

2024

Heart to Heart

Time is precious when your child is critically ill. For some families, the ability to navigate a challenging medical journey means they have the strength and wisdom to comfort others going through similar situations. Whether they cross paths during a stay or find each other due to a common medical condition, these connections can be life-changing.

Sarah and her husband, Denzel, spent 208 days at RMHC-Madison while their 18-month-old son was on a transplant list. They returned home this summer with a healthy toddler in tow.

During their stay, they met a family on a hospital elevator going through a nearly identical procedure. The mothers - Sarah and Isabella - started meeting for lunch; their shared experience preparing each other for the weeks ahead. When a match was discovered for Isabella's daughter, Sarah made the trip back to Madison to be by her side for surgery, and then again upon their discharge from the hospital.

"Throughout our journey, we formed the friendship of a lifetime. At any time of day if I need someone to talk to, she will be there," said Sarah. Isabella wholeheartedly agrees.

As you walk through the doors of the Ronald McDonald House and Family Room, you feel that compassion. They are places of hope and healing, as a community comes together to support each other. Read about Sarah & Isabella's story in News & Stories on our website.



ANNUAL IMPACT

A \$10 donation is asked of guests to cover a nightly stay, but is never required. Your support takes that financial burden from families' worry list.



\$135/night
hosts a family



1,800+
families served



\$1,450,000+
in free lodging



\$910,000+
in free meals

A MESSAGE FROM OUR CEO

As we celebrate the 50th Anniversary of our global organization, the commitment to serve more families better is stronger than ever. The rising need—116% average daily occupancy—has continued for over a year. Yet thanks to our generous hotel partners, even when the Ronald McDonald House is full, most families still have a place to stay. This is a benefit many Ronald McDonald Houses across the world do not share.

What makes this possible is the dedicated community that lifts up families during some of the most difficult moments of their lives. Our community cares for families who have a sick or injured child at a Madison hospital far from home. We remove the financial burden of staying close to their child, providing a free night's rest and home-cooked meals whether they are guests for weeks, months, or more than a year.

This year's Red Shoe Soirée theme, *A Place to Be*, truly captures the heart of our mission. RMHC-Madison is a healing place for families. Yet, it is also a place for people to get involved, be inspired, and get more out of giving back than they thought possible. Whether as a volunteer, meal-maker, sponsor, event attendee, pop tab collector, or donor, RMHC-Madison is a place for everyone to come together to make this world a little brighter, kinder, and more hopeful for every family that walks through our doors.



Stephanie Hayden
RMHC-MADISON CEO



BE THE SPARKLE IN OUR STORY

Join us in celebrating RMHC's 50th Anniversary of global impact by becoming a monthly donor, or as we like to call it, a House GEM. By committing to *giving every month*, you can make affordable, consistent donations that allow for convenience on your end and stability on ours. Can you help us reach our goal of 50 new monthly donors by the end of this year? To become a House Gem today visit RMHCMadison.org/House-Gems.



\$50/month
provides daily
healthy snacks



\$135/month
covers a
nightly stay



OUR FOUNDING & FOREVER MISSION PARTNER



McDonald's support extends beyond sponsorships, monetary gifts, in-kind contributions, and volunteer efforts. Customers can give back through Round-Up for RMHC, canister donations, and proceeds from Happy Meals. Locally-owned McDonald's from central Wisconsin to the Rockford area support 18% of our chapter's annual budget.

WAYS TO GET INVOLVED



Your support provides comfort and kindness,
so families can heal and thrive together.

JOIN THE PARTY

With help from a few UW Badger athletes, this year's signature events took our mission to new heights raising nearly \$500,000! 2025 will be our best year yet with your incredible support.



GET IN THE HOLIDAY SPIRIT

Spread some cheer with friends, family, or colleagues, and discover how you can brighten the lives of families this season through wish list drives and more!



SHARE YOUR SUPER POWERS

Become a House Hero like Adams Outdoor Advertising by engaging, donating, and inspiring others to champion our mission. Are you up for the challenge?



DISCOVER OUR HISTORY

This giant red shoe stops people in their tracks as it travels throughout the community to raise awareness for RMHC-M. Did you ever wonder how this iconic shoe came to be?



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or friend and help create a
wall of love

featured in
Hope Park.

Order your tile this October

