



Ronald McDonald
House Charities®
of Central Pennsylvania



2020

ANNUAL
REPORT

OUR MISSION

Ronald McDonald House Charities® of Central PA is keeping families together, inspiring strength, and giving comfort and support to families whose children are receiving essential medical care.

THANK YOU

Everything offered through RMHC of Central PA is offered at no charge thanks to the generosity of our donors and volunteers.



“Thank you for all that you do.
You helped to **keep our
family together** when we
needed it most.

– The Williams Family





2020 BOARD DIRECTORS

President - Joanne Brown

Vice President - Jill Walmer

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Director at Large - Michelle Suarez-Costello

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MESSAGE FROM OUR LEADERS

Dear Friends,

In 2020, we learned that pediatric illness does not stop for a pandemic and neither does our dedication to providing services that keep families together and near the care and resources they need. Last year was unprecedented in what seemed like unstoppable waves of challenges and uncertainty for us all. Despite the obstacles we faced at Ronald McDonald House Charities of Central PA® (RMHC-CP), it was also a year of extraordinary generosity, camaraderie, kindness, and gratitude—all of which we felt every day from our community of supporters, and we are forever thankful.

While we were challenged with temporary closure of some of our services, including our Volunteer and Guest Chef programs, we pivoted quickly and were able to continue serving families thanks to you, our allies, who helped us cover these unexpected and additional costs at our Ronald McDonald House, Family Room and Kiosk programs.

Our families and organization all benefited from the RMHC-CP team's creativity and resourcefulness; transforming not one, but two, of our special events to successful virtual events, implementing Covid-19 safety protocols and policies that kept everyone safe, and working diligently to acquire alternative housing solutions when we were faced with limited housing occupancy guidelines. We also saw amazing dedication from our frontline team members who showed up each and every day, giving families the hope, care, and togetherness they needed most.

Through it all, you enabled us to provide continuous care for our families every single day and for that, we are incredibly grateful.

As we reflect on the past year, we are reminded of our committed community of supporters, a Board of Directors vested in our success and financial stability, a team who works tirelessly and families who need us. Who knows what the next year will bring, but one thing is for certain, we will get through it—together.

Sincerely,



Karla Mitchell, Executive Director



Joanne Brown, 2019-2020 Board President

FOUNDING & FOREVER PARTNER

McDonald's has been a committed partner of RMHC of Central PA since we first opened our doors in 1984. On a national scale, McDonald's programs generate millions of dollars annually through:

- Cashless Giving (Kiosks & Global Mobile App)
- Happy Meal® Program
- Coin Boxes
- Round-Up for RMHC

Round-Up for RMHC is a continuous national fundraiser to support RMHC chapters throughout the U.S. **In 2020, Central PA McDonald's restaurants participating in Round-Up for RMHC raised \$15,200 in support of our chapter.**

McDonald's supports us with financial assistance, event sponsorship, volunteerism, and board support. We want to extend a heartfelt thank you to Owner/Operators, crew members, corporate employees, customers, and suppliers for all you do to support the RMHC of Central PA mission.

**Special thanks to
our Founding
Mission Partner,
McDonald's**



WHY RMHC-CP MATTERS

RMHC of Central PA is built on the simple idea that nothing else should matter when a family is focused on the health of their child – not where they can afford to stay, where they will get their next meal or where they will lay their head at night to rest.

Our core programs reduce stress and financial burden for families when they must travel far from home to access medical care for their child. RMHC families are often the sickest, travel the longest distances, and spend the longest time in the hospital.

“ Because of the Ronald McDonald House and the people associated, we were able to focus our time, resources, and emotions on our family and not worrying about a place to stay.

– The Zellner Family

”



OUR IMPACT



5,708

Family Overnight
Stays



900

Individual Catered
Meals



\$742,040

Total saved by
RMHC-CP Families



\$81,347

COVID-19 Expenses
Incurred in 2020



OUR FAMILIES



408

Families Served
in 2020



168 days

Longest Guest Stay
at the RMH



7 days

Average Length of
Stay at RMH



Top Medical Reasons for Stay

Prematurity/NICU
Heart Condition
Cancer Diagnosis
Neurological Disorders
Eating Disorders



\$1,818.43

Average Saved per
RMHC-CP Family



2,608 mi.

Furthest Distance
Traveled to RMH



Farthest State(s)

San Diego, CA
Miami, FL
Hendersonville, NC



Top Counties Served

Franklin
Berks
Lancaster



45 of 67

PA Counties Served

ADOPT A ROOM PROGRAM

By adopting a room at the Ronald McDonald House in Hershey, you will directly impact the lives of families who will call the room home by eliminating many of the financial challenges that come with traveling long distances for medical care.

Ronald McDonald House Charities® of Central PA's Adopt A Room program allows you, your company or organization to help defray the cost of operating a guest room in our House for one year*. Your donation helps our organization keep families together and near the care and resources they need as their child receives essential medical care and assures that we can continue to provide our services free of charge.

Your gift provides much more than just a roof over our families heads. It helps provide support, home-cooked meals and relief from their stressful situations so they can focus on what matters most — each other.

Benefits of Adopt A Room include:

- Recognition in our newsletters, annual report and on our website
- Recognition inside guest room
- Recognition as an Adopt A Room participant in a common area of the RMH

**Funds received as part of the Adopt A Room Program go to support the operations of Ronald McDonald House Charities of Central PA and are not specific to any room. Please understand that donations or support do not convey any rights of ownership or control. Adopt A Room does not include event sponsorship contributions. For more information about giving to RMHC of Central PA, please contact development@rmhc-centralpa.org. Visit rmhc-centralpa.org for more information.*

ADOPT A ROOM SPONSORS

To our current Adopt A Room sponsors—
Your generous gift helps to ensure families have a home away from home when they need it most.
Thank you.

The Lynch Family

A Caring Friend

In Memory of Sophia Marsicano

WoodmenLife Hershey Chapter 364

Mountain Ridge Metals

Pennsylvania Retina Associates

In Loving Memory of Ashley Glica

Anonymous

The Brame Family

Dogwood Acres Campground

Karns Quality Foods

Mr. and Mrs. Stephen J. Kindler

MI Foundation

Northwest Bank

Pennsylvania State Police Academy
Civic Association



PLANNED GIVING

Establish a lasting impact for families with seriously ill children by making a planned gift! In addition to continuing your support of a mission you care deeply about, a planned gift can provide positive tax benefits for your estate and heirs.

A planned gift can help you make a more significant gift than you might have otherwise imagined without sacrificing income or security for your own family. No matter what form your gift takes, you can rest assured that your generosity will be deeply appreciated by the thousands of children and families who benefit from services provided by Ronald McDonald House Charities of Central PA (RMHC-CP) each year.

Examples of Planned Gifts Include:

- Charitable Bequest (Gift's from one's will or estate)
- Securities
- Retirement Plans
- Trusts
- Life Insurance
- Real Estate

Naming RMHC of Central PA as a beneficiary in your will is one of the simplest legacy giving options available to you. One way to make a contribution is to designate a percentage of what is left of your estate or assets after other gifts or debts have been paid. This is known as a "residual gift".

You can also opt to leave a fixed sum of money to charity in your will, known as a "specific gift". You can leave a specific or residual gift to RMHC of Central PA by asking your attorney to add some simple wording to your will. This will not impact the gifts you leave to your loved ones.

ENDOWMENT GIFTS

There are many ways to show your support for the children and families that call Ronald McDonald House Charities of Central PA their home. Current or planned gifts may be directed to our Endowment Fund to support our families long into the future.

Endowment gifts are invested and remain intact while the investment earnings support RMHC-CP's mission and programs in perpetuity. Gifts of any size may be restricted into the Endowment Fund and qualify donors for membership into the **Kim Hill Legacy Society**

If you have chosen to include RMHC of Central PA in your will or have any questions, please contact our Executive Director by calling 717-533-4001 x151. You can also complete our **Letter of Intent** to notify us of your legacy plans for our organization at rmhc-centralpa.org/leave-a-legacy-2/.

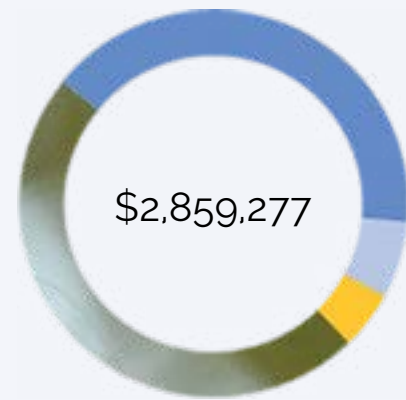
KIM HILL LEGACY SOCIETY

The Kim Hill Legacy Society honors faithful and compassionate donors who remember RMHC-CP with a planned gift or other direct giving to the organization. It is our way of recognizing donors who choose to make such a significant donation.

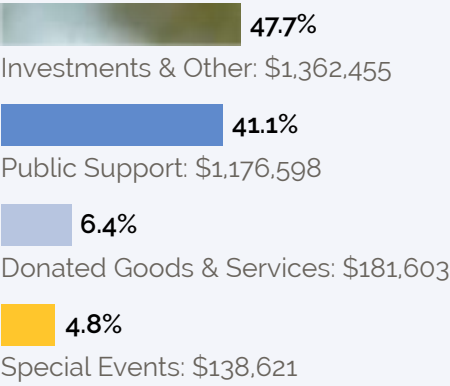
Members receive updates, newsletters, and invitations to events throughout the year, including an annual reception opportunity to connect with fellow members that allows us to share accomplishments and plans for the Ronald McDonald House and expanding programs for children and their families in the future.



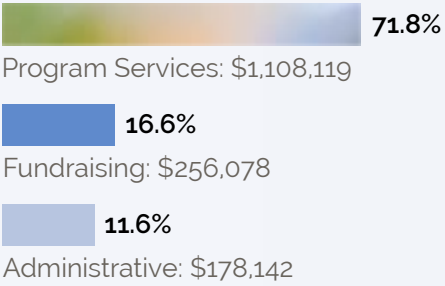
2020 FINANCIALS



TOTAL REVENUE
BY SOURCES



TOTAL EXPENSES
BY SOURCES



CURRENT ASSETS	2020	2019
Cash and cash equivalents	\$ 2,110,193	\$2,398,393
Contributions receivable	24,342	22,464
Due from RMHC Global	19,130	35,048
Investments, at fair value	8,234,525	6,800,244
Prepaid expenses	24,639	19,802
Total Current Assets	10,412,829	9,275,951
Property, Furniture, and Equipment, Net	4,093,779	3,733,497
Total Assets	\$ 14,506,608	\$13,009,448

“The Ronald McDonald House in Hershey isn't just a place for us to stay—it is a place where we feel comfortable, and our family can *be together*.”

– The Reedy Family





Ronald McDonald
House Charities®
of Central Pennsylvania

KEEPING FAMILIES CLOSE®

745 W. Governor Rd, Hershey, PA, 17033
rmhc-centralpa.org