

45
years



Ronald McDonald
House Charities®
Bay Area



2023 Annual Report

We provide essential services to remove barriers, strengthen families and promote healing when children need lifesaving medical care.

Family-centered care drives our mission and our strategic priorities, and we are grateful you have been by our side so we can be there for families when and where they need it most.



Letters from Leadership

In 2023, RMHC Bay Area celebrated our new seven-bedroom Ronald McDonald House, located directly across the street from UCSF Benioff Children's Hospital Oakland. This milestone for our organization was a triumph for our families, donors, staff, volunteers and, for me, it was deeply personal.

When I was a child, my younger sister was treated just across the street from the House at UCSF Benioff Children's Hospital Oakland. That incredible institution and amazing doctors treated my sister's illness and, today, I am proud to complement the medical care they provide by lightening the emotional and financial stress of caring for a sick child. With your support, we are committed to breaking down the barriers to accessing life-saving

care and providing sick children and their families with resources through each step of their medical journey.

Your investments in our organization address inequality in health care and improvement in health outcomes, and, most importantly, keep families together in their greatest time of need. Together we will continue to innovate and evolve to ensure the most vulnerable among us are seen, heard, and cared for.

Thank you for contributing to the impact you will see represented in the pages of this Annual Report. We are grateful you are part of our community of support.



Laura Keegan Boudreau
Chief Executive Officer,
RMHC Bay Area

“A family with a sick child is a sick family. So, you must think about everybody: the siblings, the mother, the father, maybe grandparents...we're not just saving the babies of these very desperate families, we also need to save the families.”

– Dr. Audrey Evans, RMHC Founder

2024 marks the 45th anniversary of the first Ronald McDonald House in the Bay Area. In those 45 years, we've become more than a Ronald McDonald House; we've become an entire neighborhood of support. Your contributions throughout 2023 meant that nearly 2,200 families were supported and cared for during their tremendous heartache and financial strain. We delivered meals and nourishing snacks to sustain them; provided an in-House school program, unique learning activities, and play areas; connected families to dental and preventative care through Ronald McDonald Care Mobiles; and provided psychosocial support for the entire family.

And while our brick-and-mortar Ronald McDonald House programs will always be at the center of our support for

families, our board leaders know that there are opportunities to reach even more people in need. We will continue to listen to our families, work with our hospital and community partners, and lead in the space of family-centered care in order to deepen the Charity's impact throughout the Bay Area.

Serving RMHC Bay Area as its Board President is the highest call for community service I have ever had. I am committed to our diverse and vibrant community, and I remain grateful for your contributions.

Thank you for joining us in this journey.

Katty Coulson



Katty Coulson
Board President,
RMHC Bay Area



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**McDonald's Owner/Operator



Rich Family Story

When your 5-year-old son is diagnosed with a brain tumor after suffering from seizures, you feel the world change beneath your feet and don't know where to turn. But from the moment we got the news from his doctors in Reno, Nevada, I felt like giant arms picked my family up and carried us all to the finish line. For my



son Brennan, 8-year-old daughter Regan, my mother and me, our world was transformed, and we found refuge, and joy at Ronald McDonald House Oakland. Oddly enough, our trip to Oakland was the best experience I never wanted to have in my life.

While the doctors at UCSF Benioff Children's Hospital dealt with what Brennan called his "brain bump," the Ronald McDonald House Oakland helped to heal our hearts. When we first walked through the doors of the House, a volunteer handed Brennan a hand-made quilt. My mom had made quilts as I was growing up and I knew the detail and time they took to create. I thought we were just borrowing it, but it was a gift and became the perfect metaphor for the care that literally wrapped around us at the House.

Brennan found comfort and care at Ronald McDonald House Oakland.

After days at the hospital, I would stumble across the street and be greeted by families dining on meals prepared in the kitchen or I could take a moment to care for myself. The volunteers and staff were aware of everything I was coping with and made sure I didn't have any added stress. We felt loved. We were able to be fully present for Brennan, and I can't imagine what we would have done if the House wasn't available to us.

I need better words to fully convey to you what the House meant. But what I know is that I will never forget.

– Jason Rich





Volunteer Story

Kay Sims

In 1985, as I was beginning my nursing career at Stanford Medicine, I discovered the Ronald McDonald House and became the first volunteer. Over the years I have done a little bit of everything throughout the House. Whether it's keeping common spaces tidy, helping with packages, organizing toy and holiday closets, or greeting families at the front desk, there is no job that doesn't contribute to the essential needs of families. Volunteering at the Ronald McDonald House has enriched my life in so many ways. My work, and that of all the staff and volunteers, is a part of creating a warm and comfortable 'home away from home' for the families that walk through our doors. I am grateful for the 39 years I have spent caring for families and I encourage you to learn more about volunteering with RMHC Bay Area.



McDonald's®: Our Founding & Forever Partner



When the first Ronald McDonald House was built in Philadelphia 50 years ago, McDonald's was there. And, since then, McDonald's has been the founding partner for over 260 RMHC Chapters around the world.

That was certainly the case when a pair of local McDonald's Owner/Operators, brothers Paul and Scott Lamson, joined forces with others in the community to build the Bay Area's first Ronald McDonald House at Stanford 45 years ago. Since then, RMHC Bay Area has relied upon the steadfast support of local

McDonald's Owner/Operators, their network of suppliers, restaurant managers, crew, and their customers.

One of the most impactful fundraisers McDonald's hosts to benefit our Charity, is **Round-Up for RMHC**. Every time someone visits a McDonald's restaurant, they can choose to round their bill up to the nearest dollar when placing an order at the drive through, at the kiosk, or at the front counter. The rounded-up portion is donated to support our programs and resources.

“ My grandfather always said that it is better to give than to receive. While I was not seeking personal benefit, I can attest that you get so much back from giving; it is a blessing and there is not an organization more deserving than Ronald McDonald House Charities.”

– Larry Tripplett, McDonald's Owner/Operator, and namesake of the Larry C. Tripplett, Sr. Family Center at Ronald McDonald House Oakland opened in 2023



♥ How to Get Involved

Learn more about how you can support RMHC Bay Area as a volunteer, by becoming a corporate partner, making a monthly contribution, asking to Round-Up for RMHC at McDonald's restaurants, or hosting events in support of the families served by the Charity.

Visit rmhcbayarea.org/help



5,073+ hours donated
by volunteers helping to offset
the cost of program operation, and
offering care and love to families.

♥ Corporate Highlight

Enterprise Holdings

Often the heart of a company is best illustrated by the work of their employees. Since 2022, Enterprise Holdings and their employees have elected to raise money for RMHC Bay Area as a part of their Stronger Together Campaign. Their team has raised over \$85,000 through employee and corporate match contributions to support programs that strengthen families throughout the Bay Area.

Beyond the financial support, employees have provided families with lunches through our megaBITES program and continued to volunteer on their own outside of Enterprise

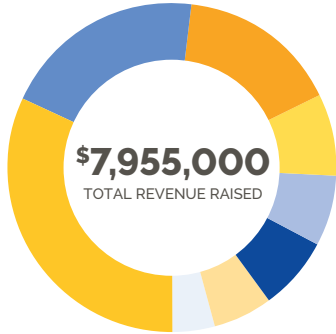


Holdings' giving campaign. These types of partnerships are invaluable. To learn more about becoming a corporate partner, corporate matching programs, megaBITES volunteer opportunities or starting a fundraiser, contact **Mallory Mroz**, mallory.mroz@rmhcbayarea.org.

“The meals made such a difference for us and our well-being. It allowed us to be there at critical moments for my son’s care. And that’s invaluable, you can’t put a price on the ability to be there for your child.”

– RMHC Bay Area Mom

Financial Highlights*



- 32% INDIVIDUAL
- 20% ENDOWMENT & INTEREST
- 16% IN-KIND GOODS & SERVICES
- 8% McDONALD'S
- 7% FOUNDATION
- 7% CORPORATE
- 6% EVENTS
- 4% EARNED INCOME



- 83% PROGRAM EXPENSES
- 11% FUNDRAISING EXPENSES
- 6% ADMINISTRATIVE EXPENSES

*Unaudited Financials

Our Impact in 2023



38,421 overnight stays to help keep families close to their hospitalized children



104,387 free meals to help nourish families with ill or injured children



168 students enrolled in Ronald McDonald House School (Carter Family Classroom)



\$18,524,165 in housing, meal, and support services to families in medical crisis



8,123 snack packs delivered to families at the hospital



2,558 hours of free psychosocial support



7,749 gifts donated for the Comfort & Joy holiday toy drive

Did you know?

56% of families report household food insecurity, according to 2023 RMHC local impact research study with Stanford Medicine.



Keeping families close®

rmhcbayarea.org

Follow us @RMHCBayArea    

Regional Headquarters: 510 Sand Hill Road, Palo Alto, California 94304

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