



2018 Gratitude Report

Ronald McDonald House Charities of Central and Northern Arizona



Ronald McDonald
House Charities®
Central & Northern Arizona



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Dear friends,

It's a metaphor you've heard before because it always rings true. Building a strong organization is like building a house – you must have a strong foundation.

We are fortunate to have a foundation of amazing superheroes in the form of donors and volunteers who give their time, talent treasure and testimony to help our families. And we are an organization that also happens to have a real House (three, actually) at the heart of our mission.

When I got involved with the House, I was familiar with the mission and vision, but it has been an unexpected journey filled with wonderful surprises and, especially, wonderful people helping in big and small ways. It takes all of us working together to keep Ronald McDonald House Charities of Central and Northern Arizona running, and I'm grateful for the sheer number of people who help us weekly, monthly and annually.

Our mission of helping families is always driving our decisions to help as many as possible. I'm reminded of this during our Mission Moment at our board meetings when we have a chance to listen to the stories of the families we serve. While each family has their own personal story, every family shares the same need to have a place to call home when they're handling their child's medical needs, and we're so happy to provide that "home-away-from-home."

Our staff and Board of Directors continue to invest in the mission of the organization through fundraisers, public awareness and strategic planning. We continue to build upon the foundation that was established in 1985. We saw wonderful achievements in 2018, such as upgraded infrastructure, library and family room renovations at the Roanoke House, and more volunteers than ever before.

Our strong foundation makes us forever capable to handle the changing needs of the families we serve as we move into our 35th year. I'm looking forward to more unexpected surprises from our community.

On behalf of the Board of Directors and staff, thank you for being a champion of Ronald McDonald House Charities of Central and Northern Arizona.

Sincerely,

Scott Harris

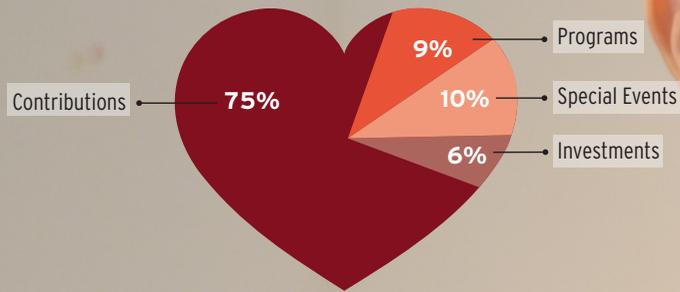
Chair, 2019 Board of Directors

Ronald McDonald House Charities of Central and Northern Arizona

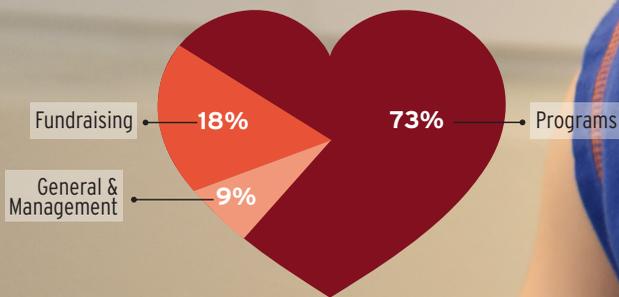


Financial Breakdown

2018 REVENUES



2018 EXPENSES



Demographics & Location of Families Served

Total family visits in 2018

2,625

Total nights of rest in 2018

17,566

House occupancy rate

67%

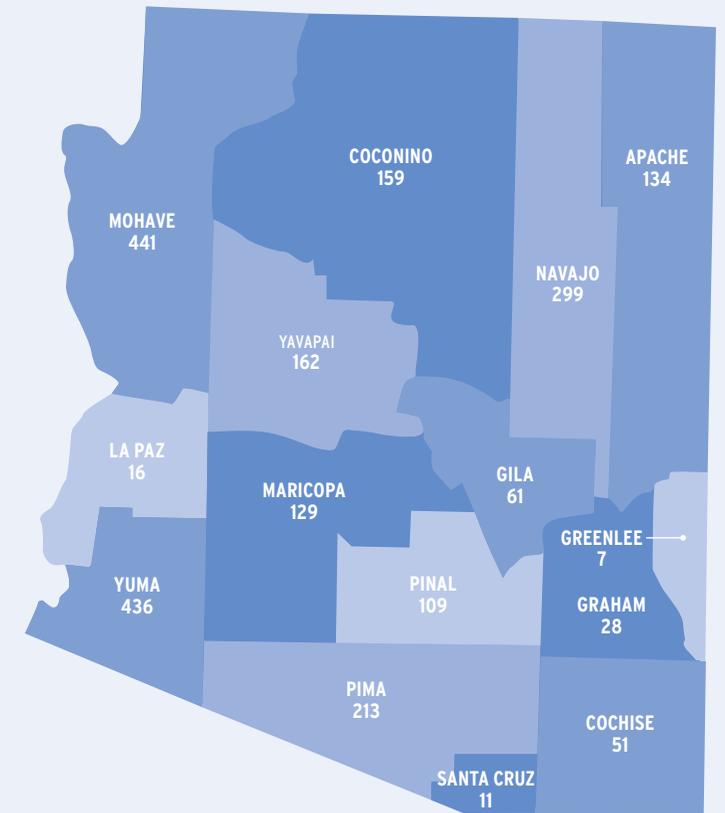
Number of family visits since opening our doors in 1985

53,083

While 86% of families we served were from Arizona, the remaining families traveled from



86% OF VISITS WERE FROM ARIZONA FAMILIES



Charity Navigator

Ronald McDonald House Charities of Central and Northern Arizona was named a Four Star Charity by Charity Navigator for the fifth year in a row. Only 11% of charities rated receive this honor for five or more consecutive years.

As Charity Navigator's highest possible rating, four stars indicates that RMHC CNAZ adheres to sector best practices and executes our mission in a financially efficient way.

For more information, visit charitynavigator.org.



Length of Stay



0-3 days 4-7 days 8-14 days 15-30 days 31+ days

Families spent an average of seven nights at the Houses in 2018.

Volunteer Highlights

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

- 23,315** total number of volunteer hours donated
- 421** number of individual volunteers
- 787** number of volunteer groups
- 11.2** full-time employees it would take to work total number of volunteer hours

TOTAL VALUE OF VOLUNTEER TIME DONATED

\$592,900

Value of time is calculated based on the 2018 national average of \$25.43 per hour.



Volunteer Spotlight: Nathan King

After first serving dinner at Ronald McDonald House as a guest of his aunt's Kiwanis group, Nathan King was ready to make a bigger commitment to the organization. He began participating in the Dinnertime Heroes program once a month with his own family, became an event sponsor and now gives of his time weekly as our Monday morning House volunteer.

"Nathan is such an incredible asset to our organization," RMHC Volunteer Manager Adam Smith said. "From helping to clean and restock vacant rooms to sorting laundry on Mondays, Nathan exemplifies the commitment and dedication of every RMHC volunteer."

Among the array of ways Nathan supports RMHC, he has learned that focusing on the smallest gestures, like bringing a family's favorite ice cream or taking the time to talk with parents, makes all the difference. "We have had many dinners where it feels and looks much more like a big family holiday get-together," Nathan said. "What keeps me coming back to RMHC is knowing that we help those families through a trying time, even if only in a small way."

"There are a lot of people looking to be part of something outside of themselves, but just don't know where to start," Nathan said. "My advice to someone thinking about volunteering at RMHC would be to not underestimate the significance of things that seem small. I have been amazed by the enthusiasm from people I've brought to dinner to check it out. Every single one of them has asked when the next dinner is."

"WE HAVE HAD MANY DINNERS WHERE IT FEELS AND LOOKS MUCH MORE LIKE A BIG FAMILY HOLIDAY GET TOGETHER."

Throughout 2018, Nathan and other volunteers donated 23,315 hours in support of RMHC's mission, making a lasting impression on the organization and the families we serve. "Each and every volunteer plays a critical role in creating a first-class guest experience at all three Houses," Adam said. "We greatly appreciate Nathan, as well as all volunteers, for sharing their time and talents with our organization."



Pop Tabs

Of the many ways to support the House, one of the most popular is collecting pop tabs. From schools across Arizona to neighborhood groups like Sunland Springs who collected over 389 pounds, each pop tab adds up to make a big difference for the families we support.



5,416

Total pounds of pop tabs collected



Dinnertime Heroes

Nothing says comfort like a home-cooked meal. Our Dinnertime Heroes stepped up to support our mission of helping families by preparing delicious meals throughout the year at all three of our Houses.



28,000

Total number of individual meals served

\$252,000

Total value of meals served



Stronger Together: Sierra's Story

Marcela, Chantel, Sierra and Aspen

When the unexpected happens, a strong support system is crucial to coping with a child's medical crisis. One Flagstaff family found an unexpected but welcomed support system within the friendly walls of Ronald McDonald House.

Chantel was on bed rest early in her pregnancy when doctors told her that Flagstaff was too far for comfort from Phoenix Children's Hospital. After spending some lonely days in the hospital with her family still back home, a social worker told Chantel about Ronald McDonald House.

The small change in venue and being able to have her family close by made a huge difference, especially

when the family received a diagnosis - 10 days before the expected delivery date - that baby Sierra had a rare and threatening genetic disorder.

The first thing they did was turn to the friends they had made at the House. "Our main support system by then was at Ronald McDonald House," said Chantel. "They totally got it; they understood. It is a community of other parents and other families who understand what you're going through."

By the time Sierra was born, Chantel and her partner, Marcela, were grateful that their other children could also find comfort at the House when it was time to meet their new sister. "Everyone was able to stay

"THE MOST IMPORTANT THING THAT DONORS AND SUPPORTERS OF RONALD MCDONALD HOUSE ARE PROVIDING IS A SAFE PLACE FOR FAMILIES TO BE TOGETHER DURING REALLY HARD MOMENTS."

here with us and be supportive," Chantel said. "It was awesome to have all of my friends here (at the House) meet my other family. It just felt like everything was full circle."

After two surgeries during the first few weeks of her life and appointments with several specialists, Sierra was given a confirmed diagnosis and treatment plan that far surpassed all expectations. Just as they had before, the family's first call was to their friends back at the House. "We were overjoyed, crying tears of joy

in the pediatric ICU. We immediately began messaging all of our friends here at Ronald McDonald House. They were so excited for us," Chantel said.

As Sierra continued to heal and grow close by at PCH, the family found a routine and normalcy at the House that replicated life at home. "We come back to have dinner as a family every night at six o'clock, no matter what," Chantel said. "That was really special."

Through it all, the family hasn't lost sight of the immeasurable gifts the House has provided. "The most important thing that donors and supporters of Ronald McDonald House are providing is a safe place for families to be together during really hard moments," Chantel said. "That's invaluable."



Community Champions: CopperPoint Insurance Companies

Our House continues to be a “home-away-from-home” for families thanks in large part to our community champions across the state who are committed to our mission. Some of those amazing champions are our good friends at CopperPoint Insurance Companies.

Besides being the leading provider of workers compensation and commercial insurance solutions, CopperPoint is steadfast in their support of local organizations making a difference to the people of Arizona. “Not only do we provide the highest quality of service to our customers,” CopperPoint’s Community Engagement Coordinator Jill Maruca said, “We believe in supporting the diverse, local communities where our customers and employees live and work.”

As a way to encourage each member of the CopperPoint family to get involved, employees are allotted 12 hours per year to give of their time, talent and resources to causes close to their hearts. Ronald McDonald House Charities of Central and Northern Arizona is grateful to be one of the organizations that benefits from the company’s core principal of giving back. With 14 years

of involvement, CopperPoint has been a longstanding supporter of the House through event sponsorships, service on the Board of Directors, participating in the Adopt-A-Room program, and volunteering.

Once a month you’ll find a group of CopperPoint employees, called the “Big Macs,” preparing dinner for the families staying at the House as part of our Dinnertime Heroes program. From month to month across many years, two things remain constant for the “Big Macs” - the food is always delicious, and it is always made with a lot of love. “I volunteer with Ronald McDonald House because I want the children and their families to have a healthy, home-cooked meal,” CopperPoint attorney Sharon Hensley said. “It is very rewarding to see the smiles on their faces and to hear their expressed gratitude for the food we share with them.”

Hats off to CopperPoint Insurance Companies for stepping up for families who make their temporary home at Ronald McDonald House. We couldn’t do it without you!



“When we go home, I’ll remember that Ronald McDonald House gave us the ability to stay together.”

Mother of child with a heart condition



“We’ve been able to keep our family together here. Home is where we are. Right now that’s Ronald McDonald House.”

Father of child recovering from heart surgery



“It gives you a safe place to stay where you know the people around you understand what you’re going through”

Mother of child undergoing testing

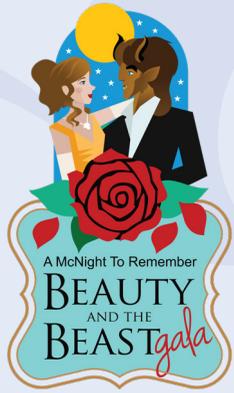


“I’ll remember the time we got to spend together at the House rather than being in the hospital. We got to have fun and hang out and just be together.”

Mother of child receiving cancer treatment



2018 Signature Events



McNIGHT TO REMEMBER BEAUTY AND THE BEAST GALA

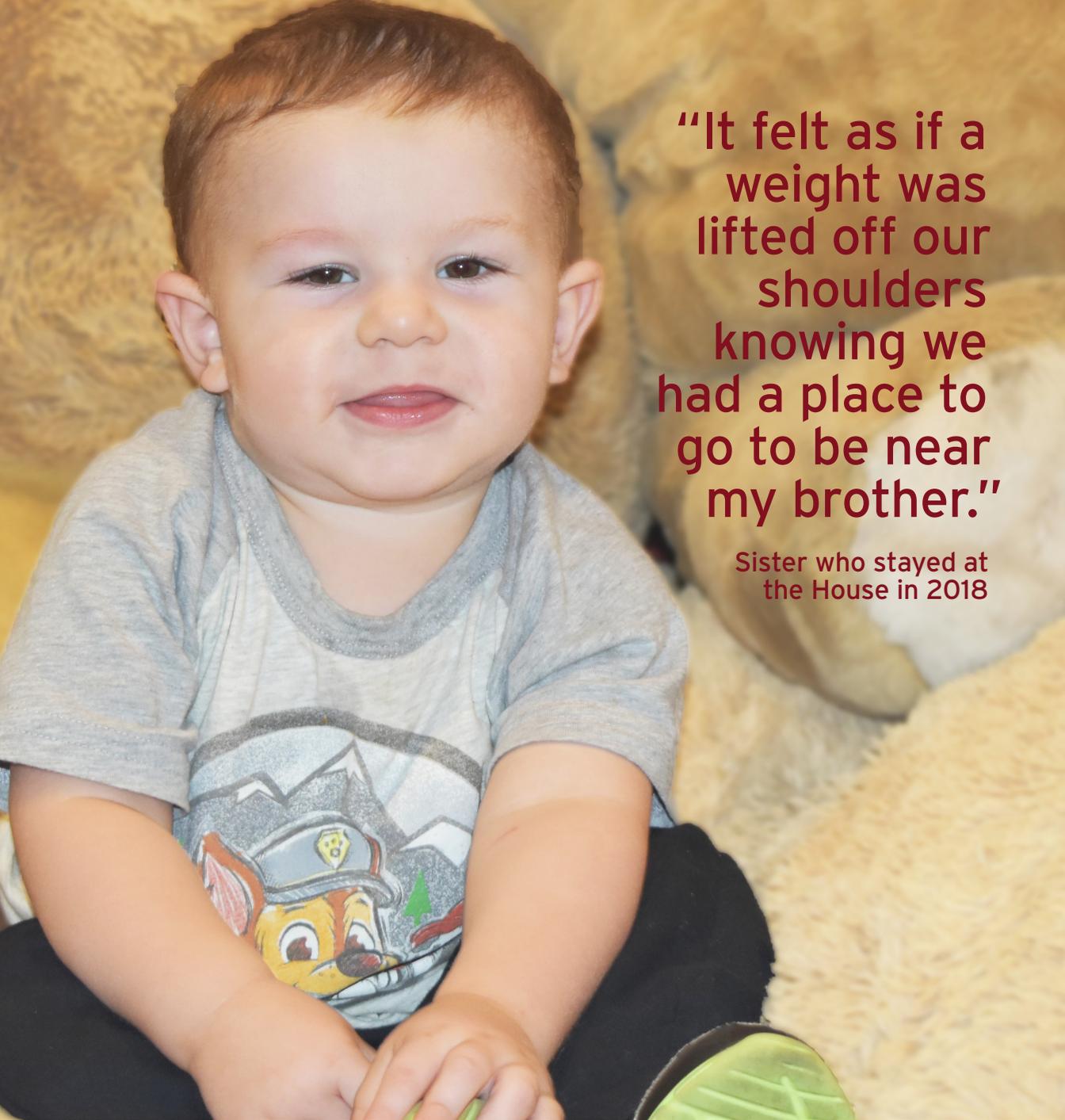
Ronald McDonald House's A McNight to Remember Beauty and the Beast Gala was a great success as we waltzed through the storybook pages on November 10, 2018. Joined by our valued sponsors, supporters and volunteers, guests in attendance made the evening a truly enchanted experience, raising more than \$560,000 in celebration of our mission of keeping families together. Thank you to all who gave of their time, talent and treasure in making it a McNight to Remember! Thank you CopperPoint Insurance Companies for being our presenting sponsor!



GREATER PHOENIX PRO-AM GOLF TOURNAMENT

The fourth annual Ronald McDonald House Charities Greater Phoenix Pro-Am Golf Tournament, presented by La-Z-Boy, was held on May 2, 2018. Growing to two courses at Grayhawk Golf Club for the first time in tournament history, we welcomed 152 golfers, seven PGA and LPGA pros, and 30 local pros to raise over \$206,000 in support of RMHC's mission of keeping families together and close to the medical resources they need. Thank you La-Z-Boy for being our presenting sponsor!





“It felt as if a weight was lifted off our shoulders knowing we had a place to go to be near my brother.”

Sister who stayed at the House in 2018

2018 Executive Committee

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Shamrock Farms

Scott Harris, Vice Chair
Principal Financial Group

Sara Grisham, Treasurer
VEREIT, Inc.

Chiko Swiney, Secretary
CopperPoint Insurance Companies

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

Kerry Schulman, Member at Large
Norte Restaurants, LLC dba McDonald's



RMHC
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New Mexico

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LM Pellistri Video

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Octane Raceway

Sebastien Reyes
AMERCO/U-Haul International

Kevin Robinson
Arizona State University

Michael Ross
Gallagher & Kennedy

Wayne Stingley
Stingley Management,
dba McDonald's

Steve Weddell
Leslie's Pool Supplies

2018 House Staff

Nancy Roach, Chief Executive Officer

Jerry Diaz, CFRE, Chief Development and Marketing Officer

Karl Wein, Chief Operations Officer

Mariann Barsolo, Grant Writer

Leland Bolton, Maitenance Tech

Jami Carlson, Community Engagement Manager

Helain Day, Volunteer Manager

Coral Griswold, Administrative Assistant

Laura Hallstrom, Development Coordinator

Nate Harat, House Manager - Cambridge

David McMillan, House Manager - Roanoke

Lisandro Porres, House Manager - Dobson

Sheilah Pelletier, Accountant

Leslie Religioso, Development Manager

Marquice Starks, Assistant House Manager - Roanoke



Roanoke House | Established: 1985
44 rooms



Cambridge House | Established: 2008
18 rooms



Dobson House | Established: 2014
16 rooms

Ways To Get Involved



**COLLECT
POP TABS**



**DONATE WISH
LIST ITEMS**



**PREPARE
A MEAL**



**VOLUNTEER
YOUR TIME**



**ORGANIZE A
FUNDRAISER**

For more information or to find out which option is best for you, please visit rmhccnaz.org



RMHC[®]
Central & Northern
Arizona

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.

Ronald McDonald House Charities of Central and Northern Arizona

501 East Roanoke Avenue, Phoenix, AZ 85004
602-264-2654 | rmhccnaz.org

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