

2017

ANNUAL REPORT

Keeping Families Close



Ronald McDonald
House Charities®
Madison



Our Mission

The mission of RMHC is to create, find and support programs that directly improve the health and well-being of children and their families. RMHC-Madison supports the critical needs of children through three core programs: Ronald McDonald House, Ronald McDonald Family Room and Ronald McDonald Care Mobile.

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Forever Grateful for RMHC



Prematurity and the Neonatal Intensive Care Unit (NICU) aren't things you think about until it becomes your life and your child. We found out we were expecting shortly after getting married in May 2017. We were so excited for our New Year's baby, due January 28, 2018. The pregnancy was normal and going well, until we faced some complications at just 29 weeks gestation and needed to be taken from Janesville to SSM Health St. Mary's Hospital in Madison, WI. The doctors

explained the risks of having a baby so early. She probably wouldn't breathe well and had a risk of brain damage among other things because of her age and fragility. As new parents, we didn't know what to do except pray for our little one. God had a plan we didn't understand, but we placed our trust in him and the doctors.

Annabelle weighed just 2 pounds 10 ounces when she was born at 29 weeks gestation. Her skin was red and she was so small and fragile. We were told she didn't need to be put on a ventilator and was acting much older than her age, right from the start! This stubborn little miracle went through her 63-day NICU stay crushing our expectations and rising above the obstacles. It was amazing to watch her develop, as if she was still in the womb.

When we saw our daughter there in the isolette, so tiny and helpless, all our plans and ideals we once had for our lives changed. We knew one of us would stay with her, however that was possible, for as long as she needed. It's impossible to describe what it's like to be a NICU parent; the feelings of loss, loneliness, fear, and uncertainty. We are grateful beyond words for the support we received from the Ronald McDonald Family Room staff and volunteers. One or both of us were able to stay at the hospital near Annabelle for 59 nights thanks to the presence of a Ronald McDonald Family Room. It was our home and the staff and volunteers became like family. It was so nice to have a place to rest, do laundry and eat, and never have to be far from our daughter.

There are so many things to think about and take care of day and night, but thanks to the Ronald McDonald House Charities, a place to stay and meeting basic needs was not one of them. We knew RMHC helped families, we just didn't know how much until we were one of those families. Thank you RMHC and its supporters, we are forever grateful!

Annabelle loves being home and is growing well! She is 5 months old and more than 12 pounds. She is very social and loves smiling at people. She teaches us more about ourselves and our faith every day. We believe a huge part of her success was having her parents there in the hospital to care for her. Thank you, RMHC, for making that possible!

– Jared and Emily, Annabelle's parents

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Administrative Assistant

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Maintenance

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Katey Molinarolo
Michelle Potter
Sue Ziegler

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George Falor
Dan Herzig
Jane Masbruch
Aaron Rottier
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2017 In Numbers

Income

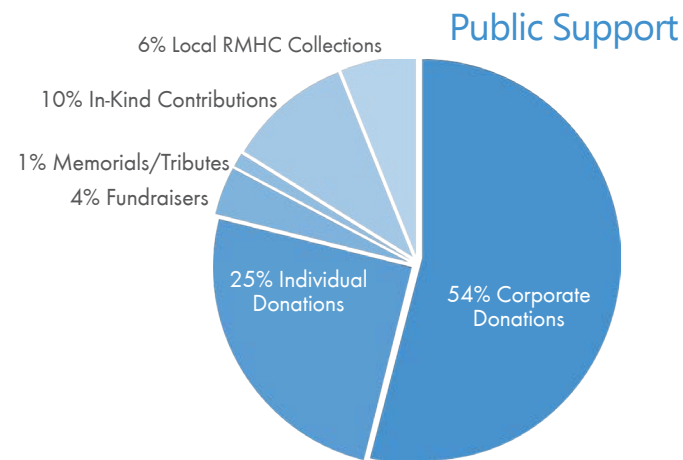
Corporate Donations	\$3,055,163
Individual Donations	\$1,408,339
Fundraisers	\$252,308
Memorials/Tributes	\$37,961
In-Kind Contributions	\$575,608
Local RMH Collections	\$338,510
Total Public Support	\$5,667,889

Other Income

Investments/Other	\$504,311
Room Donations	\$32,846
Total Support & Income	\$6,205,046

Expenses

Program Services	\$1,055,657
Management & General	\$184,082
Fundraising	\$522,827
Total Expenses	\$1,762,566



Ratio of Fundraising & Administrative Expenses to Revenue

Administrative	3%
Fundraising	8.4%

Net Assets Year-End	2016	2017
Unrestricted	\$6,656,526	\$7,362,627
Temporarily Restricted	\$22,720	\$3,759,139
Total Net Assets	\$6,679,246	\$11,121,766

These figures include contributions to the Building on Hope capital campaign. A report of the campaign financials will be issued at its conclusion.



FOUNDING MISSION PARTNER

Since the inception of the first Ronald McDonald House in 1974, the McDonald's system has been a RMHC Mission Partner. McDonald's donates approximately 30 percent of RMHC Madison's operating budget; therefore, a greater portion of every subsequent donation goes directly to our programs and services. McDonald's involvement extends beyond monetary support which includes:

- Madison and Rockford area McDonald's owner/operators participate on the RMHC Madison board and committees.
- Additional funding and volunteer support comes from the entire McDonald's system including McDonald's owner/operators, restaurant and regional staff members and suppliers.
- McDonald's customers also support the RMHC system through a variety of fundraising events and programs, including donations to RMHC Donation Boxes.
- McDonald's serves as the point of sale for daily newspapers including the Wisconsin State Journal, the Rockford Register Star, and USA Today. Half of the purchase price of newspaper sales at McDonald's is donated to RMHC-Madison.



In Honor of

- | | | |
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* Third party fundraisers listed raised \$250 and above.

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 Shania Brandt and Family

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 Village of Shorewood Hills
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 Doug Archer
 AT&T Telephone Pioneers
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 Wanda Auerback
 Leona Austin
 Bakken Loved Ones
 Julie Bass
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 Becky Berndt
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 Bryson Curtis Dickau
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* Major in-kind donors are defined as \$250 and above.





**Ronald McDonald House Charities®
of Madison**

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rmhcmadison.org