

Robert, 2 years old



Ronald
McDonald
House®
Rochester, MN

2020 Impact Report

MISSION

The Ronald McDonald House of Rochester, Minnesota, provides a **home away from home** and gives support to families seeking medical care for their children.

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DEAR FRIENDS of the Ronald McDonald House,

On behalf of the Board of Trustees and Staff Team, we are pleased to share our 2020 Annual Impact Report with you.



We welcomed 2020 with great enthusiasm, looking forward to serving more families in our recently expanded facility. Our excitement quickly changed to worry with the arrival of the novel coronavirus and concerning news from fellow Ronald McDonald House programs around the US and world. By early March, the Ronald McDonald House of Rochester was significantly impacted by the emerging global healthcare crisis. The global pandemic and resulting challenges changed many things in 2020, but it did not change our commitment to provide shelter and support to families. We never stopped serving families and gratefully provided a safe haven for hundreds of children and families, keeping them together and close to the medical care they needed. During an unprecedented year, we provided families with the comforts of home and the resources they needed. Families found hope and stability at Ronald McDonald House Rochester amid the uncertainty of the COVID-19 global pandemic.

A Strong Community of Support

Our generous community of supporters, including mission and healthcare partners, helped us meet the many challenges of 2020. Financial gifts, donations of cleaning and safety supplies and items to support children and families, lifted our hearts when the weight of the pandemic tested our resolve. We never felt alone or unable to safely care for the children and families staying at the House. We gained strength from the confidence you placed in us and weathered the storm because of your generous support.

Celebrating 40 Years of Serving Children and Families

2020 marked the 40th Anniversary of our mission in Rochester. As the 126th Ronald McDonald House in the country, we have grown from a modest 14-bedroom house in 1980 to a 70-bedroom house today. We have had the privilege of serving thousands of families over the past forty years and look forward to serving more families in the future. Many caring hands and hearts have helped nurture our growth over the past four decades, ensuring more children and families will find their home away from home at the Rochester Ronald McDonald House. Thank you for being part of the Ronald McDonald House family and our story.

Sincerely,

A handwritten signature in black ink that reads "Jason Boynton".

Jason Boynton
Board President

A handwritten signature in black ink that reads "Peggy A. Elliott".

Peggy Elliott
Executive Director



Ronald
McDonald
House®
Rochester, MN



Families

Number of Family Visits **202**

Total New Families **130**

Average Length of Stay **17 nights**

Range of Stays **1-366 nights**

Nights of Lodging **4,045**

Value of Lodging Provided **\$475,004**

DIAGNOSIS DISTRIBUTION

Medical **86**

Surgery **40**

Newborn **33**

Cancer **17**

Psychiatry **10**

Proton Beam **9**

Transplant **6**

Fetal Surgery **1**

STATES REPRESENTED

Alabama 1	Indiana 4	Montana 2	Oregon 1
Arizona 1	Iowa 24	Nebraska 5	South Dakota . . 9
California 1	Kansas 1	Nevada 1	Tennessee 2
Colorado 2	Louisiana 1	New York 1	Texas 2
Florida 2	Michigan 3	North Carolina . 2	Utah 3
Georgia 1	Minnesota . . . 70	North Dakota . 17	Washington . . . 1
Idaho 1	Mississippi . . . 1	Ohio 2	Wisconsin 30
Illinois 3	Missouri 2	Oklahoma 1	Wyoming 1

COUNTRIES/TERRITORIES REPRESENTED

Belize 2	Trinidad 1
China 1	



PROGRAMS

	PARTICIPANTS
Daily Fun-Filled Activities	329
Paw Pals Pet Therapy	291
Activity Bags	143
Winter Wonder Days	78
Music Therapy	71
D6 Game Night	25

Outreach Support

Food Bags from Fresh Food Coop	604
Family Activity Bags	573
Fall Festival Activity Bags	66
Back to School Bags	49
Snowflake Room Bags	22

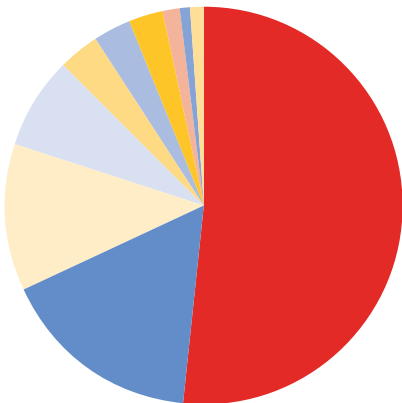
Not all families were able to stay at Ronald McDonald House in 2020 due to COVID-19 health protocols and eligibility restrictions. Hundreds of families who traveled to Rochester for their child's medical care, but unable to stay at RMH, were supported by Ronald McDonald House Rochester.



VOLUNTEER Statistics

We are grateful for the many hearts and hands of volunteers who support the mission of the Ronald McDonald House Rochester.

2020	692 Total Volunteers	5496 Total Hours	\$161,802 Value of Volunteer Hours (\$29.44/hour)
HOUSE DINNERS	269 Volunteers	1076 Hours	33 House Dinners Prepared
			1172 Meals Served



Contributed Hours
by Category/Role

House Dinner Host	124
Family Activities	135
Special Projects	729
Pet Therapy	38
Bake Shop	42
Gardening	144
Board/Committee	527
Service Activities	333
Special Events	63
HouseWarmer	2285

In celebration of volunteerism at the House and a desire to recognize and applaud volunteers for incredible, above-and-beyond efforts, the House created the **Distinguished Volunteer Award** in 2020.

While the House is extremely grateful for all volunteers and all efforts to support the mission, the prestigiously Distinguished Volunteer Award is to honor an individual or group who have demonstrated extraordinary dedication to the House. As an organization, the House set out in search of volunteers who exemplified the House's core values of compassion, hospitality with heart, mutual respect, community partner, sound management, and excellence, in every aspect of what they do.

Lori Windhorst was recognized as the first-ever Distinguished Volunteer Award recipient, for her astonishing commitment to the House, her energy and heart, her ability to connect with families, staff, other volunteers, as well as her drive to stretch the mission into surrounding communities and garner continued support. We are very thankful for Lori's dedication.



Beth Solie is the 2020 Distinguished Volunteer Award recipient. Beth leads with compassion, love, and enthusiasm, making the outdoor spaces family friendly and welcoming for all. Beth is a Master Gardener by trade, spending hundreds of hours each year planning, prepping, creating, installing, planting, and cleaning up all of the outdoor spaces, often during late nights and behind the scenes. The House landscaping shines because of the tremendous devotion

by Beth. The House appreciates the tremendous amount of time and energy she puts into making its outward appearance beautiful, fun, bright, and inviting.



The remarkable impacts made by these volunteers is what makes them so deserving of this recognition.

DONOR Impact



Dan and Terri Penz

**Integrity. Hard work.
Generosity. Humility.**

For the past 40 years, Dan and Terri Penz have instilled these core values in their family. Four children and nine grandchildren (with another on the way) later and the generational Rochester family continues to impact the community. And continues to impact the Ronald McDonald House.

"It's important to us that we pass down these values to our kids and employees," Dan said.

Supporters of the House for more than 20 years, Dan and Terri have given their time, talents, and treasures to support children and families. Dan served on the Board of Trustees for eight years, including one year as Board President, and continues to serve on the Facilities Committee and Future Planning Committee. He was heavily involved in the first expansion as well.

Family companies run by their children—Elcor Construction, Penz Automotive Group, commercial property management—are also involved with the House. Corporate donations, in-kind donations, and volunteering are only a few ways they support children and families.

"The most efficient way to help others and make an impact in our community is to partner and work alongside organizations that are doing things the right way," said Dan. "Seeing our children lead our companies and expand support for the House—makes us very proud."

Dan reflected on his time on the Board and committees.

"Every meeting starts with a journal reading from a House family," Dan said. "Reading the words from a mom or a dad who stayed at the House with their kids...it was very impactful and helped block out distractions and reminded us why we are here."

Terri appreciates how easy it is to stay connected to the House and the children and families who call it home. For instance: she follows former House guest Seth Bayles closely on social media and is inspired by his faith and works.

"Seth and other children and families are why we support the House," Terri said. "He uses a difficult situation for good. There are so many inspirational stories."

Dan and Terri support the House and they hope their story will be a reason for others to support the House. Former Board President Tom Winkles once told Dan: *It's the easiest sale I have ever made; I tell people about the House and it sells itself.*

"I believe in the House and its mission," said Dan.

"We take great pride in our small part to further the mission of the House alongside the next generation of Penzes."

— A NOTE OF THANKS —

Ronald McDonald House~

We just want to thank you for ALL of the amazing support you have given us during our stays since Sept. 2. From activity bags and meals, to hand picking Christmas gifts for our ENTIRE family, you all were a BRIGHT spot in our days! There were times where we hadn't

really even thought of "ourselves" during Beckett's hospitalization, and we'd get a call asking if we wanted meals... it was so nice to have somebody looking out for "us." You all are amazing, and have our ♥'s. Thank you again!

♥, Beckett
The Smith fam

DONOR Impact



Ron and Linda Fess Planned Giving

Ron Fess and his wife, Linda, became involved with the Ronald McDonald House of Rochester during the early days of Northland House. Their passion for helping families is personal and runs deep. As a child, their daughter, Barb, had many surgeries, furthering their desire to help others facing similar situations.

Ron served on the Board of Trustees from 2001 to 2007. During that time, the House completed its first major expansion. Ron's expertise in technology—he worked for IBM—helped ensure more families could find respite at the Ronald McDonald House.

"Ron was certainly a person that had many passions in life and one was the mission of the Ronald McDonald House," said Dan Kelly, Board President during Ron's first year on the Board. "He played a critical role at the time in recommending and augmenting much-needed hardware improvements."

"Ron found joy in serving the children and families of the Ronald McDonald House," said Linda.

After his term on the Board ended, Ron continued to generously support the mission of the House and upon his death in late 2019, left a transformational gift.

Compassion. Competitive. Faithful. Helpful. Honest. Loving. Reliable. Stubborn. Trustworthy. Those are simply a few words Ron is described by his family.

After experiencing the healthcare trials with his own daughter, Ron used his time, talents, and money to support families going through the most difficult time of their life.

"When my dad had the opportunity to help the Ronald McDonald House...he did," said Barb. "Stubborn and competitive sound like negative traits, but they made him very successful in life."

Ron's legacy gift will impact children and families of the Ronald McDonald House of Rochester for years to come.

Planned Giving is vital to the long-term future of the Ronald McDonald House of Rochester, Minnesota. In many instances, a planned gift can make a significant impact without sacrificing income or security for a person's own family. Donors who have named the Ronald McDonald House of Rochester as a beneficiary in their will, life insurance policy, retirement plan or trust are invited to join Hearts of Gold, the Ronald McDonald House's legacy giving society. For more information or to share your gift intentions and join Hearts of Gold, please contact Samantha Whipple, Development Officer at 507-424-3216 or swhipple@rmhmn.org.

SPECIAL Events

Ronald McDonald House fundraising events gather people from the community to celebrate the children and families staying at the House. Fundraising events make it possible for families to stay together and focus on the health of their child.

SWING YOUR BIRDIE GOLF CLASSIC

The Swing Your Birdie Golf Classic was the first fundraiser to support the Northland House, later to be named Ronald McDonald House. Initiated by Joanne Linnes, the Swing Your Birdie Golf Classic celebrated its 42nd year in 2020, raising more than \$51,000.

Presenting Sponsor: Think Bank

Event Sponsor: Somerby Golf Club

Brunch Sponsor: Benike Construction

Golfer Gift Sponsor: Subaru of Rochester

Cart Sponsor: Coca-Cola

Putting Green Sponsor: Courtesy Corporation/McDonald's



HEARTS & DIAMONDS SPECTACULAR

For the past 17 years, the Hearts & Diamonds Spectacular has been an exquisite night of dinner, dancing, and diamonds. Thanks to the generosity of many, Hearts & Diamonds is noted as a premier fundraising event in Rochester and the largest fundraiser for the Ronald McDonald House. In its 17-year history, this event has raised more than \$2 million.

Presenting Sponsor: Sterling State Bank

Exclusive Diamond Sponsor: Hight & Randall
Personal Jeweler

Event Sponsor: Somerby Golf Club

Major Sponsors: Knutson Construction, Rochester Motor Cars

Heartfelt Sponsors: EmBe Photography, Fagan Studios, Le Jardin Floral,
Let Me Capture You Photography, Top Tier Delights



RONALD MCDONALD HOUSE FAMILY WALK

The Ronald McDonald House Family Walk has become a tradition for many volunteers and former House guest families in its 6-year span.

Major Sponsor: Data-Smart Computers &
Telecommunications



CELEBRATING 40 YEARS

You can't really know where you are going un

NORTHLAND CHILDREN'S ONCOLOGY SERVICES, INC.

Four decades ago, four Rochester-area families worked with social workers, nurses, and doctors from Mayo Clinic to found Northland Children's Oncology Services. The vision was simple, yet beautiful: alleviate financial and emotional strain on parents with children in need of medical care.

Forty years later and their vision is embodied in the Ronald McDonald House of Rochester mission: *provide a home away from home and give support to families seeking medical care for their children.*

RONALD MCDONALD HOUSE OF ROCHESTER, MINNESOTA, INC.

The 14-bedroom Northland House operated from 1977-1988, providing support and services to more than 5,000 families! During that time, the four families connected with local McDonald's owner/operator Phil Henoeh. Their relationship led to the Northland House applying to become a Ronald McDonald House—a dream that was realized in 1990.

Today, the Ronald McDonald House of Rochester is proud to be one of 377 licensed Ronald McDonald Houses in the world.

MORE HOUSE. MORE CHILDREN AND FAMILIES. MORE LOVE AND HOPE.

In 1995, the House moved to its current site on 2nd St. SW. Funded by a community supported \$2.2 million *Love Grows* capital campaign, the House opened its 24-room facility.

Nine years later, following another successful capital campaign totaling \$3 million, the House added 18 guest rooms, for a total of 42.

And in 2019, the Ronald McDonald House of Rochester completed its 30-room expansion, bringing its total guest rooms to 70, and adding much-needed community spaces, such as an indoor activity room, outdoor plaza, and Heart of the Home. The *Love Tremendously Hope Exceedingly* capital campaign raised \$17.5 million from more than 1,600 donors!

Upon completion of the project, the Ronald McDonald House of Rochester became the largest Ronald McDonald House in the state, the 11th largest in the country, and the 17th largest in the world!

Of Serving Children And Families

til you know where you have been. – Maya Angelou

LEADERSHIP, SUPPORT, SERVICE

From its inception in 1980, the Ronald McDonald House of Rochester has been led by a dedicated Board of Trustees. Bill Gormley served as the first Board President from 1978-1980 and set the standard for the following 39 Board Presidents who would lead with distinction!

The House has grown immensely. It is one of the best Ronald McDonald Houses in the country and the world. The House is a beautiful, safe place for children and families.

- Bill Gormley and his wife, Karlene, are one of the founding families of the Northland House, which was later renamed the Ronald McDonald House of Rochester, Minnesota

Over the past 40 years, more than 200 Trustees have advanced the mission of the House and built its reputation as a trusted and necessary nonprofit organization in Rochester.

The House in Rochester is a very significant Ronald McDonald House. But the work isn't done.

- Bob Cline, Emeritus Trustee

No one imaged the House would become such a large Ronald McDonald House. It is a wonderful home for children and families.

- Char Hawk, Emeritus Trustee

I cannot believe it has been 40 years. But the core motivation is the same: how can we help children and families experiencing extreme worry and upheaval in their life?

- Cynthia Nelson, Emeritus Trustee



Thousands of volunteers and generous community members make it possible to provide support and services without cost to children and families in need.

ANNUAL Report

Financial Position 2020

ASSETS

Current assets	\$ 1,500,933
Land, Building & equipment (net of depreciation)	18,108,614
Investment, reserves (including temporarily restricted and endowment)	6,438,967
Bequests receivable	191,946
Pledges receivable (net)	21,626

TOTAL

\$ 26,262,086

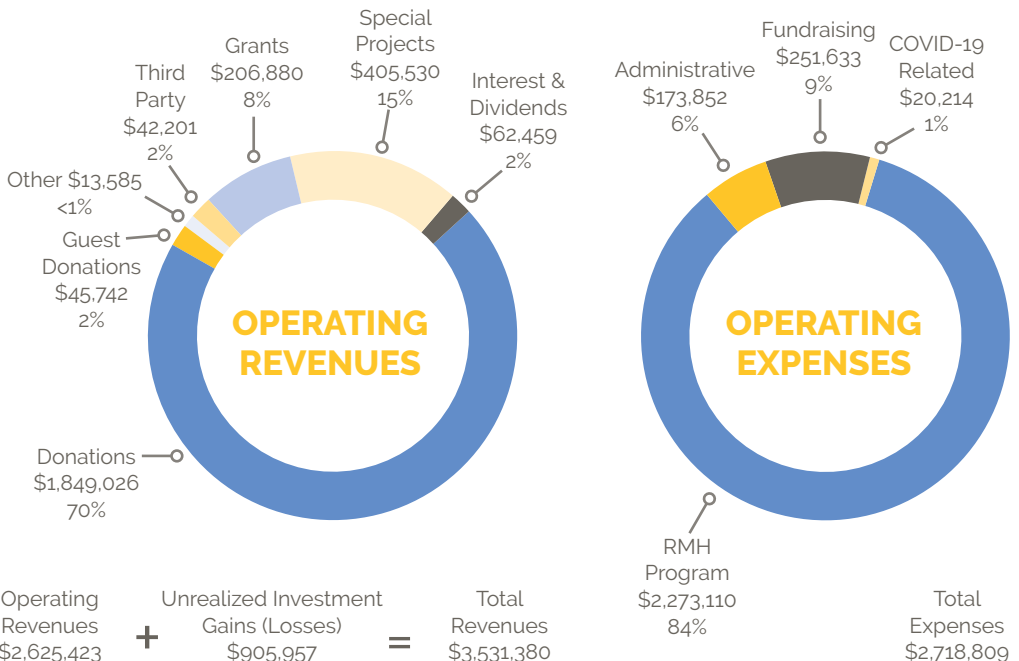
LIABILITIES & NET ASSETS

CURRENT LIABILITIES	\$ 114,915
NET ASSETS	
Land, Building & equipment	18,108,614
Board designated	0
Scholarship designated	70,000
Temporary & permanently restricted	587,384
Unrestricted	7,381,173

TOTAL

\$ 26,262,086

Financials Audited Annually



UNDERWRITERS



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DESIGN & PRINT



Davies
Printing
Company



Rachel, 13 years old