

Marie, 3 years old
132 nights at the House



Ronald
McDonald
House®
Rochester, MN

2019 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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**deceased*



DEAR FRIENDS of the Ronald McDonald House,

2019 was a landmark year for the Ronald McDonald House of Rochester, Minnesota!



With the love and support of a caring and generous community, we completed construction of our 48,000-square foot addition, marking the milestone with a Ribbon Cutting Ceremony on May 16, 2019.

The Ronald McDonald House of Rochester, Minnesota is now the largest Ronald McDonald House in the entire state of Minnesota! Our capable and trusted project partners, including BWBR, Egan Company, Harris, and Knutson Construction, designed and constructed a safe and beautiful building that will serve families and children for generations to come.

We were overwhelmed by the widespread support for this \$17.5 million project. Thousands of individuals, businesses, and foundations provided financial gifts and donated material and labor to ensure we completed this vital project as quickly as possible. With great joy, the Board of Trustees of the Ronald McDonald House officially closed the Love Tremendously Hope Exceedingly campaign on October 24, 2019, after achieving 97% of our fundraising goal!

MORE House MORE Children and Families MORE Love and Hope

Our mission is strong and the future is bright for the Ronald McDonald House of Rochester. There is much excitement about this next chapter as our dedicated volunteers and staff adjust to our significantly larger House and serving more families every day. Although the future always brings with it a measure of uncertainty, we are confident in our commitment to providing a home away from home and caring support to families seeking medical care for their children. The future holds the promise of helping more families when they need help the most.

As you enjoy this year's Impact Report, please know that our mission is strong and bright because of your steady and caring support. Families find love, hope, and respite here in the **House That Love Built** and gain strength as they meet others facing similar journeys. Thank you for supporting this mission and the children and families we have the privilege of serving.

With gratitude and appreciation,

Tyler Coleman
President

Peggy Elliott
Executive Director



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FAMILIES

2019 Family Statistics

Number of Family Visits **425***
**House was under construction for 10 months in 2019*

Average Length of Stay **24 nights**

Total Nights Provided to Families **10,790**

Families on Waiting List **1,864**

Average Nights on Waiting List **6**

Number of Families Not Served **1,164***
**Families who did not physically stay at the House received other support and services from the House*

DIAGNOSIS DISTRIBUTION

Medical **138**
 Newborn **90**
 Surgery **80**
 Cancer **47**
 Proton Beam **34**
 Psychiatry **16**
 Transplant **13**
 Fetal Surgery **5**
 High Risk Pregnancy **1**
 Mood Clinic **1**

STATES REPRESENTED

Alabama.....	4	Illinois.....	11	Nebraska.....	3	Oregon.....	1
Alaska.....	2	Iowa.....	49	Nevada.....	1	South Carolina.	3
Arizona.....	2	Kansas.....	4	New Jersey...	1	South Dakota.	19
Arkansas.....	1	Kentucky.....	3	New Mexico...	1	Tennessee.....	4
California.....	9	Louisiana.....	1	New York.....	3	Texas.....	4
Colorado.....	3	Michigan.....	3	North Carolina.	1	Utah.....	3
Florida.....	2	Minnesota..	154	North Dakota.	21	Washington....	2
Georgia.....	1	Mississippi....	4	Ohio.....	2	Wisconsin....	85
Idaho.....	2	Missouri.....	1	Oklahoma.....	3		

COUNTRIES/ TERRITORIES REPRESENTED

Puerto Rico....	3	Canada.....	1	Saudi Arabia...	1
Algeria.....	1	China.....	2	Trinidad.....	1
Belize.....	2	Nigeria.....	1		

Nolan, 8 years old
37 nights at the House



— PROGRAMS —

Ronald McDonald House of Rochester

programs provide healthy, family centered opportunities for kids to be kids and families to spend precious time together. Many memories are made at the House.



PROGRAMS

PARTICIPANTS

Daily Fun-Filled Activities	1,111
Paw Pals Pet Therapy	1,060
Family Activity Bags (arts, crafts, games, books)	202
Music Therapy with Healing Rhythms	138
Outings (baseball game, zoo, trick-or-treating)	57
Snowflake Room	47
Winter Wonder Days	38
Hooray Bead Program (symbolize child's medical journey)	7



The 70-room Ronald McDonald House of Rochester completed its expansion and renovation in October 2019. Upon completion of the project, the House became the largest in the state of Minnesota, the 11th largest in the country and the 17th largest in the world.

***MORE House
MORE Children and Families
MORE Love and Hope***





Founded in 2019, the **Fresh Food Co-Op** serves the children and families staying at the House and on the waiting list by providing them with fresh and healthy perishable food items, such as protein, produce, dairy and more, at no cost to the families. It provides access to healthy, supplemental food options, allowing children and families to focus solely on their health and well-being. The Fresh Food Co-Op is the first of its kind and was originally funded by the generosity of AbbVie via a \$50,000 Remarkable Impact Grant from Ronald McDonald House Charities.



— VOLUNTEERS —

Volunteers share their time, expertise, and compassion with children and families at the Ronald McDonald House of Rochester.

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2019

1,620
Total
Volunteers

19,088
Total
Hours

\$537,327
Value of Volunteer Hours
**(28.15 independent sector)*

Volunteers give families the gift of sharing a meal together by preparing and serving House Dinners at the Ronald McDonald House of Rochester.

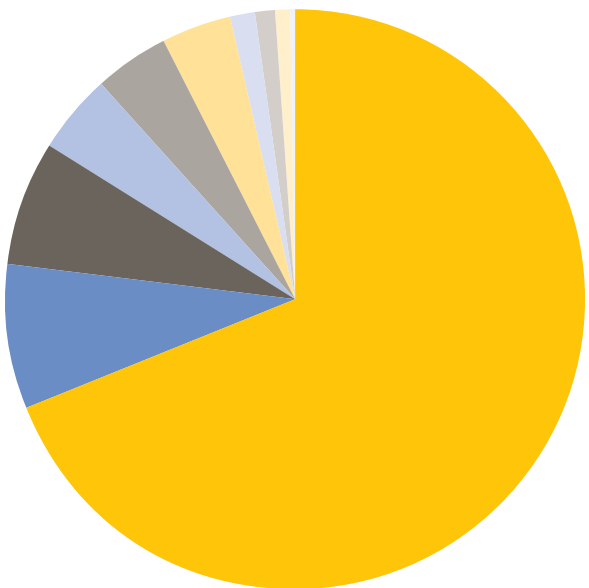
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1,020
House
Dinner
Volunteers

4,025
House Dinner
Volunteers
Hours

148
House
Dinners
Hosted

4,945
Individual
Meals
Provided



Contributed Hours by Category/Role

- | | |
|---------------------------------|----------------------------------|
| HouseWarmer 10,406 | House Dinner Host 566 |
| Special Projects 1,218 | Special Event Support 216 |
| Service Activities 1,045 | Pet Therapy 151 |
| Family Activities 653 | Bake Shop 145 |
| Board/Committee 641 | Gardening 22 |

Volunteers 600 Contributed Hours 15,063

DONOR Impact

Rick and Wendy Lommen

received the 2019 Ronald Award...their second such recognition!

The Ronald Award is a nationwide honor given to McDonald's owners who show exceptional contributions and progression of the McDonald's brand. Another factor in the award is their commitment to Ronald McDonald House Charities and the Ronald McDonald House of Rochester, Minnesota.

Rick and Wendy first connected with the Ronald McDonald House of Rochester in 1994 by gifting it with a family services grant. After purchasing McDonald's restaurants from owner/operator Phil Hensch and his wife Barb in 2001, Rick and Wendy's presence in the Rochester community grew and their relationship with the House strengthened.

Today, Courtesy Corporation-McDonald's, Rick and Wendy's organization, owns/operates 62 McDonald's restaurants in western Wisconsin, southeastern Minnesota, and Clear Lake and Decorah, Iowa.

The Lommens value the importance of educating their employees to help fundraise for the charity and tell the story of the House. Courtesy Corporation-



McDonald's has 4,000 brand ambassadors that believe in the mission—provide a home away from home and give support to families seeking medical care for their children—and share it with thousands of customers every day. More importantly, Rick and Wendy have made the House a part of their everyday training and store operations. The House message is carried to every community event and school presentation that is sponsored as a business.



It's support that the Lommens intend to continue for years to come.

"Each customer is an opportunity to educate them on the good the House does for children and families," said Rick. "A new employee is a new opportunity to educate about the support provided for children and families. They may not stay with Courtesy Corporation forever, but they will take with them the value of the House."

"Our parents were role models for us," Wendy said. "As second generation owners/operators, there is no better way to give back to the community than by supporting the House. We will ensure that the tradition continues with the next generation."

"The children we have met over the years have touched us deeply and are the reason we always have to do more for families at the House."

Rick and Wendy and Courtesy Corporation-McDonald's presence inside the House is extensive, highlighted by the brand new Indoor Activity Room, which provides kids with a year-round space to run and play.

The Lommens both served on the Ronald McDonald House of Rochester Board of Trustees; Rick from 2003-2008 and Wendy since 2009, with Rick serving as Board President in 2006.

Courtesy Corporation restaurants continue to support the House in numerous ways. Cookies for Kids has been raising money for the House through chocolate chip cookie sales since 2009, with all profits benefiting children and families. It has raised \$1.1 million to date. The Apache Mall location features a mural of children and families from the House. All Courtesy Corporation restaurants are participating in the newly implemented Round Up for RMHC program, which enables customers to round their total to the nearest whole dollar as a donation for Ronald McDonald House Charities.

And so much more!

Rick and Wendy's generous and passionate support for serving sick children and their families helped the Ronald McDonald House of Rochester reach new heights in 2019...and beyond!

A LASTING Legacy

I love the unity, compassion, life, and love I feel every time I walk through the doors of the Ronald McDonald House of Rochester. A planned gift reinforces these feelings, reflecting a type of partnership between me and the House and recognizing mutual beliefs and values for the future. I believe planned gifts are special because they can be identified today and benefit children and families at the Ronald McDonald House in the future.

– Cynthia Nelson
Ronald McDonald House of Rochester Emeritus Trustee

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HEARTS OF GOLD

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**. In many instances, a planned gift can make a more significant impact without sacrificing income or security for a person's own family. For more information or to share your intentions and join Hearts of Gold, please contact Samantha Whipple at 507-424-3216 or swhipple@rmhmn.org.

2019 EVENT PHOTOS



SPECIAL Events

The Ronald McDonald House of Rochester special events provide an opportunity to introduce people to the mission, celebrate the children and families who call it home, and raise funds to support the daily operations. All funds raised at the special events are used to support children and families staying at the House. Thank you to all of the 2019 special event sponsors:

Hearts & Diamonds Spectacular

Presenting Sponsor: Sterling State Bank

Exclusive Diamond Sponsor: Hight & Randall Personal Jeweler

Event Sponsor: Somerby Golf Club

Major Sponsors: Knutson Construction, Luxe Beauty Bar, Rochester Motor Cars

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

Ronald McDonald House Family Walk, a Scheels Med City Marathon Event

Signature Sponsor: Data-Smart Computers & Telecommunications

Swing Your Birdie Golf Classic

Presenting Sponsor: Think Mutual Bank

Lunch Sponsor: Benike Construction

Social Hour Sponsor: Dunlap & Seeger, P.A.

Exclusive Cart & Beverage Sponsor: Coca-Cola

Golfer Gift Sponsor: Subaru of Rochester

Putting Green Sponsor: Courtesy Corporation - McDonald's

Media Sponsor: KTTC

Party at the Pavilion

Event Founders: Wendell & Dianne Pittenger

Major Sponsors: Egan Company, Harris Company, Knutson Construction

Music Sponsor: Heartman Insurance

Media Sponsor: Townsquare Media

Raffle Sponsor: Premier Bank of Rochester

Heart of Hope Sponsors: Dunlap & Seeger, P.A., Doubletree, Hilton Garden Inn, Hilton

Heart of Love Sponsors: K&M Glass, Subaru of Rochester

Brewery Sponsors: Little Thistle Brewing Co., LTS Brewing Company, Kinney Creek Brewery

ANNUAL Report

Financial Position 2019

ASSETS

Current assets	\$ 1,088,185
Land, Building & equipment (net of depreciation)	18,732,934
Investment, reserves (including temporarily restricted and endowment)	5,493,356
Bequests receivable	188,619
Pledges receivable (net)	66,032

TOTAL

\$ 25,569,126

LIABILITIES & NET ASSETS

CURRENT LIABILITIES \$ 306,612

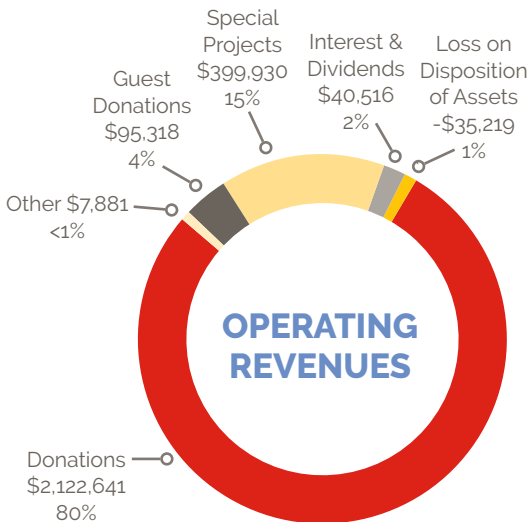
NET ASSETS

Land, Building & equipment	18,732,934
Board designated	0
Scholarship designated	70,000
Temporary & permanently restricted	565,920
Unrestricted	5,893,660

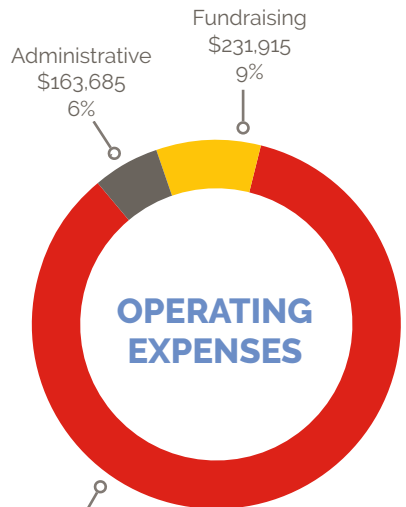
TOTAL

\$ 25,569,126

Financials Audited Annually



Operating Revenues	+	Unrealized Investment Gains (Losses)	=	Total Revenues
\$2,631,067		\$864,309		\$3,495,376



RMH Program		Total Expenses
\$2,301,080		\$2,696,680

UNDERWRITERS



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Employees**

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• Rochester, MN

850 SECOND STREET SW
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SPECIAL THANKS

PHOTOGRAPHY



DEAN RIGGOTT
PHOTOGRAPHY

DESIGN & PRINT



Davies
Printing
Company



Linhan, 4 years old
264 nights at the House