



**RMHC-Madison
BOARD REPORT
September 22, 2021**

**SEPTEMBER BOARD UPDATE
EXECUTIVE DIRECTOR**

It's been a wonderful two months at RMHC-Madison. I continue to be honored to be able to work along side such a wonderfully talented team, where the mission comes first every day and with every family. Over the last two months, I have completed the first '60 days' of my entry plan.

Here is a chart of the many conversations for which I have captured notes.

As of 9/16/21

	# Of Interviews
Staff	16
Families	4
Community/Partners/Hospitals	9
Other Houses	4
Donors and Donor Declined	9
Board Members	10
Total	52

While the discussions, meet and greets, and interviews will continue, much of my time will now move to strategy and analysis. In a short period of time, I am incredibly proud of the team's work.

Highlights:

Development/Marketing:

- Publish the 2020 Annual Report
- Write for 3 grants (one declined, two still in process)
- Continue to meet with McDonald's stores
- Successful Red Shoe Soiree
- Created new RMHC-Madison Presentation for public use

House Operations

- Maintained house occupancy with house and hotel near 31 room goals
- Welcome 12 incoming Afghan Refugees with open arms, 100% care to cultural sensitivity
- Welcomed volunteers back to the House and Family Room

Governance/Finance

- Created Board Portal for meeting and governance documents
- Implemented new financial internal controls and new format to Financial Statements
- Begin updating and drafting new Board Member Binder and training materials
- Begin updating the Employee Handbook (Board approval in December)
- Begin updating the Financial Accounting Policy & Procedure (Board approval in December)
- Began Strategic Planning for 2022 & Beyond

Year to Date Financial Outlook remains positive and stable through Q3 2021. See financial statements and analysis attached.

DEVELOPMENT & MARKETING/COMMUNICATIONS

Appeals, Fundraisers and Building Public Awareness

32nd Annual RMHC-Madison Golf Classic

Aug 8 and Sept. 27 at Nakoma Golf Club

Revenue YTD: \$205,715 | \$75,180 total raised in 2020

McDonald's Gratitude. The Greater Syndicate of Wisconsin (GSOW) confirmed completion of their \$1M cookie pledge to BOH nearly two years early! Our team is working on a special thank you and couldn't be more grateful for their commitment. We continue to work with O/O on scheduling store pop-ins to educate teams on the value of RoundUp and scheduling an October Gratitude Zoom.

AFCH | Augie's Lunches with Love. We continue to grow and evolve the partnership at AFCH to not only relaunch Lunches with Love (mid-October), but strengthen communication with leadership, nurses, and social workers to better serve families.

2020 Annual Report: Completed and posted online.

Heartline Newsletter (print version) set to drop in October

Heartline E-Newsletter sent monthly


Grants and Partnerships: Secured Only in Wisconsin grant (\$10K). Submitted application to American Family Stricker Foundation (\$20K), Working on Union Pacific, Otto Bremer Trust grants, and small CUNA Mutual Foundation ask.

Weed Man 3rd Party Fundraiser: Kelly provided a great opportunity to reengage with the Kurth Family and Weed Man. Their employee/guest event at Breeze Stevens featured a special ask to donate to RMHC using a QR code featured on the jumbotron during the event. \$1,780 was raised!

Volunteer Appreciation: While we will pay special tribute to our amazing volunteers this fall, based on volunteer feedback, we will not host an in-person or a virtual event as we did last year. Instead, we will create a Thank You video that we can share digitally and throughout the House. We honored volunteers in April during Volunteer Appreciation month with cards, customized mug, and chocolates!

End of Year Appeal: We will segment our year end appeal again this year, slated to land in mailboxes the weekend following Thanksgiving. Holiday cards and newsletter are timed and coordinated accordingly.

August Monthly Scorecard

Ronald McDonald House Charities of Madison								
 Ronald McDonald House Charities Madison	August YTD	2020 YTD	% CHANGE YOY	ANNUAL GOAL	% TO GOAL	# GIFTS	AVG GIFT YTD	ACTUAL 2020
CORPORATION/FOUNDATION/ORGS								
McDonalds - 2000	\$ 161,172	\$ 107,888	49%	\$ 200,000	81%			\$ 198,774
Corporations - 2300	\$ 22,232	\$ 60,314	-63%	\$ 100,000	22%	41	\$ 542	\$ 95,270
Healthcare Partners - 2310	\$ -	\$ 50		\$ 25,000				\$ 20,050
Foundations - 2320	\$ 70,368	\$ 72,907	-3%	\$ 80,000	88%	13	\$ 5,413	\$ 85,938
Organizations - 2330	\$ 1,700	\$ 2,110	-19%	\$ 5,000	34%	6	\$ 283	\$ 4,537
Grants - 2340	\$ 10,000	\$ 50,000	-80%	\$ 50,000		1	\$ 10,000	\$ 61,096
Subtotal Corp/Found/Org	\$ 265,472	\$ 293,269	-9%	\$ 460,000	58%			\$ 266,891
INDIVIDUAL DONATIONS								
Individual Donations - 2402	\$ 21,081	\$ 49,434	-57%	\$ 100,000	21%	83	\$ 254	\$ 92,705
Online Donations - 2406	\$ 18,565	\$ 21,863	-15%	\$ 30,000	62%	183	\$ 101	\$ 27,363
Recurring and EFTs - 2403	\$ 7,570	\$ 7,120	6%	\$ 12,000	63%	156	\$ 49	\$ 10,955
Social Media Donations - 2408	\$ 8,505	\$ 9,505	-11%	\$ 15,000	57%			\$ 16,156
Memorials & Tributes - 2414	\$ 7,329	\$ 7,049	4%	\$ 15,000	49%	78	\$ 94	\$ 16,256
Bequests - 2404	\$ -							\$ -
Subtotal Individual	\$ 63,050	\$ 94,971	-34%	\$ 172,000	37%			\$ 163,435
APPEALS & NEWSLETTERS								
Newsletter - 2401	\$ 7,240	\$ 10,607	-32%	\$ 20,000	36%	97	\$ 75	\$ 19,357
True Sense (Acquisition) - 2410	\$ 32,131	\$ 15,754	104%	\$ 15,000				\$ 34,379
Meal Program Fund - 2414	\$ 900	\$ -				6	\$ 150	
Peer-to-Peer								
Raise Love - 2430		\$ 1,425		\$ 1,000				\$ 1,525
Chicago Marathon - 2435				\$ 3,000				
Send Love Appeal - 2440	\$ 906	\$ 323	181%	\$ 3,000		16	\$ 57	\$ 323
Mother's Day Appeal - 2445	\$ 400	\$ 3,720	-89%	\$ 5,000		8	\$ 50	\$ 4,545
Heart Wall (bi-annual)	\$ 2,000	\$ 24,365	-92%	\$ 10,000		10	\$ 200	\$ 25,215
End of Year (QB2502) - 2450	\$ 4,300	\$ 10,700	-60%	\$ 200,000	2%	15	\$ 287	\$ 237,500
Subtotal Appeals (gross)	\$ 47,877	\$ 66,894	-28%	\$ 257,000	19%			\$ 322,844
SPECIAL EVENTS								
3rd Party Events - 2503	\$ 3,959	\$ 9,552	-59%	\$ 25,000	16%	12	\$ 330	\$ 12,760
Water Slide-a-thon - 2506	\$ 8,200	\$ -		\$ 5,000	164%			
Cars Curling Kids - 2520		\$ 525		\$ 5,000	0%			\$ 525
Rock Valley Golf Outing - 2501	\$ 84,265	\$ 32,950	156%	\$ 70,000	120%			\$ 67,915
RMHC Golf Classic - 2530	\$ 197,540	\$ 49,500	299%	\$ 100,000	198%			\$ 75,145
Subtotal Events (gross)	\$ 293,964	\$ 92,527	218%	\$ 205,000	143%			\$ 156,345
INDIRECT - 2600								
United Way	\$ 16,322	\$ 10,475	56%	\$ 25,000	65%			\$ 18,747
Pass Through Organizations	\$ 10,418	\$ 10,808	-4%	\$ 15,000	69%			\$ 17,147
Subtotal Indirect	\$ 26,740	\$ 21,283	26%	\$ 40,000				\$ 35,894
PULL TABS - 3200	\$ 2,400	\$ 1,688		\$ 2,500				\$ 2,386
RESTRICTED - 2700								
Family Room		\$ 150						\$ 150
Restricted Other	\$ 100	\$ 1,400						\$ 2,565
Subtotal Restricted	\$ 100	\$ 1,550		\$ -				\$ 2,715
TOTAL Annual Fund	\$ 699,503	\$ 570,631	23%	\$ 1,136,500	62%			\$ 909,515
TOTAL with All/Restricted Gifts	\$ 699,603	\$ 572,181		\$ 1,136,500				\$ 1,149,284

Notes for reconciliation to Income Statement:

QB Revenue Tie-Out

	2021YTD	2020YTD	2021Budget
Scorecard Total	\$ 699,603	\$ 572,181	\$ 1,136,500
2900 Program Fees		\$ 4,694	\$ 12,500
3000 Room Donations	\$ 11,800	\$ 12,646	\$ 20,500
3100 Merchandise	\$ 813	\$ 1,120	\$ 2,000
3299 Invest Income	\$ 34,520	\$ 42,416	\$ 58,000
3400 Misc Income	\$ -	\$ (208)	
3501 PPP Loan	\$ 149,899	\$ 150,400	\$ 150,400
Total Income	\$ 896,635	\$ 783,248	\$ 1,379,900
	\$ 0.40	\$ 25,750	Foundation BOH Pledge/GinSpace/Falor Pledge
	\$ 896,635	\$ 808,998	
RVGO returned winnings (not in QB)	\$ 2,055		
	\$ 894,580		

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.

Afghani Refugee Families

September has brought the need to accommodate and care for Afghani refugee families who have a patient receiving treatment at AFCH. Due to COVID protocols, the two families we are presently serving are housed at the InnTowner as the families have multiple minor siblings.

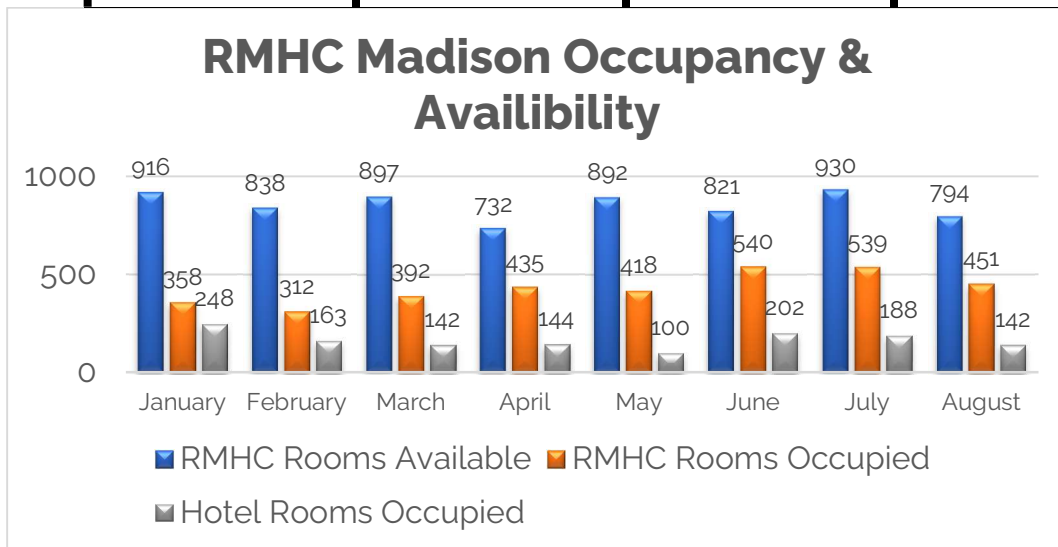
We are working with AFCH staff, Jewish Social Services, and the State to provide care and support for these families. In addition to housing, RMHC staff and volunteers provide food that meets dietary restrictions and preferences. Presently, we deliver meals and food for other meals to the InnTowner Monday – Friday in the late afternoon/evening.

Occupancy: House and Hotel Room Nights

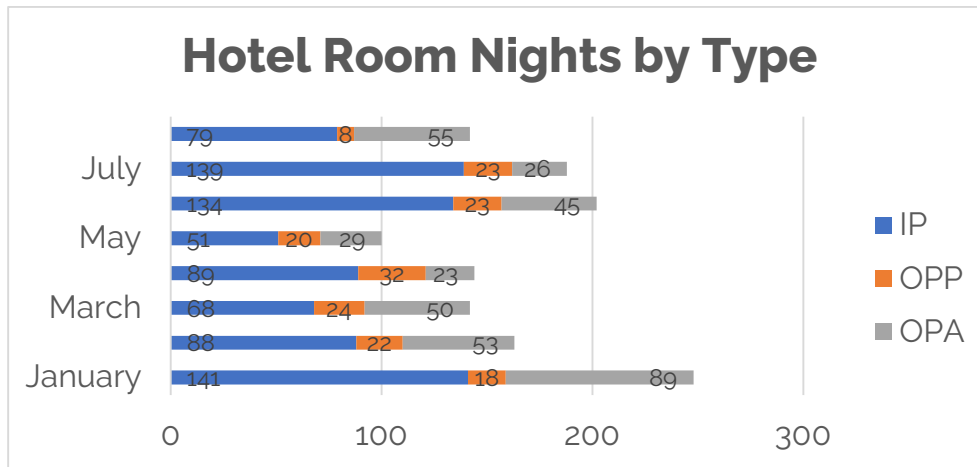
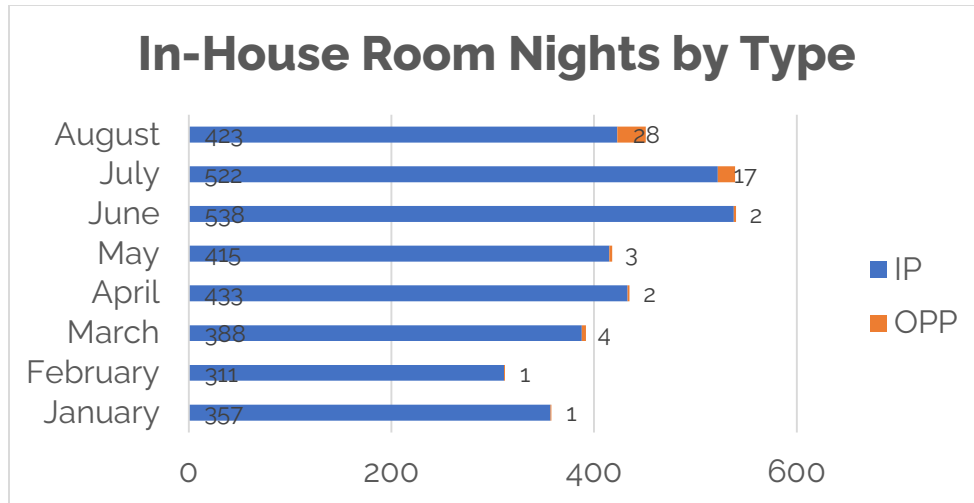
July occupancy finished with a combined House & Hotel 727 room nights. August saw a reduction of 134 combined room nights compared to July. September is also down from the summer spike of occupied rooms. We have had 215 in-House room nights and 86 hotel room nights, an average of 14 in-House room nights and six hotel room nights per day.

Combined in-House and Hotel Room Nights

	<u>2021</u>	<u>2020</u>	<u>2019</u>	<u>2018</u>
	(post expansion, COVID; 31 rooms)	(post expansion, COVID; 31 rooms)	(mid-expansion; 12 rooms)	(pre-expansion; 18 rooms)
January	606 (358; 248)	721 (709 ; 012)	378 (313; 065)	418 (417; 001)
February	475 (312; 163)	605 (592; 013)	445 (319; 126)	445 (426; 019)
March	535 (393; 142)	504 (457; 047)	466 (336; 130)	484 (461; 023)
April	579 (435; 144)	143 (0; 143)	329 (304; 025)	518 (478; 040)
May	518 (418; 100)	76 (40; 036)	469 (447; 022)	471 (453; 018)
June	742 (540; 202)	270 (132; 138)	456 (431; 025)	552 (492; 060)
July	727 (539; 188)	576 (330; 246)	545 (477; 068)	542 (505; 037)
August	593 (451; 142)	687 (416; 271)	631 (557; 074)	499 (478; 021)
Total	4775 (3446; 1329)	3582 (2676; 906)	3719 (3184; 535)	3929 (3710 , 219)

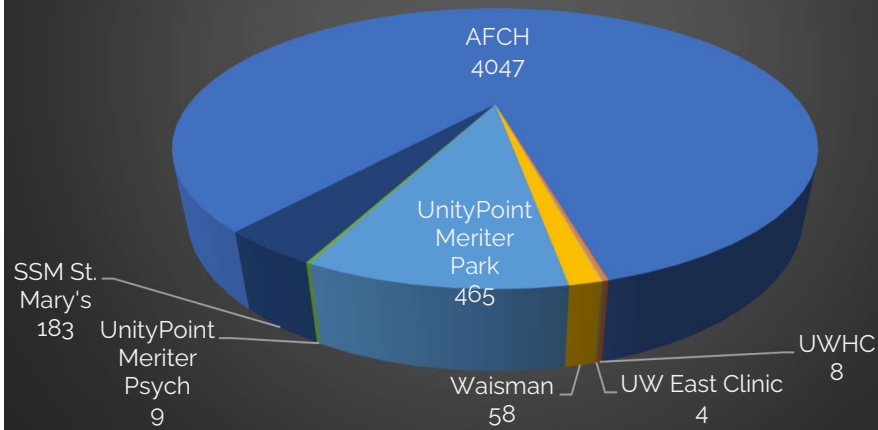


Occupancy numbers for both in-House and hotel continue to be driven by inpatient families. Outpatient procedure families represent a minority of in-House room nights and partner hotels. Outpatient appointment families sit slightly higher than procedure families at hotels.



AFCH continues to drive the lion's share of this year's room nights. AFCH accounts for 85% of the combined room nights, while UnityPoint Meriter accounts for 10%, and SSM St. Mary's accounts for 4%. The remaining 1% is for other non-AFCH UW-based stays.

RMHC MADISON COMBINED ROOM NIGHTS BY FACILITY JANUARY - AUGUST 2021



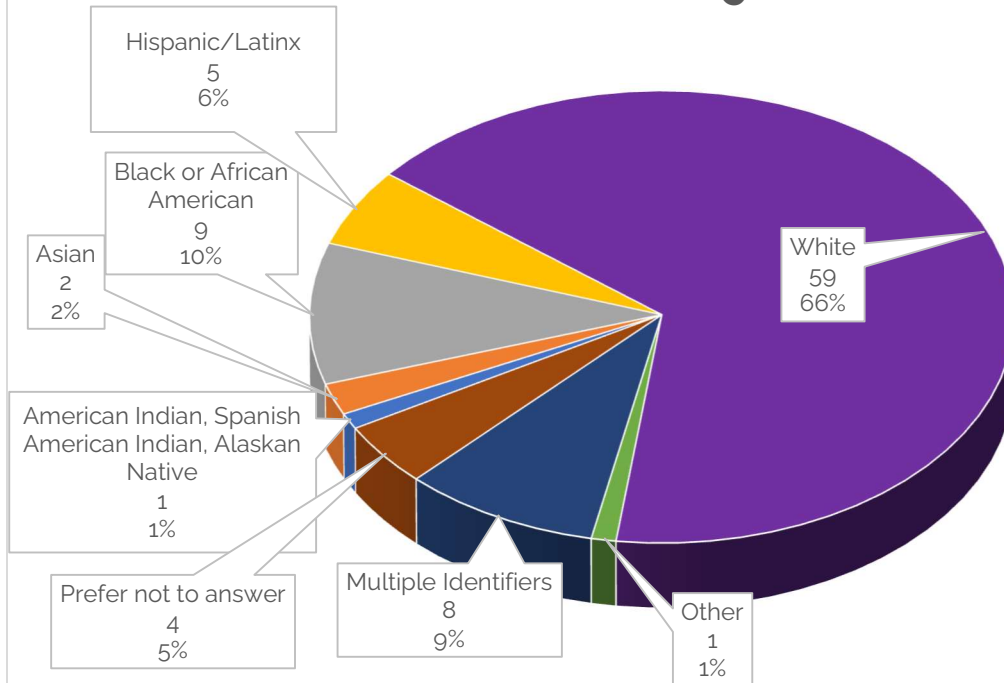
Chapter Guest Demographics

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.

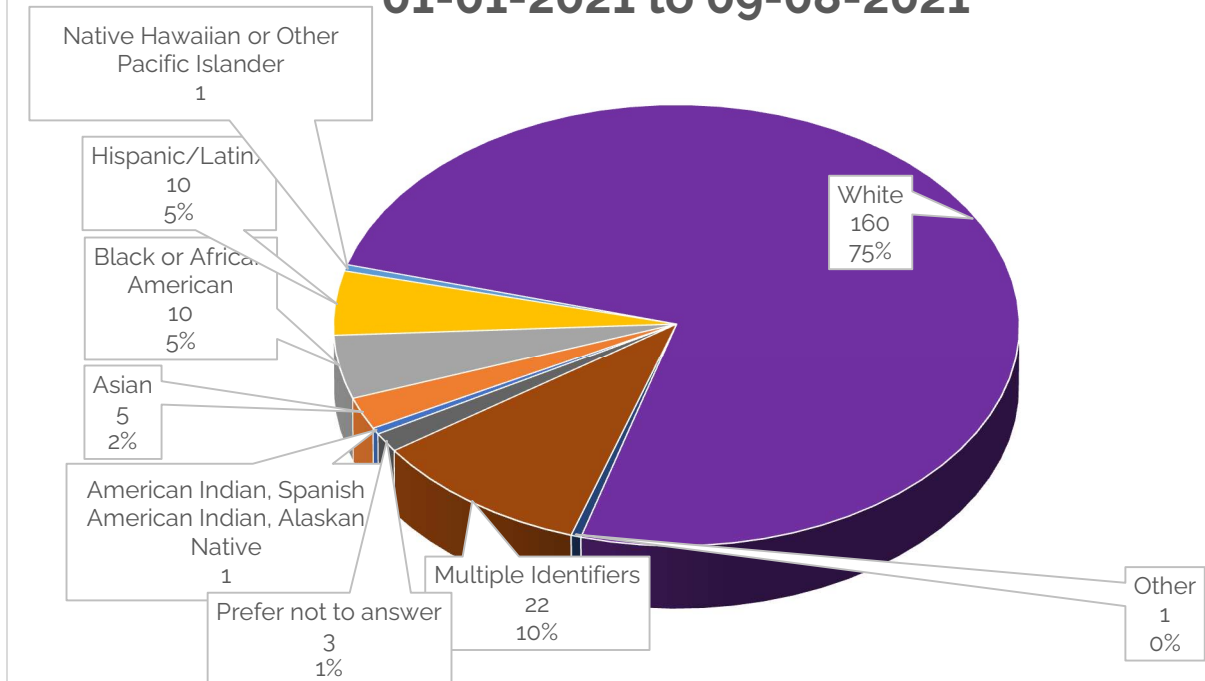
Breakdowns of House demographics by the healthcare system and the identifiers indicated when multiple identifiers are selected are at the end of this section.

Family Room Demographics 01-01-2021 to 09-08-2021

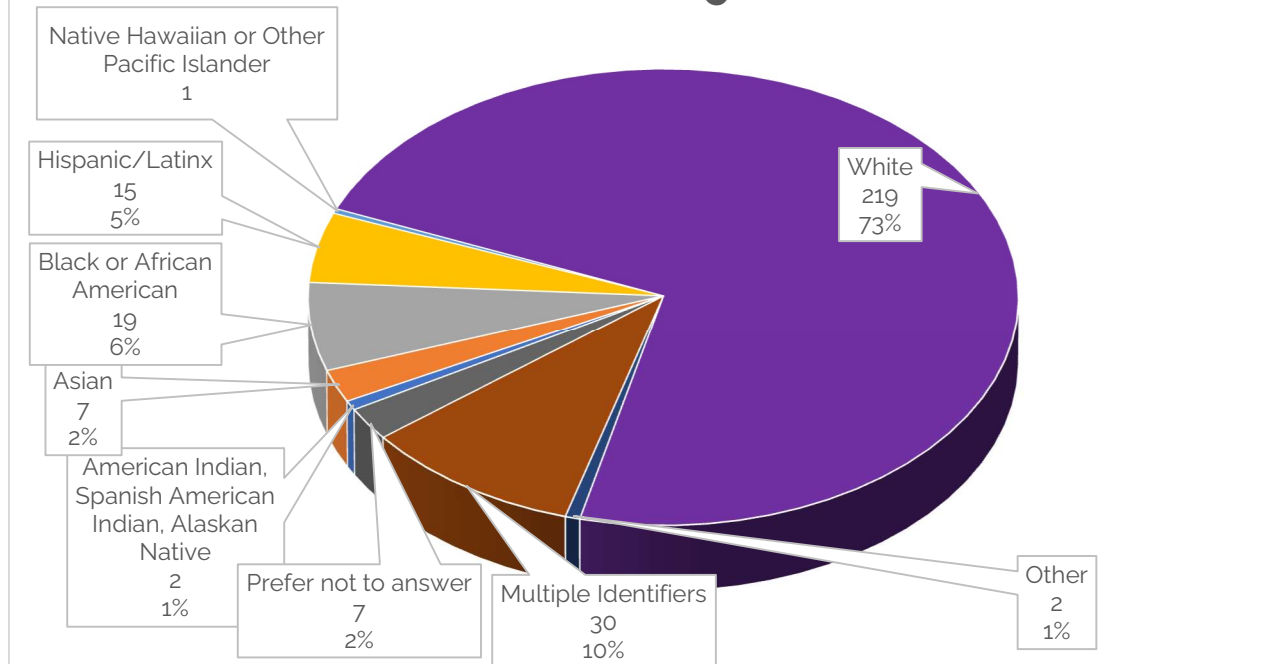


Other: Albanian

House Demographics 01-01-2021 to 09-08-2021



Combined Demographics 01-01-2021 to 09-08-2021



House Demographics by Healthcare System 01-01-2021 to 09-08-2021

	<u>American Indian, Spanish American, Alaskan Native</u>	<u>Asian</u>	<u>Black or African American</u>	<u>Hispanic / Latinx</u>	<u>Native Hawaiian or Other Pacific Islander</u>	<u>White</u>	<u>Other</u>	<u>Multiple Identifiers</u>	<u>Prefer not to answer</u>
AFCH/UWHealth	1	5	9	5	0	136	1	22	3
SSM St. Mary's	0	0	1	2	1	5	0	0	0
UnityPointMeriter	0	0	0	3	0	19	0	0	0

Identifiers Listed by Families Selecting Multiple Identifiers 01-01-2021 to 09-08-2021

	<u>American Indian, Spanish American Indian, Alaskan Native</u>	<u>Asian</u>	<u>Black or African American</u>	<u>Hispanic / Latinx</u>	<u>Native Hawaiian or Other Pacific Islander</u>	<u>White</u>
House (22 families)	4	3	7	14	1	20
Family Room (8 families)	1	0	2	4	1	2
Combined (30 families)	5	3	9	18	2	22

HOUSE DIRECTOR UPDATE

IN-HOUSE VOLUNTEERS

Mostly consistent with previous recent updates. A couple of volunteers have opted out of volunteering due to the Delta variant along with a couple of temporary schedule changes by others. I have been interviewing and adding new volunteers when needed.

DINNER PROGRAM

The vast majority of September and August meal dates were filled except for four. Meals on Tuesdays are still being catered in by Frostwood Farms and weekends we are not serving meals. As always, there are plenty of leftovers and pantry items to enjoy on those nights. The Boards first group dinner (cookout) was prepared on August 14 with much success. The second meal was prepared September 15th with the help of Shawn and past Board member Mike Weber, along with his wife Jill. A huge thanks to all of you for helping serve our families. We will continue to look forward to seeing you again Oct 27th.

On August 27th, Family Room volunteers came back for a second time to bake for our families and some additional goodies to take back to their families.

As Dan mentioned in his report, we recently started supporting two Afghan Refugee families whose children need medical care at AFCH. On the program side, I am working on gathering a crew of volunteers that will come to the House during the week to prepare, as much as we can, traditional Afghan meals to send over to the families at the hotel. More planning needs to be done to figure out solutions for feeding and accommodating the refugee families that are here now and knowing another one is coming today, along with others to come soon. Taking into consideration different food, different preparation, limited refrigerator capacity in the hotel room and feeding an additional 15+ people in the hotel (with more to plan for in upcoming weeks) beyond the in-house families. All who have very specific needs. Logistics of food purchasing, who does it, how often and from where



as well as how staff can help with Deborah reaching out to her connections and donors. Currently, we are working closely with AFCH regarding all aspects of their stay. As for the past week or more, volunteer Christine Powell and myself have prepared approximately 8 meals in advance to freeze or have fresh. Dan has shopped for additional items such as rice cookers to give to the families. Dan and I have been taking daily trips to the hotel with these meals, additional foods like fresh fruit, vegetables, Naan etc. and other essential items. Thanks to Shauna for reaching out to her HyVee contact this week. HyVee is gathering and donating ingredients from a list of recipes I already tried out for next week's meal preparation. And I worked with Penzey's Spices who have generously committed to donating the spices that are needed.

FACILITIES

Though the LG heating/cooling units are no longer leaking due to routine maintenance that will need to be done on a regular basis, we are still working with General Heating and Air Conditioning on another issue regarding some of these new units shutting down and not working. Of course, during one of the hotter weeks, we yet again had to move a couple of families to other rooms and took some offline completely. Due to the earlier leaking of these units, one of the rooms piping tube was completely clogged and pushed water through the ceiling of the 1st floor Family Commons area. Not knowing where the water was coming from initially, we were able to problem solve and pinpoint the issue and location to turn off the A/C unit which stopped the leaking soon after before additional damage was done. Findorff came out to investigate the ceiling to make sure there was no wetness. No further damage done, and it was able to be repaired soon after. Findorff also came out to fix some problem areas that have appeared since the expansion. They are continuing to work on a plan for correcting some cracks that have appeared in the above ground parking surface which will hopefully eliminate water leaking down to the underground parking space.

FAMILY ROOM PROGRAM

For the months of July and August 2021, the Family Room had 790 total guest visits. During these months, 179 sleep rooms were utilized, serving a total of 290 guests. Volunteers donated 470 hours of service during July and Aug. 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.

A group of Family Room volunteers went to the House in July and August to bake for our guests. They were also able to meet Kelly and some of the other staff. It is a great way for them to feel more a part of RMHC! We also held a Pizza night in July and will be having another one in late September. A family that stayed with us in 2018 were here for a pizza night, and now as a way to "pay it forward", they sponsor pizza night for their son's birthday every September!!

I have included statistics from 2019 and 2020 for comparison.

2021 YTD Statistics

DATE	TOTAL VISITS	Overnight Rooms	# Of OV Guests
JANUARY	474	107	186
FEBRUARY	482	88	161
MARCH	331	57	106
APRIL	354	69	128
MAY	309	50	95
JUNE	316	67	110
JULY	386	102	150
AUGUST	404	77	140
TOTALS:	3056	617	1076

2020 YTD

DATE	TOTAL VISITS	Overnight Rooms	# Of OV Guests
JAN - MARCH	1754	242	444
APRIL	COVID CLOSURE	MARCH 21	MAY 18
MAY	63	16	30
JUNE	211	58	100
JULY	417	55	109
AUGUST	321	46	64
TOTALS:	2766	417	747

2019 YTD

DATE	TOTAL VISITS	OVERNIGHT RMS	# Of OV Guests
JAN - MARCH	1609	239	452
APRIL	592	94	187
MAY	536	77	148
JUNE	606	107	188
JULY	440	66	124
AUGUST	542	59	111
TOTALS:	4325	642	1210

RONALD MCDONALD CARE MOBILE PROGRAM w/ Mercy Health

COVID restrictions continue to be in place, including seeing one patient at a time, limiting parent contact, and deep cleaning between patients. YTD Results:



- 111 patient visits with 120 vaccinations given January through June '21
- 38% Medicaid, 61% uninsured
- August on site school registration physicals and vaccinations
- Dixon school physicals late August
- Currently providing back to school physicals and sports physicals at West Middle School, East High School, Jefferson High School, Roosevelt Alternative High School
- Recent events include Car Show at Rockton McDonalds, which raised \$152 in 50/50 raffle
- Scheduled for October Pumpkin Giveaway event at Beloit McDonalds
- Rear Air Bags were replaced on Care Mobile in July, resulting in vehicle driving much smoother.