

2020 ANNUAL REPORT

Keeping Families Close



Ronald McDonald
House Charities®
Madison



2020 In Numbers

Income

Madison, Wis Dells, and Rockford area McDonald's (plus \$1M pledge to BOH)	\$198,744
Individual Donations	\$456,215
Corporate/Foundation Support (includes \$50,000 grant from RMHC Global)	\$345,085
Fundraisers	\$156,345
In-Kind Contributions	\$219,562
Total Public Support*	\$1,375,951

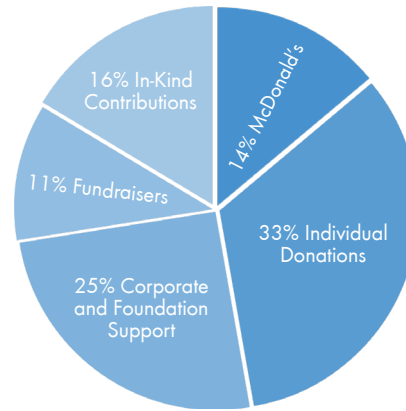
Other Income

Investments	\$62,034
Room Donations	\$17,947

Expenses

Program Services	\$1,302,859
Management & General	\$303,409
Fundraising	\$309,017
Capital Campaign	\$48,769
Total Expenses	\$1,964,054

Public Support



Ratio of Fundraising & Administrative Expenses to Revenue

Administrative	15%
Fundraising	18%

Net Assets Year-End

	2020	2019
Unrestricted	\$15,543,266	\$15,442,061
Temporarily Restricted	\$0	\$197,445
Total Net Assets	\$15,543,266	\$15,639,506

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

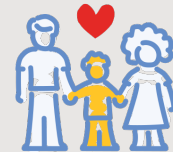
Founding Mission Partner



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 and includes board member service and product donations. 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 purchases.

Our Impact



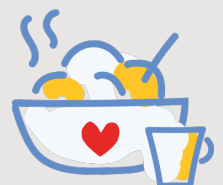
~8,600 night stays provided annually at the Ronald McDonald House and Ronald McDonald Family Room



\$135 covers a guest room for one night



~475 visits provided annually to Rockford and Beloit area children by the Ronald McDonald Care Mobile



25,187 meals served annually

Donors

\$50,000+

Deena Hatch Foundation
RMHC Global

\$20,000-\$49,999

Epic Systems Corporation
George Falor
IFS Family Foundation
New Glarus Brewing
Company
UW Hospitals &
Clinics Authority
Susan & Randal Veenhuis

\$10,000-\$19,999

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Carolyn Dawson
Daniel & Julie Hartung
Charitable Foundation Inc
Kaiser Family Foundation
Jim & Becky Rahn
Carolyn Scherer
The TJX Foundation, Inc.
United Way of Dane County
Loren & Helen Walker
Foundation

\$5,000-\$9,999

Alliant Energy Foundation
Matching Employee Gifts
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Employee Gifts
Angela & Christopher
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Coca-Cola North America
Dean Health Plan
Delta Dental Plan of WI
Habelman Bros. Company
Kennedy Family Foundation
Lois Krantz
M3 Insurance Solutions, Inc.
Quartz Health Solutions, Inc
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Charitable Fund
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Family Insurance
Foundation
UnityPoint Health Meriter

\$2,000-\$4,999

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Dental Health Associates
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\$1,000-\$1,999

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Julie Griesbach
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Heartland Financial USA Inc
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\$500-\$999

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Ethan Dahlberg
Mary & Greg Davidson
Lynn Deans
Eric & Amanda Dombrowski
Lynn Duesing
John & Karen Eberhart

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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 at SSM Health - St. Mary's Hospital, and Ronald McDonald Care Mobile.

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We are grateful for the
1,276 gifts below \$500
which total \$125,554.
Every gift makes a
difference in the lives of
our families!

Ronald McDonald House Charities® of Madison
2716 Marshall Court, Madison, WI 53705
608-232-4660
rmhcmadison.org

