



**RMHC-Madison
BOARD REPORT
January 26, 2022**

MISSION

RMHC-Madison creates, finds, and supports programs that directly improve the health and well-being of children and their families.

MISSION MOMENT

Thank You from the Faizi Family!



“Thank you to all the staff at Ronald McDonald House for all their service to my family because they put all their resources at our service. Thank you for their precious gifts to my son Hanzaleh. The good memory I have of that House was their endless love for us that did not leave us alone.” – **Ahamd Reyaz, House Guest Family**

“RMHC was an essential and partner in meeting the families’ needs. From providing a place to stay for many weeks as the families dealt with their child’s medical care to organizing volunteers and staff to cook culturally appropriate halal food to providing transportation to the grocery store so the families could cook at RMHC, RMHC became a home to the families. RMHC staff became the new American family to our Afghan families and the warmth and care with which the staff assisted them, going above and beyond to assist, was exceptional in every way.” – **Shiva Bidar-Sielaff, Vice President and Chief Diversity Officer, UW Health**

JANUARY BOARD UPDATE

Kelly Ruppel, Executive Director

Congratulations to the Board and to the RMHC-Madison Team for an incredibly strong finish to 2021! If there was a theme for 2021, it was uncertainty. In January 2021, the Board and the Team faced many unknowns, including the stability of our events and fundraising opportunities, the impact COVID-19 would continue to have on operations and finances, and the transition to a new Executive Director.

With the support of a strong Board and a special thanks to Shawn Arneson for his leadership, this collective Team was able to overcome any uncertainty and accomplish so much!

- We kept the House, Family Room, and Care Mobile open for children and their families!
 - With 21 rooms available in the House at near capacity most nights, we served over **750 unique families** in the House or Hotel this year. In-House occupancy was **5,512 room nights**.
 - Family Room remained open through 2021 serving over **250 unique families**.
 - With the support of our partners at the InnTowner and NCG, we provided our services to families through **1,868 hotel room nights**.
 - bringing our services into the hotel to meet the families where they were at!
 - Almost **300 children served** via the Care Mobile and **130 avoided ER visits**.
- We kept families safe in the House, maintaining and enforcing mitigation strategies.
 - #1 feedback from families is that **the House feels safe, comfortable, and welcoming**.
- We **exceeded budget expectations by approximately \$400,000** through cost saving measures and creative fundraising strategies.
 - Used RMHC partners to keep increasing expenses for food and safety manageable with **record breaking in kind, donated and reduced-price supplies and services**, especially when volunteers and dinner groups were not yet able to join the House.
 - First ever **Red Shoe Soiree** was a wild success!

In addition to this and much more great work, the Board:

- Hired a new Executive Director
- Hired a New House Director
- On-boarded 4 fantastic new Board Members
- Wrote the 2022 Strategic Plan
- Implemented a new Employee Handbook, and
- Passed a new Financial Policy

The collective RMHC-Madison Team has already begun to create the solid foundation needed for a very strong 2022. I couldn't be more proud of the work of this collective Team through an incredibly difficult time in our history. This is evidence that when we lead with mission and our core values, the rest will follow.

Year End (unaudited, draft) Financial Statements are attached. Final audited statements will be provided upon completion late spring.

DEVELOPMENT & MARKETING/COMMUNICATIONS

Deborah Still and Shauna Thayer

Appeals, Fundraisers and Building Public Awareness

KEVA Food Drive | Charity of Choice: This was the first year we partnered with KEVA Sports Center, who hosted a month-long food drive to stock our pantry. Teaming up with KEVA, as well as businesses like Metcalfe's, Cosa Boutique and Dave Jones help us raise dollars and goods, and offer an opportunity to raise brand awareness in our community. This will be an on-going priority for 2022 and beyond.

McDonald's December RoundUp Challenge: Eighty (80) McDonald's stores currently support our chapter through proceeds from Happy Meals, canister donations and *RoundUp for RMHC*, which began in 2020. This past December, 7 stores from Courtesy Corporation (Lommen Family) and 7 stores from Bucciferro Family McDonald's participated in the first-ever friendly RoundUp Challenge. **Collectively, they raised more than \$25,000** in just one month! That's more than all 80 stores raised in Dec 2020. Hats off to Richland Center who was clearly in it to win. Our team delivered treats to participating stores and enjoyed meeting the crews. Ask to RoundUp every time your order.

End of Year Campaign: This is a pivotal time of year to raise funds for the chapter. In 2021, we were awed as generous donors more than doubled what our chapter previously raised. Not sure if it was precedent or anomaly, we were beyond humbled to surpass last year's gifts. Our team has been vigilant about raising awareness through messages of hope during the pandemic, and we believe it is resonating. More than 500 new donors gave to RMHC-Madison this year. That's a definite step in becoming more sustainable. Every post shared, every mention of RMHC to friends and colleagues is working, thank you!

Send Love Campaign: Historically, RMHC-Madison has concentrated annual fund efforts around two golf fundraisers and an end of year campaign. In 2020, we launched *Send Love* to cultivate donors and raise awareness during the first half of our fiscal year. We are currently completing an evaluation on the outcomes of the appeal and will continue to refine this February appeal for 2022. Look for more details in the weeks ahead and share on your social channels once it launches.

Golf Outing Planning Underway: Our two largest fundraisers center around golf. We encourage you to get involved with the Madison-based event as guests of the Red Shoe Soiree and/or golf outing itself. Foursomes sell out quickly so if interested, please let us know asap.

- 26th Rock Valley Golf Outing: June 16th at Janesville Country Club. First meeting in two weeks
- 33rd RMHC Golf Outing & Red Shoe Soiree: Aug 7 & 8 at Nakoma Golf Club. First mtg 1/25/22

Development Team Expanding: We are excited to start the hiring process for two positions this month: Event manager/donor steward, as well as a gift processor. Once we have these positions posted, we ask that you share in your circles.

HOUSE OPERATIONS & GUEST SERVICES

Michael Rosenblum, House Director & Dan Herzig, Guest Services Manager

COVID Restrictions

As we start the year, we know the importance of putting safety for our families first. The following COVID restrictions have been reinstated and reinforced with staff, families and volunteers:

Reverting back to best practices:

- Medical grade/3-ply masks
- All staff and all volunteers are encouraged to follow CDC guidance and obtain booster vaccinations when suggested by the CDC for your vaccination type and timeline.
- There should be no in person meetings without the approval of House Director or Executive Director.
- Those who can work from home, will revert back to doing so.
- With a new housekeeper, the bathrooms and staff communal spaces will be on a regular deep cleaning schedule.

Risk Mitigating Factors already in place that we will double down on:

- Masks should be worn in the House, even if you are alone in an open communal area.
- All those entering the house, visitors, guests, tours, volunteers, etc. will have their temperatures taken and asked medical screening questions as is already in place.
- Min of 3ft of social distancing should be followed at all times.
- Meals and food will continue to follow current safety guidelines for individual wrapping and packaging for families.
- Dinner groups limited to 8 people in the Guest Kitchen, for adequate social distancing.
- Guests should continue to use their rooms for restrooms versus the public restrooms.
- Use hand sanitizer before entering the house in any doorway. Wash your hands frequently.
- Use cleaning wipes to wipe down shared technology such as phones, copier, keyboard, thermometer, keys, etc.

GRMHIS – new Front Desk System Implementation

We have purchased and installed GRMHIS (the Great Ronald McDonald House Information System) on our server. In advance of the widespread rollout of GRMHIS, it has already replaced Exceed, our old back-end guest database. Over the coming weeks, staff (paid and volunteer) will have the opportunity to become familiarized with GRMHIS in advance of the formal training at the end of February. After formal training sessions, we plan to go live with GRMHIS replacing the front-end Booking System in the first week of March.

Afghan Refugee Families Update

All Afghan families referred to us by our hospital partners have been resettled into permanent housing.

Occupancy: House and Hotel Room Nights

Year-end combined occupancy was the most combined room nights for the same period dating back to 2010. Though less than in 2019, in-House occupancy of 5,512 room nights has increased compared to 2018 and 2020.

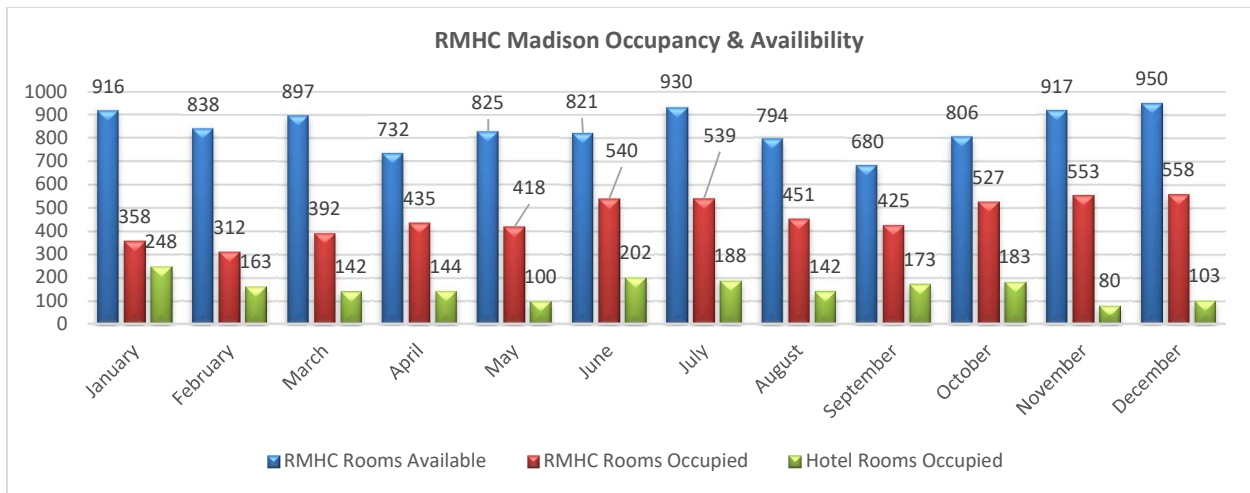
We finished the year with another record for the most hotel room nights used. The vast majority of these 1,868 room nights were at the BestWestern Plus InnTowner.

Between the House and our partner hotels, we served 729 different families and 1,575 unique persons across those families. At this point, we anticipate spring of 2022 to be on par with spring of 2021.

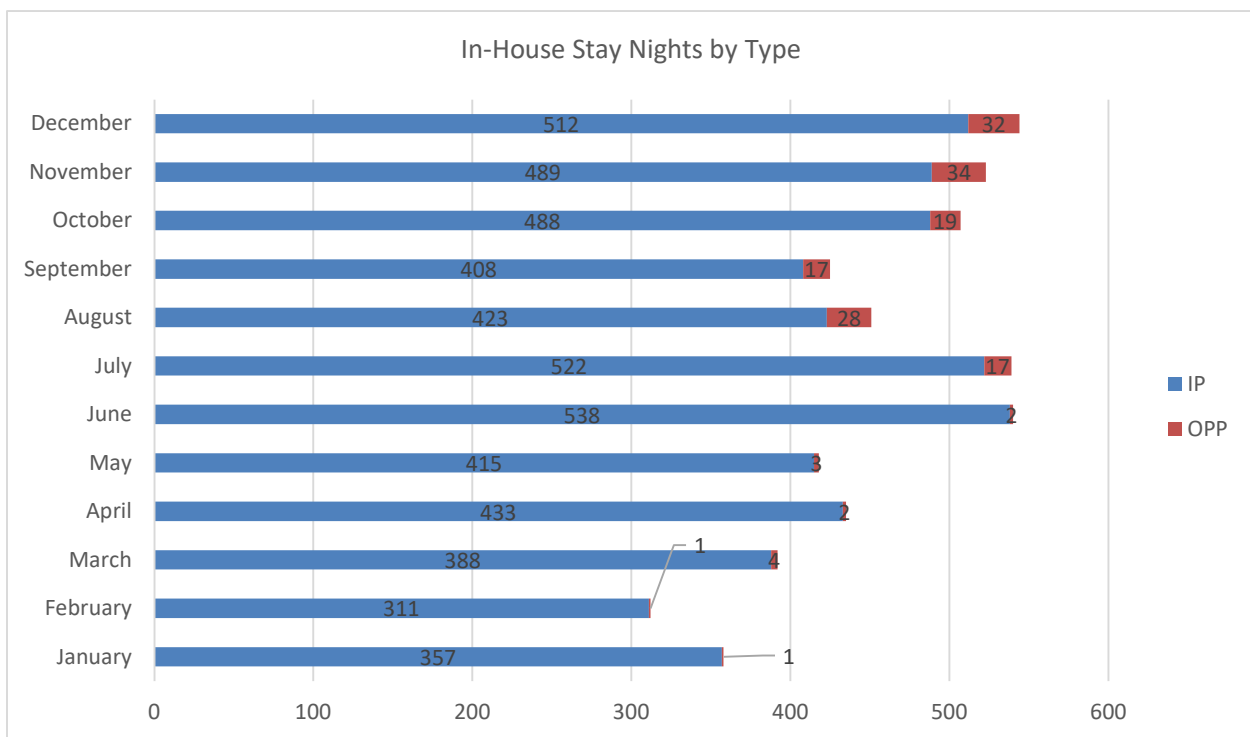
	2021 (post expansion, COVID; 31 rooms)	2020 (post expansion, COVID; 31 rooms)	2019 (mid-expansion; 12 rooms)	2018 (pre-expansion; 18 rooms)
January	606 (358; 248)	721 (709; 012)	378 (313; 065)	418 (417; 001)
February	475 (312; 163)	605 (592; 013)	445 (319; 126)	445 (426; 019)
March	534 (392; 142)	504 (457; 047)	466 (336; 130)	484 (461; 023)
April	579 (435; 144)	143 (000; 143)	329 (304; 025)	488 (478; 010)
May	518 (418; 100)	076 (040; 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)
September	598 (425; 173)	592 (395; 197)	596 (584; 012)	472 (444; 028)
October	710 (527; 183)	519 (387; 132)	770 (758 ; 012)	406 (381; 025)
November	633 (553; 080)	616 (408; 208)	643 (637; 006)	471 (344; 127)
December	661 (558; 103)	558 (329; 229)	704 (701; 003)	304 (283; 032)
Totals	7,376 (5,508; 1,868)	5,867 (4,195; 1,672)	6,432 (5,864 ; 568)	5,552 (5,162, 401)

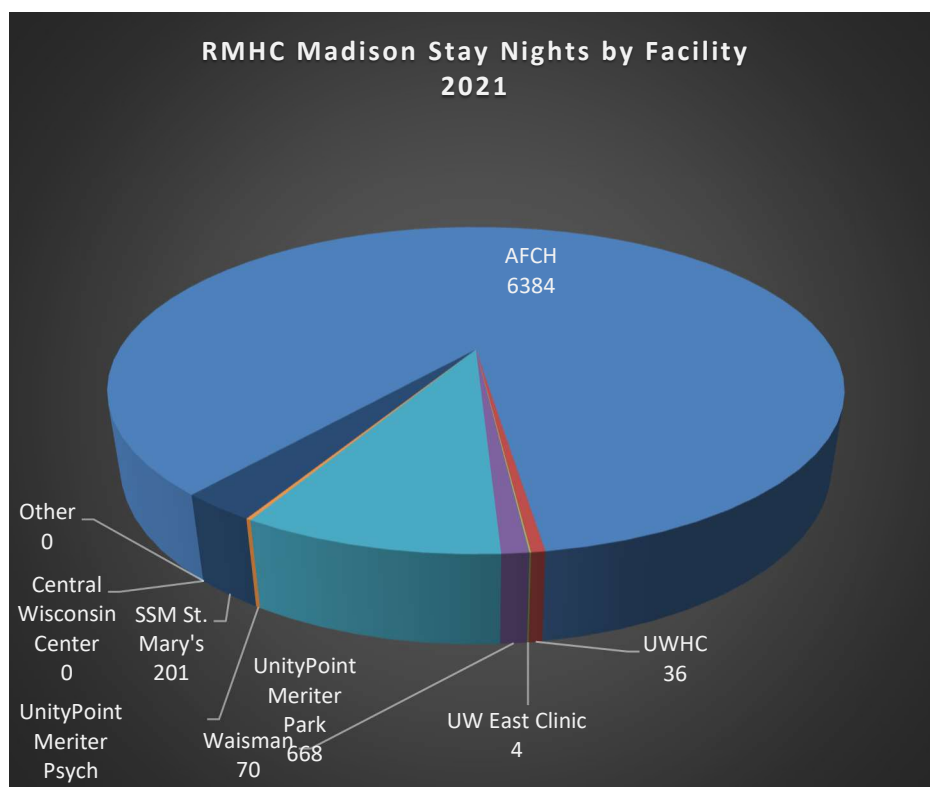
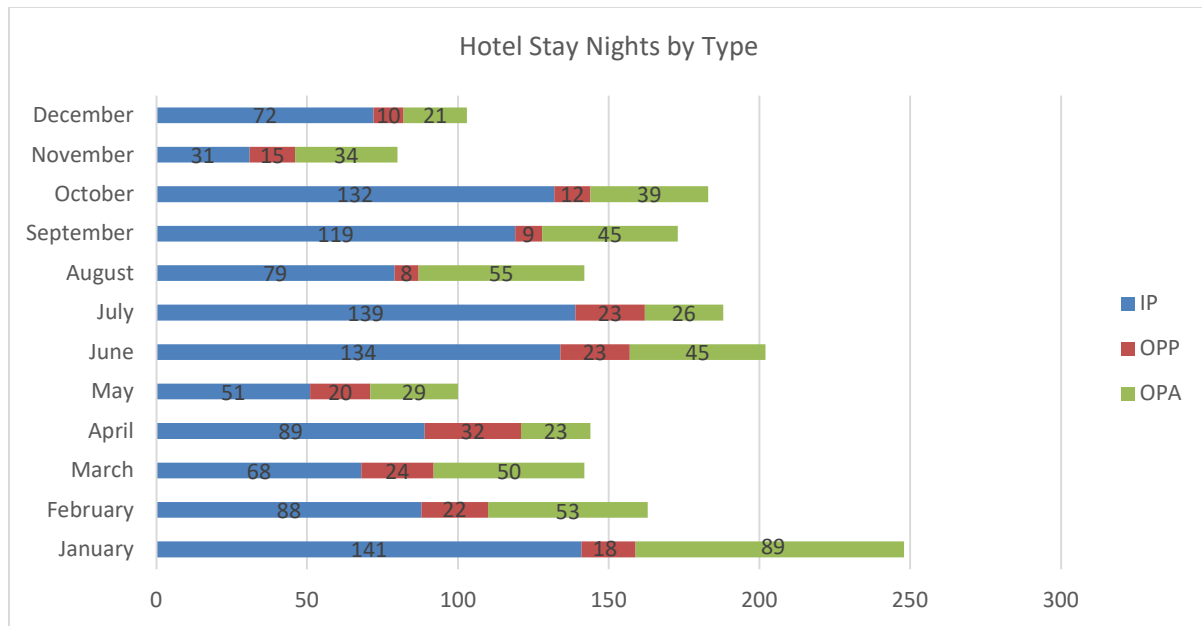
Room Nights and Day Use 2010 - 2021

	Rooms Available	House Room Nights	Hotel Room Nights	Day Use	In-House Occupancy Rate	Combined Occupancy Rate
2010	6017	5357	549	0	89%	98%
2011	6570	6110	208	29	93%	96%
2012	6578	5902	245	0	90%	93%
2013	6559	5098	149	0	78%	80%
2014	6566	5427	219	0	83%	86%
2015	6551	5274	311	0	81%	85%
2016	6547	5837	564	0	89%	98%
2017	6513	5520	438	0	85%	91%
2018	6065	5162	420	24	85%	92%
2019	7037	5864	568	42	83%	91%
2020	11182	4195	1672	5	38%	52%
2021	10173	5508	1868	0	54%	73%



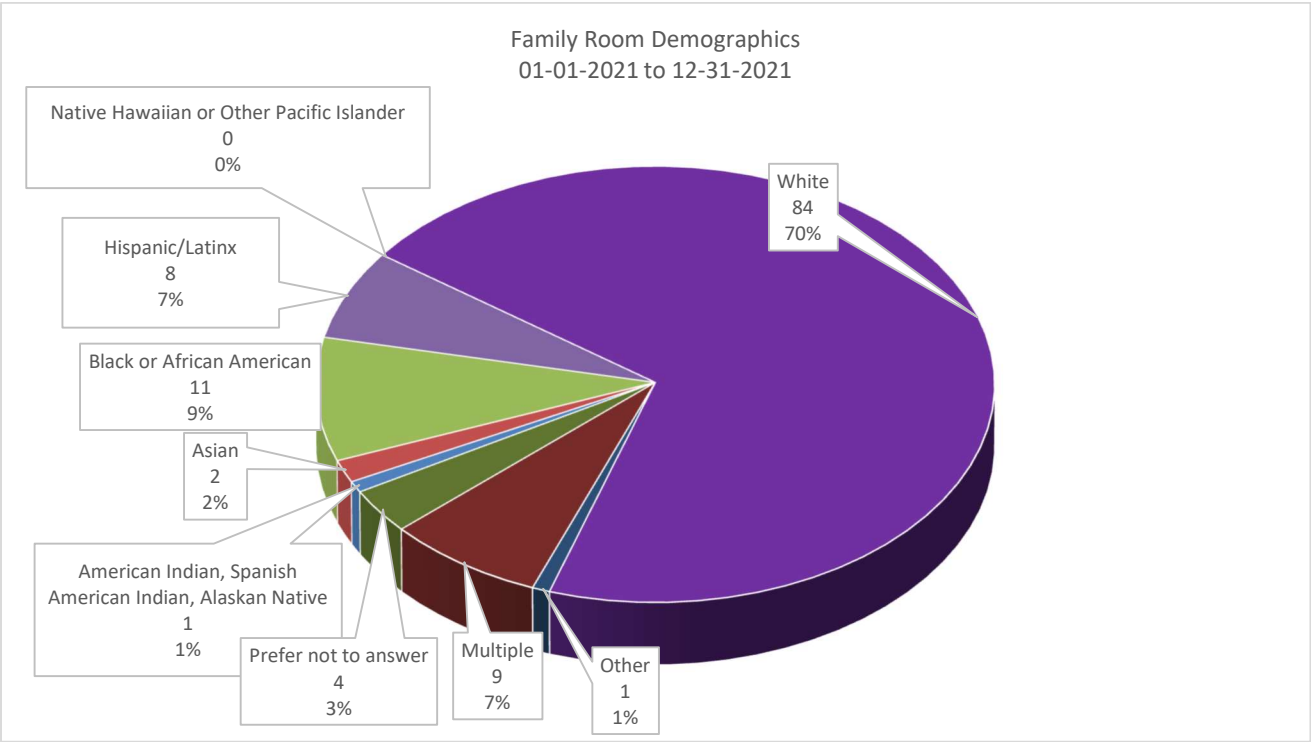
Occupancy numbers for both in-House and hotel continue to be driven by inpatient families. Outpatient procedure families represent a minority of in-House room nights and partner hotels. Outpatient appointment families continue to be a strong second at partner hotels.



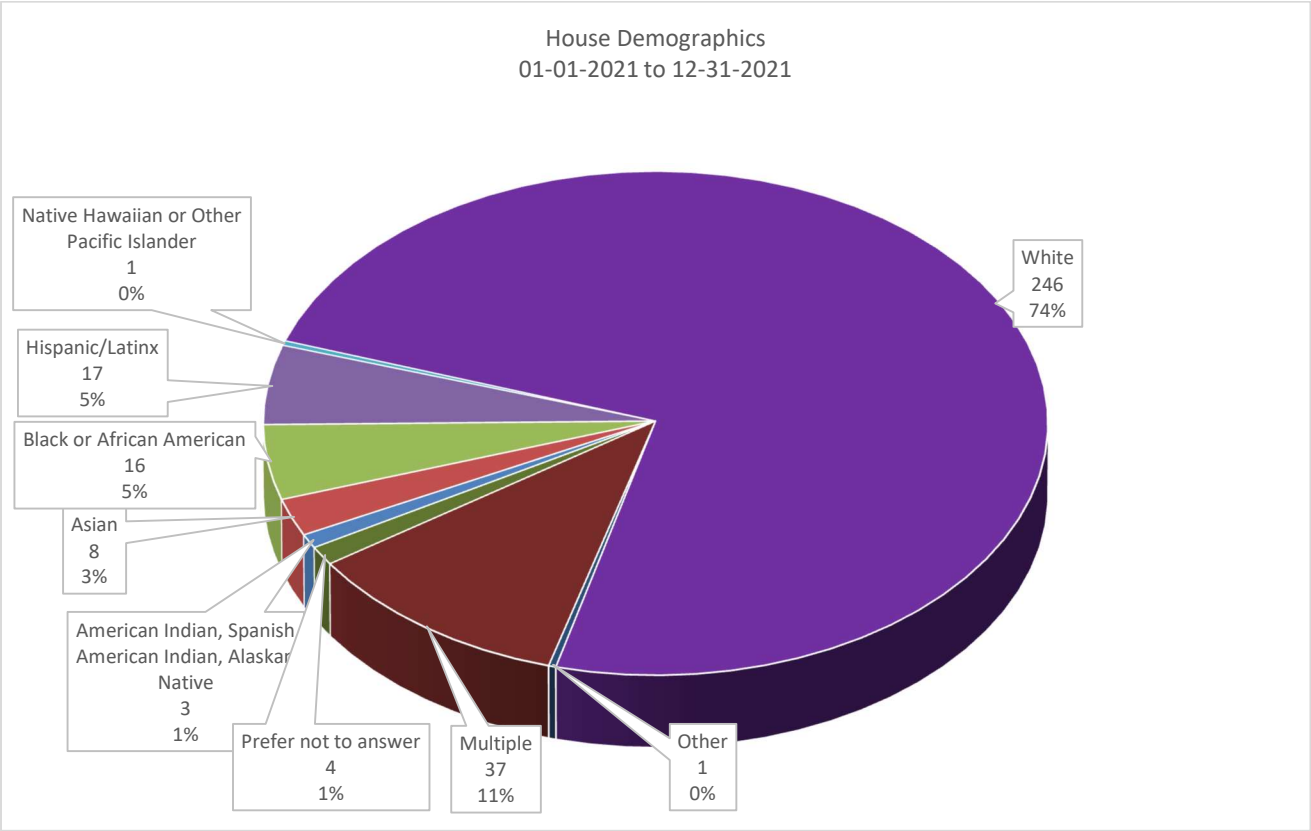


2021 Chapter Guest Demographics

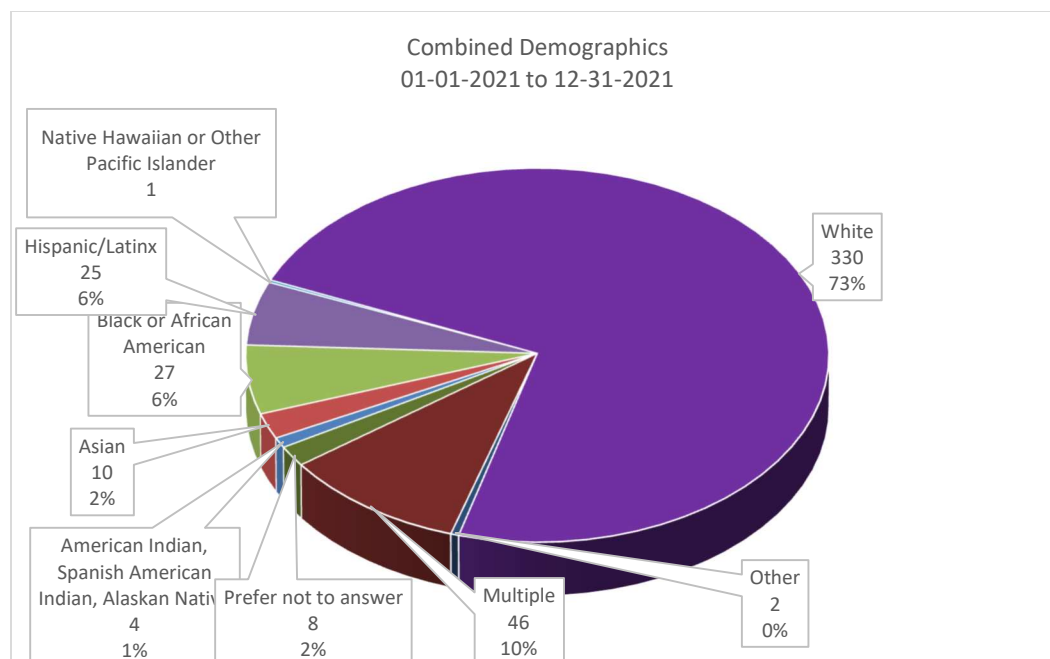
Guest families select all demographic identifiers they feel apply to family members at check-in. Families can add additional identifiers in the Other field if the applicable identifier(s) are not listed. Families may also indicate that they prefer not to answer. Below are the demographic charts for the 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: Nonspecified



Other: Albanian, Nonspecified

House Demographics by Healthcare System

01-01-2021 to 12-31-2021

	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	14	11	0	215	1	34	4
SSM St. Mary's	0	0	1	2	1	5	0	0	0
UnityPoint Meriter	0	0	1	4	0	27	0	2	0

Identifiers Listed by Families Selecting Multiple Identifiers

01-01-2021 to 12-31-2021

	American Indian, Spanish American Indian, Alaskan Native	Asian	Black or African American	Hispanic / Latinx	Native Hawaiian or Other Pacific Islander	White	Other
House (37 families)	9	5	14	19	1	32	1
Family Room (9 families)	1	1	3	7	1	6	0
Combined (46 families)	10	6	17	26	2	38	1

Family Room Demographics 2020* & 2021 Comparison

	American Indian, Spanish American Indian, Alaskan Native	Asian	Black or African American	Hispanic/Latinx	Native Hawaiian or Other Pacific Islander	White	Other	Multiple	Prefer not to answer
2020*	0	1	9	1	0	29	0	8	1
2021	1	2	11	8	0	84	1	9	4

Family Room Families Selecting Multiple Identifiers

	American Indian, Spanish American Indian, Alaskan Native	Asian	Black or African American	Hispanic/Latinx	Native Hawaiian or Other Pacific Islander	White	Other
2020*	0	0	7	2	0	7	0
2021	1	1	3	7	1	6	0

* Data collection began on 08-03-2020

House Demographics 2020* & 2021 Comparison

	American Indian, Spanish American Indian, Alaskan Native	Asian	Black or African American	Hispanic/Latinx	Native Hawaiian or Other Pacific Islander	White	Other	Multiple	Prefer not to answer
2020*	1	0	1	4	0	52	0	14	1
2021	3	8	16	17	1	246	1	37	4

House Families Selecting Multiple Identifiers

	American Indian, Spanish American Indian, Alaskan Native	Asian	Black or African American	Hispanic/Latinx	Native Hawaiian or Other Pacific Islander	White	Other
2020*	4	1	7	4	0	12	1
2021	9	5	14	19	1	32	1

* Data collection began on 08-03-2020

HOUSE DIRECTOR PROGRAM UPDATE

Dinner Program and MLK Jr. Day December 2021 had 1 date that was not booked with a dinner meal group. In January there were 2 open dates due to groups canceling for COVID concerns and February currently has 2 dates still available. On Monday, January 17 (MLK Jr. Day), the Stephenson family came here to bake cookies, banana bread and cupcakes as part of an annual tradition they have done since 2013.

Augie's Lunches with Love Relaunched in October 2021 in partnership with UW Health/AFCH staff. We are preparing around 50 lunches each day on average. Michael and Dan met with AFCH Child Life staff in January to assess the status and the consensus was that things are going smoothly for all of the partners involved. AFCH families and staff are very excited to have this program back up and running.

Facilities Our commercial freezer in the downstairs pantry broke, options for replacement are currently being researched. Snow and ice removal has ramped up as the temperature and snowflakes have fallen.

Thank You I wanted to say a quick thank you to all the staff and volunteers at RMHC-Madison as I begin my role here. Everyone has been so welcoming and helpful as I get up to speed, I am thrilled to be joining this amazing team. My previous experience in the local non-profit sphere has provided a solid base as I start this new position with such a fantastic organization. Most recently, I served as the Volunteer Services Manager at UW Health for almost 16 years. The connections and relationships I developed during my time there have been a wonderful asset as I transition into this new role. I take pride in the past work that I have been privileged to do with patients and families and look forward to translating that into the work we do here supporting families during their times of need. I look forward to this new challenge and the opportunity to help fulfill the mission of RMHC-Madison.

FAMILY ROOM PROGRAM

Teresa Van Den Wildenberg, Family Room Manager



For the months of Nov. and Dec., the Family Room had 885 total guest visits. During these months, 160 sleep rooms were utilized, serving a total of 282 guests, and volunteers donated a total of 404 service hours. For 2021, the Family Room had 4,588 total guest visits, utilized 868 sleep rooms and served 1,501 overnights. Volunteers donated approximately 2,100 hours after coming back mid-March. Visitors still have restricted access to the hospital and no siblings are allowed. Student volunteers will be invited back to volunteer starting January 2022!

Our 12 Days of Holiday Cheer were a huge success!! It was a great way to get families and some nurses to check out our beautiful facility. The aromatherapy heating pads the volunteers made were a huge hit – and we even made a couple extra for the House.

Following are statistics from 2019 and 2020 for comparison.

DATE	2019			2020			2021		
	TOTAL VISITS	OV Rooms	OV Guests	TOTAL VISITS	OV Rooms	OV Guests	TOTAL VISITS	OV Rooms	OV Guests
JAN	501	70	126	704	110	202	474	107	186
FEB	516	75	139	709	90	167	482	88	161
MARCH	592	94	187	341	42	75	331	57	106
APRIL	536	77	148	CLOSED	March 21 - May 18		354	69	128
MAY	606	107	188	63	16	30	309	50	95
JUNE	440	66	124	211	58	100	316	67	110
JULY	542	59	111	417	55	109	386	102	150
AUG	492	54	105	321	46	64	404	77	140
SEPT	708	100	177	307	84	129	319	57	88
OCT	557	78	140	246	32	56	328	34	55
NOV	539	88	160	318	50	82	336	67	128
DEC	687	119	218	347	67	101	549	93	154
TOTALS:	6716	987	1823	3884	650	1115	4588	868	1501

RONALD MCDONALD CARE MOBILE PROGRAM w/ Mercy Health

Antoinette Ellingson, Care Mobile Manager

Throughout 2021, COVID restriction were in place limiting the Care Mobile's ability to see multiple patients at a time and limiting the time available for appointments due to deep cleaning procedures between patients. In spite of these restrictions, the Care Mobile was able to provide invaluable services to youth throughout the Rockford area for the majority of the year.

In 2021, the Care Mobile Nurses performed 281 patient visits with 270 unique patients and delivered 216 vaccinations. The Care Mobile has had over 130 documented avoided ER visits since starting in 2003, saving valuable ER resources for the local hospitals.

Since 2003 the program's inception, the Care Mobile has seen over 12,599 patient visits with over unique 9,500 children. Of these children, 37% receive Medicaid and 63% are uninsured validating that we are reaching students most in need in the Rockford community.

Currently, the Care Mobile is also providing health and sports physicals at West Middle School, East High School, Jefferson High School, and Roosevelt Alternative High School. Our Middle School and High School nurses tell us these physicals are essential services for youth to stay enrolled in extracurricular activities, and thus stay engaged in school. The unique combination of access to vaccinations (COVID-19, flu, etc.) and physical examinations has been a critical role in support of youth in 2021 and we are very proud of the work and successful partnership with Mercy Health.

Other challenges faced this year, unique to 2021, include 1) a very high 'no show rate' at schools due to Covid related absences and other illnesses, and 2) nurses are very overworked in the school system right now and it's difficult for them to find time to even call back to schedule a Care Mobile visit.