



Ronald McDonald
House Charities®
Madison

2025

ANNUAL REPORT

2716 MARSHALL COURT
MADISON, WI 53705

rmhcmadison.org
[608-232-4660](tel:6082324660)

A MESSAGE FROM OUR CEO



Dear Friends,

At RMHC-Madison, we believe every family deserves a community that will stand beside them during life's hardest moments. This past year, you stepped up for our families in meaningful ways.

In 2025, our House saw an average occupancy rate of 121%, meaning there was rarely a night where a room in our House was empty. Thanks to our incredible hotel partnerships and generous supporters like you, 785 families had a place to stay when the House was full.

Stepping up for families has always been at the heart of our mission. Whether preparing home-cooked meals, lending a listening ear, or donating much-needed items to the House – your kindness surrounds families during some of their most difficult days. Time and time again, you stepped up for every family who walked through our doors.

As we look ahead, we are excited about what the future holds for our organization. But today, we simply want to say thank you for stepping up for families, so they can heal together.

With deep gratitude,

Stephanie Hayden, Chief Executive Officer

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FINANCIALS

Income

McDonald's & RMHC*	\$434,743
Individual Giving	\$1,211,855
Corporate/Foundation	\$519,644
Fundraisers	\$522,428
In-Kind Contributions	\$1,074,520

Other Income

Investments	\$174,808
Program Fees & Misc. Income	\$33,655

Total Support & Revenue

\$3,971,672

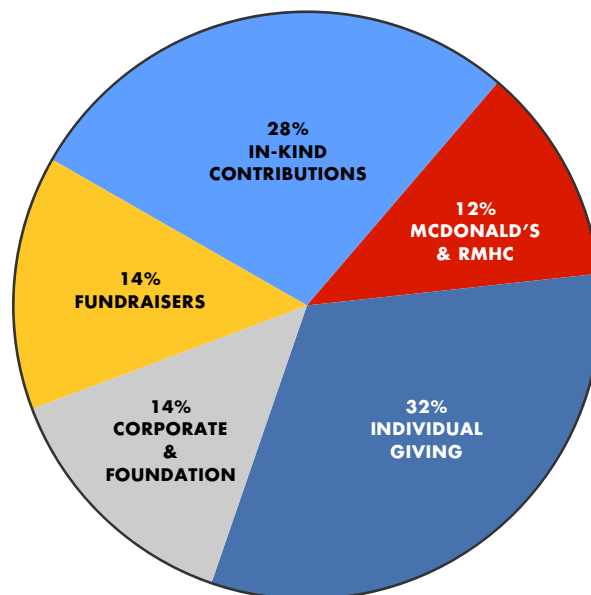
Expenses

Program Services	\$2,596,008
Management & General	\$457,869
Fundraising	\$579,900

Total Expenses

\$3,633,777

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



Ratio of Fundraising & Administrative Expenses to Revenue

Program Services	71%
Management & General	13%
Fundraising	16%

Net Assets Year-End

	2025	2024
Unrestricted	\$17,167,162	\$16,405,977
Temporarily Restricted	\$49,024	\$50,000
Total Net Assets	\$17,216,186	\$16,455,977

2025 IMPACT



3,402,306

miles of travel
saved for families



\$1,000,000+

donated through wish list
and in-kind drop-offs



20,000+

hours volunteering
at the House and
Family Room



61,275

breakfasts, lunches,
and dinners served.

THANK YOU TO OUR DONORS

\$50,000+

Epic Systems Corporation
Aubrey and Mary Fowler ♥
Greater Wisconsin
Operator's Syndicate
Deena Hatch Foundation
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Charitable Fund
Otto Bremmer Trust
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\$49,000 - \$20,000

Dean Health Plan by
Medica
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UW Health

\$19,999 - \$10,000

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



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