



2014 Annual Report

Ronald McDonald House Charities of Phoenix



RONALD McDONALD
HOUSE CHARITIES
PHOENIX

2014

When the sun rose on January 1, 2014 we had no idea what a crazy year we were looking at. We knew it was going to be one of our busiest ever, but the real truth was that sometimes we just “hung on for dear life” as my Dad used to say. Now, looking back on that year, I realize that it may have been one of the most fulfilling of my 15 year career as Executive Director at the Ronald McDonald House.

There were several big events on the horizon and most of them revolved around opening our 3rd House. We still had about \$100,000 to raise to finish off our capital campaign and we had already asked many of our friends/donors to help and they said yes. We had to scramble and find several new donors because we knew all the funds had to be raised to start construction.



By March 31st, we were done with the campaign and planning a “Hard Hat Party” to show all our friends/donors what the building we would be rehabbing (thanks to the very generous donation from our friends at the Banner Health Foundation) looked like before any construction on the new House began. Then, after construction began, there were meetings to attend and things to pick out and a donor wall to design and the list went on and on and on. We knew the House would open before year end, but we just didn’t have a date.

Then, we began planning for our “McNight to Remember Gala,” our signature fundraiser. If all our indicators held true, this would be the very best and most successful gala ever. The gala was set for November 1st. Well, thanks to some great donors, both monetary and in-kind, and very hard work by our staff and volunteers, the 2014 McNight gala was one that would not soon be forgotten. We raised the most funds and had the highest attendance ever and the attendees never stopped raving about the décor, the auctions and the great honorees we had.

But, as soon as we were in full speed planning this great gala, we found out that the new House would be ready to open on November 7th, 6 days after our gala. That meant that in addition to working on the gala, we had a Grand Opening party for donors and friends to plan and execute and a house to fully stock and staff.

Have I told you what a great staff and Board of Directors our House has? Well, if not, let me tell you. They did everything that was asked of them and so much more. They pulled off an incredible gala and opened a new House all in the same week. By the end of that week, everyone was so exhausted it took us another week just to rest up.

When the sun set on 2014 and we were able to look back, we wondered how we had been able to “pull it all off.” It was so much hard work, but it really paid off. Every night 16 more families had a place to rest their weary heads at night and we had raised enough money to keep us going for another year. When the sun rose on 2015, I said a small prayer that this year would not be so crazy, but the real truth is that we are just as busy, but in a different way. Thanks to a wonderful staff and a great Board of Directors, we are able to make sure that every family that needs a place to stay has one. Isn’t that what it’s really all about anyway?

Sincerely,

A handwritten signature in black ink that reads "Nancy L. Roach". The script is fluid and cursive.

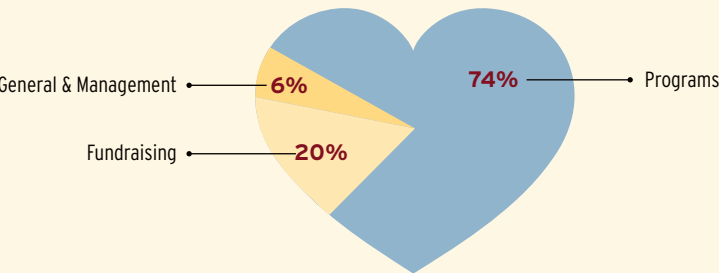
Nancy Roach, CPA

Executive Director

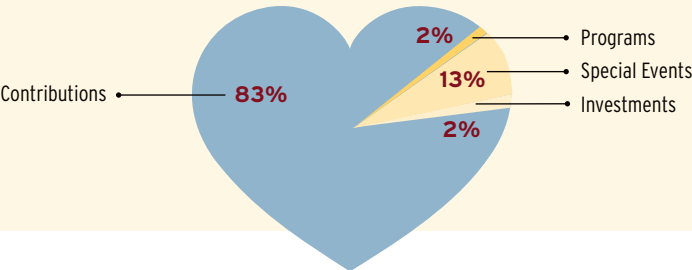
Ronald McDonald House Charities of Phoenix

2014 Breakdown of Expenses and Revenues

2014 EXPENSES



2014 REVENUES



Volunteer Highlights

- 14,003** total number of volunteer hours donated
- 98** number of individual volunteers
- 324** number of volunteer groups
- 6.7** full-time employees it would take to work total number of volunteer hours

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

HEALING HEARTS WITH THE GIFT OF A SMILE AND YOUR UNWAVERING COMMITMENT OF TIME!

Each day, RMHC volunteers and donors help to transform a time of uncertainty and duress into a time of support by making our “home-away-from-home” a comforting reality. No matter the task, our volunteers understand whole heartedly the immeasurable difference their efforts make in the lives of our families. From ensuring a hot homemade meal prepared nightly to adopting family rooms and maintaining community spaces - volunteers are our mission in motion!

With so much growth in 2014, our volunteer program embarked on a robust diversification plan yielding several new formal relationships with corporate, educational, civic and faith based institutions Valley-wide. No matter the size, distance or availability - everyone with RMHC in their heart has the ability to support our houses success in even the most creative of ways.

\$315,767

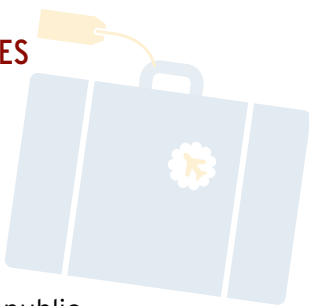
TOTAL VALUE OF VOLUNTEER TIME DONATED

Value of time is calculated based on the 2014 National Average of \$22.55 per hour.

Demographics & Location of Families Served

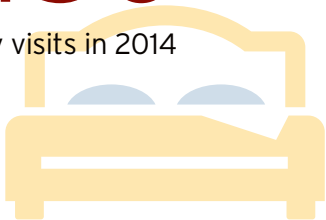
WHERE FAMILIES COME FROM

- Mexico
- Canada
- Thailand
- Puerto Rico
- Dominican Republic
- China



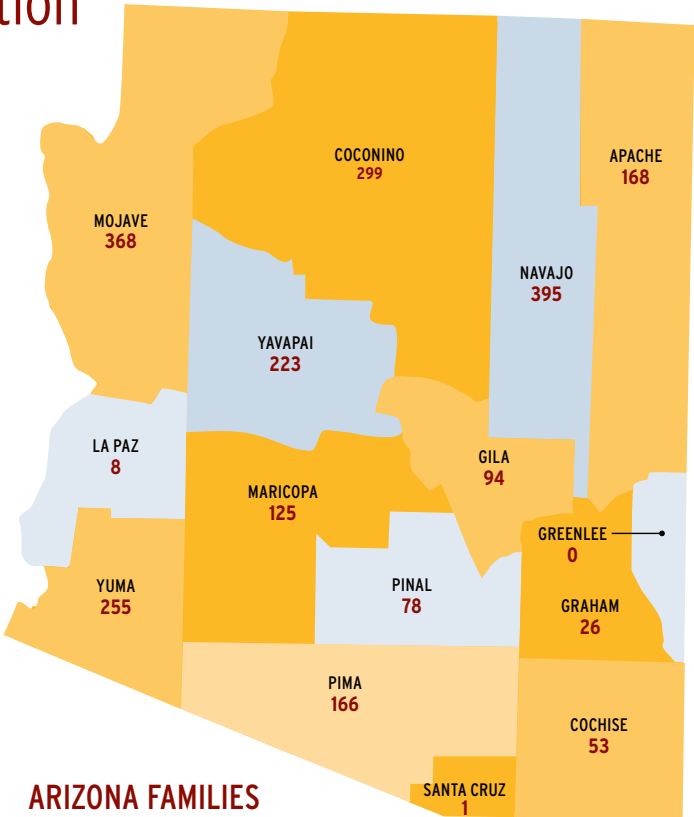
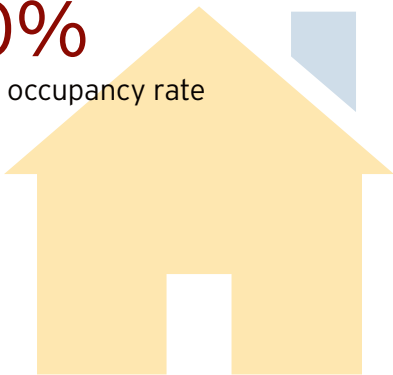
2,450

Total family visits in 2014

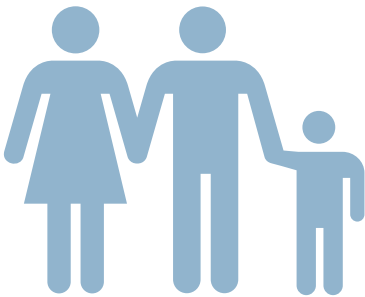


80%

House occupancy rate

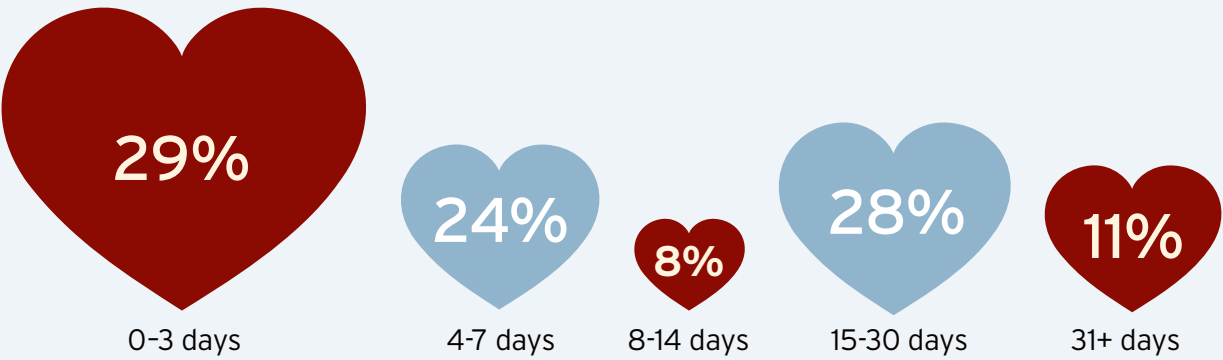


ARIZONA FAMILIES SERVED BY COUNTY



0 Number of families turned away

Length of Stay



2014 Ronald McDonald House Charities of Phoenix, Inc.

Board of Directors

Kevin Robinson, President
Phoenix Police Department

Tony Hammond, Vice President
Johnson Bank

Javier Cárdenas, MD, Treasurer
St. Joseph's Hospital & Medical Center

Sara Begley, Secretary
CopperPoint Mutual Insurance Company

Steve Ortega, Member at Large
Leslie's Pool Supplies



2014 Members-at-Large

Michelle Adair, Ph.D.
Mitch Corp dba McDonald's

Scott Camacho
Southwest Airlines

Jacki Grainger
Bank of Arizona

Scott Harris, CFP
Principal Financial Group

Michael Herrera, CBCP
MHA Consulting

George Ivezaj
Equinox Payments

Sameer Keole, MD
Mayo Clinic

Carol Klimas
Off Madison Avenue

Kimberly LaMar, Ph.D.
Chamberlain College of Nursing

Aidan McSheffrey
Salt River Project

Darian Mellon
Mellon & Sons

Susie Nash, CPA
BlueCross BlueShield
of Arizona

Terry Ricketts
Arizona Public Service

Marian Rhodes
Arizona Diamondbacks

Michael Ross
Gallagher & Kennedy

Carrie Ryerson
Fennemore Craig

Julie Sherman
Banner Health

Kelly Starkey
Starkey Consulting

Jose Tezanos
Moss Adams, LLP

Masayo Watanabe, MD
Phoenix Children's Hospital

House Staff

Nancy Roach, CPA, Executive Director

Chris Perez, Ph.D, Director of Operations

Karl Wein, House Manager - Roanoke Campus

Nate Harat, House Manager - Cambridge Campus

Lisandro Porres, House Manager - Dobson Campus

Helain Day, Volunteer Programs Coordinator

Jerry Diaz, CFRE, Director of Development

Leslie Tan, Development and Special Events Manager

Manuel Lucero, M.S., Development Coordinator

Shannon Jones, Accountant



Roanoke House | Established: 1985



Cambridge House | Established: 2008



Dobson House | Established: 2014



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.

MISSION STATEMENT

Ronald McDonald House Charities of Phoenix, Inc. 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 Phoenix, Inc.

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