



Ronald McDonald  
House Charities®  
Midwest | MN, WI, IA

# 2023 Impact Report



Heather Ann Photography

**People will never fully realize what their gift  
does for families—what it did for our family.**  
- Nick, guest dad

**Dear Supporters of Ronald McDonald House Charities Midwest MN, WI, IA,**

On behalf of the entire Ronald McDonald House team, it is our pleasure to present the 2023 Annual Impact Report. As we share the highlights of this remarkable year, we extend our deepest gratitude for your steadfast commitment, which has empowered us to continue our mission of making a meaningful difference in the lives of those we serve.



Corey Heimer



Nick Mueller

In our 43rd year of operation, we are thrilled to report that we served more families than ever before in our organization's history. A record 1,019 families stayed with us in 2023. These families, navigating challenging times, sought comfort and care as their children received medical treatment at Mayo Clinic. Our doors remained open to offer a home away from home, a haven where families found solace, supported by our dedicated staff, volunteers, and fellow families on similar journeys.

Those families were provided with nearly 14,000 nights of free lodging, another mission delivery record last year. Combine the lodging with the 12,000 meals we provided, and families were able to save more than \$2.3 million in additional medical treatment expenses they would've incurred had the Ronald McDonald House not been an option.

Our impact extends beyond a room and nutritional support though. Last year, more than 7,500 individuals of all ages were supported by our Family Activities programming. Supporting our families through day-to-day programming, and so much that we do in the House, was made possible by the incredible support of our volunteers, who collectively contributed nearly 13,000 hours of their time in 2023.

None of these accomplishments would have been possible without the unwavering support of our donors. Thousands of individuals, like yourself, generously contributed to our cause, demonstrating a shared commitment to making a difference in the lives of the children and families we serve. We are humbled and grateful to be entrusted with the support of wonderful donors.

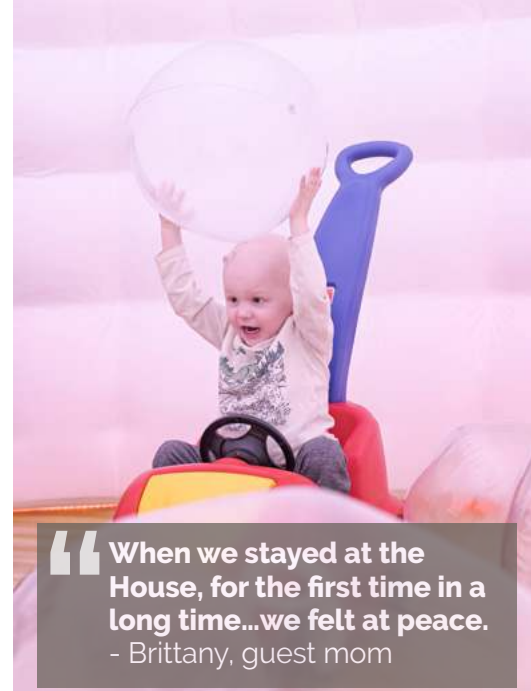
As we reflect on the past year, our hearts are filled with gratitude for the impact we've made on the lives of children and families in need. We are proud of our collective achievements and remain resolute in our commitment to providing comfort, care, and support to families during their time of need.

Thank you for being an integral part of our journey and for making a difference in the lives of those we serve. Together, we are giving families a priceless gift - the ability to stay close when it matters most.

With heartfelt appreciation,

Corey Heimer  
Board President

Nick Mueller  
Chief Executive Officer



**“ When we stayed at the House, for the first time in a long time...we felt at peace. - Brittany, guest mom**



**“ The House took care of our needs, so we didn't have to worry about anything but her. - Laura, guest mom**



**“ The support system at the House is so important. - Katie, guest mom**



**“ The House gave us more time with our kids - and time is something you can't put a price on. - Ashley, guest mom**

# FAMILY SERVICES

**1,093**  
total families served



**66%**  
of families came from **MN, WI, IA**  
families came from Belize, Canada,  
Costa Rica, Ecuador, Guatemala, Iran,  
Israel, Pakistan, Panama



**1,019**  
family stays

**13,978**  
nights of rest  
provided to families

**12 nights**  
average length of stay



**\$2.3M+**  
in total expenses saved by  
families staying at RMH



**11,854**  
individual meals  
were provided by  
RMHC Midwest MN, WI, IA  
and House Dinner groups

**1,041**  
families utilized the  
**Fresh Food Co-Op**  
for groceries and meals

**7,510**  
daily activity participants

**373**  
total activities offered

**2,757**  
Paw Pals pet therapy  
program participants

**368**  
Camp Ronald participants  
(winter, summer, and fall)

**129**  
Music Therapy participants



**1,066**  
Activity Bags  
distributed to families

**314**  
individuals received  
holiday gifts from the  
**Snowflake Room program**





# Barb Henoach: Leaving a Legacy

**“The meaning of life is to find your gift.  
The purpose in life is to give it away.”**

- Pablo Picasso

Since 1980, and its beginnings as a 12-bedroom hospitality house, Ronald McDonald House Charities Midwest MN, WI, IA, has provided a home away from home and given support to families seeking medical care for their children at Mayo Clinic in Rochester, Minn.

For more than 30 years of the House's existence, Barb Henoach was a constant - a beacon of steadfast resolution and faithfulness. Her love for the House shined bright, only to be outshined by her love for the children and families who walked through its doors.

After relocating to Rochester in the early 1990s, Barb - in collaboration with her second husband, McDonald's owner/operator Phil Henoach - helped the organization grow and mature. Their efforts changed the trajectory of the Ronald McDonald House; an impact that continues to this day.

Once the House was officially part of Ronald McDonald House Charities, it built a 24-room House on 2nd St. SW, only one block from Mayo Clinic's Saint Marys Campus, where many children are treated. Barb, along with the Board of Trustees, other volunteers, and community members and businesses, raised \$2.2 million for construction costs.

Nine years later, the House expanded to 42 guest rooms total, including six rooms specifically designed for long-term stays. Barb was once again crucial to the organization's expansion.

When RMHC Midwest MN, WI, IA moved forward with the ambitious goal of expanding to 70 guest rooms, Barb led the way, as the honorary co-chair for the *Love Tremendously Hope Exceedingly* capital campaign.



Barb (left) and former RMH Executive Director Linda Bonow (right) at the 2018 groundbreaking ceremony

In 2019, when the dream was realized, Barb was sitting front row as children and families cut the ribbon for the largest Ronald McDonald House in the state of Minnesota, and one of the largest in the world.



Barb dancing the night away at the 2014 Hearts & Diamonds Spectacular

Beyond her support as a fundraiser and an advocate, Barb was a mainstay at House events, like the Hearts & Diamonds Spectacular and the Swing Your Birdie Golf Classic.

But volunteering at the House was her passion. She loved being the support for guests after long days at the hospital, and she wanted others to discover a love for it as well.

In 2007, Barb established a scholarship for volunteers who are working towards furthering their education or professional background at a college, university, or technical school. Over the past 17 years, 16 individuals have received \$1,000 gifts to help them reach their goals.

Additionally, when the 2019 expansion opened, Barb financially supported the creation of the Volunteer Nourishment Center; a relaxing space to *fill the cups* of those who are pouring into the children and families at the House every day.

**“Volunteers are love in motion.”**

- Barb Henoach

Barb passed away on Feb. 17, 2024, at the age of 94. Although she no longer greets the guests at the House...they will forever feel her love.

**“Barb was a close friend of the House for more than 30 years. While I only had the privilege of knowing her during my current tenure as CEO, many guest families, volunteers, and staff members have known her for 5, 10, 20 years, and more. The Ronald McDonald House was blessed with Barb's presence and support for more than three decades; the legacy she left will continue to impact children and families for years to come.”**

- Nick Mueller, CEO, RMHC Midwest MN, WI, IA

# VOLUNTEER



**1,319 people** volunteered their time and talents in service of our children and families, resulting in nearly **13,000 total hours** and a **value of more than \$446,000** in volunteer service!

## 2023 Volunteer Hours by Category

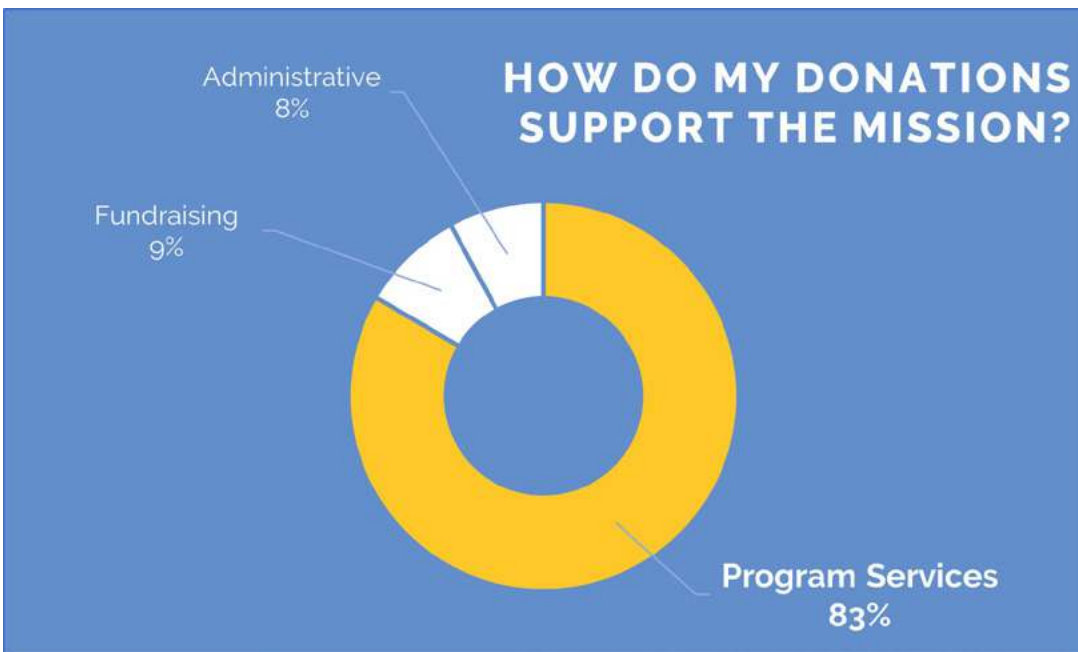
HOUSEWARMER	5029
HOUSE DINNERS	2589
SPECIAL PROJECTS	2563
FAMILY ACTIVITIES	1495
BOARD/COMMITTEE MEETINGS	462
SPECIAL EVENTS	271
SERVICE ACTIVITIES	236
PET THERAPY	227
GARDENING	86



# ANNUAL REPORT

## 2023 Financials by the Numbers

REVENUES	
Contributions	\$2,525,841
Special Events	529,797
Contributed Nonfinancial Assets	197,319
Room Donations	101,492
Third-Party Reimbursements	105,756
Other Income	37,639
Net Assets Released from Restrictions	240,055
<b>TOTAL REVENUES AND OTHER SUPPORT</b>	<b>\$3,737,899</b>
EXPENSES	
Program Services	\$3,122,145
Management and General	222,939
Fundraising	322,336
Cost of Direct Benefits to Donors	73,171
<b>TOTAL EXPENSES</b>	<b>\$3,740,591</b>
<b>NET ASSETS – END OF YEAR</b>	<b>\$26,325,752</b>





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## SPECIAL THANKS



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