

STRONGER TOGETHER 2020 ANNUAL REPORT

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Ronald McDonald
House Charities®
Bay Area

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THERE'S NOTHING THE BAY AREA CAN'T ACHIEVE WHEN WE COME TOGETHER FOR FAMILIES IN MEDICAL CRISIS.

When the pandemic overwhelmed our medical and social services systems, more than 700 new donors joined our ranks to ensure we could continue housing and feeding families. As other nonprofits struggled to stay afloat, more than 2,300 supporters funded our COVID-19 relief efforts. And while we all adjusted to the loss of normal life, our frontline heroes showed up, every day, to serve families of the sickest children accessing care in the Bay Area.

Last year, I said that you—our community of supporters—would provide a guiding light, hope, and resources. I trusted that you would help us emerge from this crisis stronger than ever. And together we closed a \$1.4 million revenue gap caused by the pandemic's restrictions on events and volunteers. No one could have predicted the extent of the unknown we would face or just how much change there would be. And while we have yet to emerge fully from this crisis, or to define exactly what normal will look like moving forward, I know there is nothing we can't accomplish for families when we stick together. We truly are stronger together.

With gratitude,



Laura Keegan Boudreau, MPH, MSW
CEO, Ronald McDonald House Charities Bay Area

Read more at rmhcbayarea.org/about-our-ceo.



"While we all adjusted to the loss of normal life, our frontline heroes showed up, every day, to serve families of the sickest children accessing care in the Bay Area."

—Laura Keegan Boudreau, CEO



Supporter Spotlight



“Now is the moment to find inspiration in the ability to help. To be of service.”

—Lisa Sobrato Sonsini, Board Chair, The Sobrato Family Foundation

◀ The Sobrato Family Foundation Board Chair Lisa Sobrato Sonsini (left) with her mom Sue Sobrato (middle) and sister Sheri Sobrato Brisson (right).

The impact of **The Sobrato Family Foundation** on families with sick kids extends beyond the sum of its grant funds, totaling \$1.5 million over the last decade. When COVID-19 hit, the Foundation responded with not one but two rounds of relief grants, amplifying the power of its distinctive focus on unrestricted funding for essential human services. They rallied. We acted. Families were served.



FAMILY FEATURE

8-year-old Kaiya Mack's message is simple:

Help if you can, the way others helped her. Kaiya was born with a life-threatening condition that required her to undergo six surgeries as a newborn. Needing access to care not available in Hawaii, Kaiya's family traveled to the Bay Area, staying at Ronald McDonald House for months while she recovered.

Kaiya embodies the hope and resilience we witness every day at RMHC Bay Area. Now healthy, Kaiya used her love of singing to raise \$10,000 for kids like her, splitting the money evenly between the Bay Area and Hawaii RMHC Chapters. Check out her songs and campaign at: rmhcbayarea.org/kaiya.

“The fact you can be in this community (of families) and share with other people and they help you and it's for free and don't ask you for anything in return, it's a blessing.”

—Kaiya's dad, Jonny Mack, pictured above with mom Mariah, Kaiya, Katana, and Soka



Collectively, these mission partners provided more than **\$735,000** in economic relief, donating essential food items, supplies, and services.



BAY AREA PROGRAMS & SERVICES

Supportive Family Housing

- 123-bedroom Ronald McDonald House at Stanford
- 11-bedroom Ronald McDonald House San Francisco¹
- Alternative housing services²
- Daily meal support

Comprehensive Hospital-Based Programs

- Happy Wheels bedside visits¹
- Onsite meal services
- Sibling support

Family Support Services³

- 24/7 crisis response
- Unlimited psychosocial support
- Bilingual services
- Family wellness activities

Child Enrichment & Education³

- Credentialed K-12 school
- Daily art & learning activities
- Family recreation
- Camp Ronald McDonald House¹

Ronald McDonald Care Mobiles offering free dental care for vulnerable children

¹ Temporarily suspended in 2020 due to COVID-19
² Serving families across the Bay Area thanks to our housing partners: Veritas, Apartment List and Airbnb
³ Adapted to remote/online format

2020 AT A GLANCE:

In 2020, your donations provided...

\$10,860,000 in economic relief for families with sick children

73,000 meals for families with hospitalized children, offsetting \$1,095,000 in meal expenses

94,000+ pounds of food

21,000 overnight stays for families nearby and inside the hospital

1,000 nights of alternative housing

50,000+ masks to keep families and staff safe

25,000 toys and care items during our Comfort & Joy Drive with an estimated value of \$185,416

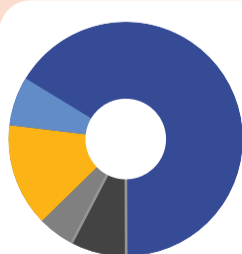
106 students with access to remote learning at our Ronald McDonald House School

2020 FINANCIALS*

TOTAL REVENUE RAISED: **\$6,687,055**

DONATIONS OF GOODS & SERVICES: **\$1,317,777**

- We turn every \$1 donated into \$5-worth of family services
- 87% of all funds raised directly support families



REVENUE SOURCES:

67% Individual Donors

As event revenue disappeared due to COVID-19, the percentage of revenue donated by individuals nearly doubled.

14% Foundations

13% Corporate Support

7% Earned Income

0% Events

72% of corporate support comes from our local McDonald's owners and customers



TOTAL EXPENSES: **\$6,602,314**

TOTAL PROGRAM EXPENSES: **\$5,744,013** (87%)

TOTAL ADMINISTRATIVE EXPENSES: **\$264,093** (4%)

TOTAL FUNDRAISING EXPENSES: **\$594,208** (9%)

*Unaudited Financials