It allows you the opportunity to be creative and share an impactful message of hope about the Ronald McDonald House all while raising support for the families we serve. Anyone can host a fundraiser, whether it be an individual, group of friends, school, company or community group!

SECURITIES and REAL ESTATE

Gifts of securities, including stocks and bonds, are a popular method of giving. In fact, when stock is transferred directly to the Ronald McDonald House Charities, you do not have to pay capital gains tax.

DONATE your VEHICLE

Give your unwanted cars, trucks, boats, RVs, motorcycles, tractors, or other vehicles to RMHC of Central Ohio and proceeds from the sale of the vehicle at auction will benefit families at the Ronald McDonald House. We pick up the vehicle at no cost, and the donor receives a tax deduction. Visit CarsHelp.org for more info.

IN-KIND GIFTS

The Ronald McDonald House Charities welcomes donations of services, time and expertise. The complexity of our organization provides many opportunities to contribute in this way.

*\$25 is enough
to provide 119
LOADS of LAUNDRY*

*\$50 is enough
to provide 185 ROLLS
of TOILET PAPER*

*\$75 is enough
to provide
BREAKFAST for
127 individuals*

*\$100 is enough
to provide 25
NEW TOWELS*

*\$250 is enough
to provide 312
HOT SHOWERS*

*\$500 is enough
to give 5 NIGHTS
of REST*

To learn more about ways to give, contact Angela.Hartley@rmhc-centralohio.org.

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RMHC *Special Events*

2014 EVENTS *Recap*

28th ANNUAL RMHC JOE MORTELLARO GOLF CLASSIC

Tuesday, June 23rd Junior Golf Classic
Monday, July 14th Double Eagle Scioto Reserve CC,
Wedgewood CC, Kinsale GC and TCC at Muirfield Village
Net Revenue: \$279,020 | 336 Golfers Teed Off

DIG IT FOR THE HOUSE *Saturday, August 23rd*

Flannagan's Dublin | Net Revenue: \$37,025 | 260 Bumps, Sets & Spikes

PAINT THE TOWN CENTER RED,

presented by CASSIDY TURLEY *Friday, September 26th*
Easton Town Center | Net Revenue: \$50,281 | 150 Ladies Pampered

11th ANNUAL RMHC SPORTING CLAYS TOURNAMENT,

presented by the TAYLOR FAMILY *October 3rd & 4th*
Mad River Sportsman's Club | Net Revenue: \$154,760 | 360 Shooters

A TOAST TO TINSELTOWN, *presented by*

CAMERON MITCHELL RESTAURANTS *Friday, November 13th*
The Ivory Room | Net Revenue: \$96,040 | 324 Walked the Red Carpet

30th ANNUAL BAKE SALE *Friday, November 22nd*

Ronald McDonald House | Net Revenue: \$20,137 | 600+ pumpkin rolls sold

Upcoming 2015 EVENTS

Junior Golf Classic - *Monday, June 15th*

RMHC Joe Mortellaro Golf Classic - *Monday, July 13th*

Red Shoe Run - *Saturday, August 1st*

Dig it for the House - *Saturday, August 29th*

Paint the Town Center Red - *Friday, September 11th*

RMHC Sporting Clays Tournament - *Friday, October 4th & Saturday, October 5th*

A Toast to Tinseltown - *Wednesday, October 21st*

Handbag Bingo - *Thursday, November 12th*

The Bake Sale - *Friday, November 20th*

*To learn more about sponsoring these events,
contact Jamie Foltz at jamie.foltz@rmhc-centralohio.org*



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WAYS to Volunteer

The Ronald McDonald House is supported by a strong foundation of volunteers. There are many ways for individuals, service groups, and organizations to support the Ronald McDonald House through their time.

BAKING GROUP VOLUNTEERS

Prepare and package homemade snacks and treats for families to 'grab and go' on their way to the hospital.

CLEANING GROUP VOLUNTEERS

Provide our families with a clean and welcoming home by helping us to sanitize, clean and organize common spaces within Ronald McDonald House.

HOUSEWARMING VOLUNTEERS

Work with our guests to provide a home-like environment – greet new families and House guests, assist with family needs, answer phones, provide tours, assist with check-in/check-out, prepare guest rooms, clean facility, laundry, restock supplies and staff the front desk.

KITCHEN COORDINATOR VOLUNTEERS

Support the needs of our kitchen space by ensuring proper food handling and storage in RMHC kitchens, providing support to meal and baking teams, as well as organizing and cleaning kitchen space as needed.

CRAFTSMEN VOLUNTEERS

Provide light maintenance tasks as directed by staff to keep our House in working order.

MEAL GROUP VOLUNTEERS

Provide, prepare and serve breakfast, lunch and dinner for 60 to 100 families 365 days a year. This is a great opportunity to work together as a group and provide our families with a warm home cooked meal to give them the strength they need.

SPECIAL EVENT VOLUNTEERS

Support any of our special fundraising events throughout the year by donating your time as a volunteer. Our events are a fun way to support the House, both as an individual and as part of a team.

SPECIAL PROJECT GROUPS

Complete Special House projects with direction from Volunteer Manager including but not limited to supply reorganization, painting projects, assemble welcome-blanket bundles, deep-cleaning, and more.

RED SHOE SOCIETY

The Red Shoe Society is a group for young professionals between the ages of 25-45 who are looking for a way to give back to their community. Red Shoes will focus on fundraising, helping families through service projects at the House and creating awareness for the mission of RMHC of Central Ohio.

*To learn more about volunteer opportunities,
contact Kate Ziegler at Kate.Ziegler@rmhc-centralohio.org*

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2014 RMHC *Statistics*

FAMILIES SERVED *3,028*

AVERAGE NIGHTLY FAMILY DONATION *\$6.08*

OCCUPANCY *88%*

AVERAGE LENGTH OF STAY *8 nights*

8,000+ IMMUNIZATIONS PROVIDED ON CARE MOBILE *Since 2011*

OVER 100 SUPPORT ACTIVITIES PROVIDED FOR FAMILIES

TOP 10 OHIO COUNTIES SERVED IN 2014

*Scioto
Ross
Muskingum
Licking
Washington
Allen
Athens
Marion
Richland
Knox*



COUNTRIES & TERRITORIES SERVED IN 2014

*Australia
Bahamas
Belize
Canada
Chile
Germany
Hungary
Mexico
Puerto Rico
Spain
Trinidad and Tobago
United Kingdom*

NUMBER OF COMMUNITY PREPARED MEALS *692*

NUMBER OF HOUSE VOLUNTEERS *More than 5,000*

NUMBER OF SPECIAL EVENT VOLUNTEERS *More than 1,000*

NUMBER OF VOLUNTEER HOURS *More than 86,000*

VOLUNTEERS PROVIDED *\$1.49 million in labor costs*

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THANK YOU

to our Individual Donors

2014 Pillars of the House Society

Kent and Dee Anders
Ruth Creaglow +
June Evans +
Tom and Debra Feeney
Eric and Maleah Gustafson
Kelvin James Johnson +
Anhamay Latchaw +
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The Ronald McDonald House has done so much for my family and me. I just do not know how to thank you enough. Without RMH I would not have been able to be close to my newborn baby while he was in Nationwide Children's Hospital for four months after he was born. Thanks to the House we had a comfortable place to lay our heads at night, nice, hot showers and wonderful, hot meals every day. My family and I are truly blessed that the Ronald McDonald House took all of that stress off of us when we were already going through enough with my son being in the hospital. Thank you so much!

The Spears Family

We thank you from the bottoms of our hearts. Our grandson came to Nationwide Children's Hospital from our home in Nebraska for care and we spent two weeks in the NICU.

The location and accommodations were so far above and beyond anything we would have anticipated or expected. And the homemade meals were greatly appreciated by all of us.

This is a beautiful and compassionate gift you provide families at a scary time. There aren't words adequate to express how comforting it is to have a place like this during a hospital stay.

The Coleman Family

I want to say thank you to the Ronald McDonald House. During these past three months here in Columbus, Ohio I have met a lot of caring staff members. Ronald McDonald House made me feel like I was home. In these times of stress with my daughter, I had a place to sleep, eat and shower and be ready to go to Nationwide Children's Hospital (less than a minute away) and be with my daughter and hear what the doctors had to say. At least I was well-rested thanks to Ronald McDonald House. From the bottoms of our hearts we truly appreciate it.

The Garcia Family

We would like to say thank you from the bottoms of our hearts! Our baby was transferred here very unexpectedly after being born prematurely. We have now spend almost a month at Nationwide Children's Hospital as our son has grown and learned how to eat. We would not have been able to manage this without your help. We live two hours away and have a three year-old son at home. While my husband stayed at home with our eldest son, it has been a comfort knowing I had somewhere safe to stay that is so close to the hospital. This has allowed me to watch over our baby and be involved in his care. Everything from the room to the services you provide have gone above and beyond. This is truly a wonderful place. Thank you all for being so good to our family!

The Boggs Family

The Ronald McDonald House is truly the most amazing place I've experienced when it comes to support and help. I can't explain or ever give enough thanks to each and every person involved with the House whom helped my family and me get through our rough times by giving us a place to lay our heads and food to eat. We came with absolutely no money, because of the unexpectedness of our incident. Without you we would have fallen apart. Once again thank you for everything.

The Phillips Family

The Ronald McDonald House to me is a very special place that comforts you and your family in time of need. They make sure your family has a nice, comfortable place to stay while you're in the hospital having tests and procedures. Their staff and volunteers are extremely nice while you're staying here, and they make you feel like you're at home.

The Lemarr Family

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