



2012 Annual Report

Ronald McDonald House Charities® of Eastern Wisconsin, Inc.
www.RMHCMKE.org 414.475.5333



Mission

RMHC Eastern Wisconsin is dedicated to easing the burden of families whose lives have been disrupted as a result of their child's illness or injury. We provide a "home away from home" and caring outreach initiatives.



Because of you, Lily's mom and grandma were close by!

Lily says, **“Thank You!”**
You Helped Families Far From Home Stay Together

parents at the Ronald McDonald House acted as a network of knowledge, sharing experiences from case to case in a way different from her doctors. Kiera's first realization of this was when another parent was able to answer one of her insurance questions instead of the experts with whom she had originally inquired.

Kiera is part of a network of parents and medical professionals that is invisible to most of us. She is honest about the hard road ahead. However, she is hopeful and lives for the future, inspired by Lily, who always assumes life continues to roll on to greet more wonderful surprises, who is always wondering what they're going to be doing for her next birthday.

When your child is sick, you seek out expertise. But it's often the things you don't seek out that give you the strength needed for the journey. Kiera and her eight-year-old daughter, Lily, discovered valuable resources at the Ronald McDonald House.

Kiera and her family found out in 2011 that Lily had a rare cancer. They sought treatment at Children's Hospital of Wisconsin, where they learned that Lily needed seven weeks of radiation therapy. They also discovered the House, which has allowed Kiera to stop worrying about her budget and instead focus on Lily's care. From art therapy to prepared meals to a welcoming staff, the family found themselves surrounded by compassion and healing. Then, another layer of unexpected help was demonstrated. The



A Letter from the Leadership

The generosity of you - our volunteer, our donor, our friend - allowed Ronald McDonald House Charities Eastern Wisconsin (RMHC) to provide a “home away from home” to over 1,000 families in 2012. Our 38 rooms were fully occupied and the operations team worked hard to make sure every family found a place of **peace, respite and community** during their stay. In our 29th year of operation, we continued to welcome families and offer many outreach programs. In addition to offering our families housing, we enhanced our art therapy program, adding more hours and introducing music therapy.

2012 marked a significant year as we finalized our expansion plans for construction that will begin in June of 2013 and is scheduled to be completed in fall of 2014. This project will add 32 rooms to our House and allow us to serve **70 families each night**. The expansion project will include adding additional family kitchens, a larger game room, fitness room, study room, music room, as well as remodeling and refreshing our existing building.

We are thankful to all of our capital campaign donors for their support in this much-needed project.

In addition to our expansion project, the Wisconsin Department of Transportation will be building a pedestrian bridge to span Watertown Plank Road and connect the RMHC parking deck to the parking structure of Children's Hospital of Wisconsin. This bridge will provide a safe walkway for the 95% of our families whose children receive treatment at Children's Hospital. We look forward to our exciting expansion projects and to another year of playing a vital role in the lives of families who are in critical need of our services. Thank you again for your continued support....

We could not do it without you!

Ann Petrie
Ann Petrie
President/CEO

Bob Monday
Bob Monday
Chairman of the

Volunteers

More than 550 volunteers make a difference in the lives of our families by giving their greatest gift of time, talent, compassion and heart. Our volunteers are involved in every essential role of leadership, operations, development, fundraising and programs, promoting our mission and keeping the RMHC a home built with love and filled with hope.



Outreach Programs

Thanks to your generosity, the Ronald McDonald House is able to coordinate programs that generate a sense of well-being and hope, all while providing emotional and nurturing support. We offer families a community of people that care and programs that have the power to transform the most difficult days into cherished memories.

Art Therapy

There is no better way to illustrate the power of the Art Therapy Program than through the eyes of our participating children and families. In 2012, 1,180 families visited the art room, where creativity is the primary method of communication in guiding families towards a place of healing, reconciliation and hope.

Family Meal Program

Families are invited daily to eat meals together through the Family Meal Program, a vital program for both the House and our community. In 2012, 461 complimentary dinners, brunches and “lunches 2 go” were prepared by a team of volunteers from the community. This program provides wonderful meals and reduces families’ financial burden.



Dog Therapy Program

Dog Therapy is a program that promotes social interaction and emotional support provided by specially trained dogs and their handlers. This program creates a sense of normalcy and feeling of being at home. In 2012, our families participated in 134 therapy dog visits.

“We missed our own dogs very much, so it was great to spend time with the therapy dogs.” - Allison from West Grove, PA

Family Garden Education Program

Master Gardener, Ann Phillips, presents storytelling focused on horticultural literature. Her thoughtful presentations help families relax and learn through the eyes of a child. Each spring, Master Gardeners plant produce in the Secret Garden which gives families an opportunity to plant, cultivate and learn about the health benefits of vegetables and herbs. Most importantly, our families have a variety of home-grown produce available that they have nurtured themselves.

Rock the House

Families participate in a monthly Rock the House concert series which brings live music to our children and families. Last year, local musicians volunteered their time to present 17 concerts, performing a variety of music including rock, classical and pop, promoting an outlet for expression of feelings.

RMHC Scholarships

The RMHC Global Scholarship Program is designed to provide financial assistance to eligible graduating high school seniors who face limited access to educational and career opportunities. In 2012, 30 students were awarded scholarships based on academic achievement, financial need and community involvement.

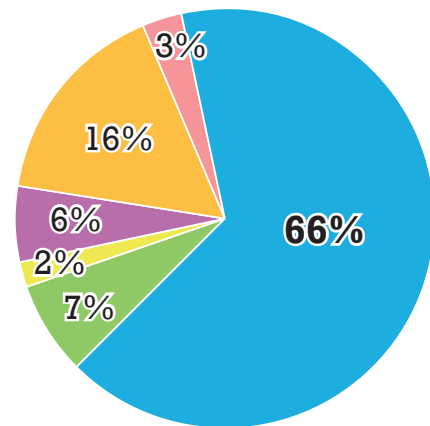
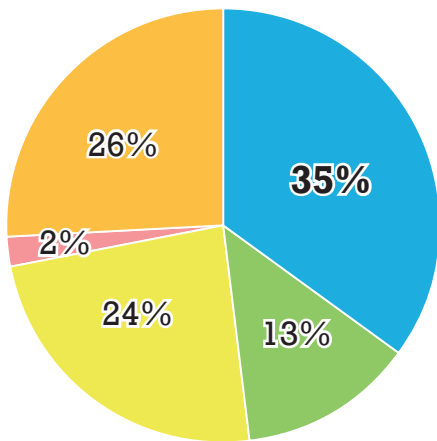
Financial Statements and Statistics

Revenue

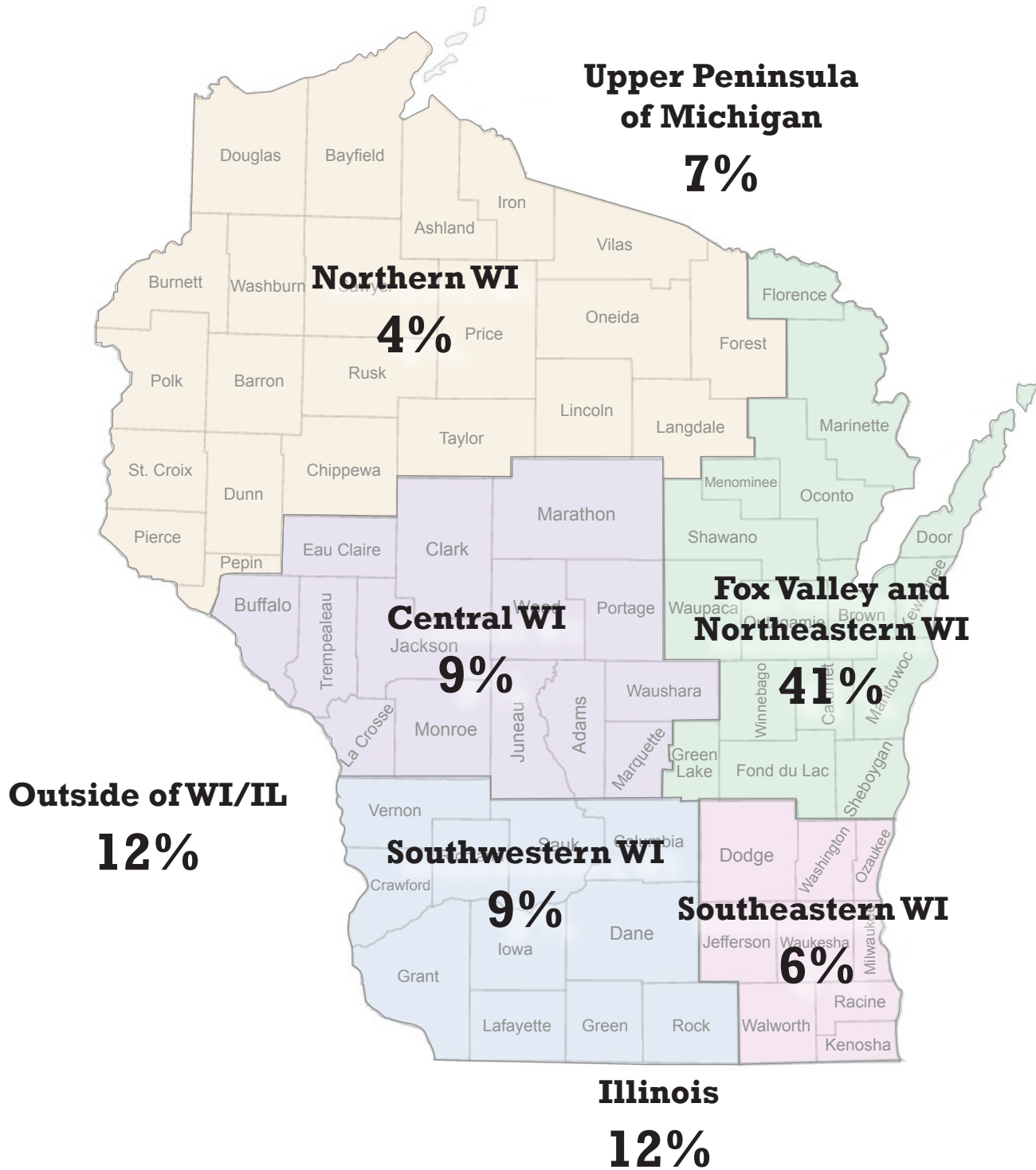
General Fundraising	\$1,214,060
McDonald's Donation Boxes	\$445,317
General Donations <i>Individuals, Corporate and Foundations</i>	\$842,034
Room Donations	\$64,714
Investment Income	\$914,747
Total Revenue	\$3,480,872

Expenses

House Operations	\$936,443
Office	\$103,532
Newsletter and Public Relations	\$34,063
Grants	\$90,268
Depreciation	\$220,569
Miscellaneous	\$41,033
Total Expenses	\$1,425,908



Family Demographics: Where are they from?



2012 Donors

**1,019 Families Stayed
at the RMHC in 2012**

**Our occupancy
was 93% in 2012**

\$100,000+

Estate of Patricia O'Donovan

\$50,000+

Sensient Technologies Foundation, Inc.
Valley Management, Inc.

\$25,000+

American Family Insurance Group
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The Board of Directors, staff and volunteers wish to thank each and every donor and partner who contributed during the fiscal year beginning January 1, 2012 and extending through December 31, 2012.

**The average family stayed
for 13 days in 2012**

**The actual cost of providing
a room per day was \$103.16**

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Every effort has been made to ensure this information is correct. Please accept our sincere apology for any error or omission.

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**Thank you for saying
 "Yes" so we can too!**

The Board of Directors, staff and volunteers thank all Capital Campaign donors who contributed through December 31, 2012.

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Let Love Grow

Ten Ways to Help the Ronald McDonald House Grow

1. Attend or organize a community event to benefit RMHC.
2. Drop your spare change in your local McDonald's donation box.
3. Collect pop tabs from aluminum cans and donate them to RMHC.
4. Prepare and serve a meal at the RMHC for our families.
5. Donate items from our wish list.
6. Like us on Facebook - www.facebook.com/RonaldMcDonaldHouse
7. Remember the RMHC in your will.
8. Volunteer your time or services.
9. Hold a food drive to stock our pantries.
10. Make a financial contribution on our website www.RMHCMKE.org

Thank you, McDonald's!

The relationship between McDonald's Corporation and Ronald McDonald House Charities dates back to the inception of the organization, when in 1974, an unlikely partnership was formed.

Philadelphia Eagles tight-end Fred Hill's three-year-old daughter Kim was being treated for Leukemia, forcing Hill and his wife to spend hours in cramped waiting rooms alongside other families enduring the same crisis. With the help of teammates, doctors and the McDonald's owner/operators, they built the first Ronald McDonald House.

They simply wanted to create a "home away from home" where parents of sick children could receive emotional support from one another. To date, there are 326 Ronald McDonald Houses globally.



We are so grateful for our McDonald's owner/operators for their dedication and commitment to making the lives of our families a little easier, and their burdens a little more bearable.

Ronald McDonald House Charities®
of Eastern Wisconsin, Inc.

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- ♥ Call us - we'd love to talk to you! (414) 475-6316
- ♥ Clip it - send the form below to Ronald McDonald House
8948 Watertown Plank Road, Milwaukee, WI 53226

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