

Ronald McDonald House Charities[®] Philadelphia Region

The first Ronald McDonald House in the world













ANNUAL REPORT

A Message from Our Chief Executive Officer



I am so pleased and proud to share that with the generous support of our community, Ronald McDonald House Charities of the Philadelphia Region (RMHC Philly) served more families than ever before in 2023. 1,965 families found comfort and relief during 3,097 stays which totaled a cumulative 46,955 room nights. The average stay was approximately two weeks long; however, about 15% of our families stayed more than 30 days. While families who stayed with us came to Philadelphia from all over the country and the world, approximately half of our guests were our neighbors traveling from across Pennsylvania and New Jersey.

Throughout our history, we have always taken every measure necessary to keep our families safe and comfortable. In 2019, that meant the opening of the Jill and Alan B. Miller Tower at the Chestnut Street House. That expansion increased our nightly capacity from 45 to 127

available rooms at that House location. We could not know that the years following our ribbon cutting would include a global pandemic, but throughout that difficult chapter we continued to provide lodging, meals, transportation, and vital social support services to every guest family who stayed with us. Following the height of the pandemic, we learned what the new normal is for RMHC Philly and—with 147 available rooms across our two Philadelphia Houses—2023 was the first year in which we could operate at our full capacity all year long.

Serving 147 families every day kept us busy, but in the spirit of our founders, Dr. Audrey Evans and Jimmy Murray, our staff and volunteers rose to the occasion, always keeping our guest families at the center of everything we do. We even successfully piloted two new programs as part of the Dr. Audrey Evans Center for Family Support Services—an Education and Tutoring Program and In-House Camp.

We were thrilled to have a professional educator join the staff, who works hand-in-hand with a team of volunteers with valid teaching certificates, to tutor both patient children and their siblings during their stay. In 2023, this team delivered more than 300 hours of tutoring sessions. The program allows for flexibility when medical appointment schedules change, and parents have expressed countless times how grateful they are for this educational support.

In-House Camp, a day camp unique to RMHC Philly, included six weeks of summertime fun for patients and their families. Each week had a theme and included special activities and field trips. Families were able to explore and enjoy Philadelphia with outings to Please Touch Museum, Adventure Aquarium, The Franklin Institute, and a Phillies game, among others. The culmination of In-House Camp even included a family carnival complete with jugglers, games, prizes, and face painting.

In addition to the work we do in our two Philadelphia Ronald McDonald Houses, our core programs extend beyond the walls of the House to include Family Rooms at CHOP and St. Christopher's, Ronald McDonald Camp (RMC), and the Ronald McDonald Care Mobile. Our Family Rooms provided comfort within the hospital walls for 10,000 visitors this year and served 20,500 cups of coffee. RMC welcomed 139 campers to in-person camp and 24 campers to virtual camp. The Care Mobile provided 1,800 free dental exams to under- and uninsured families in North Philadelphia and visited 52 schools.

We learned so much from 2023 and because of you, as we look forward to our 50th Anniversary in 2024, we feel more confident than ever in our ability to serve the needs of the 147 guest families we serve every day. The work that we do is impossible without friends like you. In 2023, 10,438 donors came together to fund our mission and our volunteers served a cumulative 30,575 hours to help deliver our mission.

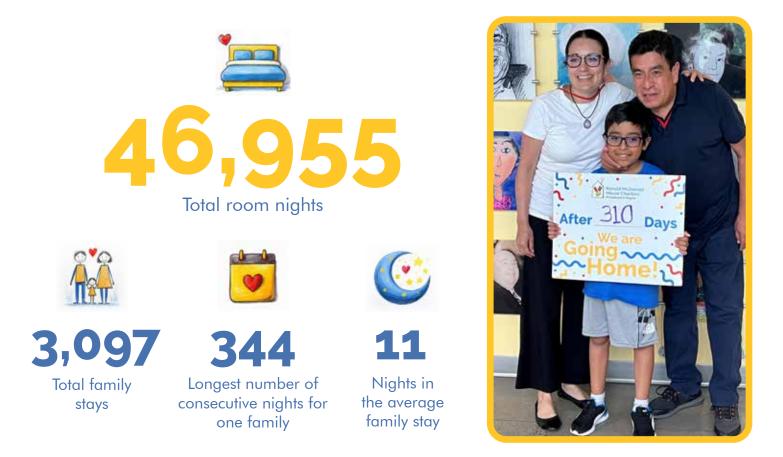
Thank you for being part of our community of comfort and hope and enabling us to serve more families than ever in 2023. We hope you will help us celebrate our 50th Anniversary in 2024 and beyond by continuing to keep our families and our Houses in your heart.

With gratitude,

Susan Campbell Chief Executive Officer



Our Impact in 2023 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.

Meet Jameson

Jameson and his family traveled from Kutztown, PA, to stay at RMHC Philly during his month-long recovery from a bone marrow transplant for aplastic anemia, a condition that disrupts the production of blood cells.

"We needed an affordable, long-term place to stay with all the necessary accommodations, especially reliable transportation to and from the hospital," shared his mother, Mary.

Jameson relished the evening activities, which included pizza parties and henna painting.

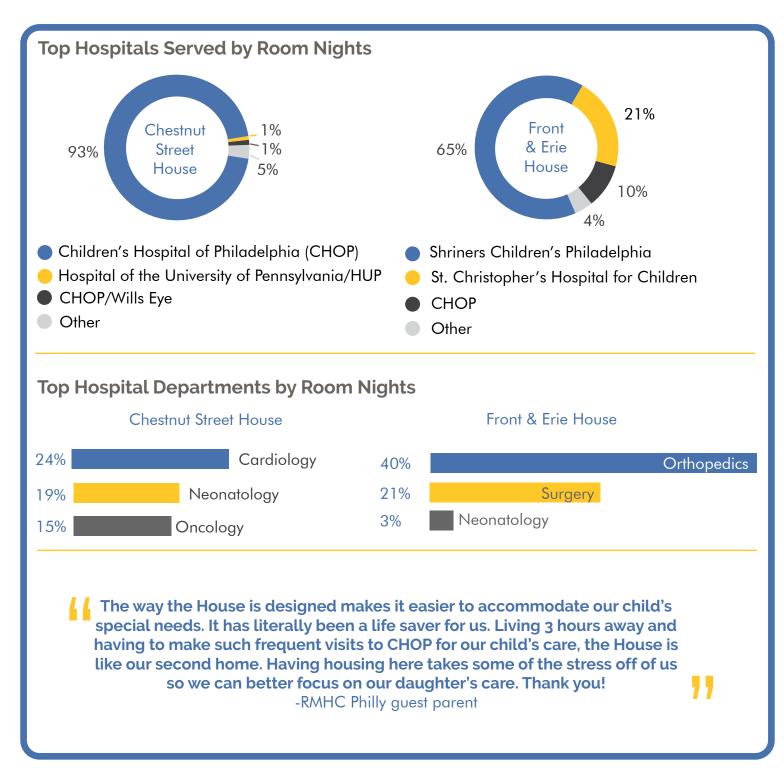
"Our room was incredibly spacious and equipped with all the amenities we could have hoped for. We truly appreciated having a washer and dryer conveniently located on our floor. The staff members were all wonderful, and a huge shout-out goes to the chef. The food was consistently exceptional, offering a wide variety of options," Mary added.











Family Surveys

99%

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

97%

of families agree that staying at the House made it easier to access treatment for their children

99%

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

97% of families agree that staying at the House provided support that they would not have otherwise received during their children's care

98%

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

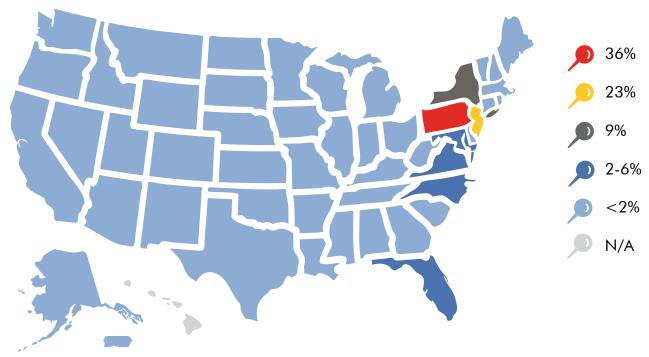
96%

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



Domestic Families Served

We served families from 49 states, Washington, D.C., Puerto Rico, and the Virgin Islands. Most families traveled from PA, NJ, and NY.



International Families Served



Barbados Canada Cayman Islands Costa Rica Croatia Cyprus Dominican Republic Ecuador Gambia Greece Guatemala Honduras India Indonesia Iraq Ireland Israel Jamaica Kazakhstan Kenya Kuwait Mexico Nicaragua Pakistan Palestine Peru Philippines Poland Saint Lucia Sierra Leone Spain Tanzania United Kingdom Uruguay USA Vietnam 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 the Family Room at St. Christopher's reopened for families as well.



Ronald McDonald Care Mobile



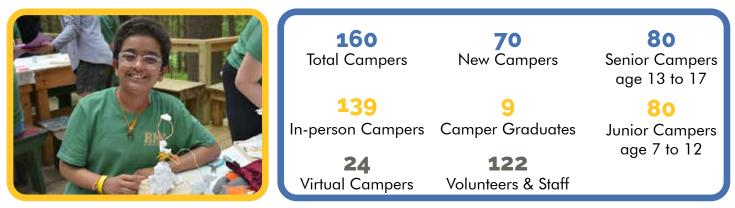
The Ronald McDonald Care Mobile, operated in partnership with St. Christopher's Foundation for Children, provides comprehensive and continuous oral healthcare to children in North Philadelphia. There is a critical need in this area, and the Care Mobile removes barriers so that children who most need 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, familycentered way.



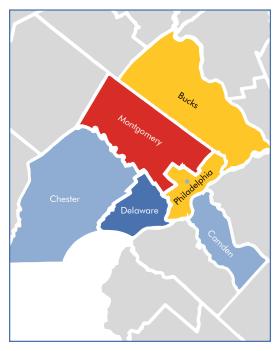


Ronald McDonald Camp

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 so that campers could participate in fun and interactive activities from the comfort of their home.



Campers Served by Geographic Origin



P	18%	In 2023, 62% of campers came from Pennsylvania and 21% from
\mathbf{P}	9%	New Jersey.
	8%	Children coming from Philadelphia and five
	6%	surrounding counties made up 56% of all campers.

Not only did RMC provide our son with his first time sleeping away from us, but the variety of opportunities and activities showed him all that he is capable of. Instead of being limited by his physical challenges from cancer, RMC gave him endless activities to be involved in and to stretch himself in new ways. He loved RMC so much that upon pick-up, he started talking about going back next year! It was the best week of his summer, without a doubt! -Parents of an RMC camper



















Whether they are preparing meals as a Served with Love group, driving the shuttle vans to and from the hospital, hosting family activities, 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.





330

House & Family Rooms volunteers

271

Community service groups

9,490 Shuttle van

trips

167 Served with

Love groups

Family activity groups

18,980

Shuttle miles

driven

66







Financial Highlights

Assets and Liabilities

Assets	\$42,934,213
Liabilities	\$7,016,000
Net Assets	\$35,918,213

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 2023.

Suggested Guest Donation Per Night	\$25
Actual Cost of Providing	
Services per night	\$173

Summary of Operating Revenues and Expenses

Contributions*	\$9,171,898
Investment Revenue	\$364,433
Guest Donation Revenue	\$365,065
Other Revenue	\$59,226
Total Revenue	\$9,960,622
Total Expenses**	\$10,915,187
Excess Revenue over Expenses	(\$954,565)

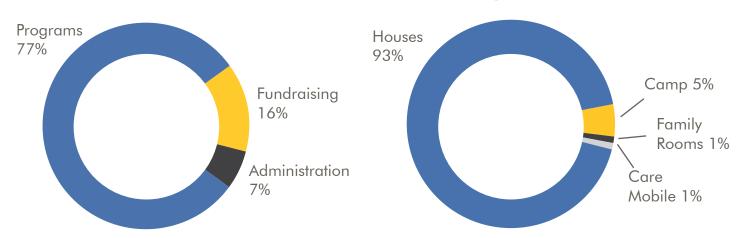
*Contributions include annual operating donations and capital campaign pledges and exclude in-kind contributions.

**Included in our total expenses is an annual depreciation expense of \$968,920.

In-Kind

Total In-Kind Contributions

\$831,958



Annual Operating Expenses Total Program Services

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, 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.
- Encouraging their employees to volunteer at the House.

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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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 designating 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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RMHC of the Philadelphia Region

supports families on their children's medical journeys with a community of comfort and hope. We envision a world where every family can focus on their child's well-being.

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