



# 2007

**Annual Report**  
**RONALD McDONALD HOUSE CHARITIES**



The mission of Ronald McDonald House Charities, Inc., (RMHC®) is to create, find and support programs that directly improve the health and well being of children. RMHC fulfills its mission by creating innovative, effective programs that address targeted needs, and by supporting these programs and other activities conducted by its local Chapters worldwide. RMHC also awards grants to other nonprofit children's organizations that positively impact the health and well being of children around the world.

# health & well being

## LETTER FROM THE CHAIR

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Dear friends,

As the RMHC Board Chair and a McDonald's owner/operator, I am so proud to be part of a global network of support that helps children in such a meaningful way. In addition to providing services directly to children and their families, RMHC works to build local capacity and achieve systemic change.

This year alone, together we built 10 Ronald McDonald Houses and expanded 34 others. We created 14 new Ronald McDonald Family Room programs. We launched three new Care Mobile programs, expanding their reach to Central America and the Asia Pacific. We welcomed new RMHC Chapters in Korea and Latvia. We helped send a Tampa student to Harvard through our U.S. scholarship program and helped sick kids keep up with their academic work from Canada to Australia. Among the thousands of projects funded by RMHC grants, we provided various immunizations, sent kids with cancer to summer camp, helped reduce the incidence of HIV in Africa, covered prescription medications for uninsured children, gave school children new shoes, clothes and backpacks stuffed with school supplies and even built a handicapped-accessible tree house.

Honestly, I'm amazed at the capacity of this charity to make a difference — in both individual lives and entire communities. All of this is possible only through the steadfast support of our donors, partners, staff, volunteers and other friends.

In my dual role as RMHC Board Chair and McDonald's owner/operator, one of my key goals is to create a new level of awareness and understanding of RMHC throughout the McDonald's system. You are beginning to see the fruits of that labor right in your neighborhood McDonald's restaurant, which features RMHC signage and images. The RMHC logo will appear on crew uniforms, on their hats, sleeves and right over their hearts. We're working hard to deepen that network of support among existing partners and enlist new support.

I hope you will join me in a pledge to spread the word, to engage more partners, to do more, to work tirelessly to achieve lasting change — whether for that one child in a barrio in San Salvador or throughout an entire continent or for children around the globe.

Linda Dunham

## LETTER FROM THE PRESIDENT

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As 2007 drew to a close, Ronald McDonald House Charities was determined to remain true to our mission, to continue to dream bigger and do more to help the children who need us. This past year positioned the charity to achieve phenomenal growth in the next few years.

Over the next five years, RMHC will undertake a strategic expansion — and the biggest capital expansion in our history. Our goal is to raise more than \$600 million dollars to grow our core programs so we can serve far more children and families. We also will increase operating funds to maintain these programs far into the future.

Our Ronald McDonald Houses have waiting lists of families hoping for a room. By 2013, we plan to build 68 new Ronald McDonald Houses and complete expansions of 30 existing Houses. This will enable 8,300 families around the world to call a Ronald McDonald House home each night and will save these families more than a total of \$600,000 per night.

We will open 56 more Ronald McDonald Family Rooms and will launch 23 new Ronald McDonald Care Mobile programs. We will welcome more local RMHC Chapters into the global RMHC family in places where children urgently need our help.

These are ambitious goals, and I'm confident we can achieve them.

We have a big job to do. We'll achieve it by strengthening our relationships, sharing our story, measuring our impact and holding ourselves to the highest standards. We'll achieve it with the commitment and boundless generosity of countless individual and corporate donors and our dedicated corps of volunteers and staff. On behalf of the more than 10,000 children and families RMHC helps every day, I thank you for your passion and commitment to children worldwide.

Marty Coyne

# Global Overview



- |                   |                |
|-------------------|----------------|
| 1 Argentina       | 26 Japan       |
| 2 Australia       | 27 Malaysia    |
| 3 Austria         | 28 Mexico      |
| 4 Belgium         | 29 Netherlands |
| 5 Brazil          | 30 New Zealand |
| 6 Bulgaria        | 31 Nicaragua   |
| 7 Canada          | 32 Norway      |
| 8 Chile           | 33 Panama      |
| 9 China           | 34 Philippines |
| 10 Colombia       | 35 Poland      |
| 11 Costa Rica     | 36 Portugal    |
| 12 Czech Republic | 37 Puerto Rico |
| 13 Denmark        | 38 Romania     |
| 14 El Salvador    | 39 Russia      |
| 15 England        | 40 Scotland    |
| 16 Finland        | 41 Singapore   |
| 17 France         | 42 Slovakia    |
| 18 Germany        | 43 Spain       |
| 19 Guatemala      | 44 Sweden      |
| 20 Honduras       | 45 Switzerland |
| 21 Hong Kong      | 46 Taiwan      |
| 22 Hungary        | 47 Thailand    |
| 23 Ireland        | 48 Turkey      |
| 24 Israel         | 49 USA         |
| 25 Italy          | 50 Venezuela   |



Helping children is a passion that transcends nations, languages and cultures. Whether children in need live just down the street, in an isolated rural village or in an inner city halfway across the world, they are our reason for being.

In 2007, RMHC continued to expand our reach to new parts of the world. With the founding of Chapters in Korea and Latvia, RMHC now has local Chapters in 52 countries and regions. Through this extensive network, our core programs and our global grantmaking program, RMHC reaches children in need in almost every area of the globe.

In 2007 alone, RMHC awarded more than \$x million in grants and program services. Support for local Chapters and their program-related activities — more than \$x million in 2007 — includes:

- General support of local Chapters through educational and training opportunities, operational

and program development guidance, communication tools, nonprofit management, and other resources;

- Seed grants and expansion grants for the Ronald McDonald House and Ronald McDonald Family Room programs;
- Capital investment and ongoing support for the Ronald McDonald Care Mobile program;
- Matching community-focused grants to local children's charities in the United States;
- Development and ongoing support of the RMHC scholarship programs for U.S. high school students to XXXX.

RMHC continues to be one of the world's most fiscally effective and responsible charities. More than XX percent of our total spending goes directly to program-related activities.

# helping



# RONALD McDONALD House Program



The Ronald McDonald House program keeps families together during a child’s critical illness. Located near or in hospitals, the House provides comfortable, affordable lodging, warm meals and a host of services to help ease stress and create a sense of normalcy for families. Here, families are embraced by a community of support, compassion and hope.

Tonight, more than 6,200 families in 30 countries will find a home away from home in a Ronald McDonald House. Based on increased demand, 10 new Ronald McDonald Houses opened in 2007, with 34 existing Houses undergoing expansion. Each House is supported by a caring network of RMHC staff, volunteers, donors and local communities.

## A SHELTER FROM THE STORM

Born with a heart defect that is almost always fatal, Sophie spent her first seven months in the neonatal ICU in Dublin, Ireland. Her parents and brother found a welcome home at the nearby Ronald McDonald House, operated by RMHC Ireland. Several times during those long months, Sophie’s parents were told that she wouldn’t live, but Sophie survived several surgeries, organ failures and a massive infection. Against all odds, Sophie was finally able to go home with her family.

“The House was a place to relax, to share our thoughts with others who understood, and to cry if we needed to. There was also a lot of laughter,” recalls Sophie’s father, Liam. “They say it’s a home away from home, but it’s far more than that. It’s a shelter from the storm.”

## RONALD McDONALD HOUSE PROGRAMS

1995 :: 168	2000 :: 205
1996 :: 175	2006 :: 262
1997 :: 181	2007 :: 272

“The Ronald McDonald House was a shining light in all of our darkness.”

THE CACCIARELI FAMILY, INDIANA

# RONALD McDONALD Family Room Program



The Ronald McDonald Family Room provides a respite of calm and normalcy within the hospital, usually just steps from the pediatric or neonatal ICU. Here, both local families and those far from home can rest and recharge. The home-like setting includes a living room, kitchen and shower facility. Many Family Rooms offer laundry, computer workstations and bedrooms for overnight guests. Volunteers serve up warm cookies and hot coffee, play games with kids or simply lend an ear. In 2007, 14 new Family Room programs opened, with a total of 120 programs in 13 countries. Each Family Room is supported by the local RMHC Chapter and the dedication of volunteers, donors and the local community.

## RONALD McDONALD FAMILY ROOM PROGRAMS

1996 :: 10	2006 :: 106
1997 :: 15	2007 :: 120
2000 :: 30	

## A SAFE HAVEN

You'd never guess that Robert has battled a genetic liver disease and other life-threatening conditions since birth. The exuberant six-year-old is passionate about hockey, he bikes and sleds with his siblings, and helps on the family's small farm in Cape Breton, Nova Scotia.

But every three weeks, Robert travels to the hospital in Halifax for outpatient treatment. Since RMH Atlantic Canada opened the country's first Ronald McDonald Family Room in 2007, he no longer dreads those long days at the hospital. While Robert receives his IV treatment, he plays with other children in the Family Room or snuggles with his mom over a favorite book. "The Family Room is a safe haven within the hospital, where you can get away from all the medical equipment and beeping IVs and just relax," says his mom, Pam. "It's a really happy place."

# RONALD McDONALD Care Mobile Program

The Ronald McDonald Care Mobile program delivers “hope on wheels” to children who have little access to health care. The mobile pediatric health care program is tailored to a community’s most critical childhood health needs, including primary and preventive health care, dental care, health education, community outreach and other specialized services. This proactive approach helps identify and treat disease early to reduce chronic health problems and unnecessary use of expensive hospital emergency services.

With the 2007 launch of Ronald McDonald Care Mobile programs in El Salvador, New Zealand and Odessa, Texas, local RMHC Chapters and clinical service providers now operate 32 programs in five countries. With the support of dedicated donors, volunteers and local communities, the program impacted approximately X people last year.

## FIRST STEPS

Ten-year-old Emir was born with Down syndrome and a malformed foot. The El Salvadoran boy has never walked. For years, his mother unsuccessfully sought treatment for her son who spends most of his days in bed, withdrawn and hurting.

The Ronald McDonald Care Mobile program medical team heard about Emir upon arriving in his rural village. The medical director drove to Emir’s home and brought him to the Ronald McDonald Care Mobile for an evaluation. The team arranged his ongoing medical care and connected him with psychological counseling and other support services. “My hope is that one day Emir will be able to walk,” says his grateful mother.

## RONALD McDONALD CARE MOBILE PROGRAMS

2000 :: 3	2004 :: 23
2001 :: 9	2005 :: 27
2002 :: 12	2006 :: 29
2003 :: 15	2007 :: 32

hope





RMHC is committed to helping children reach their full potential. A partnership between RMHC and its U.S. Chapters opens the door to higher education for students nationwide who face limited access to educational and career opportunities. Matching scholarships provided by its local U.S. Chapters, RMHC augments funds available in the community. In 2007, RMHC scholarship programs provided almost \$1.4 million in scholarships, enabling 1,916 U.S. high school graduates to pursue their educational goals. Since 1985, more than \$29 million has been awarded in scholarships, based on academic achievement, financial need and community service.

#### MAKING A DIFFERENCE

DeMario was 13 when his great grandma died from diabetes. She raised him from infancy and always said, "DeMario, you're going to make a difference in the world." Those words have guided DeMario's life. In high school, he mentored elementary students and volunteered at a nursing home. Now a sophomore at Morehouse College in Atlanta, DeMario majors in both biology and chemistry. The Chattanooga native plans to pursue an MD/Ph.D. and focus on diabetes research. Amidst his studies and labs, he mentors freshman students and is involved in the Atlanta Boys & Girls Club. "I wouldn't have been able to buy my textbooks without the RMHC scholarship," DeMario says. "The scholarship changed everything for me."



In 2007, RMHC gave out 1,916 scholarships, for a total of \$1,381,175. Overall, the program has awarded more than \$29 million.

# U.S. Matching Grants

U.S. RMHC Chapters identify and address urgent needs of children in their communities. RMHC matches the Chapters' grants to increase local resources.

## THE MILK OF HUMAN KINDNESS

For premature and critically ill infants, mother's milk is truly a lifesaver. Human milk greatly reduces the chance of intestinal infections and other complications for fragile infants, vastly improving their odds of growing up without long-term health problems. Yet many mothers are unable to provide enough milk for their babies. An RMHC of Austin & Central Texas grant to the Mother's Milk Bank of Austin, matched by RMHC Global, helps provide safe human donor milk to critically ill hospitalized and outpatient infants.

## NEW WAYS TO REACH TROUBLED CHILDREN

Children with brain injuries, autism and other cognitive disorders frequently become isolated from the world around them. A grant from RMHC of Kentuckiana, matched by RMHC Global, enabled Our Lady of Peace in Louisville, Ky., to create a state-of-the-art, sensory-enriched environment in its two new adolescent residential treatment facilities. A fiber optic carpet, bubble wall panel, musical items and other features provide both stimulating and calming elements to help children learn and grow.



Kaitlyn has multiple challenges: autism, mental retardation and cerebral palsy. These conditions make it difficult for the 17-year-old to communicate. So the frustrated teen would hurt herself or was physically aggressive toward others. The sensory-enriched environment has helped Kaitlyn learn to behave more appropriately, an important step in reaching her full potential.

“Having a premature baby that endured major surgery and several months at the NICU was one of the most difficult experiences of our lives. But knowing that there are life-saving services like the Mother's Milk Bank was one pivotal ray of hope during our scary journey.”

MOTHER OF YARA, BORN AT 2 LBS, 3 OZ



Through strategic grants to other nonprofit organizations serving children, RMHC extends its reach to help children around the world.

#### **WORKING TO COMBAT HIV IN AFRICA**

Rwandan children with HIV receive clinical care and medications, nutritious meals and psychosocial support with the help of an RMHC global grant. The grant also enabled WE-ACTx (Women's Equity in Access to Care and Treatment for HIV) to provide HIV screening for pregnant women at its three clinics.

Diagnosed with HIV when she was three, Ananise lost her father to HIV/AIDS and her mother also is infected. The clinic regularly monitors Ananise's health and will start her on medication when necessary so she can stay healthy and attend school. Now six, Ananise attends the clinic's children's support group, where she receives meals and plays with other children impacted by HIV.

#### **INTERPRETERS IMPROVE HEALTH CARE QUALITY AND SAFETY**

An RMHC global grant to the National Medical Interpreter Project improves communication

between Spanish-speaking families and English-speaking health care providers at pediatric hospitals across the United States. Based at Phoenix Children's Hospital, the project trains instructors, who then train other medical interpreters within their own hospitals. Now operating in 35 hospitals, the project impacted nearly 19,000 ER visits and 80,000 outpatient visits per hospital in 2007.

When Natalie was hospitalized and diagnosed with a rare heart disorder, her parents had many questions. The medical interpreter repeated her father's questions to the doctor and then interpreted the doctor's responses in Spanish. "It was like talking directly with the doctor," says Manuel, her father. Fortunately, Natalie responded quickly to treatment. Manuel is confident that if they have to return to the hospital, an interpreter will be ready. Manuel can ask questions. The doctors can answer. And Natalie can heal.

# Volunteer Tribute

Every few weeks, Lola and her daughter Debbie pack their overnight bags and check into the Ronald McDonald House at Wagga Wagga, New South Wales, Australia. Not as guests, but as overnight volunteers. Debbie's husband and daughter also volunteer at the House. The family knows firsthand how the smallest gesture can make a profound difference to families in distress. Debbie's son, James, passed away from cancer several years ago, but his family was able to stay together during his hospitalizations and treatment with the help of the Ronald McDonald House at Westmead.

Debbie looks back on those days at the House with fondness, not sadness, and recognizes the importance of having support from staff, volunteers and other families. The local rugby club took James to games when he felt well enough, and he loved to play with other kids at the House. "The House really was our home," Debbie says. "We feel it's only right to give something back."

The heart of Ronald McDonald House Charities is our volunteer force — some 30,000 strong — joined in a network of caring that circles the globe. Volunteers like Lola and Debbie donated nearly three million hours in 2007, selflessly contributing their hands and hearts to families in need.



# selfless



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