



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.

2018 Board of Directors

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2018 Annual Report

Ronald McDonald House

The Ronald McDonald House program, which is a core program of Ronald McDonald House Charities, helps families worldwide stay close to their children while receiving hospital care, increasing the caregivers' ability to spend more time with their child, interact with their clinical care team and participate in medical care decisions. It also allows siblings and other family members to be present and engaged.

The Ronald McDonald House in Madison serves more than

1,200
FAMILIES
each year



Why do families stay at a

Ronald McDonald Family Room?



The Ronald McDonald Family Room provides respite where families of hospitalized children can regroup away from the hospital atmosphere while allowing them to remain near their child.

Ronald McDonald Family Room

serves nearly **1,900**
OVERNIGHT GUESTS
each year

Ronald McDonald Care Mobile

provides more than **1,000**

DENTAL AND MEDICAL VISITS
FOR MORE THAN

500 CHILDREN
each year



2018 In Numbers

Income

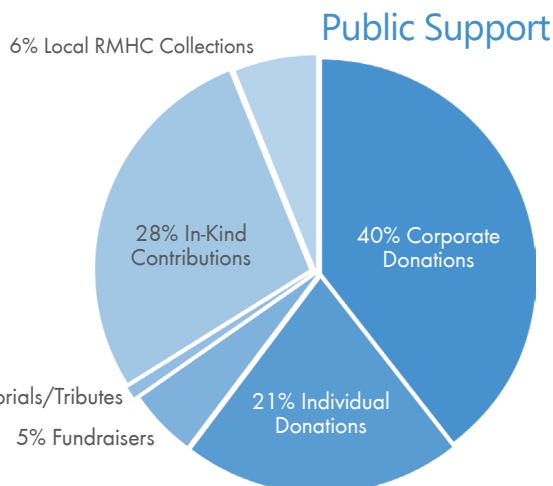
Corporate Donations	\$2,338,007
Individual Donations	\$1,204,176
Fundraisers	\$275,964
Memorials/Tributes	\$48,712
In-Kind Contributions	\$1,661,125
Local RMH Collections	\$323,473
Total Public Support	\$5,851,457

Other Income

Investments/Other	(\$33,878)
Room Donations	\$28,062
Total Support & Income	\$5,845,641

Expenses

Program Services	\$ 976,170
Management & General	\$301,497
Fundraising	\$615,558
Total Expenses	\$1,893,225



Ratio of Fundraising & Administrative Expenses to Revenue

Administrative	5%
Fundraising	10%

Net Assets Year-End

	2017	2018
Unrestricted	\$6,771,088	\$6,152,962
Temporarily Restricted	\$4,350,678	\$8,921,220
Total Net Assets	\$11,121,766	\$15,074,182

These figures include contributions to the Building on Hope capital campaign.

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.

