



MEDIA KIT



RMHCDC.org

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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.

PROGRAMS



Ronald McDonald
House® of
Washington, D.C.



Ronald McDonald
House® of Northern
Virginia



Ronald McDonald
Hospitality Cart
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.

Programs

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 Hospitality Cart



Ronald McDonald Hospitality Cart program, lovingly referred to as "Cart with a Heart," 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.

History

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.

1995

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

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.

2020

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.

..... 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.

..... 2006

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

.....2019

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.

.....2021

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.



President and CEO, Kymberly Wolff

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 brings innovation to RMHCDC and carries 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.



Ronald McDonald
House Charities®
Greater Washington, DC

2023 IMPACT



469

Families Received
Housing at No Charge

12,142

Family Nights
Provided

351

Longest Stay



2

Ronald McDonald
House programs

56

Guest
suites

4

Isolation
suites

16

Medical Centers Served,
including



256

Meal Groups

\$0

cost to
children &
families

26

Average Length
of Stay

FAMILY QUOTE

""Everyone was beyond exceptional! Friendly staff, clean, and convenient! We are under so much stress and it was nice not to have to worry about anything while in here. Much love!"

- Gordon Family

Branding Guide

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. Through its core programs: two Ronald McDonald House® programs and Ronald McDonald Hospitality Cart programs, RMHCDC keeps families with sick children together and close to the medical care their child needs at leading local hospitals. For more information, visit rmhcdc.org.

Hashtags and Social Media

#KeepingFamiliesClose

#RMHCDC

Facebook: RMHCofDC

Instagram: RMHCDC

Twitter/LinkedIn: RMHCDC

Logos



Contact Rachel Taninecz at RTaninecz@RMHCDC.org for approved logos.



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Learn more at rmhcdc.org