



















Annual Report 2022

A Message from Our Chief Executive Officer



"I want to be remembered as a woman who cared." - Dr. Audrey E. Evans

In her more than 60-year medical career, Dr. Audrey E. Evans cared for hundreds of thousands of patients and extended her kindness to everyone she met. It was her vision that eventually led to the first Ronald McDonald House in the world right here in Philadelphia.

On September 29, 2022, Dr. Evans passed away at the age of 97. She always said that a family with a sick child is a sick family. Dr. Evans founded the Ronald McDonald House with this family-centered care approach and to continue that service, we have established the Dr. Audrey E. Evans Center for

Family Support Services to ensure all of our programs are serving our guests more effectively and efficiently. From the room request process through checkout and beyond, the Center's team provides comprehensive supportive assistance, including emotional, financial, and family resources that foster wellbeing—all the wonderful things that make our House so much more than simply a place to stay.

I am honored to be part of the RMHC Philly community of care which continues Dr. Evans's legacy. Our community is made up of supporters, volunteers, board members, staff, neighbors, and corporate partners who choose to invest their time, talents, and funds in our mission and programs.

Because of our generous community, every family who came to us in 2022 was met with a warm welcome and a gracious spirit, while finding the support they needed.

In 2022, 1,600 families stayed at our two Ronald McDonald Houses for a total of 38,658 nights. About half of these families were our neighbors, traveling from cities and towns across Pennsylvania and New Jersey for their children to receive world-class pediatric care here in Philadelphia. In total, we welcomed families from 48 states and 39 international countries. Of these families, 36% shared with us that at the time they arrived in Philadelphia they were receiving some form of public assistance on top of facing their children's difficult, and often financially taxing, medical journey.

The average stay at RMHC Philly is about two weeks, but a quarter of our guests stayed with us last year for around 30 days and many others stayed for much longer than a month.

Last summer, we hosted two weeks of Ronald McDonald Camp (RMC) – one week of virtual RMC in July and one week in person at a campground in the Pocono Mountains. At Virtual RMC, 30 campers—whose medical

conditions did not allow for attending in person—participated in engaging online activities and in August, 92 campers traveled to the Poconos for a week of exciting programming. More than 120 volunteer counselors, activity specialists, and medical team members worked to make RMC possible. I cannot thank those dedicated individuals enough for providing our campers with safe and extraordinary weeks of fun.

My gratitude extends to all of our dedicated and committed volunteers. These individuals invest their time and skills to make sure our guest families have all they need during their stay. Whether they are greeting families at the front desk, driving guests to and from the hospitals in our complimentary shuttles, cleaning and restocking our Grab-and-Go meal area, or helping at a fundraising event, our volunteers help make all we do possible. As we serve more families than ever before, we are looking for additional volunteers. If you or someone you know is interested, please visit www.RMHCphilly.org/volunteer.

Hundreds of our friends and neighbors participated in fundraising events throughout the year to show their continued support of our mission. Read for the House, a service-learning program, raised more than \$188,000 as children secured sponsors for the total minutes they read in February. Golfers enjoyed beautiful days at the 22nd annual Hit 'Em for the House Golf Outing in July and the 2nd annual Fore! At the Shore Golf Outing in October. In October, we celebrated our 48th anniversary with nearly 300 of our supporters at the Crystal Tea Room for the Champions of Hope Awards Dinner honoring Charisse Lillie and Alex Scott and The Scott Family of Alex's Lemonade Stand.

RMHC Philly is committed to being a good neighbor in addition to serving families who benefit from our programs. We are proud to have partnered with several local organizations to distribute hundreds of food boxes to neighbors in need throughout West and North Philadelphia. And during the Thanksgiving week, we distributed 100 food boxes to our former guest families who were facing difficult times during the holiday season.

Of course, all of our work could not happen without the support of generous donors like you who help to sustain our programs. On behalf of each family who stayed with us or benefited from our programs, I express my heartfelt thanks to our community of care. As you read the following pages, I hope you take pride in knowing that your involvement has helped the world's first Ronald McDonald House grow into an organization which provides so much for families with seriously ill children every year.

With gratitude,

Susan Campbell, CEO

Our Impact in 2022

Ronald McDonald Houses



Our two Ronald McDonald Houses provide 147 temporary residences to families with the comforts of home while also offering vital amenities and supportive services.

Through the Dr. Audrey E. Evans Center for Family Support Services, our team provides comprehensive supportive assistance, including family activities, tutoring for children, and emotional, financial, and family resources that foster wellbeing.



38,658

Total nights

2,507Total family stays

365

Longest numbers of consecutive nights for one family

15.6

Nights in the average family stay



The McGinley Family

Last year, eight-year-old Derek was diagnosed with a rare genetic condition, which doctors estimate is one out of only 25 cases in the world. His parents brought him to Philadelphia from North Carolina so that he could get expert treatment and a bone marrow transplant. They were able to stay close to the hospital during treatment thanks to the Ronald McDonald House on Chestnut Street.

His father, Aaron, says, "Derek's eyes light up when we talk about the Ronald McDonald House, which we are incredibly grateful for. Everyone there is so kind and welcoming.

Sometimes it's the little things, like admiring his dance moves when he comes back from hospital visits, or remembering his favorite super hero. But mostly it's because he knows that he is cared about."

Recently, Derek received a clean bill of health, and his family went home after 103 nights! He will return to Philadelphia for checkups, and when he does, his parents can depend on the Ronald McDonald House so they can focus on his health.





Top Hospitals Served by Room Nights



- Shriners Hospital for Children
- St. Christopher's Hospital for Children

Front & Erie

House

12%

3%

1%

- Shriners/St. Christopher's
- Other

84%

- Children's Hospital of Philadelphia (CHOP)
- Hospital of the University of Pennsylvania
- CHOP/HUP
- Other

Top Hospital Departments by Room Nights

Chestnut Street House

24%	Neonatology
19%	Cardiology
15%	Oncology

Front & Erie House

82%	Orthopedics
5%	Neonatology
3%	Oncology



If not for this facility, I would have been forced to stay alone with my son at the hospital or see my husband sleep in our car. When my older brother was a baby, my mom stayed at a Ronald McDonald House, so it was familiar and comforting to me. My mom was so happy to know we would be staying here!

-RMHC Philly guest parent



Family Surveys

99%

of families agree that because of the House, they were better able to maintain their wellbeing while their children received care

98%

of families agree that staying at the House allowed them to spend less time traveling and more time by their children's side

97%

of families agree that staying at the House helped to reduce their stress levels

96% of families agree that if the House was not available, it would be difficult for them to afford to stay at a hotel or to travel back and forth from home.

100%

of families agree that staying at the House helped them save money on lodging and other necessities like meals

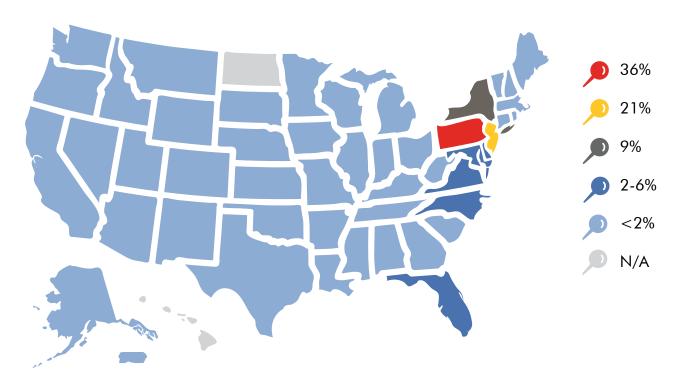
96%

of families agree that staying at the House improved their children's experience at the hospital



Domestic Families Served

We served families from 48 states, DC, and Puerto Rico. Most families traveled from PA, NJ, and NY.



International Families Served



Armenia
Bahamas
Barbados
Belize
Canada
Cayman
Islands
Costa Rica
Croatia
Cuba
Dominican
Republic
Ecuador

Gambia
Germany
Greece
Guatemala
Indonesia
Iraq
Ireland
Israel
Jamaica
Kenya
Mexico
Nigeria
Norway

Pakistan
Palestine
Panama
Peru
Poland
Rwanda
Senegal
Sierra Leone
Spain
Sri Lanka
Uruguay
Zambia

Ronald McDonald Family Rooms



Our Ronald McDonald Family Rooms, two at the Children's Hospital of Philadelphia—one serving the Oncology Unit and one at the Seashore House—and one serving the Critical Care Unit of St. Christopher's Hospital for Children, extend the comfort and support of our Houses into the hospital by offering quiet and comfortable respite spaces where families can rest and regroup away from the bedside.

Due to COVID restrictions, we had to close our three Ronald McDonald Family Rooms in March 2020. In 2022, we reopened our two Family Rooms at CHOP to provide this much-needed space for families.



Ronald McDonald Care Mobile



The Ronald McDonald Care Mobile, operated in partnership with St. Christopher's Foundation for Children, provides comprehensive and continuous oral healthcare to children in North Philadelphia. There is a critical need in this area, and the Care Mobile removes barriers so that children who most need dental and oral health care and treatment can access care and prevent their oral health conditions from worsening. There is currently no other program that provides such services to the youngest residents of North Philadelphia. We visit patients at Head Start communities, early childhood centers, elementary schools, and shelters. The Ronald McDonald Care Mobile is a Dental Home: it provides an ongoing relationship between the dentist and the patient in a continually accessible, family-centered way.

1,433

Children received dental care



Ronald McDonald Camp



Every year, our one-week overnight Ronald McDonald Camp, located in the Poconos, provides an opportunity for children with cancer and their siblings to experience the joys of summer camp each August. For the safety of our campers, we also held a week of RMC virtually and provided fun and interactive activities campers could complete at home.

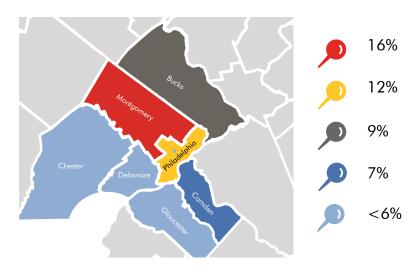


122 Total Campers	53 New Campers	56 Senior Campers age 13 to 17
92 In-person Campers	13 Camper Graduates	66 Junior Campers age 7 to 12
30 Virtual Campers	108 Volunteers & Staff	uge / 10 12

Campers Served by Geographic Origin

In 2022, 60% of campers came from Pennsylvania, 31% from New Jersey, 2% from Delaware, 2% from New York, and 2% from Maryland.

Children coming from Philadelphia's six surrounding counties made up 54% of all campers.



Camp has given my daughter a new perspective on being independent. She is more confident and social after attending camp. She came back happy, relaxed and more open to new experiences and less fearful of the unknown. For one week, the world was a less scary place, one where she got to feel like a normal kid.

-Parents of an RMC camper

























Our Volunteers

Whether they are preparing meals as a Served with Love group, driving the shuttle vans to the hospital, hosting a family activity, volunteering at an event, dedicating a week of summer vacation as a camp counselor, or helping in an endless number of other ways, our volunteers are truly the heart of our organization. Hundreds of volunteers complement the work of staff and make what we do possible every day of the year.



249

House & Family Rooms volunteers

38 Family activity groups

Community service groups

17,743

Shuttle van trips

106

Served with Love groups

35,486 Shuttle miles driven









Financial Highlights

Assets and Liabilities

Assets	\$43,609,706
Liabilities	\$7,120,784
Net Assets	\$36,488,921

Easing Financial Hardships

Families are never turned away due to inability to pay a suggested donation amount. Only 33% of all room nights were covered by the suggested donation in 2022.

Suggested	Guest	Donation	Per	Niaht	\$25
					7

Actual Cost of Providing

Services per night \$160

Summary of Revenues and Expenses

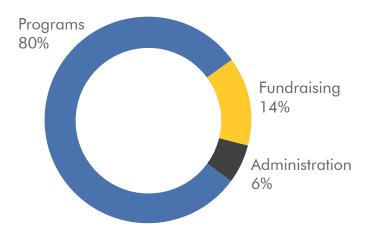
Contributions*	\$10,160,611
Investment Revenue	\$251,482
Guest Donation Revenue	\$348,181
Other Revenue	\$51,185
Total Revenue	\$10,811,460
Total Expenses**	\$11,417,205
Excess Revenue over Expenses	\$(605,744.65)

^{*}Contributions include annual operating donations and capital campaign pledges.

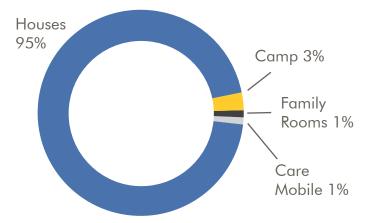
In-Kind

Total In-Kind Contributions \$322,438

Annual Operating Expenses



Total Program Services



^{**}Included in our total expenses is an annual depreciation expense of \$953,714.50.

How Does McDonald's Help?

McDonald's played a vital role at the inception of the Philadelphia Ronald McDonald House, the first Ronald McDonald House in the world, which opened on October 15, 1974. Since then, Ronald McDonald House Charities (RMHC) and our local McDonald's Owner/Operators have remained committed to supporting our programs.

RMHC of the Philadelphia Region is a locally funded and operated 501(c)(3) non-profit organization. The 220 McDonald's Restaurants in the region (including the greater Philadelphia area and Southern New Jersey) provide 6% of our annual operating budget. This funding is provided through the Round-Up for RMHC program at restaurant registers, Happy Meal and Shamrock Shake sale proceeds, and other promotions and annual initiatives.

McDonald's Owner/Operators of the Greater Philadelphia Region may also provide additional support through:

- Participation as members of our Board of Directors.
- Working with McDonald's vendors and suppliers to raise money and awareness through promotional and fundraising events.
- Local McDonald's employees are dedicated volunteers.

Beyond the support provided by McDonald's Owner/Operators and crew members, the majority of our annual budget comes from the generosity of individuals, corporations, and foundations.



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WE THANK OUR SUPPORTERS FOR THEIR GENEROSITY.

Hamilton Sanders

While every donation is very important to us, only gifts of \$1,000 or higher are listed. Although every attempt is made to accurately report all of our donors, errors can occur. We apologize for any misspelling or omission. Please contact us at giving@rmhcphilly.org with corrections.



Evans Murray Society Legacy Donors



The following donors have chosen to invest in the future of RMHC Philly and the families we serve through the provision of a planned gift such as a bequest or indicating RMHC Philly as a beneficiary for an account or life insurance policy. We are grateful to all donors who consider a legacy gift.

The donors listed below have shared their plans with us. If you have made a provision for RMHC Philly in your will or estate plans, please contact Lawrence Jacobson at 267-969-6201 or lawrence@rmhcphilly.org.

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