



Ronald McDonald
House Charities®
Central & Northern Arizona

Celebrating **35** Years
1985-2020

2020 Heart of the House Report



The Seguritan Family from Santa Clara, CA spent 13 nights at the House.



The Gutierrez Family from Yuma, AZ spent 44 nights at the House.

Our Mission

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

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Hello Friends,

We began January 2020 with big plans and even bigger goals. It would be a year celebrating our 35th anniversary and we were en route to welcome more families than ever before into our three Valley Houses.

Then the reality of 2020 hit, and we all know what they say about “the best laid plans.” But instead of dwelling on what could have been, I choose to think of all that we did accomplish in 2020. And when I do, one word comes to mind: **RESILIENCE**.

We saw that pediatric illness does not stop in the face of a global pandemic. Families continued to face their hardest battles with even more challenges than before. But through it all, they had **RESILIENCE**. They put on their bravest of faces and stood strong for their children.

Here at the House, we faced new obstacles in providing families with a safe “home-away-from-home.” With great **RESILIENCE**, our dedicated staff rose to the occasion by implementing heightened cleaning protocols, and serving families in new, creative ways. Because of their hard work, we provided over 9,700 nights of rest in 2020.

When we had to close our kitchens, our incredible Dinnertime Heroes came in like a force with dinner deliveries and donations to continue providing nightly dinners to the families in our care. Their **RESILIENCE** provided over 12,000 meals in 2020 and lifted thousands of worries from the shoulders of our guests.

Our board members, corporate partners, and committed donors — the hearts and hands of our organization — believed in our mission through the hardest of times. They stood by us with tremendous **RESILIENCE** and helped us navigate brand new and unique challenges to keep our mission moving forward.

When I think of all this combined, I remember that we are where we are today because for the last 35 years, every family, volunteer, donor, board member, supporter, and staff member who has walked through our doors has shown unwavering **RESILIENCE**.

For all of your support through the years, especially one as difficult as 2020, we share our most heartfelt THANK YOU.

With gratitude,

Kerry Schulman
Chief Executive Officer



Legacy of Love

Honoring the impact of Suzanne Hanson and Judy Schubert

No story about the beginning of Ronald McDonald House Charities of Central and Northern Arizona would be complete without including two very important women — Suzanne Hanson and Judy Schubert. Credited as the founders of our local House, the impact of their leadership is impossible to quantify, but one thing is for sure — they have made an enormous impact on families in our community.

From the start, both ladies had a personal stake in bringing their dream of building a House in the Valley to fruition. Suzanne had just lost her nephew Mark to leukemia and reflected on what it would have meant to her sister to have a Ronald McDonald House® near the Atlanta hospital where he was treated. At the same time, Judy was volunteering at St. Joseph's Hospital in Phoenix where she would often witness families sleeping in their cars or in waiting rooms while their children received medical care.

With personal connection in mind, the two best friends set out to make sure families had a place they could be together during their hardest battles, a challenge they felt was meant for them to face together. "We're kind of yin and yang," Judy shares. "It made the perfect combination to have the two of us working together."



Left: Judy and Suzanne at the House's 4th anniversary. Middle: Suzanne, former CEO Nancy Martin, and Judy at the House's 25th anniversary. Right: Judy and Suzanne at the House in 2021.



Suzanne and Judy at the House in 2021.

It took six years from conception to Ronald McDonald House's opening day on May 15, 1985. Along the way, the ladies recruited many community champions and members of their networks to help them, including hospital partners, the Junior League of Phoenix, and local McDonald's Owner/Operators. "It was our idea, but it takes a village," says Judy. "We had a village of good friends, and we made a lot of good friends as we were going through all of this."

"We're grateful, forever grateful that we got to do this. We were the ones who were blessed."

Even after 35 plus years, visits to the House never get old for Suzanne and Judy. Building the House was part of their children's childhoods and each has enjoyed bringing their grandchildren for visits, too. Suzanne shares that she is "humbled" that their eight room House has now morphed into three locations in the Valley and has been home to more than 56,000 family visits.

But while proud of their success, neither is quick to take credit for the achievement. "Our legacy — legacy meaning gift — is that it's really a gift to these families," says Suzanne. "We're grateful, forever grateful that we got to do this," added Judy. "We were the ones who were blessed."

For their incredible contributions to Ronald McDonald House and the community at large, Judy and Suzanne have been named the 2021 Heart of the House Honorees. Thank you for creating a space of love, compassion, and togetherness for families.

2020 Impact On Families

While the global COVID-19 pandemic brought many challenges, Ronald McDonald House Charities of Central and Northern Arizona remained open to families through the entire year. With guidance from RMHC® Global, we limited capacity and implemented extensive safety protocols at our three Valley Houses to keep families and staff safe. Generous grants and support from the community also allowed us to provide nights of rest at local hotels. Through these efforts families were able to stay together and close to the medical resources their children needed when it mattered most.

Total families served

529

Total family visits

667

Total nights of rest

9,736

Average length of stay

15 nights

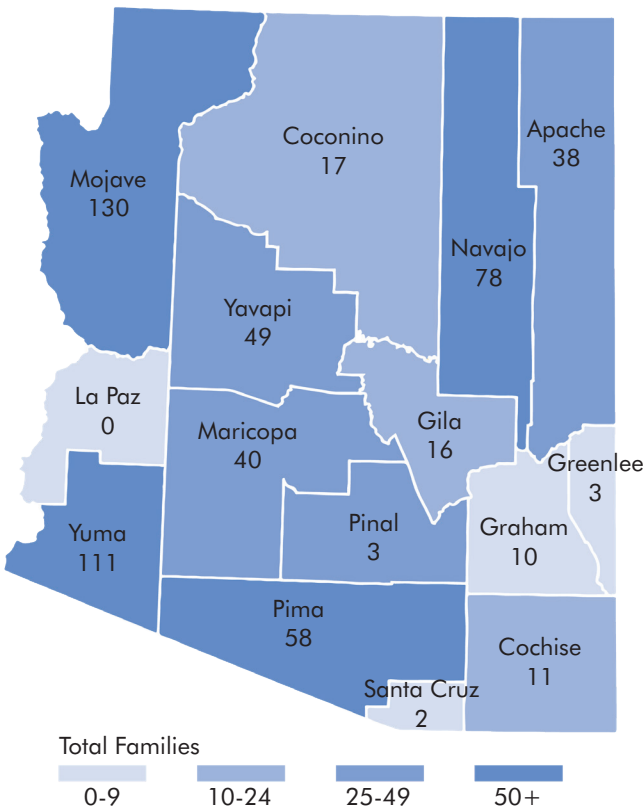
Visits from Arizona families

90%

Cost savings for average family stay

\$1,812

County Breakdown of Arizona Families Served



Families traveled from



The Acevedo Family from Puerto Rico spent 782 nights at the House.

Total families served in hotels

36

Total nights of rest in hotels

461

Number of family visits since 1985

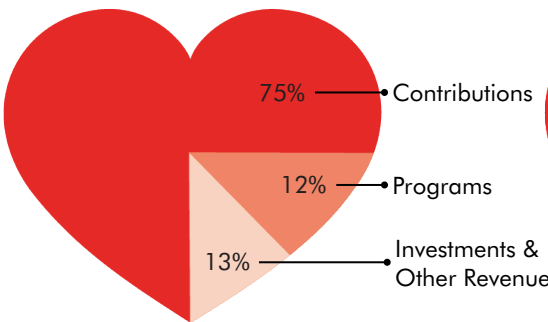
56,223

Top 5 Diagnoses

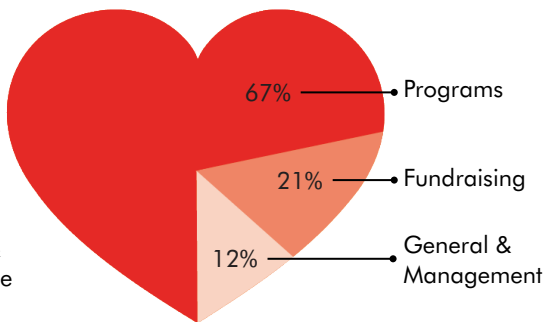
- 1 Heart Ailment
- 2 Premature Birth
- 3 Birth Defects
- 4 Cancer/Leukemia
- 5 Neurological Disorder/Surgery

Financial Breakdown

2020 Revenue



2020 Expenses



Stronger Together

How the House gave them stability through the unexpected

As first-time parents, Jaycee and Wyatt from Sunflower, Arizona expected to encounter a few surprises while awaiting their baby boy. But nothing prepared the young couple for the journey that unfolded.

While visiting family friends in Phoenix, Jaycee, six months pregnant, was experiencing elevated blood pressure. After a trip to the ER, doctors sent Jaycee directly to St. Joseph's Hospital where she was diagnosed with HELLP syndrome, a severe form of preeclampsia that causes liver issues.

Adding to the drama, Jaycee's husband Wyatt was fighting a wildfire with his Payson Hot Shot fire crew. After getting the call from Phoenix and hours of anxious traveling, Wyatt arrived at Jaycee's side just in time to see the birth of their baby boy, Bo.

Born 100 days early weighing 11lb 10oz and measuring 12 inches long, Bo, a micro-preemie, would remain in the hospital until he was strong enough to go home. That left Jaycee and Wyatt a hundred miles from home with weeks ahead of them. Adding to the stress and uncertainty of it all, their son was born in the middle of a global pandemic.

Jaycee and Wyatt's thoughts raced: Where would they stay? Would they have to leave Bo alone in Phoenix? Could they afford a hotel for that long? How would they manage the uncertain journey for the weeks or even months to come?

These worries were quickly alleviated after a hospital social worker told them about Ronald McDonald House. They would have a place to stay minutes away from the hospital, meals provided, and the support of the staff to get them



Left: Jaycee's first time holding Bo. Right: Jaycee, Wyatt, and Bo at home in Sunflower, AZ.

through the hard days in the NICU. "It was so nice having something so close," Wyatt says. "Our house is almost two hours away, so being five minutes from the hospital eased the mind a little bit."

"Our house is almost two hours away, so being five minutes from the hospital eases the mind a little bit."

Although different than they imagined, Bo's parents are cherishing every milestone they get to share with him, moments that may not have been possible without Ronald McDonald House. "We were able to hold him the day before he turned a month old," Jaycee says. "It was really hard to go in there to see him but not be able to hold him. When we were finally able to pull him out it was probably the best feeling in the world."

The House meant stability in a time of great uncertainty for Bo's family. "They have been there through the good days and the bad," says Jaycee. "The House has been there no matter what and it's been an absolutely incredible experience. It made the roller coaster of the NICU a little easier by having some place to go where you feel safe and see people who are just there to help you, whatever you need."

After 91 days at the House, Jaycee and Wyatt were ecstatic to take Bo home to Sunflower for the first time. Along with their joy came immense gratitude for the kindness they received at Ronald McDonald House. "There aren't even words to thank [Ronald McDonald House] enough for everything that everyone has done for us," Jaycee says. "It's been absolutely amazing."



Left: Wyatt holding Bo for the first time. Middle: Bo in the NICU. Right: Bo at 7 months old.

Volunteer Highlights

Volunteers work from the heart even in the toughest of times

Total Dinnertime Heroes who donated funds or meals

68

Total meals provided for families

12,000

Total Family Fun Time Videos made

33



Left: Jordan Greise delivered 780 meals in 2020 Middle: Board member Alexander Falkenstein made food deliveries to the Roanoke House every Wednesday night for 31 weeks, delivering a total of 1,250 meals Right: Guest Summer picks up meals for her family provided by generous donors

Ways to Get Involved

There's room for everyone at "the House that Love Built"



Make a Donation



Donate Wish List Items



Volunteer Your Time



Become a Corporate Partner

To learn about more opportunities to support the House, please visit rmhccnaz.org/get-involved.



Left: Kelly with a spread of food prepared for families at the Cambridge House. Right: Kelly and her son Keaton, who is a brain cancer survivor.

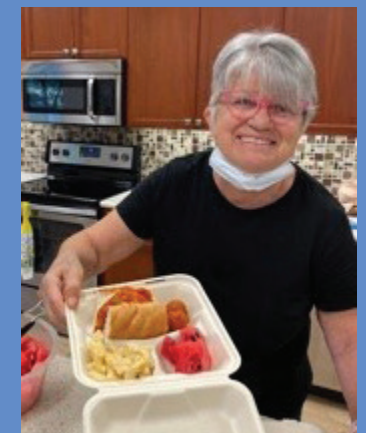
Providing Plates of Love

For dedicated volunteer Kelly Stehle, giving back has an extra special meaning. Her daughter Ashley is a social worker at Phoenix Children's Hospital (PCH) and frequently refers patients to Ronald McDonald House. Even closer to home, both Kelly's son and grandson are cancer survivors.

"One of the single most meaningful gifts we got during treatments was the gift of meals," Kelly shares. "It kept our other family members nourished and cared for while my daughter and I were fully focused on the treatment of our babies." Knowing the difference a simple meal has during a family's challenging journey, the Stehle family has participated in our Dinnertime Heroes program since 2018.

Being a recipient of the kindness of strangers in the past, Kelly knows the families they support are grateful, but she carries one moment close to her heart. "One of the clients ran after us to give us a beautiful thank you note. She had been at RMHC for months with her daughter at PCH and hadn't had a home-cooked meal in a while. It brought tears to my eyes. I still have the note next to me in my office to remind me how important this project is to those impacted by childhood illness/injury."

Thank you to Kelly, the Stehle family, and all of our Dinnertime Heroes for each ounce of love you share in the heart-filled meals you prepare for families at Ronald McDonald House.



Kelly's mom Theresa often joins the family in volunteering

McLoving the House

Paving the way for family togetherness

"The House won't fail. We won't let it." If you've ever talked to longtime Ronald McDonald House champion and local McDonald's Owner/Operator Wayne Stingley, you know these words well. They are the same words Wayne often heard repeated by his old friend, former Owner/Operator, and ultimate House supporter Gus Kapellas.

In fact, Gus was the first McDonald's partner to join forces with Suzanne Hanson and Judy Schubert to bring the dream of a Ronald McDonald House in Phoenix to life. Even decades later, Gus' words have continued to hold true in the hearts of Central and Northern Arizona McDonald's Desert Sky Operators Association (DSOA) members like Wayne. "Some people came before us and the footprints got bigger and bigger," Wayne shares. "Now it's my turn. We have that responsibility. We're those people willing to step inside those footprints."

In addition to donors and supporters across the community, our committed local McDonald's Owner/Operators are a crucial piece of the puzzle. Throughout the history of the House, these local supporters have donated millions of dollars, helping us provide a "home-away-from-home" encompassing more than 56,000 family visits.

Supporting the communities in which they do business comes natural to this group of small business owners. "It's so important in our core values to give back



Left: Ronald McDonald with Chris Carney at the 2019 Pro-Am Golf Tournament. Right: RMHCCNAZ CEO Kerry Schulman with McDonald's Santa's Workshop volunteers in 2019.

to the community," Owner/Operator and RMHCCNAZ Board Member Chris Carney says. "What's a better way to give back than having a place where these families can be together with their kids during their most difficult times, going through terrible illness and situations?"

Dedication to the community and their relationships with each other, customers, and their vendors is all part of the "McFamily" mentality. "McFamily is and will always be at the center of every operator's heart," shares DSOA President, Michelle Slayton. "Operators are a tight network, and they all have huge hearts that allow us to do big things together, like supporting Ronald McDonald House."

"It's so important in our core values to give back to the community."

In addition to donating funds, members of the McFamily have also served on our board of directors since its inception, provided many opportunities for their customers to give back, and brought their crew members to the House to volunteer. And while their positive impact is hard to sum up, we are incredibly grateful for their steadfast support all of these years.

In honor of their tremendous history of generosity, the central and northern Arizona section of the McDonald's DSOA has been named the 2021 Corporate Heart of the House Honoree. To them, we say thank you for helping us be "the House that Love Built" for over 35 years.



Left: Gus Kapellas in Gus' Garden at the Ronaoke House. Middle: Ronald McDonald with then RMHCCNAZ Board President Wayne Stingley in 2005. Right: Owner/Operators Jerry Gehrke, Gus Kapellas, and Paul and Jan Schrage at the 25th Anniversary celebration.

Community Champions

Thank you to our generous partners for their support in 2020

Champions for Families \$100,000+

Bashas' Family of Stores
Local McDonald's Restaurant Support

Tempur Sealy International, Inc.

Champions for Hope \$50,000 - \$99,999

JFQ Lending ♥
La-Z-Boy Arizona ♥
Phoenix and Northern Arizona Zone
Desert Sky Operators Association ♥
Ronald McDonald House Charities, Inc.

SRP (Salt River Project) ♥
Bill and Judy Schubert ♥
Thunderbirds Charities
Valley of the Sun United Way

Champions for Comfort \$25,000 - \$49,999

A.G.K. Restaurants ♥
Dave and Susie Allazetta ♥
APS (Arizona Public Service)
Fort McDowell Yavapai Nation
Freeport-McMoRan, Inc.

General Mills
Gila River Indian Community
Kathy and Gordon Schrage ♥
Jerry and Christy Wernau | Mark Kramer ♥

Champions for Love \$10,000 - \$24,999

The Arizona Republic - Season for Sharing
Amrock
Arizona Community Foundation
Arizona Complete Health ♥
Arizona Coyotes Foundation
Banner Children's at Desert
Caitlin Robb Foundation
Cardinals Charities
Claire's
Coca-Cola North America
CopperPoint Insurance Companies ♥
Executive Council Charities
Scott and Lanette Harris ♥
iHeart Media
ImageFIRST

Insight
Johnson Family Foundation
Lamar Advertising
Larcher Family Foundation ♥
Jose L. Leon - Leon Organization ♥
The Norton Foundation
Kevin Robinson and Michele Halyard, MD ♥
S&D Restaurants ♥
Sonora Quest Laboratories, LLC ♥
Southwest PGA Foundation
Souza Enterprises
Stingley Management, dba McDonald's ♥
True Group, Inc. ♥
Tyson Foods ♥
U-Haul International ♥

Champions for Heart \$5,000 - \$9,999

Alpha Delta Pi Foundation
Arizona Community Foundation of Yuma
BMO Harris Bank
Brandon O'Rourke ♥
Dr. Sameer Keole and Dr. Nandita Keole ♥
The Ellie and Les Hayt Family Foundation
GLC Restaurants, Inc. ♥
Jennings, Strouss & Salmon, PLC ♥
Laura Awazu and David Moromisato ♥
LOCALiQ

The Mellon Family ♥
Monster Lead Group
Pregam/Slayton Organization ♥
Phoenix Children's Hospital ♥
Warren A. Sackman, III and Kendis Muscheid ♥
Service1st Commercial Cleaning ♥
The Teufel Family ♥
Shane and Kristine Thompson ♥

♥ Hearts & Hands Campaign Donor



2020 Executive Committee

Chris Bates, Chair La-Z-Boy Arizona	Sara Grisham, Treasurer VEREIT, Inc.	Sameer Keole, MD, Member at Large Mayo Clinic
Chiko Swiney, Vice Chair CopperPoint Insurance Companies	Ronen Aviram, Secretary Hotel Valley Ho	

2020 Board of Directors

Julia Acken Jennings, Strouss & Salmon, PLC	Patty Frankenfield Arizona Coyotes	Jim Pratt Salt River Project (SRP)
Dave Allazetta Novum Behavioral Health Systems	Rick Goldenson Integrated Healthcare Strategies	Mike Reina Southern Glazer's Wine & Spirits
Rob Caldwell Crescent Crown Distributing	Jill Hanks Arizona Public Service (APS)	Sebastien Reyes U-Haul International
Mike Cardoso Service1st Commercial Cleaning	Scott Harris, Immediate Past Chair Principal Financial	Kevin Robinson Arizona State University
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2020 Executive Staff

Kerry Schulman Chief Executive Officer	Bill Peterson Chief Operating Officer
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**Ronald McDonald
House Charities®**
Central & Northern Arizona

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Roanoke House, Cambridge House at Phoenix Children's Hospital, Dobson House at Banner Children's at Desert.