2017 Impact Report

Michael, 3 years old
Our Mission

The Ronald McDonald House of Rochester, MN provides a home-away-from-home and caring support to families seeking medical care for their children.

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*deceased
DEAR Friends of Ronald McDonald House,

What an amazing, wonderful year 2017 was for the House that Love Built!

Although we are well on our way to another year of advancing our mission, we invite you to take a moment to read our 2017 Impact Report and celebrate all our mission encompasses.

As anyone who has visited the House knows, we have a deeply dedicated group of people who make the House what it is: a place of love for those that need it and a beacon of hope for families dealing with the unimaginable – a sick child. You can’t pass through our entryway without experiencing some act of kindness or being touched by the generosity of our caring volunteers and staff. We truly provide a warm, welcoming environment where children feel safe, comfortable and loved and where families gain strength and hope.

Our heartfelt ‘thank you’ to all those who give their time and talent to help ease the burdens of others.

In 2017, we served 761 families. These families enjoyed our safe home-like environment, warm home-cooked meals and healthy family-centered activities. Our home became their home – a place to regroup, reenergize and find strength to deal with the challenges of their child’s medical journey.

Sadly, because of our space limitations, we had to turn 1,079 families away. Telling people we can’t serve them is the worst part of our job because we know what a difference Ronald McDonald House makes in the lives of the children and families we serve. We are committed to serving more families and turning fewer families away and invite you to learn more about our progress to expand the Ronald McDonald House on page 13 of this report.

It has been a humbling experience to see how this community has dug deep and provided the resources we needed to support the House during 2017. We are grateful for every act of kindness, every volunteer hour and every donation given to support this wonderful mission.

Thank you for a wonderful 2017!

Paul Tieskoetter
President

Peggy Elliott
Executive Director
2017 Family Statistics

- Number of Family Visits: 761
- Average Length of Stay: 17 nights
- Total Nights Provided to Families: 12,629
- Families on Waiting List: 1,883
- Average Nights on Waiting List: 3
- Number of Families Not Served: 1,079

**DIAGNOSIS DISTRIBUTION**

- Medical: 274
- Surgery: 156
- Newborn: 154
- Cancer: 50
- Proton Beam: 33
- Psychiatry: 33
- Transplant: 31
- Mood Clinic: 19
- Fetal Surgery: 5

**STATES REPRESENTED**

- Alabama: 10
- Alaska: 1
- Arizona: 4
- Arkansas: 3
- California: 3
- Colorado: 3
- Florida: 6
- Georgia: 6
- Hawaii: 1
- Idaho: 2
- Illinois: 45
- Indiana: 6
- Iowa: 83
- Kansas: 13
- Kentucky: 5
- Louisiana: 3
- Michigan: 16
- Minnesota: 280
- Mississippi: 4
- Missouri: 10
- Montana: 6
- Nebraska: 7
- Nevada: 1
- New Mexico: 1
- New York: 3
- North Carolina: 5
- North Dakota: 39
- Ohio: 4
- Oklahoma: 2
- Orgeon: 2
- Pennsylvania: 1
- South Dakota: 22
- Tennessee: 1
- Texas: 7
- Utah: 1
- Virginia: 3
- Washington: 5
- West Virginia: 1
- Wisconsin: 134

**COUNTRIES REPRESENTED**

- APO-AE: 1
- Belize: 4
- Canada: 1
- China: 1
- Jamaica: 1
- Panama: 1
- Poland: 1
- Russia: 1
- Zambia: 1
Jack, 10 years old
Ronald McDonald House programs provide healthy, family centered opportunities for kids to be kids and families to spend precious time together. Family memories are made at Ronald McDonald House.

Daily “Fun-Filled” Activities 2230 participants
Paw Pals Pet Therapy Program 1936 participants
Family Activity Bags (arts, crafts, games and books) 388 participants
Music Therapy with our partner Healing Rhythms 246 participants
Camp Ronald (2-day camp-like activities) 61 “campers”
Hooray Bead Program (Beads symbolize child’s medical journey) 30 participants
Winter Wonder Dayz (2-day camp-like activities) 23 “campers”
The unconditional love of a dog is a very special thing and we are thrilled to celebrate the 5th anniversary of our most popular program, Paw Pals Pet Therapy, at Ronald McDonald House. Because many of our guests stay with us for an extended period of time, it isn’t just friends and family they leave behind. Often they have to leave behind the family pet, too. Young children can be especially close to their pets and being apart from them is just one more burden a sick child doesn’t need. Others may not be able to have pets at home and are thrilled to finally have the chance.
Ronald McDonald House volunteers are vital partners in our mission to serve ill children and their families. In 2017, volunteers shared their time, expertise and compassion to help ease the burdens of others. We are grateful for their enduring dedication and commitment to our mission.

We recognize and celebrate all volunteers including: HouseWarmers, Special Project and Special Event Volunteers, Board Members, Committee Members and House Dinner Volunteers.

2017

2368 Total Volunteers
26,879 Total Hours

$648,859 Value of Volunteer Hours
*2016 Hourly estimate from www.independentsector.org
Volunteers help give families the gift of togetherness by preparing and serving House Dinners at the Rochester Ronald McDonald House. Families, coworkers, friends, church and civic groups provided a warm and nutritious meal in our Community Room while allowing parents more time to focus on their children.

1600 House Dinner Volunteers
159 dinners
6586 meals
For 15 years, Barbara Hight-Randall and Randy Randall of Hight & Randall, Personal Jeweler, have donated the amazing diamond pieces that grace our Hearts and Diamonds Spectacular Event each year. Like the treasures they share with our mission, Randy and Barbara are treasured partners to the Ronald McDonald House.

Our first tour of the Ronald McDonald House was many years ago and we knew almost nothing about its mission. The day we went, the children and their families were at Mayo Clinic so we didn't have a chance to meet them. Instead, we got to speak with the volunteers. We both remember being deeply affected by their passion and strength. You can't have that kind of passion without a core of deep meaning. It was magic.

Everyone has a “why” for what they do. For us, it’s to be more than a jewelry store. We try, in our small way, to inspire others. In turn, we are inspired by the children at the Ronald McDonald House. The love they express so beautifully and innocently is healing. That’s why the House is so special.

We were soon asked to participate in the 1st Annual Hearts and Diamonds Spectacular. Of course we said “yes.” After you step into that House, how could anyone say “no?”

We know jewelry can be seen as mere decoration, but we’ve always looked at gems as God’s miracles in the ground. The combination of pressure, time, chemicals and changes in the earth and oceans necessary to produce a diamond or sapphire is... well, nothing short of a miracle. When you wear a piece of jewelry, you are expressing who you are. And isn’t it amazing what happens when the story of family history is attached? These beautiful rocks nearly come alive!

We love it when people come to us with a piece that has deep meaning to them, but may need to be updated or redesigned to reflect their personal tastes. The joy people experience honoring the past and their own tastes warms our hearts. It is these times when our personal mission, to be servants to others, is fulfilled.

We know that the diamond jewelry we’ve provided has helped the House and its mission, and are thrilled that these items may have become new family heirlooms as well.

Randy and I have become better people for the privilege of participating in this event. We receive far more than we give because our souls are nurtured by the volunteers, the staff, and the children we see every year. We are deeply grateful to the House for including Hight & Randall as a partner.

- Barbara Hight-Randall and Randy Randall
A LASTING Legacy

Jo Ann Merrill, a long-time friend and supporter of the House, passed away on November 23, 2017.

While she is deeply missed, she has left behind a legacy of love at the House. Born and raised in Iowa, Jo first came to Rochester when her husband, Bruce, was diagnosed with brain cancer. Spending a lot of time traveling from downtown to Saint Marys Hospital, they’d pass by the Ronald McDonald House and talk of helping the families that stayed there.

When Bruce lost his battle with brain cancer, Jo partnered with his former employer, Federal Home Loan Bank of Des Moines, to fulfill their dream of helping the families at Ronald McDonald House. Jo decided to sponsor a trip for families staying at the House to watch Bruce’s favorite team, the Minnesota Twins, play.

Each spring when hope was in the air, Jo and a bunch of families would hop on a bus and head to a Twin’s game. Over hot dogs, cotton candy and baseball, families would have something else to think about for a few hours. And they would be making memories for a lifetime.

Jo was a teacher who touched the lives of countless students and families and was a tireless advocate for brain tumor research. She was also a member of the Ronald McDonald House’s Hearts of Gold, dedicating a portion of her estate to the House and making an investment in families that will live on after her death.

We will always remember her warm smile and kind heart. We are grateful her legacy gift will help children and families of the Ronald McDonald House enjoy the simple gift of time together for many years to come.

HEARTS OF GOLD

Donors who have named the Ronald McDonald House as a beneficiary of their will, life insurance policy, retirement plan or trust are invited to join Hearts of Gold. Often a planned gift can help make a more significant gift than might otherwise be possible – without sacrificing income or security for a person’s own family. For more information or to share your intentions and join Hearts of Gold, please contact Samantha Rother at 507.424.3216 or srother@rmhmn.org.
The Love Tremendously Hope Exceedingly capital campaign is the most ambitious fundraising campaign in the history of the Ronald McDonald House of Rochester, MN! In the past year, significant progress has been made to expand our facility and fulfill our mission to serve more children and families. The need is greater than ever and we are committed to providing comfort, compassion and support to more children and families in the future.

We are pleased to share details of our campaign milestones with you and provide an exciting update regarding the coming year.

2017
It was a memorable year for our Love Tremendously Hope Exceedingly capital campaign, as many people made room in their hearts to join our expansion efforts. Along with guest families, staff, volunteers, community leaders and supporters, we announced our Love Tremendously Hope Exceedingly capital campaign on May 4. The “All You Need Is Love” Beatles Tribute Concert was held on May 5, a grand celebration of our public campaign announcement. “Pop Tab Kid” Seth Bayles inspired all of us by collecting over 1 million pop tabs to support our expansion efforts! The Mayor proclaimed Pop Tab Week in honor of Seth’s achievement to encourage others to save pop tabs for the Ronald McDonald House. The generous support of many—1,048 campaign gifts were received in 2017—allowed the campaign to reach a new milestone of $12 million!

2018
In March, the Board of Trustees approved a spring 2018 construction start on the building addition, which will take 10-12 months to complete. We anticipate welcoming families to our expanded House in the spring of 2019! More families need our love! In the coming months, we will be inviting more people to join us with their gifts of support for this vital project by asking the question: “We’re in – Are you?”

This campaign is built upon powerful words: Love Tremendously Hope Exceedingly. No one ever asked a child if they were old enough or strong enough to fight for their lives, yet they do it every day. Together we can help more children win their fight. It starts with the engagement of our hearts and through a personal connection with the mission of the House.

It is our hope that you will continue to dream with us, connect with us and join us on this journey!
Ronald McDonald House Special Events provide an opportunity to introduce people to our mission, celebrate the children and families we serve and raise funds to support the day to day operations of the House. All funds raised at these events are used to support families staying at the Rochester, MN Ronald McDonald House. We are grateful for the support of these 2017 event sponsors:

**Hearts & Diamonds Spectacular**
*Premier Sponsor:* Sterling State Bank  
*Diamond Sponsor:* Hight & Randall Personal Jeweler  
*Event Sponsors:* McNeilus Companies, Rochester Motor Cars, Somerby Golf Club, Weis Builders  
*Heartfelt Sponsors:* Fagan Studios, Flowers by Jerry, Let Me Capture You Photography, Top Tier Delights

**Ronald McDonald House Family Walk, a Scheels Med City Marathon Event**
*Signature Sponsor:* Data Smart Computers & Telecommunications

**Swing Your Birdie Golf Classic**
*Presenting Sponsor:* Think Mutual Bank  
*Major Sponsor:* Hiawatha Sno Seekers  
*Lunch Sponsor:* Benike Construction  
*Social Hour Sponsor:* Dunlap & Seeger  
*Refreshment Sponsor:* Coca-Cola  
*Golf Ball Sponsor:* Knutson Construction  
*Putting Green Sponsor:* Courtesy Corporation  
*Hole & Course Sponsors:* ICC Restoration & Cleaning Services, Rochester Motor Cars  
*Cart Sponsors:* Blekre Appraisals, Ohly Law Firm, Realty Growth, Townsquare Media Group

**Party at the Pavilion**
*Event Founder/Sponsor:* Wendell & Dianne Pittenger  
*Premier Music Sponsor:* Bremer Bank  
*Opening Band Sponsor:* Heartman Insurance  
*Heart of Hope Sponsor:* Dunlap & Seeger, Andy’s Liquor  
*Heart of Love Sponsor:* Clements Chevrolet Cadillac Co, Rochester Plumbing and Heating  
*Raffle Sponsor:* Premier Bank of Rochester
Financial Position 2017

**ASSETS**

Current assets $8,171,913  
Land, Building & equipment (net of depreciation) 5,121,594  
Investment, reserves (including temporarily restricted and endowment) 5,977,728  
Bequests receivable 194,814  
Pledges receivable (net) 1,062,458

**TOTAL**  
$20,528,507

**LIABILITIES & NET ASSETS**

CURRENT LIABILITIES $139,801

NET ASSETS

Land, Building & equipment 5,121,594  
Board designated 2,521,495  
Scholarship designated 70,000  
Temporary & permanently restricted 6,414,761  
Unrestricted 6,260,856

**TOTAL**  
$20,528,507

Financials Audited Annually

*Financial summary does not include capital expansion revenue and expenses*