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,

Nancy D. Roach

Nancy Roach, CPA
Executive Director
Ronald McDonald House Charities of Phoenix
2014 Breakdown of Expenses and Revenues

2014 EXPENSES
- General & Management: 6%
- Fundraising: 20%
- Programs: 74%

2014 REVENUES
- Contributions: 83%
- Programs: 2%
- Investments: 2%
- Special Events: 13%

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

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

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

$315,767 TOTAL VALUE OF VOLUNTEER TIME DONATED

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 wholeheartedly 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.

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

Length of Stay

0–3 days: 29%
4–7 days: 24%
8–14 days: 8%
15–30 days: 28%
31+ days: 11%

WHERE FAMILIES COME FROM
Mexico
Canada
Thailand
Puerto Rico
Dominican Republic
China

Total family visits in 2014
2,450

House occupancy rate
80%

Number of families turned away
0

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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
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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