



Ronald McDonald
House Charities®
Greater Washington, DC



2024

GRATITUDE

& Impact

REPORT

MAY 2024

RMHCDC Programs



Ronald McDonald House®

A welcoming place to stay and supporting services for families who have traveled far from home for the medical care their child needs. The House provides much more than a place to stay, it provides comfort, support, and resources for families with a critically ill or injured child just steps from the hospital.

Ronald McDonald House programs also ease some of the emotional and financial burden that families face by offering meals, communal groceries and laundry services, and family-centered spaces where guests relax and refresh and engage with staff and community volunteers.



Ronald McDonald Hospitality Cart: “Cart with a Heart”

Extending care to families at the bedside of their hospitalized child, our Ronald McDonald Hospitality Cart program, lovingly referred to as “Cart with a Heart,” provides amenities and comfort to parents and other caregivers through complimentary snacks, toiletries, activities, toys, and more.

Expanded investment opportunities coming fall of 2024!



RMHC

Greater Washington, DC

Keeping families close®



62

Countries and regions served by **690+ RMHC programs**

90%

of top children's hospitals around the world are home to at least one **RMHC** core program



2.2

million

More than 2 million overnight stays for children and their families served worldwide every year through **RMHC** programs.

Globally Aligned

LOCALLY RELEVANT

Ronald McDonald House Charities of Greater Washington, DC (RMHCDC) eases the hardship of childhood illness on children and families through programs that directly improve the health and wellbeing of children.

248,000+ *nights of rest*

Since 1980, **RMHCDC** has proudly provided more than 248,189 nights for families at our Ronald McDonald House programs.



68%

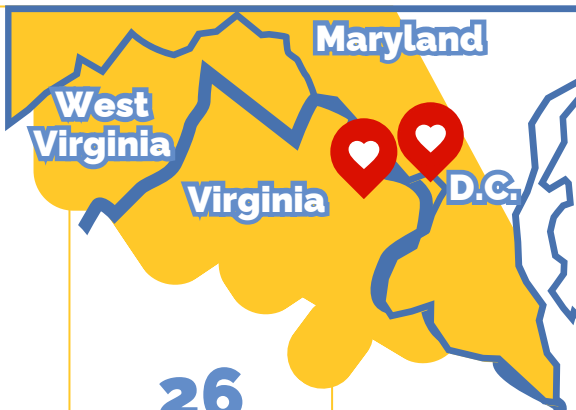
of families served are local, across 33 counties.

1 in 8

children served are receiving oncology treatment

TOP 5
Pediatric Departments Served

- ♥ Neonatal Intensive Care Unit
- ♥ Surgical
- ♥ Pediatric Intensive Care Unit
- ♥ Oncology
- ♥ Cardiology



26

average length of a family's stay



451

longest stay by one family

16

Medical Partners

including:



Children's National



INOVA
Children's Hospital



MedStar Health
MEDSTAR GEORGETOWN UNIVERSITY HOSPITAL

RMHCDC Updates

On behalf of the children and families we serve, Ronald McDonald House Charities® of Greater Washington, DC (RMHCDC) thanks you for your extraordinary generosity.

Your support strengthens RMHCDC so we can remain a beacon of hope and a source of dependability for families through unpredictable moments.

Here are a few notable achievements we're celebrating:



- **Ronald McDonald House programs** helped 11% more families in 2023 as compared to 2022. Our team continues to work with area hospitals to increase awareness of our programs.
- Through our enhanced **Feed the House Program**, 256 generous meal groups provided the comfort and nutrition our families need to stay strong for their hospitalized child. We make it easy to help by supplying groceries and recipes for success.
- Guest families enjoyed enhanced House programs and activities, including 12 **Smile Breaks**. These family field trips provide a fun break from the stress of pediatric illness for families and children staying at our Ronald McDonald House programs.



12,142

NUMBER OF FAMILY NIGHTS SERVED YTD 2023



469

NUMBER OF FAMILIES SERVED YTD 2023



63.8%

AVERAGE OCCUPANCY RATE YTD

FAMILY SPOTLIGHT:

Chloe



Chloe and her mom, Zondria, have been with us for 350 days and counting.

Just one of 22 people know to have a rare disease, Chloe is receiving critical care at Children's National Medical Center. She has recovered from chemotherapy, radiation, and 2 bone marrow transplants that required 5 months of isolation.

But now that she can have her brothers and sisters with her, it makes the treatment easier. Her mom says Chloe feels stronger with them close by.

[Watch Chloe's story.](#)



FAMILY Support



Smile Breaks

A Smile Break is a guided family field trip and a key to joy for our families. These trips provide a fun break from the stress of pediatric illness for families and children staying at our Ronald McDonald House programs. We take care of all the logistics so that families can relax and enjoy an enriching afternoon in Washington, D.C. This family-centered program is proof that improving a child's health and wellbeing should always include time to smile and play!

2023 Smile Breaks include trips to the:

- National Museum of African American History and Culture
- National Museum of Asian Art
- Botanic Garden
- UniverSoul Circus
- National Zoo
- Baltimore Raven's Training Camp.



Red Shoe 5k

The Red Shoe 5k has been the cornerstone of RMHCDC's community events for 13 years, bringing together families, friends, and supporters near and far in support of our mission. In 2023, the run was held on October 7 at the National Harbor waterfront. We saw over 550 in-person participants, 70 virtual runners, 60 volunteers, and raised over \$115,000 for our programs. Kayden's mom shared this heartwarming sentiment:



"Not all hero's wear capes... but ours does. Our miracle fighter baby Kayden completed his first 5k to help other families, like ours, with hospitalized babies. Kayden spent his first 74 days on life support as he was born 11 weeks premature. My husband, Steven, was able to stay close by and care for us both because of the generosity of the Ronald McDonald House. We will forever be grateful."

LOOKING *Ahead*

RMHCDC Impact Fund

RMHCDC is built on the simple truth that nothing else should matter when a family is focused on healing their child – not where they can afford to stay, where they will get their next meal, or where they access care.

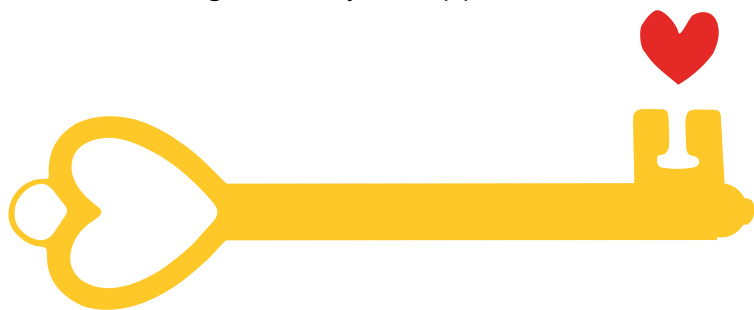
To raise critical funds and continue building capacity for greater impact, the Built By Love campaign was launched in 2022. We successfully unlocked and surpassed our initial goal of meeting a generous \$25,000 grant from the McDonald's of Washington, D.C., Baltimore, and Eastern Shore!

Building on the positive response to this campaign, in 2023, we have adapted it into the Built By Love Impact Fund. This fund will support further growth of our services, optimize our family-centered care, and build on our 40+ year commitment to the Greater Washington, DC area.

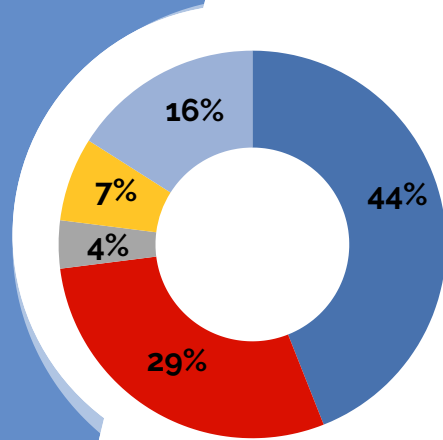
The Built By Love Impact Fund supports operating expenses to ensure that families receive the support they need, when they need it most. From a "home-away-from-home" for families while seeking pediatric care miles from home to stress-free access to all their basic needs at no cost.

As we look to what we can accomplish in 2024, it is vital that we continue to raise support for the Built By Love Impact Fund, as the main source of operating revenue.

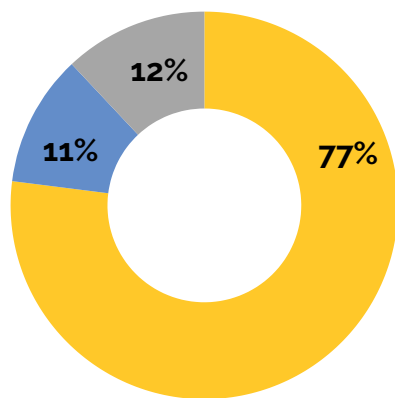
For each of our programs that are Built by Love, their full potential can only be unlocked through the dedication and generosity of supporters and friends like you.



FINANCIAL *Snapshot*



Revenue: \$3,283,904



Expense: \$4,300,353

