


2017 ANNUAL REPORT

Keeping families close™



RMHC
of Central Pennsylvania



*"RMHC of Central PA
helps families in need
when we don't even
know what we need."*



2017 was a record year for Ronald McDonald House Charities® of Central PA. For the second consecutive year, we reached new milestones in serving families from Pennsylvania, across the United States and around the world. More than 1,200 families stayed at the Ronald McDonald House® to be near their sick child and 14,300 guests used services at the Ronald McDonald Family Room®. That's a testament to the commitment and compassion of our financial supporters, our volunteers, our medical partners and our staff. It has not always been easy. We've had to adjust our processes and make hard decisions. We've asked more from our supporters than ever before. But, the result of that effort is undeniable.

The question is, where do we go from here?

Our Board of Directors has spent the better part of 2017 laying out a new strategic plan to answer that question. And the answer is this: it's time to move from merely filling the accommodation gap to successfully expanding our core programming and addressing our long-term and emerging needs to successfully support more families.

Moving forward will consist of a major investment in improving our building structures, both in the Ronald McDonald House in Hershey and the relocation of our Ronald McDonald Family Room at Penn State Children's Hospital, enhancing family services and preparing for physical growth of our organization. These initiatives will support us in keeping families together at critical times in their lives.

We're making progress, even now, on our vision to provide positive and supportive experiences that strengthen children and their families within the communities we serve.

We know our vision is attainable if we work together. Are you with us?

Sincerely,

Janice L. Snyder
President of the Board

Karla Mitchell
Executive Director

*"You are doing amazing work here.
Everyone was outstanding."*

2017 BOARD OF DIRECTORS

OFFICERS

President - Janice Snyder, CPA, *Partner, McKonly & Asbury, LLP*

Vice President - Joanne Brown, *President, WJKB Management Co., Inc.*

Second Vice President - Kimberly Greenwalt, *McDonald's Owner/Operator, KNA Enterprises*

Treasurer - Kenneth Hugendubler, CPA, *Partner, Baker Tilly*

Secretary - Beth J. Shaw, Ph.D., *Executive Director of Student Support Services, Milton Hershey School*

DIRECTORS

Steve Blount, *President, General Construction Management, Inc.*

Sheilah Borne, *Asst. Vice President Government Health Relations, Penn State Health Office of Government Relations*

Robert E. Cilley, MD, *Division Chief of Pediatric Surgery & Surgeon in Chief, Penn State Health Children's Hospital*

Donna Holloway, *Executive Assistant Manager, Director of Rooms, Hershey Entertainment & Resorts*

Hope Hoover-Armstead, *McDonald's Owner/Operator, Chip's Old Fashioned Fudge, Inc.*

Karen Leader, *Community Volunteer, Owner, Country Meadows Retirement Center*

Glen Mattox, *McDonald's Owner/Operator, MEL-LIN Enterprises*

Karyn Patterson, *McDonald's Owner/Operator, JDCS Enterprise*

Herb Ring, Jr., *National Food Service Director, The Hershey Company*

Rob Robertson, *High School Special Education Teacher, Dallastown Area School District*

Anthony G. Steele, *Vice President Business Loan Officer, Members 1st Federal Credit Union*

Jennifer Steward, *McDonald's Owner/Operator, Steward Incorporated*

Michelle Suarez-Costello, *McDonald's Owner/Operator, Suarez Family McDonald's*

Jill J. Walmer, *Vice President, Operations, Highmark, Inc.*

Anne E. Zerbe, Esq., *Shareholder, Labor and Employment Chair, CGA Law Firm*



RMHC

of Central Pennsylvania

VOLUNTEER HIGHLIGHTS

Without volunteers, our work would not be possible. Thank you to our amazing RMHC-CP volunteers for your continued dedication to our mission!

15,532 hours
spent volunteering at the Ronald McDonald House in Hershey

4,292 hours
spent volunteering at the Ronald McDonald Family Room and Hospitality Cart

10,286 hours
spent on volunteer opportunities including time spent to prepare 455 meals through our Guest Chef program, 299 pet therapy visits, cleaning, assistance with fundraising events and much more!

We truly appreciate our volunteers who gave an incredible 30,110 hours in support of RMHC of Central PA in 2017! Our staff and guest families truly thank you.

Special thanks to our Founding Mission Partner!



RONALD MCDONALD HOUSE® OF CENTRAL PENNSYLVANIA

2017 FINANCIALS

	2017	2016
Assets, Liabilities and Net Assets		
Assets	\$ 11,353,740	9,998,132
Liabilities.....	52,396	58,951
Net Assets	\$ 11,301,344	9,939,181

Summary of Revenue and Expenses

Revenue

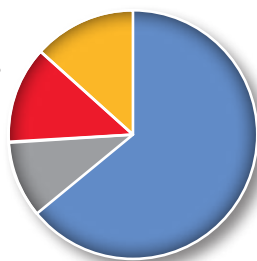
Contributions.....	\$ 1,349,438	1,382,490
Special Events Revenue, Net.....	347,103	290,964
Donated Goods & Services	328,751	290,337
Investment Revenue	286,173	172,876
Loss on Disposal of Fixed Assets.....	(570)	(1,140)
Realized Gain (Loss) on Investments	95,799	154
Unrealized Gain (Loss) on Investments.....	660,087	127,987
Total Revenue	\$ 3,066,781	2,263,668

Expenses

Program Services - RMH & RMFR.....	\$ 1,036,479	910,162
Program Services - Grant	221,098	141,460
Management & General.....	172,758	210,426
Fundraising	234,237	203,916
Unallocated payments to RMHC Global.....	40,046	32,027
Total Expenses	\$ 1,704,618	1,497,991

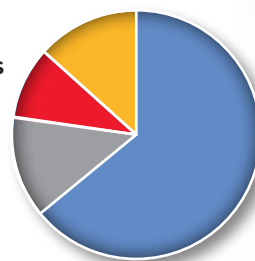
2017 Annual Operating Expenses

- RMH & RMFR...62.3%
- Fundraising...14%
- Grants...13.3%
- Management and General...10.4%



2016 Annual Operating Expenses

- RMH & RMFR...62.1%
- Fundraising...13.9%
- Grants...9.6%
- Management and General...14.4%



Total Operating Expenses.....	\$ 1,664,572	1,465,964
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"The Ronald McDonald House is top notch! All staff was exceptional!"





"The Ronald McDonald House was a much needed sign of hope, taking a huge burden off of our minds. We are so grateful and will be spreading the word about what a wonderful charitable organization you run. Thank you for everything."



"All the volunteers were amazing and made our stay more comfortable."



On March 22, 2018 around 8:30 pm my water broke. I went into labor six weeks before my due date with my first child, my son, Caleb. He was born on the next day at Penn State Health Milton S. Hershey Medical Center. He weighed 5 lbs 7 oz. He had some breathing problems at birth since his lungs were not fully developed and he developed some jaundice.

His biggest challenge to overcome was learning how to feed. He was being fed through an NG tube (a feeding tube) until he was able to learn to breastfeed. We knew he would be in the NICU for the first few weeks of his life. This was hard on my fiancé and I since we live 45 minutes away from the hospital. But then, a social worker told us about the Ronald McDonald House (RMH).

We had a room for the entire time our son was in the hospital - just shy of three weeks. We used the house for various things; a place where we could shower, take a break, grab a meal or some sleep if needed, and a place I could pump breastmilk. It was a home away from home, at no cost to us. This was a true blessing as it helped relieve some of the stress that came with our son's hospital stay. Staying at the Ronald McDonald House gave us the ability to spend significantly more time with our son, without risking the long drive on little to no sleep. We were also able to meet up with family at the Hershey Lodge for Easter Dinner, something that may not have been possible had we not had a place to stay close to the hospital.

While RMH has a lot of amenities like the Guest Chef program where volunteers come in nightly to cook a dinner for House guests, a laundry room to wash clothes and various free services around the community like haircuts at the local Sport Clips®, it wasn't the services that were the most helpful. It was just having a place close to the hospital so we could stay close to Caleb.

To the donors and volunteers, THANK YOU!!! It warms my heart knowing there are still good, compassionate people with caring hearts in the world. – *Bekki Fesig*



*"We're very thankful.
Greatly appreciated,
God bless you!"*

RONALD MCDONALD HOUSE® IN HERSHEY



1,209
Family Visits

1,132
of the stays were
provided to families
from Pennsylvania

RONALD MCDONALD FAMILY ROOM

An average of
52 people
visited the
Hospitality Cart daily

14,366
family members
were served
through the
Ronald McDonald
Family Room
and Hospitality Cart

Dedicated Ronald
McDonald Family
Room Volunteers
logged
4,292 hours



10,467
Room Nights



We had a wait list 91
nights in 2017 and
had to say "no room"
to 202 families

The average
occupancy rate
in 2017 was
82%

The average family
stay was **9 nights**



Total Cost to
provide a night's
stay for a family
at no cost
to them was
\$90



455 meals
were prepared



77 of the stays were provided
to families traveling from
outside of Pennsylvania and
represented 17 different states



299
Pet Therapy visits

Dedicated House
Volunteers logged

15,532
hours



Ronald McDonald
House Charities®
of Central Pennsylvania

2018-2022 Strategic Plan



Strategic Goal #1

Strengthen and expand core
programs and organizational
effectiveness

Strategic Goal #2

Secure financial support to meet
emerging and long-term needs



Strategic Goal #3

Expand core value
influence and
brand awareness

*"I cannot say enough
about the House and
the services you provide,
including those at the
Ronald McDonald
Family Room. You
are wonderful!"*



**Ronald McDonald
House Charities®**
of Central Pennsylvania

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