On behalf of the board of trustees, it is my honor to present the Ronald McDonald House of Rochester’s Impact Report. This report provides a summary of the impact we have had across the spectrum of our program.

Ultimately, it is only because of the passionate commitment of our amazing donors and volunteers that we are able to change lives and give families hope. Thank you for your financial gifts and volunteer service.

Last year, 990 families called us their “home away from home” - one child, one family at a time. Regretfully, 727 families were not served because the need for our mission exceeded our capacity. Our board is committed to addressing this critical issue through the hard work of our growth task forces. I look forward to updating you on our progress as we work to advance our mission.

Thank you for the privilege to serve as President.

David Oeth, President
Board of Trustees

MISSION STATEMENT:
The Ronald McDonald House of Rochester MN provides a “home away from home” and caring support to families seeking medical care for their children.

PRIMARY VALUE:
FAMILY FOCUS – The needs of our families come first

VALUE STATEMENTS:
COMPASSION – We are mindful of our families’ needs and demonstrate the utmost concern and care for each family.

HOSPITALITY WITH HEART – We provide a warm, welcoming environment where children feel safe, comfortable and loved and their families gain strength and hope.

MUTUAL RESPECT – We respect and serve with dignity our families, volunteers, staff and community, honoring and valuing the talents and diversity of all.

COMMUNITY PARTNER – We collaborate creatively in order to advance our mission, foster volunteerism and unite and enrich our community.

SOUND MANAGEMENT – Our programs are sound safe and well-maintained. Our management of resources is efficient, accountable and responsible.

EXCELLENCE – We are committed to the highest quality services marked by compassion, integrity, innovation, honesty and unparalleled teamwork.
David, age 9
Doulten, age 8
Joseph, age 5
Roseville, MN
Program Impact
2011 FAMILY STATISTICS

TOTAL NUMBER OF FAMILY VISITS: 990
FAMILIES ON WAITING LIST NOT SERVED: 727

DIAGNOSIS DISTRIBUTION:
- Neurology: 141
- Cancer: 108
- Cardiac: 140
- Neonatal ICU: 117
- Pain Rehab Clinic: 102
- Other: 382

STATES REPRESENTED:
- Alabama: 3
- Arizona: 2
- Arkansas: 9
- California: 4
- Colorado: 19
- Connecticut: 1
- Delaware: 1
- Florida: 11
- Georgia: 11
- Idaho: 10
- Illinois: 45
- Indiana: 31
- Iowa: 137
- Kansas: 7
- Kentucky: 1
- Louisiana: 2
- Maryland: 6
- Massachusetts: 3
- Michigan: 22
- Minnesota: 281
- Missouri: 19
- Montana: 13
- Nebraska: 12
- Nevada: 3
- New Jersey: 1
- New Mexico: 4
- New York: 2
- North Carolina: 4
- North Dakota: 63
- Oklahoma: 6
- Oregon: 4
- Pennsylvania: 1
- South Carolina: 1
- South Dakota: 49
- Tennessee: 3
- Texas: 20
- Utah: 3
- Virginia: 1
- Wisconsin: 128
- Wyoming: 8

COUNTRIES REPRESENTED:
- Bahamas
- Belize
- Canada
- Chile
- China
- Colombia
- Ecuador
- Greece
- Haiti
- Honduras
- Iraq
- Iran
- Jordan
- Kuwait
- Malaysia
- Nepal
- Puerto Rico
- Qatar
- Russia
- Saudi Arabia
- UAE
- USA

CHILD LIFE PROGRAM

The Child Life Program uses recreational and therapeutic play to foster an environment of emotional support for children and families coping with stressful healthcare experiences. The following is a summary of participation in Child Life programming at the Ronald McDonald House.

- **Pet Therapy**
  - Children: 860
  - Adults: 581

- **Field Trips/Outings**
  - Children: 514
  - Adults: 406

- **Games, Crafts & Other Activities**
  - Children: 857
  - Adults: 380
Access to technology can provide information and reassurance, and this is very important to families who call the Ronald McDonald House their “home away from home”. Through a generous donation from HP, TouchSmart 9300 Elite Business PCs are now standard in all 42 Ronald McDonald House guest rooms, while HP Compaq 6000 Pro All-in-One Business PCs power the offices at Ronald McDonald House.

The HP TouchSmart PC enables families to communicate “face to face” or send a video message to friends and loved ones. Families also can use the browser to access information about a new diagnosis, use entertainment features such as TV, or connect with social networks. With a built-in, adjustable webcam, children and their families have a communication hub for the duration of their stay in the privacy and comfort of their own room.

The simple touchscreen is much easier to use than a keyboard and mouse, especially for those with neurological disorders. Working parents appreciate having a PC in the room so they can catch up while their child is asleep.

It’s wonderful to see a child’s eyes light up because they are able to see a funny face on a family member who is thousands of miles away. With the big TouchSmart screen, it’s like they are right there in the room with them, face to face and heart to heart.

**LEAVE A LEGACY:**

Please consider remembering the Ronald McDonald House of Rochester, Minnesota in your Will or estate plan. You will leave a legacy for tomorrow’s children and their families.
Zachary, age 5
Prairie City, IA
Hannah, age 12
Thief River Falls, MN
Volunteer Impact

The warm hearts and helping hands of volunteers make the Ronald McDonald House a loving and comforting “home away from home.”

Last year 185 caring individuals contributed over 11,000* volunteer hours. They serve and support our families as HouseWarmers and Special Project Volunteers.

We are proud of the 17 dedicated people who have served the Ronald McDonald House consistently for more than 15 years.

Betty Ask  Elene Pattinson  Sara Kluck  Cleone Schula
Carol Burnham  Dee Schemmel  MaryAnne Petersen  Marilyn Stanchfield
Marmie Bushlack  Barb Simurdiak  Julie Knutson-Pine  Paulette Steinberg
Sarah Earnest  Carol Stillman  Bob Cline
Gloria Lewison  Sister Rose Gillespie

“I have met a lot of House helpers that make me smile every day.”

Stryder, age 4
Oregon, USA

*Ronald McDonald House volunteers contributed nearly $235,000 in volunteer time to our organization in 2011, with the dollar value of volunteer time estimated at $21.36 per hour.
Source: http://www.independentsector.org/volunteer_time
Annual Report

FINANCIAL SUMMARY

Operating Revenues

- Guest Donations: $125,680 (7%)
- Donations: $1,058,415 (63%)
- Other: $14,292 (1%)
- Unrealized Investment Gains (Losses): $(291,269)

Total Revenues: $1,402,907

Operating Expenses

- RMH Program: $1,115,081 (87%)
- Administrative: $96,166 (8%)
- Fundraising: $64,536 (5%)

Total Expenses: $1,275,783

Financial Position 2011

Assets

- Current assets: $937,339
- Building & equipment (net of depreciation): $3,844,955
- Investment, reserves (including temporarily restricted and endowment): $6,174,902

Total Assets: $10,957,196

Liabilities & Net Assets

- Current Liabilities: $89,282
- Net Assets:
  - Building & equipment: $3,844,955
  - Board designated: $2,000,000
  - Scholarship designated: $70,000
  - Temporary & permanently restricted: $932,254
  - Unrestricted: $4,020,705

Total Liabilities & Net Assets: $10,957,196

2011 Board of Trustees

Officers:
- David Oeth, President
- Kari C. Stoneloke-Hopkins, Past President
- Diane Moyer, Secretary
- Justin McNeilus, Treasurer

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- Phil Henoch
- Kak Johnson
- Cynthia R. Nelson
- George S. Wilson
- Thomas A. Winkels

*deceased
Sushant, age 13
Tanahun, Nepal
DAYS TO REMEMBER:

• 12TH ANNUAL THE “CRUISE” MOTORCYCLE BENEFIT RIDE  
  Sunday, July 22, 2012

• 34TH ANNUAL SWING YOUR BIRDIE GOLF CLASSIC  
  Friday, July 27, 2012

• 10TH ANNUAL HEARTS & DIAMONDS SPECTACULAR  
  Saturday, February 2nd, 2013

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UNDERWRITERS

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