



Ronald McDonald
House Charities®
Greater Washington, DC

Keeping families close®

MEDIA KIT



RMHCDC.org

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/RMHCofDC



/RMHCofGreaterDC

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 Houses®



Three Ronald McDonald Family Rooms®



Two Ronald McDonald Care Mobiles®

77.4% of RMHCDC's \$2.5 million operating budget is available for their 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 (RMH) 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 Family Room®



Ronald McDonald Family Rooms (RMFR) offer families a comfortable and welcoming place to rest and regroup right in the hospital, just steps away from a pediatric unit and their sick child. While services vary within our three RMFR, families will often find a kitchen area with a refrigerator and/or microwave, laundry facilities, seating area with reading materials, internet access, coffee and friendly, welcoming faces from RMHCDC volunteers.

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.

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.

1994

The first Ronald McDonald Family Room® (RMFR) opened in Children's National Medical Center.



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.

..... 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).

..... 2002

Worth magazine names RMHC one of "America's 100 Best Charities of 2002." It's the second consecutive year RMHC receives this honor.



2008

Ronald McDonald Family Room® at Children's National moved to the Hematology/Oncology wing.

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.



2016

RMHCDC opened a new Ronald McDonald Family Room at Inova Children's Hospital with a sitting area, computer bays, and kitchenette.

2018

The Ronald McDonald Family Room at Inova Children's Hospital expanded service to two Family Rooms.

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.

2015

RMHCDC unveiled a new KIDS Mobile Medical Clinic/Ronald McDonald Care Mobile.



2017

Our second Ronald McDonald Care Mobile launched with a focus on the FITNESS Program (Fun In Teaching Nutrition and Exercise to Successful Students).

President and CEO, Karen Torres



Karen Torres joined RMHCDC as President and CEO in April 2012. Karen has 25 years of successful experience in marketing, public relations, media, and fundraising in both the non-profit and private sectors. Immediately prior, Karen was Senior Marketing Manager for the American Chemical Society, where she was accountable for the strategy and tactics to exceed membership growth goals for the organization.

Karen also has years of experience fundraising and working with families dealing with serious illness and death through her roles at the United Network for Organ Sharing, as National Speakers Bureau Events and Cultivation Manager, and at Virginia Blood Services as Manager of Media and Donor Services. In both organizations, Karen was responsible for raising public awareness and donations for the mission of the organization.

Prior to her work with non-profits, Karen worked for 12 years in the private sector in sales, marketing and public relations roles for several corporations. She graduated from University of Richmond with a BA in English Literature and Communications. She is married to Rick Torres, CEO of the National Student Clearinghouse, and they have four children.

RMHCDC Stats

Around the Houses in 2017



8,265 nights of lodging



851 family members

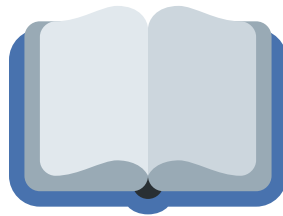
Ronald McDonald Care Mobile in 2017



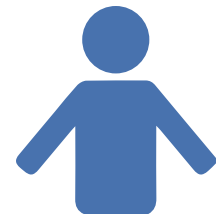
4,574 patient visits



26 outreach events



5 partner schools in Washington, DC



2,227 students reached with health education initiatives

The RMHCDC Family

A small staff of 32 full and part-time employees serve families 24 hours a day, 7 days a week, 365 days a year.



Branding Guide

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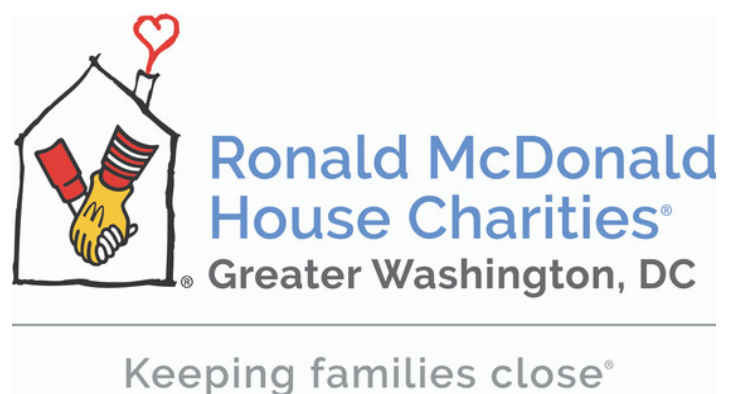
Hashtags and Social Media

#KeepingFamiliesClose
#forRMHC

www.facebook.com/RMHCofDC

www.twitter.com/RMHCofGreaterDC

Logos



Please contact Julie Lowe (Julie@RMHCDC.org) for the proper logo files

