

2019 ANNUAL REPORT

Keeping Families Close



Ronald McDonald
House Charities®
Madison



2019 In Numbers

Income

Madison and Rockford area McDonald's (plus \$1M pledge to BOH)	\$208,904
Individual Donations	\$626,877
Corporate/Foundation Donations	\$556,256
Fundraisers	\$263,992
In-Kind Contributions	\$556,742
Total Public Support*	\$2,212,771

Other Income

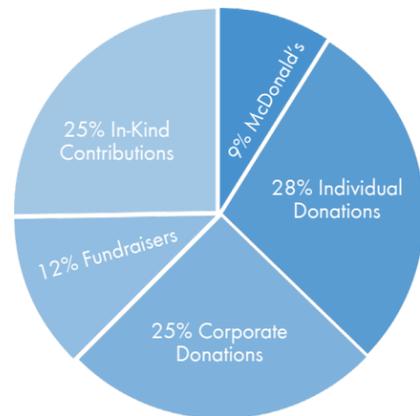
Investments	\$72,337
Room Donations	\$27,241

Expenses

Program Services	\$1,064,012
Management & General	265,244
Fundraising	\$197,925
Capital Campaign	\$360,798
Other Expense	\$271,774
Total Expenses	\$2,159,753

*These figures include new contributions to the *Building on Hope* and *Hope Park* capital campaigns but do not reflect campaign pledge payments.

Public Support



Ratio of Fundraising & Administrative Expenses to Revenue

Administrative	12%
Fundraising	9%

Net Assets Year-End	2018	2019
Unrestricted	\$6,152,962	\$15,442,061
Temporarily Restricted	\$8,921,220	\$197,445
Total Net Assets	\$15,074,182	\$15,639,506



FOUNDING MISSION PARTNER

Since the inception of the first Ronald McDonald House in 1974, the McDonald's system has been an integral RMHC Mission Partner. McDonald's involvement extends far beyond monetary support.

- 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 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, Round Up for RMHC and Happy Meal purchase donations.



Donors

\$100,000
Dennis and Linda Hohl*

\$50,000-\$99,999
Mike and Julie Wuest*
Anonymous

\$20,000-\$49,999
Epic Systems Corporation
Mary Gordon Estate*
Frank and Cathy Greer*
Deena Hatch Foundation
UW Health Quartz
Susan and Randal Veenhuis
Anonymous

\$10,000-\$19,999
Karla and William Ashmore
Jean Clack
John and Coleen Flad
Daniel and Julie Hartung
Charitable Foundation
Junior League of Madison
Kaiser Family Foundation
Mielcarek Family
Foundation
Jennie M. Nemeo
Living Trust
James and Becky Rahn
Carolyn Scherer
Wisconsin Dells Visitor &
Convention Bureau
Anonymous

\$5,000-\$9,999
Coca-Cola North America
Dean Health Plan
Delta Dental Plan of WI
Drexel Building Supply
Friends of UW Health
Ideal Builders
Lois Krantz
Loren and Helen Walker
Foundation
M3 Insurance Solutions
Meriter Hospital Special
Care Nursery
Alan C. Newell
Fred and Deborah Schwartz*
State Collection Service
Wealth Distribution
Strategies LLC
Anonymous

\$2,000-\$4,999
ABC Supply Co
Thomas and Betty Brien
Dental Health Associates
John J. Frautschi Family
Foundation
David and Gwen Fuhrmann
Grand Chapter Order of the
Eastern Star of Wisconsin
The Great Dane Pub
& Brewing Co
Great Midwest Bank

Group Health Cooperative
Derek Hahn
Hartung Brothers, Inc.
Heartland Financial USA
J H Findorff & Son
JP Cullen
Justice For A Cure
Katie Kalina &
Tiffani Bowers
Kalscheur Foundation
Kennedy Family Foundation
Sean Kennedy
Donna J Knickmeyer
Lycon, Inc.
Madison Window Cleaning
Cliff Mason
New Glarus Brewing
Company
New Home Star
Wisconsin LLC
North Central Group
Quartz Health Solutions
Resource Solutions
Schaefer Family
Charitable Trust
Rosalind and Khiang Seow
TASC GiveBack*
Thrivent Financial
UnityPoint Health Meriter
Westbury Bank Charitable
Foundation
Al Winsand
Mary Ann Wolkomir
Gary and Mari Wolter
Zimbrick, Inc.
Anonymous

\$1,000-\$1,999
Aberdeen Consulting
Alliant Energy Foundation
Allied Games
Alpha Delta Pi Foundation
American Family Insurance
Dream Foundation
Ameritas
Jeremy and Stacy Argue
Arlington Lions Club
Baird
Baker Tilly Virchow Krause
Jeff Ball
Ken Ballweg
Keith and Juli Baumgartner
BDO USA LLP
Beloit Health System
Michelle Betz
Dorothy A Blotz
Bonita Bruce
Capitol Bank
Cargill, Inc
Robert Cattelino
Chartwell Midwest
Wisconsin
Peter and Sarah Cherchian
Cherchian Family
Foundation
Shannon and Dusty Dean*

Electric Construction Inc.
Flad & Associates
Gregory and Bonnie Foley
Karl Frisch
Bruce and Grace Frudden
Ray E. Habelman
Steve Hahn
Harbour Management, LLC
Thomas and Joan Hedin
Daniel Heichel
Dawn Higley
John Hokanson
ShirleyLou Hollerud
Anthony and Julie Hook
Connie and Daniel
Hornickel
Lissa Instefjord
John Deere Credit
Johnson Bank
Susan Kath
Kendra Scott
Kerry Ingredients & Flavours
Lisa Klemme
LaBorde Giving Fund
Livesey Painting
Middleton Ford
Midwest Solar Power LLC
Steve and Karen Neas
Carlos and Tara Pabellon
Marvin and Sally Packer
Eric Pedersen
Primose School of
Middleton
Alan and Susan Sarto
Christine and Ronald Seidl
Jay and Katie Sekelsky
Robert Sheehan
Judy and Marv Siegert
Sara and Bradley Simplot
Smiles for Life Foundation
Randy Stenson
Hannah Strike
The Alliance
Daniele Thompson
Norris Tibbetts
UW Hospitals &
Clinics Authority
Mary and Jack Walker
Virginia Weatherford
Wegner CPAs LLP
Scott Weiser
Wells Fargo Advisors
Wisconsin Counties Assn
Group Health Trust
Wingra School
The Wm Van Haren
Charitable Fund
WPS
Tracy Yandry
Linda Ziegler Trust
Jeffrey and Sarah Zutz
Anonymous

\$500-\$999
Badger State Ethanol
Baldinger Bakery
Lavonna and Scott Bartlett
Mary Basel
Scott Bordwell
Ryan Braithwaite
Thomas and Jennifer
Brazelton
Adam Brinkman and
Scott Chaiet
Jerry Brown
Bud Weiser Motors
The Carom Room
Peter and Nicole Carroll
Wesley E Case
Chippewa Falls
Skating Club
Community Health
Charities of America
Mark Corey
Mark and Darlene Cunneen
Joseph Cyrowski
Dahl Automotive
Mary and Greg Davidson
Eric and Amanda
Dombrowski
Duluth Trading Company
Patricia D Eigenfeld
Cam Evans
Bonnie and Ronald
Fingerhut
First National Bank
and Trust Co
Thomas and Andrea
Flickinger
Foley Electric
Sherian Foster
Dave and Veronica
Franchino
Roy and Louise Gag
Jennifer and Lucas Gondeck
Don and Natalie Granato
Great Wolf Lodge
Aaron Hager
Charles R Hanson
Hartje Family Charitable
Foundation
Jason Hoverson
IBM Employee
Services Center
Milo and Joan Jones
Durwood and Corrine Jones
Rodney and Debra Klipstein
Katherine and Michael
Kostrivas
Robert and Carol Kruse
Landro Fox Cities Realty
Jonathan Lewis
John and Linda Llinas
Shane Loy
Donna D. Luessman
Joanne Lulich
Bekah Lynch
Madison Ice, Inc
Lucas Marty

Donald and Karen Mayer
McFarland Lioness Club
Phillip McKierman
Kellie McKinney
Steve Nackers
Name Badge Productions
Leslie Oliversen
Our Redeemer
Lutheran Church
James and Nancy Packard
Thomas Peters
Ryan Pike
Kathryn Rebholz-Jasper
Regal Beloit Corporation
Chris Remington
Christopher Rittenhouse
Robinson, Prijic & Assoc.
Rowbotham Vending
Rue Excavating
Kerin Rue
S.J. Hodges Custom Design
Kristopher Schroeder
Bonnie Schumacher
Douglas Sheridan
Tom Showers
Smart Motors
Cheryl St. Marie
Starion Bank
Stauffer Classics
Mary C. Stein
Mike and Janet Stoetzel
Kevin Streetar
Subzero Group, Inc.
Patrick Sullivan
Summit Credit Union
James Teisberg
Robert Tews and
Shirley Hollerud
David and Connie Thorson
Rhonda Thorson
Barb Ticknor
Al Toon
Townshend Family
Charitable Fund
Trachte, LLC
Tyson Foods
United Church of Muscoda
Presbyterian
Valley Door
Gail Van Haren
Jack Warner
H. and Janice Warner
Wauaukee High School
Sanford and Darlene
Weisberger
Dennis Weeks
Wi-Northern Illinois Chap
of American Fence Assn
LaVonne Wittwer
Women of St. John's
Lauren and Barbara Zucco
Anonymous

*These gifts were made to the Hope Park campaign.

We are grateful for gifts below \$500 which total \$106,729. Every gift makes a difference in the lives of our families!

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.

2019 Board of Directors

Jasper D. Vaccaro, JD
Board President

Nick Shutwell
Board Vice-President

Bill Shager
Board Treasurer

Shawn Arneson
Board Secretary

Mary Basel
Amber Bucciferro
Shannon Dean, MD
Kathy Kostrivas, RNC-OB, MBA
Jonathan Lewis
Wendy Lommen
Jim Martin
Jason Speich
Michael Weber

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