



RMHC[®]
Madison

2021 ANNUAL REPORT

Keeping Families Close



2021 In Numbers

Income

McDonald's* <small>(plus \$1M pledge to BOH capital campaign)</small>	\$255,749
Individual Support	\$620,666
Corporate/Foundation Support	\$300,939
Fundraisers	\$322,870
In-Kind Contributions	\$336,185

Total Public Support* **\$1,836,408**

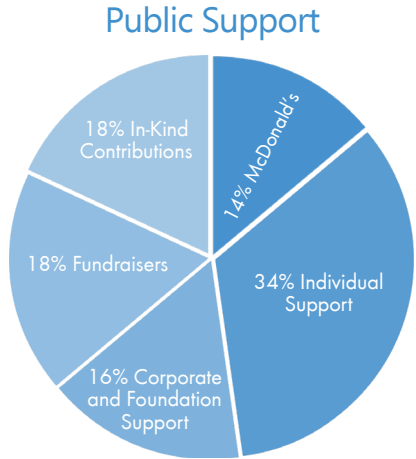
Misc. Income

Investment	\$64,013
Program Revenue and Other	\$173,867

Expenses

Program Services	\$1,448,870
Management & General	\$242,782
Fundraising	\$300,843

Total Expenses **\$1,992,495**



Ratio of Fundraising & Administrative Expenses to Revenue

Administrative	12%
Fundraising	15%

Net Assets Year-End	2020	2021
Unrestricted	\$15,543,266	\$16,007,384
Temporarily Restricted	\$0	\$0
Total Net Assets	\$15,543,266	\$16,007,384

**80 local stores from the Rockford to Wisconsin Dells area support our RMHC-Madison Chapter.*



Our Impact

~11,000 night stays provided annually at the **Ronald McDonald House** and **Ronald McDonald Family Room**

\$135 covers a guest room for one night

12 days a year is the average family stay

29 years of keeping families together

~450 visits provided annually to Rockford and Beloit area children by the **Ronald McDonald Care Mobile**

31,350 meals served annually

10,000+ volunteer hours

170 volunteers



Donors

- \$50,000+**
Deena Hatch Foundation
Ken and Marlene Mack Charitable Fund
Randal and Susan Veenhuis
- \$20,000-\$49,999**
Epic Systems Corporation
IFS Family Foundation
James and Rebecca Rahn
Charles and Denise Steinhauer
United Way of Dane County
UW Health
- \$10,000-\$19,999**
Anonymous
Cars Curing Kids
CI Pediatric Therapy Centers
Jean Clack
Dean Health Plan
Jacob Downing
Daniel and Julie Hartung Charitable Foundation
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Only in Wisconsin Giving
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Loren and Helen Walker Foundation
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Tania and Jon Zubkus
- \$5,000-\$9,999**
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John and Coleen Flad
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Thrivent Financial
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Linda Ziegler
- \$1,000-\$1,999**
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Allied Games
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Anthem
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Baker Tilly
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Benjamin and Aubry Berry
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Terry and Jessica Brady
Byrne Racing
Stephan and Sherri Byrne
Cherchian Family Foundation
Children's Dental Center of Madison
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Sarah Corey
Coyle Carpet One
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- Levy Giving Fund
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Thunderbranch Acres
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Barb Ticknor
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Thomas and MaryJo Tierney
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Vierbicher Engineering
David & Nancy Walsh Foundation
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Wegner CPAs
Sanford Weisberger
Elizabeth and Dan Westerman
Wolfe Enterprises McDonald's WPS

Our Mission

The mission of RMHC is to create, find and support programs that directly improve the health and well-being of children and their families. RMHC-Madison supports the critical needs of children through three core programs: Ronald McDonald House, Ronald McDonald Family Room at SSM Health - St. Mary's Hospital, and Ronald McDonald Care Mobile.

2021 Board of Directors

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Shannon Wendricks



Since the inception of the first Ronald McDonald House in 1974, the McDonald's system has been an integral RMHC Mission Partner. McDonald's involvement extends far beyond monetary support and includes board member service and product donations. McDonald's customers also support the RMHC system through a variety of fundraising events and programs, including donations to RMHC Donation Boxes, Round Up for RMHC and Happy Meal purchases.



Donors

\$500-\$999

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Chad and Kelly Ruppel
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Mandi Stevens
William and Mary Sullivan
Brad Thompson
Thoms Golf Cars
David and Connie Thorson
Steve Tingley
Todd Thiele Construction
Townshend Family Charitable Fund
Turf Care Madison
Andrea Turke
Tyson Foods
United Methodist Youth Fellowship
Jasper and JoAnne Vaccaro
Valley Door
Teresa Van Den Wildenberg and Steve Wieloch
Gail Van Haren
Matt and Andrea Van Nest
Mark and Kim Vander Ploeg
Kathleen Walker
Jack and Janice Warner
Michael and Jill Weber
Weed Man Lawn Care
Kathleen and Craig Wehrle
Scott Weiser
Rich and Katherine Welnick
Gary and Kristi Winchester
Lauren and Barbara Zucco
Jeffrey and Sarah Zutz

We are grateful for the 1,226 gifts below \$500 which total \$129,098. Every gift makes a difference in the lives of our families!

Ronald McDonald House Charities® of Madison
2716 Marshall Court, Madison, WI 53705
608-232-4660
rmhcmadison.org

