

Scorecard - December 2021 (draft)

Ronald McDonald House Charities of Madison

 Ronald McDonald House Charities® Madison	December YTD	2020 YTD	% CHANGE YOY	ANNUAL GOAL	% TO GOAL	# GIFTS	AVG GIFT YTD	ACTUAL 2020
CORPORATION/FOUNDATION/ORGS								
McDonalds - 2000	\$ 240,987	\$ 198,744	21%	\$ 200,000	120%			\$ 198,744
RMHC Global - 2100	\$ 7,506			\$ 3,000				
Corporations - 2300	\$ 82,957	\$ 96,161	-14%	\$ 100,000	83%	35	\$ 2,370	\$ 96,161
Healthcare Partners - 2310	\$ 30,000	\$ 20,050		\$ 25,000	120%	3		\$ 20,050
Foundations - 2320	\$ 162,740	\$ 86,634	88%	\$ 80,000	203%	27	\$ 6,027	\$ 86,634
Organizations - 2330	\$ 2,743	\$ 4,537	-40%	\$ 5,000	55%	11	\$ 249	\$ 4,537
Grants - 2340	\$ 22,500	\$ 61,096	-63%	\$ 50,000	45%	4	\$ 5,625	\$ 61,096
Subtotal Corp/Found/Org	\$ 549,432	\$ 467,222	18%	\$ 463,000	119%			\$ 467,222
INDIVIDUAL DONATIONS								
Individual Donations - 2402	\$ 137,322	\$ 92,705	48%	\$ 100,000	137%	104	\$ 1,320	\$ 92,705
Online Donations - 2406	\$ 24,821	\$ 27,413	-9%	\$ 30,000	83%	231	\$ 107	\$ 27,413
Employee Giving Drives	\$ 993							
Recurring and EFTs - 2403	\$ 10,596	\$ 10,955	-3%	\$ 12,000	88%	226	\$ 47	\$ 10,955
Social Media Donations - 2408	\$ 13,474	\$ 16,156	-17%	\$ 15,000	90%			\$ 16,156
Memorials & Tributes - 2414	\$ 17,874	\$ 16,221	10%	\$ 15,000	119%	196	\$ 91	\$ 16,221
Bequests - 2404	\$ -							\$ -
Subtotal Individual	\$ 205,079	\$ 163,450	25%	\$ 172,000	119%			\$ 163,450
APPEALS & NEWSLETTERS								
Newsletter - 2401	\$ 20,867	\$ 19,332	8%	\$ 20,000	104%	203	\$ 103	\$ 19,332
True Sense (Acquisition) - 2410	\$ 49,475	\$ 36,199		\$ 15,000				\$ 36,199
Meal Program Fund - 2414	\$ 1,275	\$ -						
Raise Love - 2430		\$ 1,525		\$ 1,000				\$ 1,525
Send Love Appeal - 2440	\$ 906	\$ 323		\$ 3,000		16	\$ 57	\$ 323
Mother's Day Appeal - 2445	\$ 400	\$ 4,545		\$ 5,000		8	\$ 50	\$ 4,545
Heart Wall (bi-annual)	\$ 3,725	\$ 25,215		\$ 10,000		21	\$ 177	\$ 25,215
End of Year - 2502	\$ 267,438	\$ 237,775	12%	\$ 200,000	134%	520	\$ 514	\$ 237,775
Subtotal Appeals (gross)	\$ 344,087	\$ 324,915	6%	\$ 254,000	135%			\$ 324,915
SPECIAL EVENTS								
3rd Party Events - 2503	\$ 9,025	\$ 12,785	-29%	\$ 25,000	36%	24	\$ 376	\$ 12,785
Water Slide-a-thon - 2506	\$ 8,200	\$ -		\$ 5,000	164%			
Cars Curing Kids - 2520	\$ 10,000	\$ 525		\$ 5,000	200%			\$ 525
Rock Valley Golf Outing - 2501	\$ 84,265	\$ 67,915	24%	\$ 70,000	120%			\$ 67,915
RMHC Golf Classic - 2530	\$ 213,435	\$ 75,185	184%	\$ 100,000	213%			\$ 75,185
Subtotal Events (gross)	\$ 324,925	\$ 156,410	108%	\$ 205,000	158%			\$ 156,410
INDIRECT - 2600								
United Way	\$ 23,551	\$ 18,746		\$ 25,000	94%			\$ 18,746
Pass Through Organizations	\$ 18,877	\$ 17,168		\$ 15,000	126%			\$ 17,168
Subtotal Indirect	\$ 42,428	\$ 35,915		\$ 40,000				\$ 35,915
PULL TABS - 3200	\$ 4,472	\$ 2,386		\$ 2,500				\$ 2,386
RESTRICTED - 2700	\$ 795	\$ 2,715						\$ 2,715
TOTAL Annual Fund	\$ 1,470,423	\$ 1,150,298	28%	\$ 1,136,500	129%			\$ 1,150,298
TOTAL with All/Restricted Gifts	\$ 1,471,218	\$ 1,153,013		\$ 1,136,500				\$ 1,153,013

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GIFT IN KIND - 2350								
Non-Cash Contributions								
CAMPAIGN								
BOH: Building on Hope	\$ 718,693	\$ 683,912						\$ 683,912
Congenital Heart Disease/Hope	\$ 1,180	\$ 1,625						\$ 875
TOTAL Campaign	\$ 719,873	\$ 685,537						
TOTAL ALL FUNDS	\$ 2,191,091	\$ 1,838,550						

PERFORMANCE

	<u>2021 YTD</u>	<u>2020 YTD</u>	<u>2021 Budget</u>	<u>2020 Actual</u>
Annual Fund Total	\$ 1,471,218	\$ 1,153,013	\$ 1,136,500	\$ 1,153,013
2900 Program Fees		\$ 4,694	\$ 12,500	\$ 4,694
3000 Room Donations	\$ 19,535	\$ 17,947	\$ 20,500	\$ 17,947
3100 Merchandise	\$ 1,706	\$ 1,661	\$ 2,000	\$ 1,661
3299 Invest Income	\$ 57,059	\$ 62,034	\$ 58,000	\$ 62,034
3400 Misc Income	\$	\$ 19,017		\$ 19,017
3501 PPP Loan	\$ 149,305	\$ 150,400	\$ 150,400	\$ 150,400
Subtotal	\$ 1,698,823	\$ 1,408,765	\$ 1,379,900	\$ 1,408,765
RVGO returned winnings (not in QB)	\$ (2,055.00)			
BOH Pledge/GrnSpace/Falor Pledge	\$ (5,000.00)	\$ 44,889		\$ 44,889
Total Income (QB Tie Out)	\$ 1,691,768	\$ 1,453,654	\$ 1,379,900	\$ 1,453,654