

# Ronald McDonald House Charities® of Eastern Wisconsin, Inc.



RONALD McDONALD  
HOUSE CHARITIES  
EASTERN WISCONSIN

*Celebrating 25 Years*

Ronald McDonald House Charities® of Eastern Wisconsin, Inc.

8948 Watertown Plank Road

Wauwatosa, WI 53226

(414) 475-5333

[www.rmhcmilwaukee.org](http://www.rmhcmilwaukee.org)



# 2009 Annual Report





## On the cover: Taylor's Story

Since Taylor was diagnosed with aplastic anemia in 2005, he and his family have stayed at the Ronald McDonald House not once, but twice while he has undergone grueling bone marrow transplants.

While passionately helping her 8-year-old son Taylor fight for his life, Terri also cares for her two younger children, ages 5 and 2. This is no small feat as they are miles away from their home in Gurnee, Illinois. "The Ronald McDonald House makes it possible for us to stay together," she says.

At the House, Terri and her family have been embraced by caring volunteers and supportive staff. Terri especially appreciates the home-cooked meals and a happy playroom for her kids.

Above all, it's the sense of community with other moms at the Ronald McDonald House that helps Terri rise above the unbelievable stress she faces. "We're all here for different reasons, but living at the House forces you to connect and open up."

## Because of You

In 2009, we celebrated our 25th anniversary of providing a warm and welcoming environment so that families can survive and even thrive in times of unbelievable stress. We welcomed a record number of families---1,316! More than half of the families that stayed at the Ronald McDonald House hailed from Wisconsin; 30 percent came from neighboring states, Illinois and Michigan. We saw many families travel from all corners of the United States, (including California, New York, Oklahoma and Tennessee) so that their children could undergo long-term, life giving medical treatments primarily at Children's Hospital of Wisconsin.

### **because of you...**

The Ronald McDonald House meets a critical and unique need in our community. Without the RMH, families would be forced to find other accommodations; expending precious financial and emotional resources rather than focusing on helping their sick or injured children get better.

### **because of you...**

Our public support--both volunteer and financial---was strong in 2009! Achieving our mission would not be possible without our over 550 volunteers.

### **because of you...**

Our families stay at the Ronald McDonald House for as long as they need without worrying about another bill to pay. In 2009, approximately 50% of our families were able to pay the suggested donation of \$10 for each night they stayed, in reality our cost is more than \$90 per night.

### **because of you...**

The programs and services we offered our families in 2009 have prospered. In partnership with Children's Hospital of Wisconsin, the Art Therapy program blossomed and we added a Dog Therapy program. Also, in 2009 we are proud to report that 357 dinners and weekend brunches were prepared and served by area organizations, churches and businesses.

We will continue to provide our families a House built with love and filled with hope...because of you!

**Lynda Kohler**  
President

**Bob Monday**  
Chairman of the Board



## Our Mission

Ronald McDonald House Charities® of Eastern Wisconsin, Inc. is dedicated to easing the burden of families whose lives have been disrupted as a result of their child's illness or injury. We provide a home-away-from-home and caring outreach initiatives.

# Our Programs

Many programs are offered at Ronald McDonald House to strengthen the sense of community, while providing emotional support for our families.

## Volunteers

In 2009, more than 550 volunteers donated 22,458 hours of their time and talent to create a warm and welcoming home for our families. Our volunteers come from a variety of backgrounds, ages and interest levels and play an essential role in the mission of the Ronald McDonald House. Their tireless dedication, energy and enthusiasm keeps the Ronald McDonald House doors open every single day.

## Art Therapy Program

“Kaitlyn loves the art program, it always takes her mind off what’s going on.”  
- Jennifer, Marinette WI

Our Art Therapy Program works with families to promote healing and wellness through the therapeutic qualities of creating art. Families experience a continuum of care between the hospital and the House, providing a structured forum with an art therapist, in which families can openly express their fears and work through issues. In 2009, 572 children participated in our Art Therapy Program.

## Family Dinners

“Thanks to all the community groups, the fresh, hot meals were wonderful!! Thanks!”  
- Cynthia, Tacoma WA

The Family Dinner Program is a vital program for both the House and our community, providing the opportunity for corporations, organizations and groups from all sectors to deliver a service that our families are in great need of and for which they are extremely grateful. During 2009, 357 dinners, brunches, lunches and lunches to go were served to our families.

## RMHC Scholarships

In partnership with RMHC National and McDonald’s owner/operators, we provide financial assistance to eligible graduating high school seniors who face limited access to educational and career opportunities. 30 students were selected and awarded scholarships based on demonstrated academic achievement, financial need and community involvement.

## Grants

We are proud of our organization’s commitment to expand our services to support innovative programs that enhance our ability to help families with medical needs. In 2009, our Board of Directors approved a one year grant to Children’s Hospital of Wisconsin to extend their invaluable expertise throughout 2010 by offering Art Therapy to our families at the Ronald McDonald House.

## Educational Program

In 2009, twenty horticultural educational programs were presented to our families using the principles of gardening in literature, poetry and science.

## Dog Therapy Program

“I loved it, it took my mind off the tragedy we are going through.”  
- Sabine, Plover WI

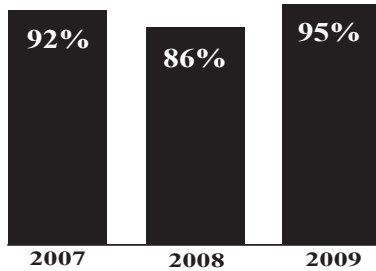
We are one of two Ronald McDonald Houses around the country that has adopted this unique program. The program provides the opportunity to heal through animal assisted therapy, promoting social and emotional support provided by specially trained professionals, both dogs and handlers. The teams offer educational, motivational and therapeutic benefits to our children and their families.



# Statistical Summary

# Financial Summary

## Occupancy Percentages



## Patient Demographics

### Where are they from?

Wisconsin	61%
Fox Valley	27%
Madison	10%
Northern WI	18%
Southeastern WI	6%
Illinois	18%
Outside WI/IL	21%

## Public Support and Revenue

Fundraising (net)	\$ 1,058,671
General Donations ( <i>Individual, Corporate and Foundations</i> )	\$ 291,371
Memorials/Honorariums	\$ 68,479
Room Donations	\$ 60,550
<b>Total for Public Support</b>	<b>\$ 1,479,071</b>
Investment Income	\$ 1,070,908

**1,316**

Families stayed at the Ronald McDonald House in 2009.

## RMH Facts

The average length of stay:

**11 days**

Actual cost of providing a room per day:

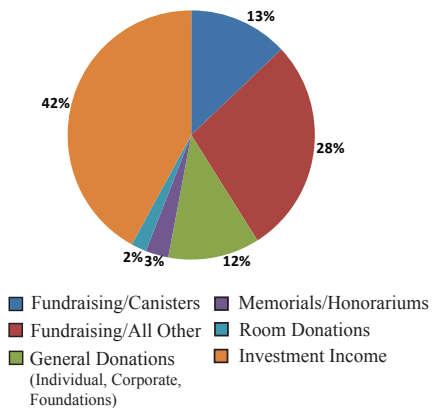
**\$95.71**

## Expenses

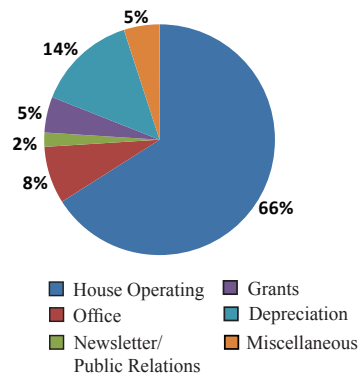
House Operating	\$ 873,702
Office	\$ 104,351
Newsletter/Public Relations	\$ 27,226
Grants	\$ 60,000
Depreciation	\$ 187,813
Miscellaneous	\$ 62,818
<b>Total Expenses</b>	<b>\$ 1,315,910</b>

## Financial Stats

### Public Support and Revenue



### Expenses



## Net Assets Year-End

Unrestricted Undesignated	\$ 8,912,714
Unrestricted Designated	\$ 1,232,051
Temporarily Restricted	\$ 630
Permanently Restricted	\$ 1,267,949
<b>Total Net Assets</b>	<b>\$ 11,413,344</b>

# 2009 Donors

## \$50,000+

Potawatomi Bingo & Casino/Miracle on Canal Street  
Sensient Technologies Foundation, Inc.

## \$20,000+

Anonymous  
American Family Insurance Group  
Bryan Moen/Valley Management Golf Classic  
Chanel and Prince Fielder Greater Milwaukee Foundation  
Rodney F & Betty Park Family Fund  
Milwaukee Journal Sentinel  
Milwaukee Sunrise Rotary  
Players Trust Major League Baseball  
The Fine Art Photography of Donna Strong Exhibit and Sale

## \$10,000+

Coca Cola Company  
Children's Hospital and Health System  
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Forest County Potawatomi Foundation  
Jeff & Sadie Johnsen  
J.J. Keller Foundation, Inc.  
Ladish Company Foundation  
Nicholas Family Foundation  
James W. Pihos Living Trust  
Peter Schwabe, Inc.  
Trustmark Foundation  
United Way of Greater Milwaukee

Charles Yeomans

## \$5,000+

Alpha Xi Delta - Marquette University  
Victor & Christine Anthony Family Foundation  
Everbrite, Inc.  
Golden State Foods/  
Golden State Foods Foundation  
Jackson National Life Insurance Company  
Kohl's Cares for Kids  
Kuehl Family Foundation  
Meier Family Foundation  
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## \$2,500+

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Winnebago County Sheriff's Office  
*In memory of* Kevin Worrall

## \$1,000+

Anonymous  
A.C. Zuckerman Jewelers  
Acme Enterprises DBA McDonald's, LLC



## Thank you, McDonalds!

We are grateful for the Milwaukee and Northeastern Wisconsin Upper Peninsula McDonald's owners, operators, vendors, suppliers and customers who generously support the Ronald McDonald House Charities of Eastern Wisconsin, Inc. through various fundraising activities including sponsoring our special events, McHappy Day, Helping Hands paper icon program and placing donation boxes in each restaurant to make it easy for the community to support our mission.

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John Zacher  
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Due to space limitations, we regretably cannot list donations under \$500.

Please know every gift is treasured.

*In memory of* Lois  
Vallone  
William & Beth Van  
Epern  
Mark & Andrea Vitek  
Jon & Lee Ann Vosburg  
Waste Management  
Todd Weir  
Dan & Denise Werlein

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Louise Willmering  
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Cheryl Yadron  
Robin & Michele Yount  
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Company  
Time Warner Cable  
Toy Industry  
U-Line Corporation  
USA Today  
Wachtel  
Waste Management, Inc.  
Wisconsin Athletic Club  
YMCA



## **Fine Art Photography of Donna Strong**

The first “friendraising” event held at the Ronald McDonald House showcased the photography of Donna Strong and introduced almost 200 people to our mission.

Donna and her husband Dick invited several hundred friends to the October 3rd exhibit and reception. Families staying at the House also participated. Picture Perfect donated framing of the art, which was displayed on all three floors of the House. The gallery night raised more than \$30,000 to support the Ronald McDonald House.

“It was a thrill for me to exhibit my photographs,” Donna says. “But most meaningful was to introduce my friends to the Ronald McDonald House.”

“Very few of the gallery night guests had prior knowledge of the Ronald McDonald House,” Bob Monday, Chairman of the Board and close friend of Donna, says. “They saw this beautiful home-away-from-home. They met the families who are helped by the House. Every person that stepped in the door that night walked out a friend of the Ronald McDonald House.”

Every effort has been made to ensure this information is correct.

Please accept our sincere apology for any error or omission.

# Board of Directors 2010

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## Evan and Finn's Story

Twins Evan and Finn were born at 24 weeks and needed life-saving pediatric care in Milwaukee. When Evan needed major surgery to repair his heart, his mom, Megan, and his brother moved into the Ronald McDonald House Charities of Eastern Wisconsin. Located across the street from Children's Hospital of Wisconsin, Megan and Finn were able to visit Evan every day for more than four months as he fought for his life.

Despite the separation of her family, Megan found peace of mind and relaxation at the Ronald McDonald House. She was able to focus on her kids and her inner strength to move forward with optimism for the future.



## Friendly Loom

There is little that can be perceived as more heart-wrenchingly difficult than having your child in the hospital. It feels like the world is unraveling; fraying at the edges, and all together falling apart.

Sitting in the corner of the art room is a loom. For some, the pattern of weaving resonates with the day-in day-out routines of a lengthy hospitalization. The pattern morphs from chaos to comfort as the yarns make their way to and fro. For others, the loom becomes the one place to weave their lives back together.

In each weaving, there are hopes, dreams and stories. Love is tied in knots onto the binding string. Messages of hope intertwine with named ribbons of why families come to the Ronald McDonald House. Bows are tied like reminders, cloth remnants and soft yarns all woven together into a message of healing; of coming back together; of telling their story in the gentlest of ways.

Special thanks to:

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Jim Bovin and Stephanie Drew

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Crossmark Graphics, Inc.