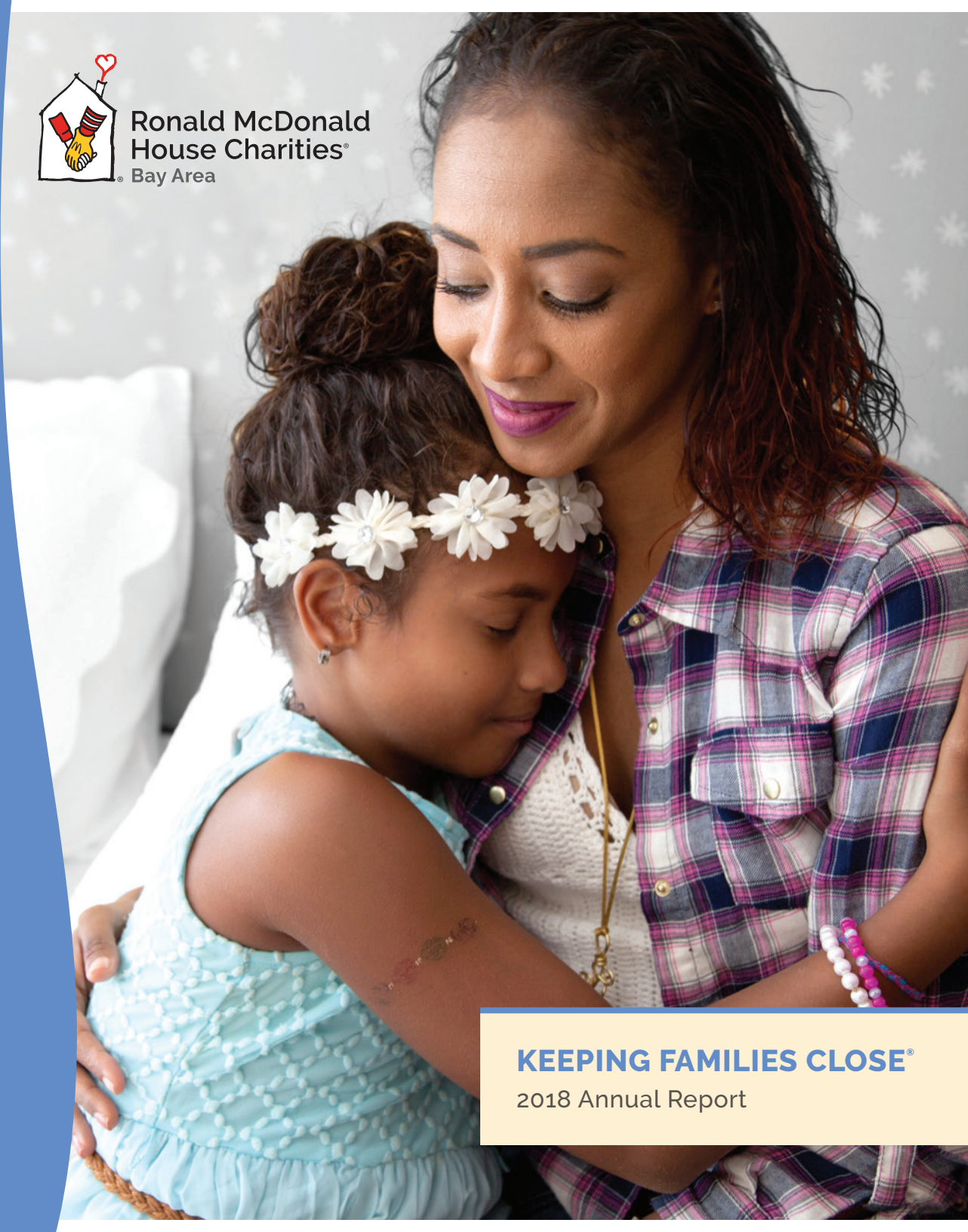




Ronald McDonald
House Charities®
Bay Area



KEEPING FAMILIES CLOSE®

2018 Annual Report

Faced with a child's illness,
a family's life stops overnight.
Families enter a world of
fear and worry.

From the moment of their children's diagnoses, families' sense of "normal" is upended. Accessing necessary medical care can take them from their homes, schools, jobs and communities. Living expenses add up quickly. Without support near the hospital, families can endure long drives, lost jobs, worried brothers and sisters left at home, and missed schooling. Long days at the hospital can feel even longer without opportunities for rest and the comforts of home.

We know families need an anchor — vital resources and a supportive community to be by their sides throughout their medical journeys.

Ronald McDonald House Charities® (RMHC® Bay Area) keeps families seeking medical treatment for their sick children close to lifesaving care, necessary resources and families they love.

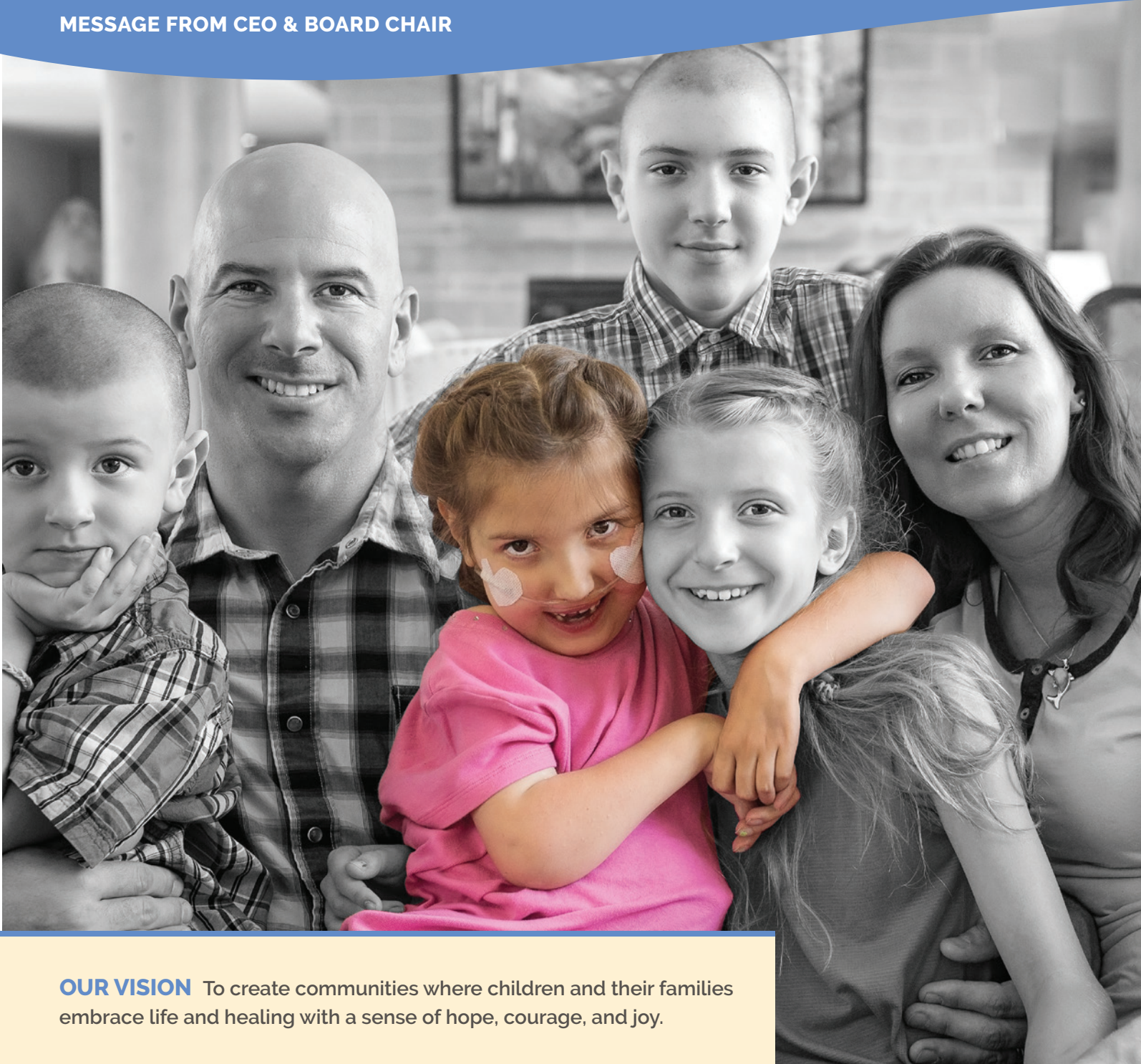
OUR MISSION To provide communities of support, access to medical care, and the healing power of family and home for critically ill children.



OUR PROGRAMS

Your gifts provide overnight accommodations and supportive programming for families at no cost to them. Where able, families may donate \$10 per night, but no family is turned away due to inability to pay.

- **123-room Ronald McDonald House® at Stanford**
Partner hospital: Lucile Packard Children's Hospital Stanford
- **11-room Ronald McDonald House in San Francisco**
Inside UCSF Benioff Children's Hospital San Francisco
- **2 Happy Wheels Hospitality Carts**
Serving Lucile Packard Children's Hospital Stanford and UCSF Benioff Children's Hospital San Francisco
- **megaBITES Meal Program**
Serving families at Lucile Packard Children's Hospital Stanford and UCSF Benioff Children's Hospital San Francisco
- **2 Ronald McDonald Care Mobiles**
Providing preventative dental care to children in Contra Costa and Santa Clara Counties.



OUR VISION To create communities where children and their families embrace life and healing with a sense of hope, courage, and joy.

Your investment helped provide communities of love and support to 70 percent more families than in 2017. You have helped us build a strong foundation and we can do more because of you.

As impressive as the numbers may be, the depth and reach of our impact on families' experiences can be appreciated by recognizing our broad continuum of care. Fueled by the kindness and generosity of our community, our programs offer families comfort and security when they need it most.

While this annual report captures significant milestones, it also amplifies our journey ahead. Our five-year vision charts a course where we continue to innovate, expand our capacity and eliminate barriers that families with sick children face when accessing the best doctors in the world right here in the Bay Area.

With this vision to expand our impact and reach, we are committed to the belief that the families we serve should never pay the price for our growth. We ask for your continued partnership as we grow to serve more than 3,200 children and their families over the next five years and encourage you to invite others to join our movement to keep more families close to each other and the care they need to thrive.

With gratitude,

Annette Eros
Annette Eros
Chief Executive Officer

Jenny Chang
Jenny Chang
Board Chair

“A family with a sick child is a sick family. You must think about everyone... mothers, fathers, siblings, grandparents, and caregivers... and remember they are part of a group.”

– Dr. Audrey Evans

Innovator in pediatric oncology and a founder of the first Ronald McDonald House in 1974, Dr. Audrey Evans was known for breaking barriers. Treatments for cancer were grueling, so she accommodated nearly every request from her young patients. One wanted to bring their parakeet — she built a floor to ceiling bird cage on the hospital ward. Another wanted their rabbit to be with them during an MRI — the rabbit was hidden in Dr. Evans’s pocket for the treatment.

She cared for the heart and soul of her patients, not just their bodies, and believed in the resiliency of families when they were able to be together.

RMHC Bay Area honors Dr. Evans’s innovative spirit and legacy of keeping the family at the center of care through engaging programs that inspire confidence, bring families strength and enhance a sense of community.



Our megaBITES meal program gives families strength

We know being hungry causes stress. For most families, food available at the hospital is too expensive and affordable options outside the hospital are hard to find.

Developed in partnership with Google Food and Sysco, our megaBITES meal program invites corporate and community volunteers to prepare, serve and underwrite delicious and nutritious lunches and dinners each day. Last year, 140,000 meal servings were provided by 300+ community groups. **This year, our goal is to serve 50,000 more people.**

Ronald McDonald House School gives children a sense of belonging and confidence

We know siblings draw strength from each other and we want to make sure they stay together.

Before establishing **Ronald McDonald House School**, 1,600 patients and siblings were at risk of missing school and faced other hurdles as well — displacement from their homes; chronic stress and worry; language barriers; disabilities; and lack of transportation.

Lead by a certified Palo Alto Unified School District teacher, School creates a community of fun, learning and normalcy. Students earn course credit and keep pace with their studies so they don't fall behind.

Our new Makerspace connects creativity, STEAM learning and healing

Equipped with 3-D printers, interactive Nano lights, circuits, and other engaging tech, our first-of-its-kind **Makerspace** helps kids create comforting and practical keepsakes — building confidence, competencies *and* community.

Your gifts help RMHC Bay Area meet our goal to have 100 percent of eligible children participate in educational programming.



Families filled with worry and stress find care and support through Family Support Services

With families feeling the pressures of living far from home and making life-changing medical decisions — while living under the same roof with nearly 500 people — specially trained psychology doctoral students connect families to necessary resources and provide essential comfort and care.

Our Family Support Services team dedicated more than 3,000 hours to providing families individualized support, weekly activities and fun events that helped create a sense of community and lifelong connections only found at our Ronald McDonald Houses.

Not wanting to be too far from their children, our Happy Wheels hospitality carts bring snacks to moms and dads at their children's bedsides

Bringing a bit of home to patients' bedsides, volunteers provide hot beverages, snacks, toiletries and fun activities to help families with what they need most. Last year, more than 26,000 items were shared with families and inspired thousands of smiles.

Coming to Ronald McDonald House was lifesaving...

not only for my daughter Lilly, who received a kidney transplant at Lucile Packard Children's Hospital Stanford, but for our entire family as well. When we walked into Ronald McDonald House, our uncertainty washed away and we were surrounded by love, hope and the best support system we could ask for over our 16-month stay.

In many ways, Ronald McDonald House will be our home forever. So, when we found out we were expecting another child, we chose to name our new son Tobias — Toby for short. His name was inspired by Ronald McDonald House's Taube Family Center (pronounced 'Toby'), where our family stayed and triumphed together.

Toby was our way of carrying our journey into the future and is a celebration of all that you have given to Lilly and our family through your support of RMHC Bay Area.

We are forever grateful,

Rebekah Smith

“I took a tour of the House in the 1980s and I was truly impressed with the fact that while the hospital and doctors treated and took great care of the sick children, Ronald McDonald House treated and took great care of the families. You can't put a price on that! That impression remains firm today and is the very reason I volunteered at the House then and continue to do so today.”

MARY ESTHER CANDEE
Donor & Volunteer



Picture (L-R): Lilly (6), Rebekah, Toby (4 mos.), Solomon (7)



“We knew about the Ronald McDonald House and had been supporters for many years. During a recent visit to the Stanford House, however, we realized firsthand that the mission of RMHC is so much broader than we thought. We had considered it a low or no-cost hotel option for parents with critically ill children but came to realize that it is a community in which families can thrive despite devastating illness and financial burden.”

SALLY & ROBERT DUPLANTIER
Beyond10 Donor & Volunteer

OUR CORPORATE PARTNERS believe that families are stronger when they are together. We are grateful for their enduring support. Our mission partners include:



**As our founding and forever Mission Partner, McDonald's contributions, including McDonald's Corporation, Bay Area Co-op of Owner/Operators, employees and customers, provide up to 9.8 percent of our annual operating budget.*



2,543

FAMILIES SERVED

through overnight stays at
our Ronald McDonald Houses



34,578

OVERNIGHT STAYS

which saved families

\$16,078,770

IN MEAL AND LODGING COSTS

1,627

CHILDREN

received preventative dental
care through Ronald McDonald
Care Mobile programs



5,109

VOLUNTEERS

contributed

26,886

HOURS OF TIME

with an equivalent value of

\$741,785

Volunteers help defray operating costs and help foster
caring and compassionate communities for our families.

2018 Financials

RMHC Bay Area meets or exceeds all BBB Wise Giving Standards
for a Well-Run Charity and is rated Platinum by Charity Navigator.

TOTAL REVENUE RAISED

\$7,371,827

IN-KIND DONATIONS

\$332,438

NET ASSETS

\$94,557,582

Net Assets represent value of bricks
and mortar/building (\$64M), an
endowment (\$24M) and operating
cash and other assets of (\$6.5M).

\$0.81

of every dollar spent is
directed to family-centered
program services.

ALLOCATION OF EXPENSES

81%

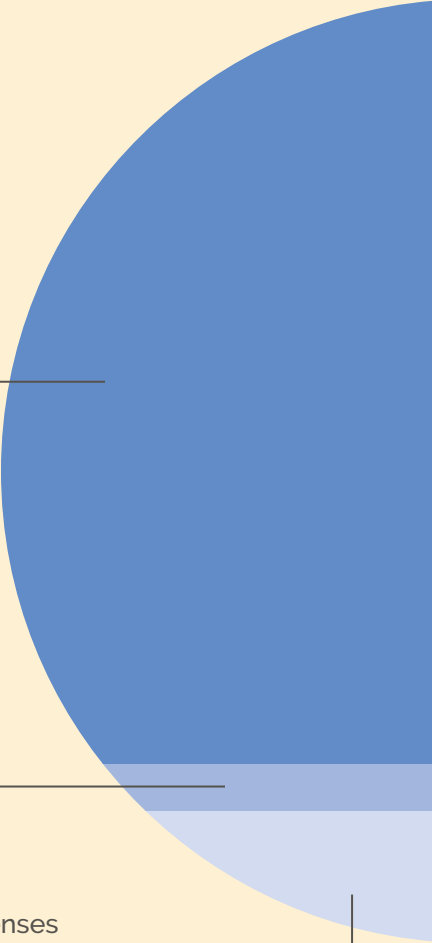
Total Program
Expenses
\$4,359,187

5%

Administrative
Expenses
\$269,086

14%

Fundraising Expenses
\$753,440



As a vital partner in the health care continuum, we are continually exploring opportunities to align resources and enhance impact for sick kids and their families.

The needs of families seeking medical treatments in the Bay Area are ever-increasing as medical facilities expand to regional centers and leading hospital providers make advancements in care.

RMHC Bay Area has a strong foundation of innovation in the ways we meet the basic needs of food and accommodations while also addressing the needs of social connection, self-esteem, knowledge and skills.



Our Strategies

EXPAND IMPACT & REACH

Support more patients and their families through in-hospital and core RMHC programming to help anchor families with communities of support and the resources they need.

- Deepen our relationships with valued hospital partners, Lucile Packard Children's Hospital Stanford and UCSF Benioff Children's Hospital San Francisco, and further exploration with medical partners in the East Bay, North Bay, South Bay, and Oakland to assess the critical needs of families with children being cared for at their hospitals.
- Continue to innovate within Family Services, offering programs that provide solutions for families caring for children with complex medical needs.
- Enhance support of families in-hospital by expanding the Happy Wheels hospitality carts program and establishing Ronald McDonald Family Rooms.

DEVELOP LEADERS IN FAMILY CENTERED-CARE

Operate as an organization of choice for staff and volunteers in Bay Area nonprofit market.

Invest in leadership development and cultivation of team members and volunteer base, to effectively grow and improve capabilities to support families with critical medical needs.

MOBILIZE SUPPORT

Cultivate partnerships that ensure financial sustainability and fortify longterm growth.

Engage the community, share the vital impact and role of the organization, diversify fundraising revenue opportunities and improve organization visibility to increase financial support in order to address the growing demand for RMHC services and programs.

We assess our progress by tracking our impact and through hospital partner and family surveys.

5-Year Goals

25%
GROWTH
to
3,178
families served

20%
GROWTH
to
\$8.8M
raised annually
to support core
and innovation
programs

20%
INCREASE
to save families
\$19,294,524
in lodging and
meals

19%
INCREASE
to engage
750
community
groups annually to
support families

Board of Directors

OFFICERS	DIRECTORS		
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	Timothy Kelly, M.D.*	Solomon Moshkevich	Helen Wilmot*
	Brad Koenig	Rich Namerow*	

*Indicates board term conclusion in 2018.



Supporting Sick Children and their Families

Our families leave normalcy behind to find the best medical care for their children. Be a part of easing their burdens and surround them with love and support through these giving and volunteer programs:

Join Children's Circle
\$2,500+

Join Beyond10
\$10,000+

Volunteer
with your company
or friends for
megaBITES

Give Donations
to Comfort & Joy

Support a Family
with a recurring
monthly donation

Follow & Share
   
#RMHCBayArea

Together, we can keep families together for many years to come.





RMHC[®]
Bay Area

Keeping families close[®]

