



**RMHC**<sup>®</sup>  
Central & Northern  
Arizona

# 2017 Annual Report

Ronald McDonald House Charities of Central and Northern Arizona



Well, another year has gone by. I am often surprised at how fast this happens. The older I get the faster the years seem to go. Does that happen to everyone?

I have a sign in my office that says, "Gratitude can turn a meal into a feast, a house into a home and a stranger into a friend." This is a perfect wrap-up for what happens at Ronald McDonald House. But this does not happen on its own. Many people are needed to complete this and I would like to express my gratitude to some of them:

1. The families who stay in our House. They remind us every day what real strength and courage looks like. They fight the good fight and become their children's strongest advocates. I am grateful to them for reminding us why we come to work every day.
2. Our great staff - utmost in their minds is the welfare of the families. Whether they are in programs working directly with families to ensure we are covering their needs, or development raising funds to essentially "keep the lights on," or the other dedicated staff we need to operate, I am grateful to them for their hard work and diligence.

3. Our board of directors - they get it. They understand that they strategically guide our mission and raise funds to keep the Houses operating. They do it as one big team so successfully that it sometimes seems effortless. I know it is not an easy task and I am grateful for their leadership and commitment.

4. You, our donors - no gift is too small. Whether it is pop tabs, light bulbs or a monetary donation, we need them all. From Girl Scouts bringing cookies for our families, to the folks who give monthly, to the donors who leave us in their estate planning, it all counts. As I always say, "The bucket fills up a drop at a time." Please know that we are so grateful to all of you who donate. We could not run this organization without you. You are the folks who help us support families when they need it the most.

Being grateful for the wonderful things you have in your life is such a great concept. I hope your next year is wonderful and remember that we are very appreciative for all of you and the part you play to help our families.

Sincerely,

**Nancy Roach, CPA**  
Chief Executive Officer  
Ronald McDonald House Charities of Central and Northern Arizona

## Same Mission Bigger Name

In 2017, our Board of Directors voted to change our name to **Ronald McDonald House Charities of Central and Northern Arizona** to better reflect the Arizona communities that we have always served beyond the Valley of the Sun. RMHC of Central and Northern Arizona represents, more than ever, our commitment to provide temporary housing and services to families who must travel to the Valley for pediatric care.

From our humble beginnings as a 16-room House in 1985, to today with 78 rooms at three Houses in

Central Phoenix and Mesa, we continue to focus on our mission of keeping families together and close to the care and resources they need when their child is sick or injured.



**Ronald McDonald  
House Charities®**  
Central & Northern Arizona

## Demographics & Location of Families Served

Total family visits in 2017

**2,856**

Total nights of rest in 2017

**17,798**

House occupancy rate

**67%**

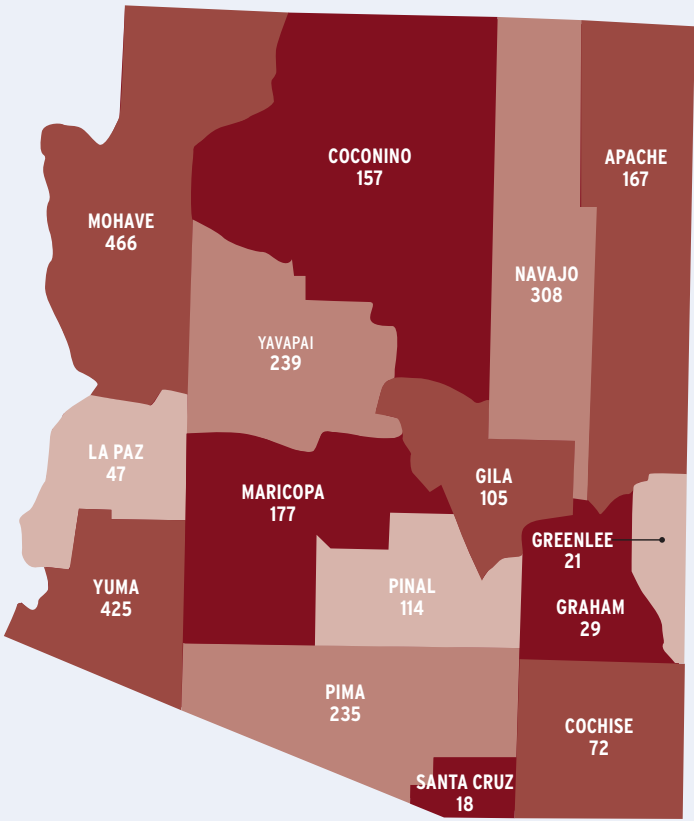
Where international families came from

Mexico  
United Kingdom  
Vietnam  
Qatar  
Canada

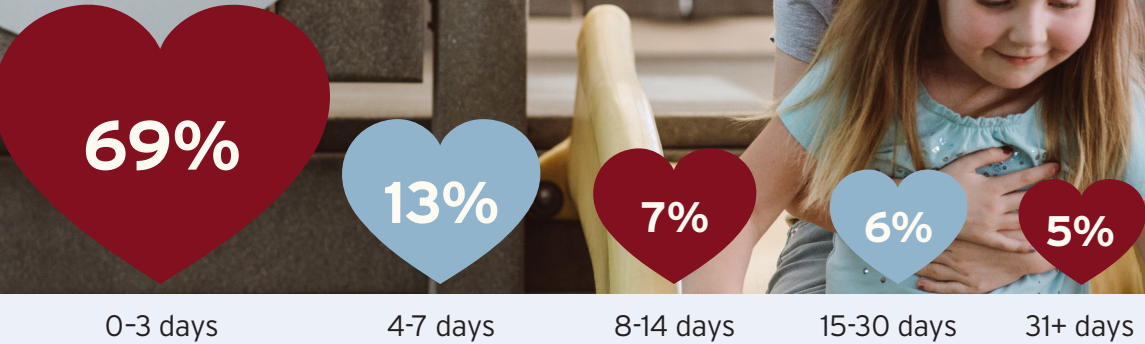
Number of family visits since opening our doors in 1985

**50,458**

**90% OF FAMILIES SERVED ARE FROM ARIZONA**



## Length of Stay



Families spent an average of six nights at the Houses in 2017.



## A SECOND HOME: KARIN'S STORY

At age four, Karin from Chino Valley, Arizona was diagnosed with a genetic deletion and duplication in her DNA. The one-in-a-million diagnosis has since resulted in countless trips to Phoenix for medical appointments. After over 200 visits to the House in a span of 11 years, Karin, now 15 years old, considers Ronald McDonald House her second home.

The family first discovered the House in 2003 when a nurse found Karin's parents sleeping in the hospital room. "We were amazed by this place," mom Brandi said. "We couldn't believe it existed." Through the years, the House has served as a constant ally to Karin's family. "We just feel safe here," said Brandi. "When you have a procedure and your kid gets sick afterwards or there's a complication, home is 110 miles away. But being able to stay close by at the House takes a lot of worry off you."

But more than just a place to rest and recover, Karin and her mom have built lasting friendships during their stays, including with another family who makes

frequent trips to the House. While their moms bond

**"IT'S PEACEFUL. IT EASES MY MIND. THERE'S SOMETHING VERY SPECIAL ABOUT THE HOUSE."**

over their experiences, Karin and her friend play basketball and hide-and-seek. "They laugh about things and can get on each other's level," Brandi said. "They can just be kids and not worry about what is wrong with them."

Another furry creature at the House helps bring a comforting atmosphere to their "home-away-from-home." When you ask Karin what her favorite part of the House is, the answer is simple - Smokey the House cat. "I can't see my dog, so I like having Smokey here," she said.

Since 1985, Ronald McDonald House has provided the comfort, hope and courage families like Karin's need during their journey. For Karin and her family, it means more than just a place they visit twice a month. "It's peaceful. It eases my mind," said Brandi. "There's something very special about the House."

## Volunteer Highlights

On behalf of the entire RMHC staff, Board and our guest families ~ thank you for all that you do all year long!

**23,517** total number of volunteer hours donated

**211** number of individual volunteers

**663** number of volunteer groups

**11.3** full-time employees it would take to work total number of volunteer hours

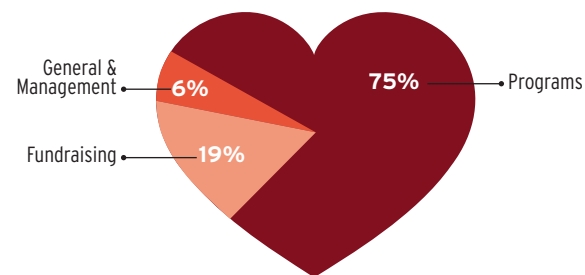
**TOTAL VALUE OF VOLUNTEER TIME DONATED**

**\$567,700**

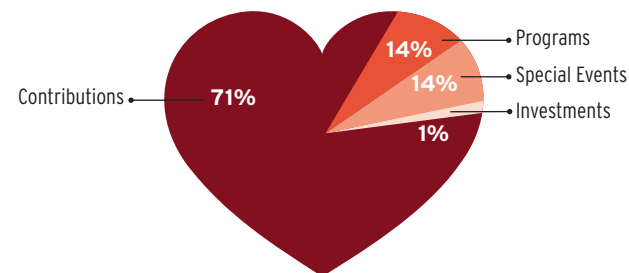
Value of time is calculated based on the 2017 national average of \$24.14 per hour.

## 2017 Breakdown of Expenses and Revenues

### 2017 EXPENSES



### 2017 REVENUES



**"It's not about how much we give, but how much love we put into giving."**

- Mother Teresa

## Dinnertime Heroes

Nothing says comfort like a home cooked meal. In 2017, our Dinnertime Heroes cooked up a storm, ensuring our families feel at home.



**19,950**

Total number of meals served

**\$162,000**

Total value of meals served





***"This is home for now. We have a roof over our heads, somewhere cozy to bring him, which is pretty much all that matters."***

Mother of child receiving cancer treatment



***"It's amazing that we found the House. It's such a resting place for families."***

Mother of child recovering from surgery

***"The people who built this House, spent time here, come everyday, have made a very big difference to the families who stay at the House."***

Mother of premature baby



## 2017 Signature Events

### GREATER PHOENIX PRO-AM GOLF TOURNAMENT



The third annual Ronald McDonald House Charities Greater Phoenix Pro-Am Golf Tournament, presented by La-Z-Boy Furniture Galleries of Arizona, was held on May 11, 2017 at the beautiful Chiricahua course at Desert Mountain Club. The tournament welcomed 149 golfers, six PGA and LPGA pros, and 28 local pros to raise funds in support of RMHC's mission of keeping families together and close to the medical resources they need.



### A MCKNIGHT TO REMEMBER UNDER THE SEA GALA



Ronald McDonald House's annual A McKnight to Remember Under the Sea Gala was a 'splashing' success as we dove into the storybook pages of The Little Mermaid. Joined by our valued sponsors, supporters and volunteers, guests in attendance made the evening a truly 'fin'tastic experience, as we celebrated our mission of keeping families together. Thank you to all who gave of their time, talent and treasure in making it a McKnight to Remember!





## Pop Tabs

Of the many ways to support the House, one of the most popular is collecting pop tabs. From entire schools participating in the Pop Tab Challenge to neighborhood groups like Sunland Springs' annual 100+ pound donation, each tab adds up to make a big impact on our mission of supporting families while they're far from home.

## Ways To Get Involved



COLLECT  
POP TABS



COLLECT WISH  
LIST ITEMS



PREPARE  
A MEAL



VOLUNTEER  
YOUR TIME



ORGANIZE A  
FUNDRAISER

To find out which option is best for you, please visit [rmhccnaz.org/get-involved](http://rmhccnaz.org/get-involved)

## Volunteer Spotlight



SRP's Christopher Rodriguez is a volunteer dynamo who has made a sizeable impact at the House. "Chris' actions reflect his remarkably heartfelt commitment

**"I BECAME INVOLVED AS A WAY TO GIVE BACK, BUT ALSO AS A WAY TO REMEMBER MY COUSIN."**

to the community through supporting our families during a most difficult time," RMHC Volunteer Manager Helain Day said. For over a year, Chris has worked tirelessly to advance our mission both at the House and in the community. So much so that Chris won SRP's highest volunteer achievement award for his service in 2017! As a result of his recognition, Chris was given the opportunity to donate \$2,500 to one of the charities he volunteers with, an honor that he passed on to the House. Chris has a deep-rooted motivation to volunteering. "I became involved as a way to give back, but also as a way to remember my cousin," he said. "This is my way of keeping her tradition of giving back alive." Chris generously shares his time and talents with the House in a way that always leaves those around him feeling the same positive spirit he radiates. We are very grateful to Chris and the many other volunteers who share their hearts in service to the House and the families we serve.

### 2017 Executive Committee

**Aidan McSheffrey, President**  
Salt River Project

**Carrie Pixler Ryerson, Vice President**  
Fennemore Craig

**Scott Harris, Treasurer**  
Principal Financial Group

**Christine Sopa, Secretary**  
Nationwide Insurance

**Chris Bates, Member at Large**  
La-Z-Boy Furniture Galleries of Arizona

**Chiko Swiney, Member at Large**  
CopperPoint Insurance Companies



### 2017 Members-at-Large

**Dave Allazetta**  
United Healthcare of Arizona and New Mexico

**Chris Carney**  
CC Restaurants dba McDonald's

**Latasha Causey**  
USAA

**Katy Forseth**  
Blue Cross Blue Shield of Arizona

**Rick Goldenson**  
Integrated Healthcare Strategies

**Jacki Grainger**  
Bank of Arizona

**Sara Grisham**  
VEREIT

**Sameer Keole, MD**  
Mayo Clinic

**Kimberly LaMar**  
Chamberlain College of Nursing

**Joe Maslick**  
Griffith Foods

**Jeff Moore**  
American Technologies, Inc.

**Lynn Pellistri**  
Fry's Food Stores

**Darin Proszek**  
Octane Raceway

**Sebastien Reyes**  
AMERCO/U-Haul International

**Terry Ricketts**  
Arizona Public Service

**Kevin Robinson**  
Arizona State University

**Michael Ross**  
Gallagher & Kennedy

**Kerry Schulman**  
Norte Restaurants, LLC dba McDonald's

**Wayne Stingley**  
Stingley Management dba McDonald's

**Valerie Trottier**  
The Northern Trust Company

**Steve Weddell**  
Leslie's Pool Supplies

### House Staff

**Nancy Roach, CPA**, Chief Executive Officer

**Jerry Diaz, CFRE**, Chief Development and Marketing Officer

**Karl Wein**, Chief Operations Officer

**Mariann Barsolo**, Grant Writer

**Leland Bolton**, Maintenance Tech

**Helain Day**, Volunteer Manager

**Coral Griswold**, Administrative Assistant

**Laura Hallstrom**, Development Coordinator

**Nate Harat**, House Manager - Cambridge

**David McMillan**, House Manager - Roanoke

**Sheilah Pelletier**, Accountant

**Lisandro Porres**, House Manager - Dobson

**Leslie Religioso**, Development Manager

**Marquice Starks**, Assistant House Manager - Roanoke



**Roanoke House** | Established: 1985



**Cambridge House** | Established: 2008



**Dobson House** | Established: 2014

## MISSION STATEMENT

Ronald McDonald House Charities of Central and Northern Arizona is a welcoming “home-away-from-home” for families with children facing medical challenges, providing an atmosphere of comfort, hope and courage.

The heart in our logo reflects the love at the core of our mission and the passion of the communities that build and sustain our Houses.



### Ronald McDonald House Charities of Central and Northern Arizona

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602-264-2654 | [rmhccnaz.org](http://rmhccnaz.org)

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