

Scorecard - February 2022

Ronald McDonald House Charities of Madison

 Ronald McDonald House Charities® Madison	February YTD	2021 YTD	% CHANGE YOY	ANNUAL GOAL	% TO GOAL	# GIFTS	AVG GIFT YTD	ACTUAL 2021
CORPORATION/FOUNDATION/ORGS								
McDonalds - 2000	\$ 34,177	\$ 24,099	42%	\$ 250,300	14%			\$ 244,079
RMHC Global - 2100	\$ 13			\$ 1,500				\$ 6,606
Corporations - 2300	\$ 3,920	\$ 11,451	-66%	\$ 106,400	4%	35	\$ 112	\$ 82,957
Healthcare Partners - 2310		\$ 2,500		\$ 30,000	0%	3		\$ 30,000
Foundations - 2320	\$ 194	\$ 168	16%	\$ 145,000	0%	27	\$ 7	\$ 162,740
Organizations - 2330		\$ 200	-100%	\$ 2,600	0%	11	\$ -	\$ 2,743
Grants - 2340	\$ 60,000	\$ -		\$ 74,200	81%	4	\$15,000	\$ 22,500
Subtotal Corp/Found/Org	\$ 98,303	\$ 38,418	156%	\$ 610,000	16%			\$ 551,624
INDIVIDUAL DONATIONS								
Individual Donations - 2402	\$ 12,495	\$ 11,260	11%	\$ 135,000	9%	104	\$ 120	\$ 137,322
Online Donations - 2406	\$ 3,436	\$ 5,845	-41%	\$ 30,000	11%	231	\$ 15	\$ 24,821
Employee Giving Drives								\$ 993
Recurring and EFTs - 2403	\$ 1,762	\$ 1,880	-6%	\$ 12,000	15%	226	\$ 8	\$ 10,596
Board				\$ 3,000				
Social Media Donations - 2408	\$ 1,225	\$ 1,245	-2%	\$ 15,000	8%			\$ 13,474
Memorials & Tributes - 2414	\$ 4,658	\$ 2,615	78%	\$ 25,000	19%	196	\$ 24	\$ 17,874
Bequests - 2404	\$ 40,715							\$ -
Subtotal Individual	\$ 64,291	\$ 22,845	181%	\$ 220,000	29%			\$ 205,079
APPEALS & NEWSLETTERS								
Newsletter - 2401	\$ 250	\$ 305	-18%	\$ 15,000	2%	203	\$ 1	\$ 20,867
True Sense (Acquisition) - 2410	\$ (2,453)	\$ 4,918		\$ 53,100				\$ 49,475
Meal Program Fund - 2414		\$ 300						\$ 1,275
Raise Love - 2430				\$ 3,000				\$ 900
Send Love Appeal - 2440	\$ 1,820	\$ 828		\$ -		16	\$ 114	\$ 906
Mother's Day Appeal - 2445				\$ 3,000		8	\$ -	\$ 400
Heart Wall (bi-annual)		\$ 250		\$ 5,000		21	\$ -	\$ 3,725
End of Year - 2502	\$ 5,065	\$ 4,300	18%	\$ 220,000	2%	520	\$ 10	\$ 267,508
Subtotal Appeals (gross)	\$ 4,682	\$ 10,901	-57%	\$ 299,100	2%			\$ 345,057
SPECIAL EVENTS								
3rd Party Events - 2503			#DIV/0!	\$ 30,000	0%	24	\$ -	\$ 9,025
Water Slide-a-thon - 2506		\$ -		\$ 8,400	0%			\$ 8,200
Cars Curing Kids - 2520				\$ 5,000	0%			\$ 10,000
Rock Valley Golf Outing - 2501		\$ 1,800	-100%	\$ 85,000	0%			\$ 84,265
RMHC Golf Classic - 2530		\$ 11,500	-100%	\$ 200,000	0%			\$ 213,435
Subtotal Events (gross)	\$ -	\$ 13,300	-100%	\$ 328,400	0%			\$ 324,925
INDIRECT - 2600								
United Way	\$ 500	\$ 1,020		\$ 20,000	3%			\$ 23,551
Pass Through Organizations	\$ 7,760	\$ 3,404		\$ 18,000	43%			\$ 18,877
Subtotal Indirect	\$ 8,260	\$ 4,424		\$ 38,000				\$ 42,428
PULL TABS - 3200	\$ 209	\$ 334		\$ 4,500				\$ 4,472
RESTRICTED - 2700								\$ 795
TOTAL Annual Fund	\$ 175,745	\$ 90,222	95%	\$ 1,500,000	12%			\$ 1,473,584
TOTAL with All/Restricted Gifts	\$ 175,745	\$ 90,222		\$ 1,500,000				\$ 1,474,379

Scorecard - February 2022

Ronald McDonald House Charities of Madison

 Ronald McDonald House Charities® Madison	February YTD	2021 YTD	% CHANGE YOY	ANNUAL GOAL	% TO GOAL	# GIFTS	AVG GIFT YTD	ACTUAL 2021
GIFT IN KIND - 2350								
Non-Cash Contributions								
CAMPAIGN								
BOH: Building on Hope	\$ 5,400							
Congenital Heart Disease/Hope	\$ 167							
TOTAL Campaign	\$ 5,567	\$ -						
TOTAL ALL FUNDS	\$ 181,312	\$ 90,222						

PERFORMANCE

	<u>2022 YTD</u>	<u>2021 YTD</u>	<u>2022 Budget</u>	<u>2021 Actual</u>
Annual Fund Total	\$ 175,745	\$ 90,222	\$ 1,500,000	\$ 1,471,312
2900 Program Fees			\$ 31,000	\$ 4,398
3000 Room Donations	\$ 1,463	\$ 2,020	\$ 20,500	\$ 19,535
3100 Merchandise	\$ 335		\$ 1,500	\$ 1,706
3299 Invest Income	\$ 5,898	\$ 6,781	\$ 69,200	\$ 123,746
3400 Misc Income		\$ (200)		\$ (268)
3501 PPP Loan		\$ 24,979		\$ 149,305
Total Income	\$ 183,441	\$ 123,803	\$ 1,622,200	\$ 1,769,734