MEDIA KIT

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About Ronald McDonald House Charities® of Greater Washington, DC (RMHCDC)

Ronald McDonald House Charities® of Greater Washington, DC, a non-profit, 501 (C) (3), eases the hardship of children’s illness on families through programs that directly improve the health and wellbeing of children.

CORE PROGRAMS

Two Ronald McDonald House® Programs

Two Ronald McDonald Care Mobile® Programs

Ronald McDonald Hospitality a la Carte Programs

More than 10,000 children served annually through our three core programs.

Keeping Families Close®

RMHCDC programs not only provide access to quality health care, they enable family-centered care, ensuring families are fully supported and actively involved in their children’s care.
Ronald McDonald House®

Ronald McDonald Houses are built on the simple idea that nothing else should matter when a family is focused on healing their child. Families with a child being treated at a local hospital may be eligible to stay at one of our Ronald McDonald Houses. Each guest family has a private bedroom and bathroom, and access to a full kitchen, laundry room, living room, playroom, and outside play areas. A $15 donation per night is suggested, but families are never turned away for the inability to pay.

Ronald McDonald Care Mobile®

Ronald McDonald Care Mobiles (RMCM), operated in association with MedStar Georgetown University Hospital, bring primary health care directly to children in their communities through two 40-foot long, 8-foot wide, state-of-the-art vehicles. One unit includes two patient examination rooms, a laboratory, and reception and medical records areas. The FITNESS Program, which teaches the importance of healthy eating and regular physical activity, is housed in a mobile unit that can be reconfigured for large or small group activities as well as individual consultations.

Ronald McDonald Hospitality a la Carte

Ronald McDonald Hospitality a la Carte program provides bedside amenities and comfort to parents and other caregivers while they remain with their hospitalized child. Several times a day RMHCDC staff and volunteers make rounds on the units with the hospitality cart, well stocked with complimentary snacks, toiletries and reading material, as well as toys and crafts for patients and their family. And the friendly face of the volunteer behind the cart reminds families that RMHCDC is there to provide comfort during a difficult time.
1978 .................................
With the active support of the Greater Washington Advertising Cooperative of the McDonald’s Corporation, our cornerstone program, the Ronald McDonald House, was launched and incorporated as a non-profit, volunteer organization.

1974 ........................................
The first Ronald McDonald House opened in Philadelphia with the help of Dr. Audrey Evans, a pediatric oncologist at Children’s Hospital of Philadelphia.

1980 ........................................
The original Ronald McDonald House® of Washington, DC opened its doors in June of 1980, and was the sixteenth RMH to open nationwide in the six years since the program began.

1995 ........................................
RMH merged with Ronald McDonald House Charities to become Ronald McDonald House Charities® of Greater Washington, DC (RMHCDC).

1998 ........................................
RMHCDC opened its second Ronald McDonald House in Northern Virginia.

2003 ........................................
RMHCDC puts the first KIDS Mobile Medical Clinic/Ronald McDonald Care Mobile on the road in Washington, D.C. District Wards 5-8.

2006 ........................................
A Capital Campaign was launched to raise funds to build a larger RMH located on 14th Street NE.

2011 ........................................
RMHCDC unveiled a brand new Ronald McDonald House of Washington, DC with 25 rooms, including 4 isolation suites for children with compromised immune systems. The new RMH was built “green” and certified as LEED Gold to benefit our families and the community for generations to come.

2013 ........................................
RMHCDC opened a larger, newly renovated Ronald McDonald Family Room at Children’s National to include a full-size kitchen, laundry room, staff and programs for families.
2015 ....................................... 2017

Our second Ronald McDonald Care Mobile launched with a focus on the FITNESS Program (Fun In Teaching Nutrition and Exercise to Successful Students). Partnering with local schools in DC, this second mobile unit delivers a curriculum focusing on healthy eating and the importance of physical activity to students in grades K-8.

2019 ....................................... 2020

Administrative staff moved out of the Houses to make way for more families. Creation of a long term apartment allows bigger families a more comfortable stay as they focus on caring for their child undergoing treatment.

Renovations began at Ronald McDonald House of Washington, DC to increase guest rooms from 26 to 32; and at Ronald McDonald House of Northern Virginia from 8 to 24 guest rooms.

2021 ....................................... 2020

Renovations were completed at both House programs, enabling us to serve 33% more families than before.

After a decade of service, Karen Torres retires and Kymberly Wolff joins RMHCDC as new President & CEO.
Kymberly Wolff was named President & CEO of Ronald McDonald House Charities of Greater Washington, DC (RMHCDC), after Karen Torres retired at the end of 2021.

Wolff brings more than 25 years’ of leadership experience in the global and national nonprofit sector. Prior to her role with RMHCDC, Wolff led organizational restructuring, developed organizational capacity models for program acceleration and expansion, and worked to advance cross-sector partnerships and shared-value strategy between Fortune 500 companies, nonprofit organizations, and government agencies.

She brings a passion to her new role to help increase access to family-centered healthcare and community program support through transformative growth, long-term sustainability, and measured impact. Wolff takes over for Karen Torres, who announced this fall she was retiring after nearly a decade as President & CEO of RMHCDC.

Her experience includes a decade of serving the global nonprofit sector and leading international development teams at Habitat for Humanity International and CARE, where programs focused on saving lives, eradicating poverty, providing disaster relief, improving livelihoods, and empowering communities through access and opportunity.

Wolff’s leadership will bring innovation to RMHCDC and carry forward the unwavering mission to ease the hardship of childhood illness on children and families through programs that directly improve the health and wellbeing of children.
With newly expanded House programs, we are able to serve more than 600 additional one-night stays each year. More families than ever before are relying on our support while their hospitalized child receives life-saving care.

$0 cost

Suggested donation of $15 - no one is ever turned away for being unable to donate.

600 more stays possible each year thanks to our recent expansion

1,234 trips to & from the hospital

19 days: average length of stay

20,063 nights of lodging at two House programs since 1980

2,018 patient visits through the Ronald McDonald Care Mobile programs

The RMHCDC Family

A small staff of 14 full-time employees serve families 24 hours a day, 7 days a week, 365 days a year.
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For more information, visit rmhcdc.org.

Hashtags and Social Media

#KeepingFamiliesClose       #RMHCDC

facebook.com/RMHCofDC      twitter.com/RMHCDC      instagram.com/RMHCDC

Logos

Please contact Rachel Taninecz at RTaninecz@RMHCDC.org for the proper logo files.