



Ronald McDonald
House Charities®
Madison

2024

ANNUAL REPORT

2716 MARSHALL COURT
MADISON, WI 53705

rmhcmadison.org
info@rmhcmadison.org

A MESSAGE FROM OUR CEO



Dear Friends,

At RMHC-Madison, we believe every family deserves a place to be close, comforted, and cared for when life feels uncertain. This past year, thanks to your unwavering support, we were able to continue providing that place.

Our mission has always been rooted in the idea of presence. Being close to the care a child needs makes a world of difference. But being close to a warm meal, a welcoming room, or a kind word from a volunteer matters too. You helped make that possible for every family who walked through our doors.

In 2024, we expanded services, deepened partnerships, and began laying the groundwork for our next chapter - all while staying true to our purpose: to be here for families when they need us most.

As we look ahead, we are excited about what's to come. But today, we simply want to say thank you for creating a place to be together.

With deep gratitude,

A handwritten signature in black ink that reads "Stephanie Hayden". The signature is fluid and cursive, written in a professional but personal style.

Stephanie Hayden, Chief Executive Officer

THANK YOU TO OUR 2024 BOARD OF DIRECTORS

Jason Speich, *President*
Brian Flad, *Vice President*
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FINANCIALS

Income

McDonald's & RMHC*	\$374,816
Individual Giving	\$1,132,159
Corporate/Foundation	\$449,215
Fundraisers	\$552,602
In-Kind Contributions	\$845,630

Other Income

Investments	\$563,557
Program Fees & Misc. Income	\$31,868

Total Support & Revenue

\$3,949,847

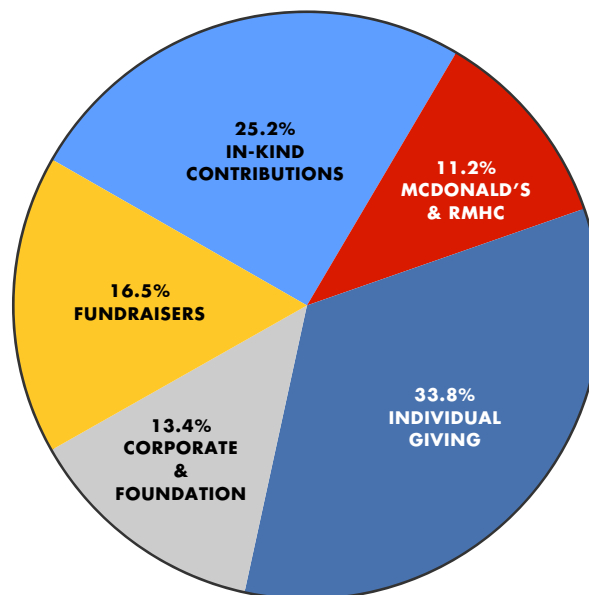
Expenses

Program Services	\$2,220,009
Management & General	\$437,809
Fundraising	\$523,333

Total Expenses

\$3,181,151

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



Ratio of Fundraising & Administrative Expenses to Revenue

Program Services	70%
Management & General	14%
Fundraising	16%

Net Assets Year-End 2024 2023

Unrestricted	\$16,405,977	\$15,641,131
Temporarily Restricted	\$50,000	\$100,000

Total Net Assets \$16,455,977 \$15,741,131

2024 IMPACT



4,161,170

miles of travel
saved for families



\$845,630+

donated through wish list
and in-kind drop-offs



19,870+

hours volunteering
at the House and
Family Room



61,275

breakfasts, lunches,
and dinners served.

THANK YOU TO OUR DONORS

\$50,000+

Dollie Newlun ♥
Deena Hatch Foundation
Humana Foundation, Inc.
Mary Wescott ♥
McDonald's Greater WI
Operator's Syndicate
Susan and Randal Veenhuis

\$49,000 - \$20,000

Daniel and Julie Hartung
Dean Health Plan by
Medica
Epic Systems Corporation
IFS Family Foundation
Only in Wisconsin Giving
Unity Point Health - Meriter
UW Health
Wisconsin Dells Visitor &
Convention Bureau

\$19,999 - \$10,000

Bob and Dyan Armstrong
David Gill ♥
Delta Dental of Wisconsin
Frederick and Deborah
Schwartz
Jacob Downing
Jean Clack
Jennifer, Sam, and Lily
Stebbins
John and Jan Schaefer
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Morrison's Auto, Inc.
Patrick and Kristen Flesch
Samuel R. Young
Foundation
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The TJX Foundation, Inc.

\$9,999 - \$5,000

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Bell Laboratories, Inc.
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Chris and Amy Arenz
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Multiples
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Mary Trier
MetLife
NCG Hospitality Group
Park Bank
Play For Purpose, Inc.
Prairie du Chien Eagles
Club
Taylor Company
UNUM Group
Wisconsin Built, Inc.
Zimbrick, Inc.

\$4,999 - \$2,500

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Chaiet
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and Eric Krieghoff
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Giswold
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Levy Giving Fund
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TDS Telecom Service LLC
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Todd Thiele
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UW Athletic Department
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\$2,499 - \$1,000

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Ellen Riordan
Erika Mauerman
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Glacier Creek Middle
School Student Council
Greg & Sue Holewinski
Guardian Life Insurance
Company of America
Halo of Madison, LLC
Henry Kneuppel

THANK YOU TO OUR DONORS

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Jagielski
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Cory Buye
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Murphy
Wilson Law Group
Wisconsin Counties Assn
Group Health Trust

Each ♥️ symbolizes a donor who has since passed away. They will always be in our hearts.



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Madison

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