



## RMHC-Madison BOARD REPORT December 8, 2021

### MISSION MOMENT

Lauren Schomer is asking for donations. 2h · 🌐

🌟 GIVING TUESDAY 🌟

In honor of Giving Tuesday, Ni Ki and I would like to raise awareness and funds for the Ronald McDonald House of Madison. August 11 started Watson's 7 night stay in the NICU and were some of the scariest days we had yet to encounter as a parent.

When I was discharged from St. Mary's in Madison and we needed somewhere to stay to continue to be near him, The [Ronald McDonald House Charities of Madison](#) was there with open arms.

The support we were given from RMHC was second to none and we are so appreciative of their services, staff and hospitality that allowed us to remain comfortable and within steps of Watson.

Please consider a donation in support of this wonderful charity. They are a charity that you always knew was around but never would know you may need until you do.

[#givingtuesday](#)



### DECEMBER BOARD UPDATE EXECUTIVE DIRECTOR

We anticipate closing out 2021 in a strong financial condition and look forward to 2022 with excitement! We enter 2022 with a draft Strategic Plan, a budget designed very intentionally to support the expanded House, and a positive outlook toward opening the House for families at full capacity within the year. I continue to be honored to be able to work alongside such a wonderfully talented team, where the mission comes first every day and with every family.

This month we say goodbye to Tara. This House wouldn't be a Home if it wasn't for her hard work, GREAT planning, and daily dedication to our families and our mission. Thank you, Tara!

We have been able to give many tours of the House to new donors, new partners, and major annual and Building On Hope Campaign donors over the last few months. To name just a few major donors: the Flad's, Gilmore's, and Sekelsky's were all in the House over the last few weeks to meet with Kelly and Deborah and to strategize development opportunities for the future. Wayne Harris (prior Board Member and 2022 Madison Chamber of Commerce Board President) even stopped in to provide thoughts and advice on building awareness. KEVA Sports Center, Madison Parks Foundation and Madison Police Foundation were also all in the House for the first time to learn more about us and start to build a partnership for the future. 2022 is gearing up to start on a strong foot.

While the discussions and meet and greets, the Entry Plan comes to a conclusion at the end of the year,

and much of my time this month has moved to building the foundation for next year. We have been deep in the hiring process for our current 3 vacancies, updating processes and procedures for the Board, the Staff, and our Financials, and drafting the Strategic Plan and 2022 Budget. In a short period of time, I am incredibly proud of the team's work. Highlights include:

#### Development/Marketing

- Exceeded Goals for Day of Giving on Tuesday, November 30
- Launched Gratitude and End of Year Campaigns

#### House & Family Room Operations

- Maintained house occupancy with house and hotel near 31 room goals. Family Room occupancy trailed through October, but November finished strong
- Said goodbye to two Afghan Refugees families in the first two weeks of December as their children successfully came through multiple surgeries
- Put out offer for a Night & Weekend Supervisor
- Continue to interview Housekeepers and for House Director
- Welcomed 3 very strong new volunteers in the House
- Purchased new Front Desk software and cleaned the airducts in the House

#### Governance/Finance

- Drafted 2022 Strategic Plan (Board approval in January)
- Drafted 2022 Preliminary Budget (Board approval in December)
- Finalized Employee Handbook (Board approval in December)
- Finalized the Financial Accounting Policy (Board approval in December)

*Year to Date Financial Outlook remains positive and stable through October 2021 month end. See financial statements and analysis attached.*

#### **THE HOLIDAYS ARE HERE AT RMHC-MADISON**



## DEVELOPMENT & MARKETING/COMMUNICATIONS

### Appeals, Fundraisers and Building Public Awareness

AFCH | Augie's Lunches with Love. This important program relaunched in October with an expanded reach, serving families staying at the House as well as parents with children at AFCH. Elevated meals include healthier, portable options to better nourish parents. Not only does this program serve parents but is a key communication tool in promoting the House to families and healthcare staff at AFCH.

Gratitude Cards. Tis the season for feeling grateful and we wanted to make sure our donors and friends understand how much they mean to us. We moved our holiday card to early November to beat the rush.

Heartline E-Newsletter sent monthly. November featured Augie's Lunches with Love relaunch, Heart & Soul Winner, Cosa Boutique, and a message of Thanksgiving.

Giving Trees: Bucciferro Family McDonald's (7 stores) and Metcalfe's (2 stores) will be hosting a Giving Tree Wish List fundraiser in December. Customers choose an ornament from the Giving Tree, purchase the item, and return it to the store. Items will be delivered to RMHC-Madison in January.

Volunteer Appreciation | Heart and Soul Award. Showing appreciation for volunteers in November is a tradition, as is the naming of the Heart and Soul winner. This year, **Frostwood Farms Kitchen** was selected for their incredible dedication to the House during the pandemic. [See blog.](#) During Appreciation week, volunteers received homemade cocoa boxes from Frostwood as well as a tribute video from staff. WKOW-TV aired a piece [highlighting a long-time volunteer](#) for the pies she makes each Thanksgiving!

End of Year Appeal: General and major donor appeals are currently hitting mailboxes for our most important appeal of the year. Donations having been coming in steadily and we are cautiously optimistic as we see renewed generosity from long-time and new donors. We are also coordinating multiple corporate holiday drives with partners such as WEA Trust, UW Surgeons, KEVA (food drive) and BMO.

End of Year Social Media fundraising campaign runs November 30 (Giving Tuesday) through Dec. 31. Results TBA.

McDonald's RoundUp Challenge. Courtesy Corporation (Lommen Family) and Bucciferro Family McDonald's have a friendly RoundUp Challenge this December between 14 of their restaurants. We will be visiting O/O this December to encourage more stores to get involved with this fundraiser, which at its peak raised \$25,000 in one month. We are inviting O/O to the House in January for a reunion as a thank you for the incredible support completing the \$1 million BOH campaign pledge. Don't forget to RoundUp after every order at any McDonald's nationwide. You are sure to be helping a local RMHC Chapter.

Charity of Choice. This December, make sure to frequent Metcalfe's and Cosa Boutique who have designated RMHC-Madison as their charity of choice. A portion of all proceeds fund our families.

Cosa Boutique Holiday Fundraiser: Cosa Boutique is hosting pop-up fundraisers on December 9 and 16 at their adorable Fitchburg store. Join us for festive nibbles as you find the perfect gift for you or someone on your list and know that your purchase is helping our guest families.

See *October Development Scorecard* attached.

## HOUSE OPERATIONS & GUEST SERVICES

### COVID Restrictions

The in-House occupancy limit remains at 21 rooms, and common areas remain available for guest use. In-House families continue to be limited to inpatient and outpatient procedure families that consist of adults and the patient. We continue to house outpatient appointment families and inpatient/outpatient procedure families with minor siblings at partner hotels.

### Afghan Refugee Families

We have supported four families while their children received treatment at AFCH.

Two families were supported while staying at the InnTowner. One family has been resettled in permanent housing while the other returned to Fort McCoy after treatment concluded.

We continued to support our two in-House refugee families while their patients receive care at AFCH & UWHealth's clinics into December. Both families have been shopping for groceries and cooking meals on their own. These families are likely to be discharged and in their own housing by December 8<sup>th</sup>.

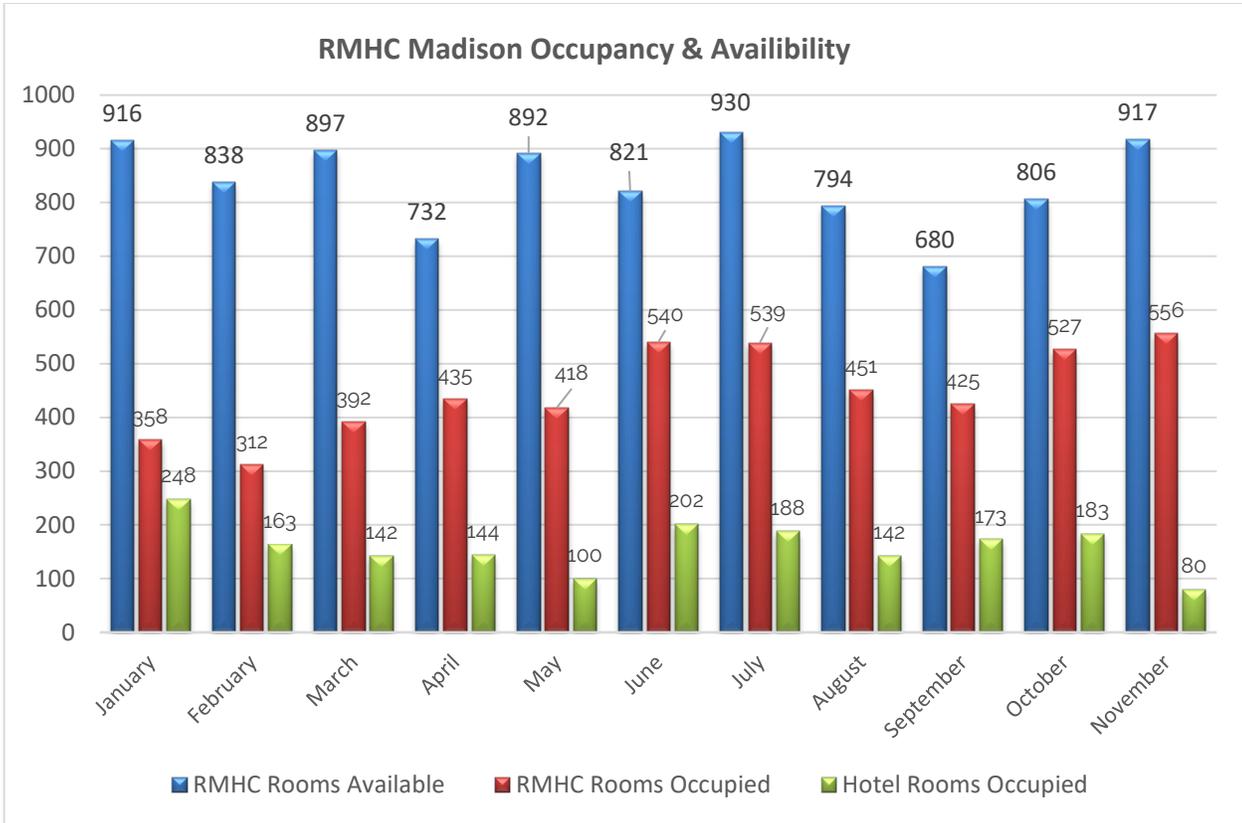
### Occupancy: House and Hotel Room Nights

Year-to-date combined occupancy is the most combined room nights for the same period dating back to 2010 (the farthest back I have data).

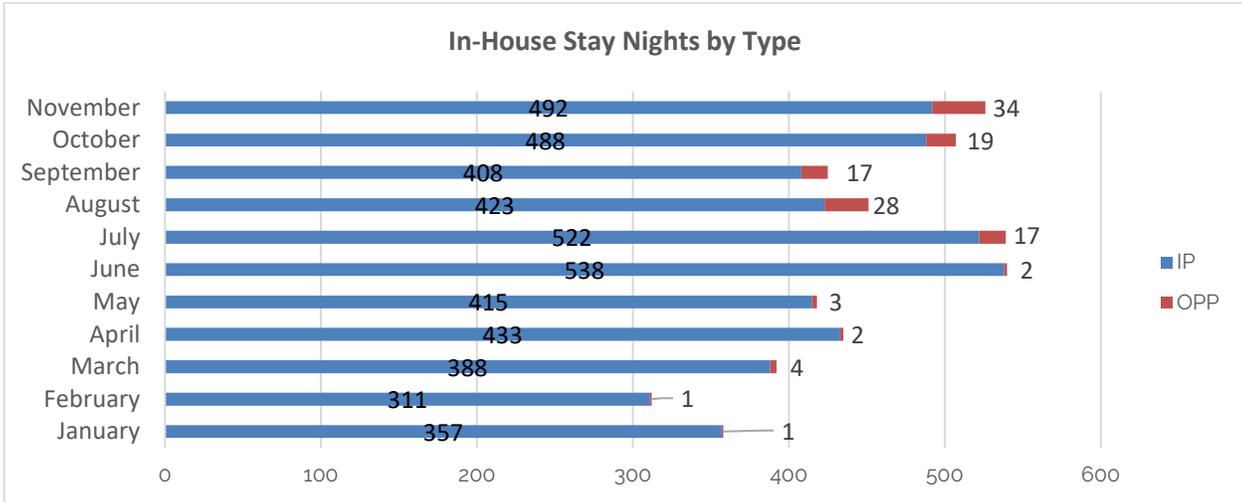
Though less than in 2019, in-House occupancy has increased compared to 2018 and 2020. The 4,954 in-House room nights used so far in 2021 is 6<sup>th</sup>, dating back to 2010.

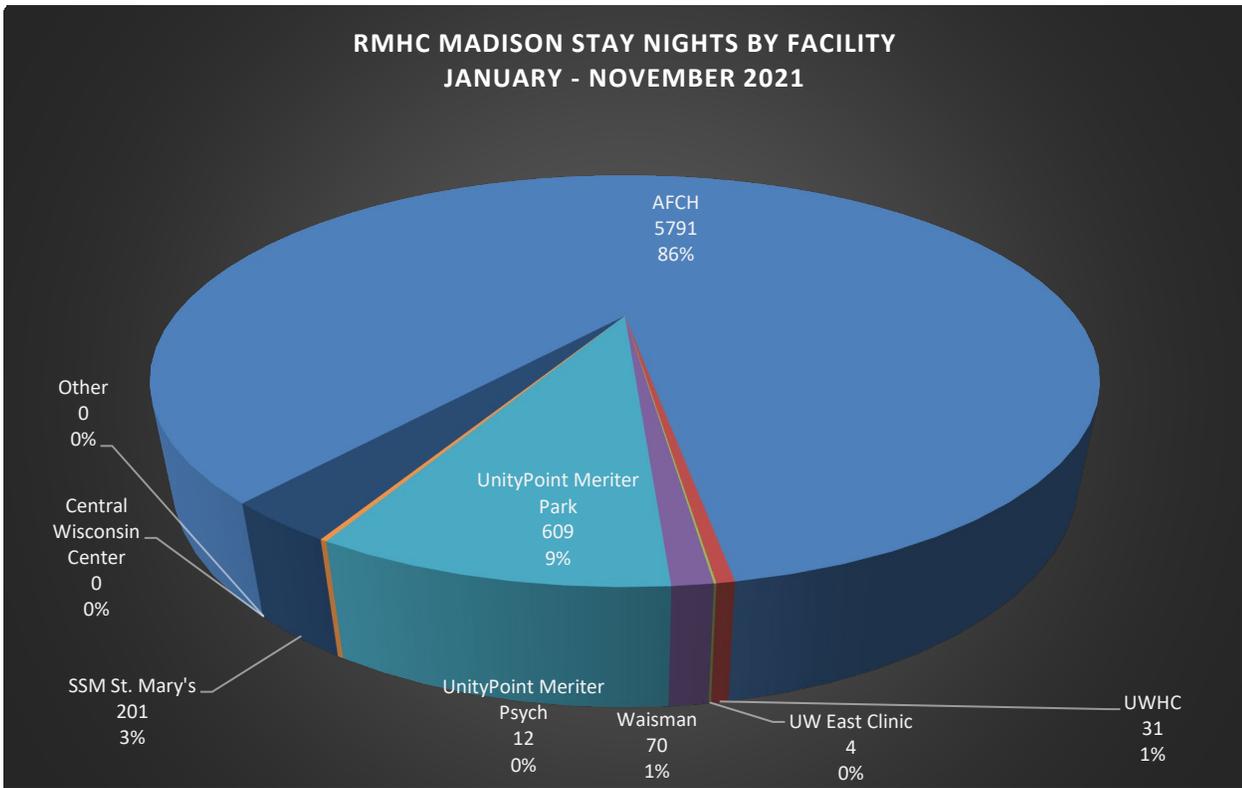
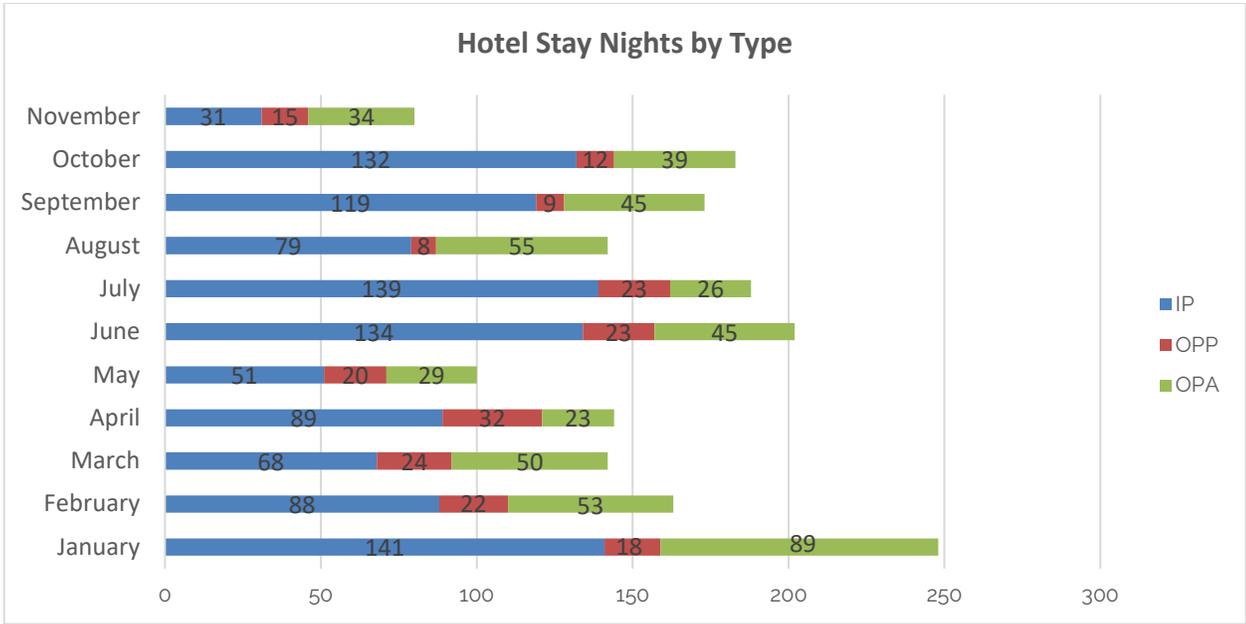
We continue to rely on our partner hotels heavily. The 1,765 room nights used to date in 2021 are the most we have ever used. Hotel room nights used in 2020 & 2021 (3,437) were just 234 fewer than 2010 – 2019 (3,671) combined.

	<u>2021</u> (post expansion, COVID; 31 rooms)	<u>2020</u> (post expansion, COVID; 31 rooms)	<u>2019</u> (mid-expansion; 12 rooms)	<u>2018</u> (pre-expansion; 18 rooms)
<b>January</b>	606 (358; <b>248</b> )	721 (709; 012)	378 (313; 065)	418 (417; 001)
<b>February</b>	475 (312; 163)	605 (592; 013)	445 (319; 126)	445 (426; 019)
<b>March</b>	535 (393; 142)	504 (457; 047)	466 (336; 130)	484 (461; 023)
<b>April</b>	579 (435; 144)	143 (000; 143)	329 (304; 025)	488 (478; 010)
<b>May</b>	518 (418; 100)	076 (040; 036)	469 (447; 022)	471 (453; 018)
<b>June</b>	742 (540; 202)	270 (132; 138)	456 (431; 025)	552 (492; 060)
<b>July</b>	727 (539; 188)	576 (330; 246)	545 (477; 068)	542 (505; 037)
<b>August</b>	593 (451; 142)	687 (416; 271)	631 (557; 074)	499 (478; 021)
<b>September</b>	598 (425; 173)	592 (395; 197)	596 (584; 012)	472 (444; 028)
<b>October</b>	710 (527; 183)	519 (387; 132)	770 ( <b>758</b> ; 012)	406 (381; 025)
<b>November</b>	636 (556; 080)	616 (408; 208)	643 (637; 006)	471 (344; 127)
<b>Totals</b>	<b>6,719</b> (4,954; <b>1,765</b> )	5,309 (3,866; 1,443)	5,728 ( <b>5,163</b> ; 565)	5,248 (4,879; 369)



Occupancy numbers for both in-House and hotel continue to be driven by inpatient families. Outpatient procedure families represent a minority of in-House room nights and partner hotels. Outpatient appointment families continue to be a strong second at partner hotels.



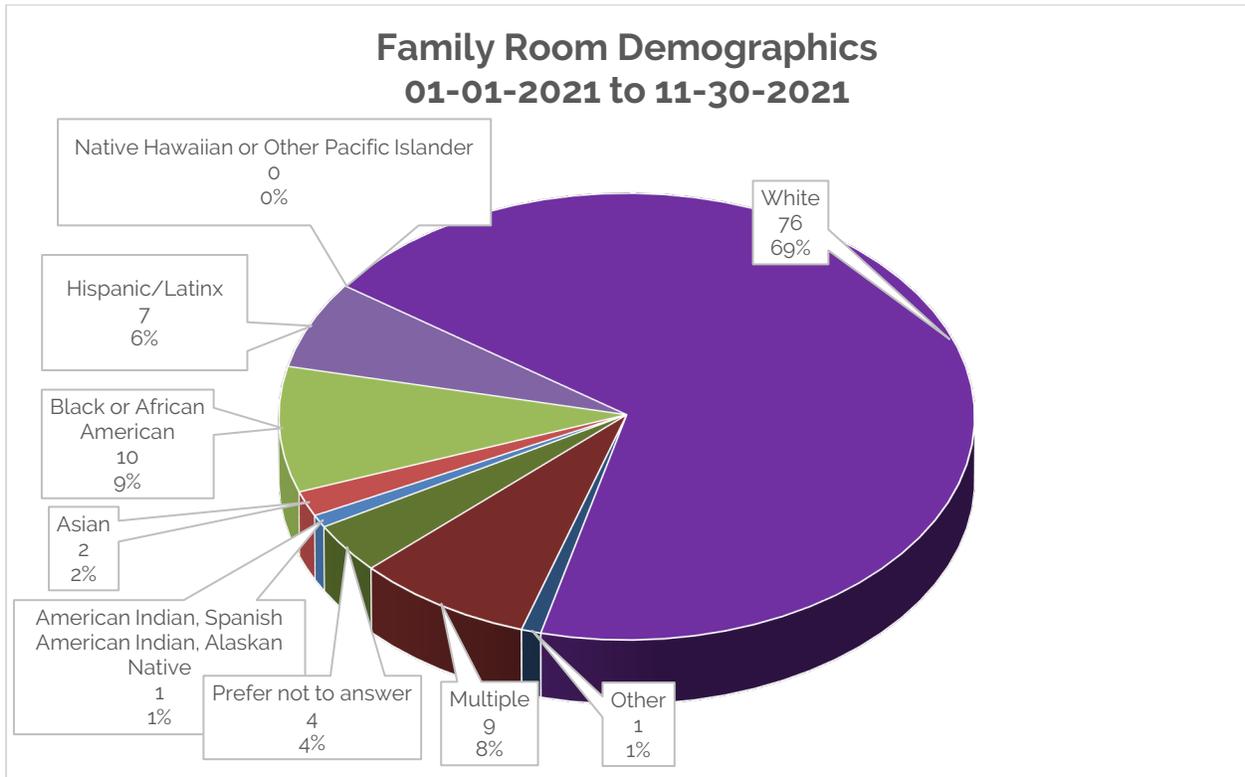


**Chapter Guest Demographics**

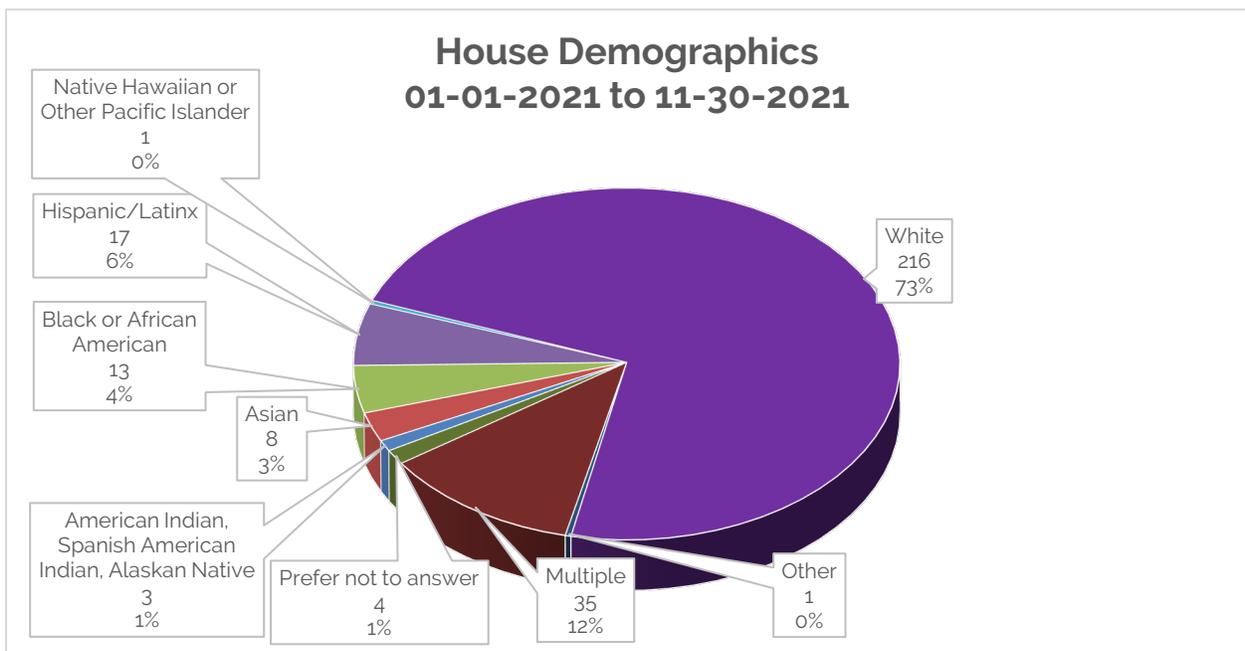
**2021 Demographic Data**

We ask guest families to select all demographic identifiers they feel apply to family members at check-in. Families can add additional identifiers in the Other field if the applicable identifier(s) are not listed. Families may also indicate that they prefer not to answer. Below are the demographic charts for the Family Room, House, and both locations combined.

Breakdowns of House demographics by the healthcare system and the identifiers indicated if multiple identifiers are selected can be found at the end of this section.

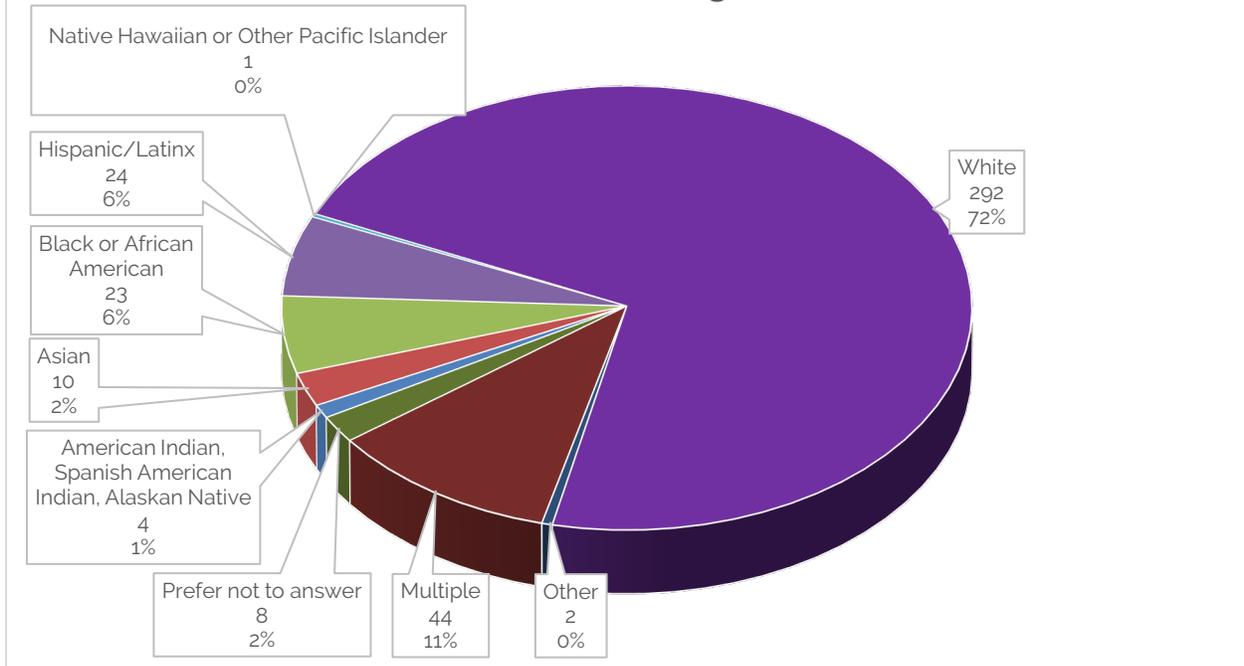


Other: Albanian



Other: Not specified

## Combined Demographics 01-01-2021 to 11-30-2021



Other: Albanian, Not specified

## House Demographics by Healthcare System

01-01-2021 to 11-30-2021

	American Indian, Spanish American Indian, Alaskan Native	Asian	Black or African American	Hispanic / Latinx	Native Hawaiian or Other Pacific Islander	White	Other	Multiple Identifiers	Prefer not to answer
AFCH/ UWHealth	3	8	11	11	0	187	1	32	4
SSM St. Mary's	0	0	1	2	1	5	0	0	0
UnityPoint Meriter	0	0	1	4	0	24	0	2	0

## Identifiers Listed by Families Selecting Multiple Identifiers

01-01-2021 to 11-30-2021

	American Indian, Spanish American Indian, Alaskan Native	Asian	Black or African American	Hispanic / Latinx	Native Hawaiian or Other Pacific Islander	White	Other
House (36 families)	9	5	14	18	1	31	1
Family Room (9 families)	1	0	3	4	1	3	0
Combined (45 families)	10	5	17	22	2	34	1



## HOUSE DIRECTOR UPDATE

In-House Volunteers Ongoing interviews and onboarding has been taking place. We need approximately 6-8 more weekly and/or biweekly volunteers during the weekday and additional on the weekend. Ongoing interviews and onboarding have been taking place to fill in the needed spots. We have some amazing new volunteers!

Dinner Program October had 4 dates that were not booked with a meal group. November there were 3 and December so far has 2 dates still available. Families enjoyed a traditional Thanksgiving meal generously provided and prepared by our volunteer Christine Powell, her significant other, family and friends. Jill Weber made delicious pies and Everyday Kitchen donated several yummy sides in addition to what was already being prepared.

Augie's Lunches with Love Relunched in October in partnership with UW Health Kids. An average of 52 lunches are being prepared each day Monday through Friday by our volunteers.

Facilities Hope Park water feature has been winterized. Snow removal contract has been set up. Volunteer groups have been coming in to rake leaves and pick up debris. One more raking should be done, and gutter leaf removal will take place. Air ducts have been cleaned.

Upcoming Holiday Season Keeping to traditions! Shorewood Hills Police Department will be coming in to wrap toys to give to our families at Christmastime. Our volunteer Jeff Smith and family will be coming in a few days later to put the lists together and fill Santa bags with the toys for each child and family. The Richards Family is continuing their tradition also by coming in Christmas morning to make breakfast. Still waiting to hear from the Smith Family regarding Christmas Day dinner.

Thank You! Many many thanks to all of you! It has been a pleasure.

## FAMILY ROOM PROGRAM

For the months of Sept. and Oct. 2021, the Family Room had 647 total guest visits. During these months, 91 sleep rooms were utilized, serving a total of 143 guests, and volunteers donated a total of 379 service hours. Visitors still have restricted access to the hospital and no siblings are allowed. Student volunteers are still unable to return to the hospital, and the Family Room is still closing at 5:00 p.m. The number of overnight rooms in October was very low, but this number has nearly doubled in November. The Social Worker we worked closely with for the last several years has left, and there is a new NICU Manager that I was able to meet and give a tour to last week.

Family Room volunteers again went to the House in October to bake for our guests. They really enjoy being at the House and feeling part of the RMHC family! We held a Breakfast Buffet in October that was well attended and will hold another one in December as part of our 12 Days of Holiday Cheer. Other goodies for our 12 Days of Holiday Cheer will include a hot cocoa bar, cookie decorating kits, volunteer made aromatherapy heating pads, and donated blankets, hats, and pillowcases for families.

I have included statistics from 2019 and 2020 for comparison.



**2021 YTD**

DATE	TOTAL VISITS	Overnight Rooms	# of OV Guests
JANUARY-MARCH	1287	252	453
APRIL – JUNE	979	186	333
JULY	386	102	150
AUGUST	404	77	140
SEPTEMBER	319	57	88
OCTOBER	328	34	55
<b>TOTALS:</b>	<b>3703</b>	<b>708</b>	<b>1219</b>

**2020 YTD**

DATE	TOTAL VISITS	Overnight Rooms	# of OV Guests
JAN - MARCH	1754	242	444
APRIL	<b>COVID CLOSURE</b>	<b>MARCH 21</b>	<b>MAY 18</b>
MAY – JUNE	274	74	130
JULY	417	55	109
AUGUST	321	46	64
SEPT	307	84	129
OCT	246	32	56
<b>TOTALS:</b>	<b>3319</b>	<b>533</b>	<b>932</b>

**2019 YTD**

	TOTAL VISITS	OVERNIGHT RMS	# of OV Guests
JAN - MARCH	1609	239	452
APRIL - JUNE	1582	250	460
JULY	542	59	111
AUGUST	492	54	105
SEPTEMBER	708	100	177
OCTOBER	557	78	140
<b>TOTALS:</b>	<b>5490</b>	<b>780</b>	<b>1445</b>

## RONALD MCDONALD CARE MOBILE PROGRAM w/ Mercy Health

Quarter end at the Care Mobile continues to be successful, while limited through Covid restrictions. We had a fun October, with presence at the October Pumpkin Giveaway Event at Beloit McDonald's to build awareness. Kelly Ruppel and her family were able to join, we gave tours and shared information on our great program.

Updated statistics include:

-218 patient visits with 155 vaccinations given January through October 2021. Covid restrictions are in place, only seeing one patient at a time, limiting parent contact, when possible, deep cleaning between patients. Back to wearing face shields again as well.

- 40% Medicaid, 60% uninsured for patient distribution.

-Currently providing consistent back to school physicals and sports physicals at West Middle School, East High School, Jefferson High School, and Roosevelt Alternative High School.

- Seeing a high no show rate currently at schools due to Covid and other illnesses, (possibly due to influenza), nurses are very overworked in the school system right now making it harder to partner with schools.



# Monthly Scorecard - October 2021 draft

## Ronald McDonald House Charities of Madison

 Ronald McDonald House Charities® Madison	October YTD	2020 YTD	% CHANGE YOY	ANNUAL GOAL	% TO GOAL	# GIFTS	AVG GIFT YTD	ACTUAL 2020
<b>CORPORATION/FOUNDATION/ORGS</b>								
McDonalds - 2000	\$ 205,614	\$ 142,270	45%	\$ 200,000	103%			\$ 198,774
Corporations - 2300	\$ 56,174	\$ 75,312	-25%	\$ 100,000	56%	17	\$ 3,304	\$ 95,270
Healthcare Partners - 2310	\$ 25,000	\$ 50		\$ 25,000		2		\$ 20,050
Foundations - 2320	\$ 102,573	\$ 77,155	33%	\$ 80,000	128%	18	\$ 5,698	\$ 85,938
Organizations - 2330	\$ 1,800	\$ 2,160	-17%	\$ 5,000	36%	7	\$ 257	\$ 4,537
Grants - 2340	\$ 20,500	\$ 60,000	-66%	\$ 50,000		2	\$ 10,250	\$ 61,096
<b>Subtotal Corp/Found/Org</b>	<b>\$ 411,661</b>	<b>\$ 356,946</b>	<b>15%</b>	<b>\$ 460,000</b>	<b>89%</b>			<b>\$ 266,891</b>
<b>INDIVIDUAL DONATIONS</b>								
Individual Donations - 2402	\$ 137,222	\$ 85,855	60%	\$ 100,000	137%	102	\$ 1,345	\$ 92,705
Online Donations - 2406	\$ 24,821	\$ 25,743	-4%	\$ 30,000	83%	233	\$ 107	\$ 27,363
Recurring and EFTs - 2403	\$ 9,035	\$ 9,080	0%	\$ 12,000	75%	189	\$ 48	\$ 10,955
Social Media Donations - 2408	\$ 9,060	\$ 10,935	-17%	\$ 15,000	60%			\$ 16,156
Memorials & Tributes - 2414	\$ 9,329	\$ 11,021	-15%	\$ 15,000	62%	96	\$ 97	\$ 16,256
Bequests - 2404	\$ -							\$ -
<b>Subtotal Individual</b>	<b>\$ 189,467</b>	<b>\$ 142,635</b>	<b>33%</b>	<b>\$ 172,000</b>	<b>110%</b>			<b>\$ 163,435</b>
<b>APPEALS &amp; NEWSLETTERS</b>								
Newsletter - 2401 Expenses	\$ 9,310	\$ 11,157	-17%	\$ 20,000	47%	128	\$ 73	\$ 19,357
True Sense (Acquisition) - 2410	\$ 31,721	\$ 26,297		\$ 15,000				\$ 34,379
Meal Program Fund - 2414	\$ 1,000	\$ -				7	\$ 143	
Peer-to-Peer								
Raise Love - 2430		\$ 1,425		\$ 1,000				\$ 1,525
Chicago Marathon - 2435				\$ 3,000				
Send Love Appeal - 2440	\$ 906	\$ 323		\$ 3,000		16	\$ 57	\$ 323
Mother's Day Appeal - 2445 Expenses	\$ 400	\$ 4,370		\$ 5,000		8	\$ 50	\$ 4,545
Heart Wall (bi-annual)	\$ 3,000	\$ 25,215		\$ 10,000		12	\$ 250	\$ 25,215
End of Year (QB2502) - 2450 Expenses	\$ 4,300	\$ 10,700	-60%	\$ 200,000	2%	15	\$ 287	\$ 237,500
<b>Subtotal Appeals (gross)</b>	<b>\$ 50,637</b>	<b>\$ 79,487</b>	<b>-36%</b>	<b>\$ 257,000</b>	<b>20%</b>			<b>\$ 322,844</b>

# Monthly Scorecard - October 2021 draft

## Ronald McDonald House Charities of Madison



Ronald McDonald  
House Charities®  
Madison

	October YTD	2020 YTD	% CHANGE YOY	ANNUAL GOAL	% TO GOAL	# GIFTS	AVG GIFT YTD	ACTUAL 2020
<b>SPECIAL EVENTS</b>								
3rd Party Events - 2503	\$ 4,791	\$ 10,022	-52%	\$ 25,000	19%	15	\$ 319	\$ 12,760
Water Slide-a-thon - 2506	\$ 8,200	\$ -		\$ 5,000	164%			
Cars Curing Kids - 2520		\$ 525		\$ 5,000	0%			\$ 525
Expenses								
Rock Valley Golf Outing - 2501	\$ 84,265	\$ 67,665	25%	\$ 70,000	120%			\$ 67,915
Expenses								
RMHC Golf Classic - 2530	\$ 213,435	\$ 75,185	184%	\$ 100,000	213%			\$ 75,145
Expenses								
<b>Subtotal Events (gross)</b>	<b>\$ 310,691</b>	<b>\$ 153,397</b>	<b>103%</b>	<b>\$ 205,000</b>	152%			<b>\$ 156,345</b>
<b>INDIRECT - 2600</b>								
United Way	\$ 19,185	\$ 14,556		\$ 25,000	77%			\$ 18,747
Pass Through Organizations	\$ 14,344	\$ 12,328		\$ 15,000	96%			\$ 17,147
<b>Subtotal Indirect</b>	<b>\$ 33,529</b>	<b>\$ 26,884</b>		<b>\$ 40,000</b>				<b>\$ 35,894</b>
PULL TABS - 3200	\$ 3,517	\$ 2,037		\$ 2,500				\$ 2,386
<b>RESTRICTED - 2700</b>								
Family Room	\$ 100	\$ 150						\$ 150
Restricted Other	\$ 600	\$ 2,065						\$ 2,565
<b>Subtotal Restricted</b>	<b>\$ 700</b>	<b>\$ 2,215</b>		<b>\$ -</b>				<b>\$ 2,715</b>
<b>TOTAL Annual Fund</b>	<b>\$ 999,502</b>	<b>\$ 761,386</b>	<b>31%</b>	<b>\$ 1,136,500</b>	88%			<b>\$ 909,515</b>
<b>TOTAL with All/Restricted Gifts</b>	<b>\$ 1,000,202</b>	<b>\$ 763,601</b>		<b>\$ 1,136,500</b>				<b>\$ 1,149,284</b>
<b>GIFT IN KIND - 2350</b>								
Non-Cash Contributions								
<b>CAMPAIGN</b>								
BOH: Building on Hope	\$ 469,815	\$ 581,384						\$ 683,912
Congenital Heart Disease/Hope	\$ 1,013	\$ 1,833						\$ 875
<b>TOTAL Campaign</b>	<b>\$ 470,828</b>	<b>\$ 583,217</b>						
<b>TOTAL ALL FUNDS</b>	<b>\$ 1,471,030</b>	<b>\$ 1,346,818</b>						

# Monthly Scorecard - October 2021 draft

## Ronald McDonald House Charities of Madison



Ronald McDonald  
House Charities®  
Madison

October YTD

2020 YTD

%  
CHANGE  
YOY

ANNUAL  
GOAL

% TO  
GOAL

#  
GIFTS

AVG GIFT  
YTD

ACTUAL 2020

### QB Revenue Tie-Out

	<u>2021 YTD</u>	<u>2020 YTD</u>	<u>2021 Budget</u>
Scorecard Total	\$ 1,000,202	\$ 763,601	\$ 1,136,500
2900 Program Fees		\$ 4,694	\$ 12,500
3000 Room Donations	\$ 14,422	\$ 15,516	\$ 20,500
3100 Merchandise	\$ 1,131	\$ 1,509	\$ 2,000
3299 Invest Income	\$ 49,715	\$ 52,049	\$ 58,000
3400 Misc Income	\$ -	\$ (208)	
3501 PPP Loan	\$ 149,305	\$ 150,400	\$ 150,400
Total Income	\$ 1,214,775	\$ 987,560	\$ 1,379,900
	\$ 0.40	\$ 25,750	Foundation BOH Pledge/GmSpace/Falor Pledge
	\$ 1,214,775	\$ 1,013,310	
RVGO returned winnings (not in QB)	\$ 2,055		
	\$ 1,212,720		