At this house...

Louise (grandma), Rena (mom), Amara (age 9), Anika (age 8)
Minnesota

we found hope
Dear FRIENDS
OF THE RONALD MCDONALD HOUSE

It’s an honor to serve as President of the Ronald McDonald House Board of Trustees. And it’s been quite a year!

Around the nation, and in Rochester, Minnesota health care is changing at a record pace. Change can be good but at the Ronald McDonald House we believe some things should never change. Things like a warm, welcoming guest room, a stocked food pantry, art and craft projects to help pass the time and enough games on hand to keep even the most active children happy. We exist for parents and children during some of the most difficult times in their lives. We never want to forget that.

During the past year, inspired by the families we serve, our board initiated steps to grow. We conducted a thorough assessment, analyzing family needs and trends. We evaluated our wonderful House and imagined how we could serve more families and children, turning fewer away. We asked for your advice. Through surveys, conversations, and interviews we gathered your thoughts on how to best serve families in the years ahead.

All in all, we spent last year getting READY. Now we’re getting SET. Our new Strategic Expansion Team, or SET Team is planning action steps that will grow our mission and our reach in a manner that is meaningful, thoughtful and sustainable.

Thank you all for your tremendous partnership. You helped us get READY, you’re with as we get SET, and I have no doubt, when it’s time to GROW at Ronald McDonald House, you’ll be there once more. Because it’s up to us. Amidst a changing world, children and families are counting on us. Some things never change.

Ed Stanley
President

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.

BOARD OF TRUSTEES 2013

OFFICERS:
Ed Stanley, President
Justin McNeilus, President Elect
David Oeth, Past President & Treasurer
Darryl Solie, Secretary
Mark Henderson, Officer

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Robert Benner
Susan Bouquet
Ed Clark
Rob Gregory
Paul Harkess
Douglas Holtan
Pamela O. Johnson, RN
Patricia Kersey
Wendy Lommen
Lea Ann Mathy
Lori Melhorn
Christopher Moir, MD
Daniel M. Pullford
Paul R. Tieskoetter
Kelly Turner
Karen Ytterberg, MD

EX-OFFICIO:
Jane K. Campion

EXECUTIVE DIRECTOR:
Linda Bonow

EMERITUS TRUSTEES:
Robert Cline
Robert H. Feldt, MD*
Charlene Hawk
Phil Henoch*
Kak Johnson*
Cynthia R. Nelson
George S. Wilson
Thomas A. Winkels
*deceased

LEAVE A LEGACY:
Please consider remembering the Ronald McDonald House of Rochester, Minnesota (EIN #41-1344744) in your will or estate plan. You will leave a legacy for tomorrow’s children and their families.
### Program Impact 2013 FAMILY STATISTICS

#### DIAGNOSIS DISTRIBUTION:

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<th>Diagnosis</th>
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<td>PRC</td>
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#### STATES REPRESENTED:

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</table>

#### COUNTRIES REPRESENTED:

- Belize
- Canada
- Ecuador
- United Kingdom
- Russia
- Saudi Arabia
- Singapore
- Sudan
- Hong Kong
- India
- Mexico

“I realized that I am one mother among many who are anxious, worried, and scared, yet ever persevering and hopeful that an answer will be found for my child’s health situation.”

Lisa
Volunteer Impact

Selfless gifts of time and talent make our mission possible. Dedicated, compassionate people make our House a “HOME”.

“Each time I volunteer I come home with a happy memory of helping someone.” Paulette Steinberg, HouseWarmer since September, 1996

300 people served as HouseWarmers, special project volunteers, board members, committee members and special event volunteers contributing 14,000 hours, with a dollar value estimated at $309,960 in volunteer time. ($22.14 per hour, www.independentsector.org/volunteer_time)

FAMILY ACTIVITY PROGRAM

“The Ronald McDonald House is SO much more than a roof and a few beds. SOOO much more…” Jane Campion, Board Member, Ex-Officio

We are respite and rejuvenation after long, stressful days. But beyond the comfort of a bed, devoted staff and volunteers create countless opportunities for families to simply BE together, to play together and to support one another.

PET THERAPY: Adults 770 Children 1219
DAILY ACTIVITIES: Adults 311 Children 556
CAMP RONALD: 19
HOORAY BEADS: 19
MUSIC THERAPY: 88
14 outside groups provided activities

NEW IN 2013

VISITING ARTIST: 159 ART TO GO BAGS: 52

Lisa (mom) & Anna (11) Alabama

Caydence (4), Sanya (mom), Skyler (8) North Dakota
Rochester based Reichel Foods, Inc. is a leader in the value-added snack industry serving most of North America. Founded in 1997, Craig Reichel recognized a need for an easy, quick snack alternative in today’s grab and go world.

Reichel Foods has always strived to make a difference, not only in their employees’ lives, but in sharing their success with others less fortunate.

For the past several years, Luke Reichel has brightened every Monday morning at the Ronald McDonald House when he drops by with a weekly donation of Dippin’ Stix snacks. This gift supports families, body and soul. Packaged in individual, easy to go containers, the fresh and healthy Dippin’ Stix snacks are very convenient for families.

In addition, this holiday season, Reichel Foods selected the Ronald McDonald House as their charity of choice. Reichel even offered the opportunity for the children staying at the House to design their company Christmas card. 16 year old guest Melissa’s design was selected (see Melissa’s photo opposite). Reichel Foods also invited all who attended their company Christmas party to donate an item from the Ronald McDonald House wish list. The donations received far exceeded their expectations. It was a meaningful way for Reichel Foods to share their passion for the Ronald McDonald House with their vendors and employees.

"Reichel Foods, Inc. is committed to our community. We are happy that we are able to make a small difference in the lives of families stressed with worry for their ill children. We firmly believe that lending a hand and giving back to our local community really does make a difference.”

Craig Reichel, President, Reichel Foods

"Before my Mom and I got here, I just thought we were getting a room. Instead, we found more than we could have ever imagined. It made our stay here in Rochester one that I will remember with smiles and gratitude, not sadness and fear. This is truly the House that Love Built and just maybe there is even a little magic too!"

Melissa
Annual Report

FINANCIAL SUMMARY

OPERATING REVENUES

- Donations $1,202,497 (56%)
- Guest Donations $139,107 (6%)
- Other $35,491 (2%)
- Unrealized Investment Gains (losses) $94,484

TOTAL REVENUES $2,257,801

OPERATING EXPENSES

- Administrative $105,388 (8%)
- Fundraising $100,507 (7%)
- Special Projects $237,510 (11%)
- Guest Donations $139,107 (6%)
- Interest & Dividends $548,712 (25%)

TOTAL EXPENSES $1,388,070

Financial Position 2013

ASSETS
- Current assets $736,385
- Land, Building & equipment (net of depreciation) 3,978,696
- Investment, reserves (including temporarily restricted and endowment) 7,509,136
- Bequests receivable 235,941

TOTAL ASSETS $12,460,158

LIABILITIES & NET ASSETS

CURRENT LIABILITIES $116,897

NET ASSETS
- Land, Building & equipment 3,947,196
- Board designated 2,055,000
- Scholarship designated 70,000
- Temporary & permanently restricted 1,194,752
- Unrestricted 5,076,313

TOTAL NET ASSETS $12,460,158

Financials Audited Annually
SPECIAL THANKS

UNDERWRITERS
Mayo Employees Federal Credit Union

PHOTOGRAPHY
Fagan Studios

DESIGN & PRINT
Davies Printing Company

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850 SECOND STREET SW
ROCHESTER, MN 55902
(507) 282-3955
info@rmhmn.org

Find Us Online
www.rmhmn.org •

Kristi (mom) & Zachary (7)
Iowa

DATES TO REMEMBER

36th Annual Swing Your Birdie Golf Classic
Friday, July 25, 2014

14th Annual The “Cruise” Motorcycle Benefit Ride
Sunday, July 27, 2014

12th Annual Hearts & Diamonds Spectacular
Saturday, February 7, 2015