



Ronald McDonald House Charities® (RMHC) of the Bluegrass

2008 **Annual Report**

Dear Friends,

It's hard to believe that another year has come and gone, and I already find myself writing this Annual Report letter. 2008 was truly an amazing year!

Our staff and board made a commitment at the beginning of last year to carve out time to reflect on our past successes and identify opportunities for future improvement of our unique services for families and children. The discoveries from those planning retreats will allow us to better prepare for challenges in the future. Given the present economic times, it is essential that our organization continues to operate in the most efficient and responsible ways, both financially and socially.

Thanks to friends like you, the number of volunteers who helped the **Ronald McDonald House**® in Lexington doubled in 2008! These amazing people helped prove that now, more than ever, is the most important time to give of time and resources to help others in need.

Thanks to friends like you, the Jones family was able to call the Ronald McDonald House "home" last year. When their son Logan was born amidst complications last summer, the family was rushed from their hometown of Booneville, KY to Kentucky Children's Hospital. While Logan and his mother (Martha) were recovering in the hospital, his father (Eddie) and six-year-old sister (Gabby) needed a place to sleep. After a few nights spent in the family car in the parking garage, the Joneses were referred by a nurse to stay at the Ronald McDonald House® where they would spend the next 2 months during Logan's recovery. Martha, Eddie, and Gabby found solace in our comfortable and loving "home away from home" located only moments away from baby Logan's incubator. By late September, Logan was healthy enough to return home and the family said their goodbyes to the Ronald McDonald House. They shared that the House was a blessing to them and helped them cope through this difficult time.

Thanks to friends like you, our **Ronald McDonald Care Mobile**® program continued to provide free care to children throughout Eastern Kentucky who otherwise may not have any access to dental care. This past year, the Care Mobile treated over 2,200 children, 54% of whom had untreated cavities.

We look forward to sharing 2009 with you (our new **Ronald McDonald Family Room**® opened on January 20, 2009.) Many exciting things lay in store for us in this upcoming year (including a celebration of the 25th Anniversary of the Ronald McDonald House) and we hope you will continue to lend a helping hand as we care for more families and children than ever before. Thank you for your compassion and generosity that makes all that we do possible.

Sarah Warner, *Executive Director*





Ronald McDonald House Charities® of the Bluegrass

The following is an overview of **Ronald McDonald House®** program demographics & occupancy for the fiscal year ending December 31, 2008.



"When we came to the Ronald McDonald House, we felt welcome, and most importantly like we were at a place we could call home for the next few months. Thanks for being our "home away from home" and our family away from our family."

Statistical Highlights

| | |
|--|---------|
| Total families served..... | 662 |
| Total number of nights of lodging provided | 6,497 |
| Average room occupancy rate | 89% |
| Average length of stay | 10 days |
| Actual daily cost of providing a room | \$67 |
| Amount families are asked to contribute per day..... | \$10 |
| Average amount families were able to pay per day | \$2.79 |

Geographic Population Served

Geographic area served.....80 KY counties, 11 US States & 2 Foreign Countries

Top Areas served:

of Room Nights

1. Laurel County
2. Knox County
3. Wayne County
4. Perry County
5. Pike County

Most Frequent Medical Problems Served

| | |
|--------------------------|-----|
| 1. Premature Birth | 70% |
| 2. Respiratory Distress | 6% |
| 3. Other (tests, trauma) | 5% |
| 4. Surgery | 3% |
| 5. Tumor | 2% |

Partner / Referral Hospitals Served

| | |
|--------------------|-----|
| 1. KY Children's | 81% |
| 2. Shriners | 9% |
| 3. Central Baptist | 6% |
| 4. St. Joseph East | 4% |



"This is my first time in a big city alone. I'm from the country and don't go many places, but staying here has made it easier for me. I felt very safe. I was worried how I would rest, eat, and shower. Thanks to the RMH staff and volunteers, I was able to do all of that. There are no words to express how much this really meant to me."

Volunteer Support

| | |
|--|------------|
| Total number of volunteers..... | 5,167 |
| Total number of volunteer hours | 14,047 |
| Average number of volunteers per week | 99 |
| Average number of volunteer hours per week | 270 |
| Value of volunteer hours for the year | \$238,800* |

*source: Independent Sector

Guest Survey Highlights

- 93% rated the staff as "Excellent"
- 90% commented on how much the dinner providers were appreciated
- 84% identified the importance of interaction with other families

Ronald McDonald House Charities® of the Bluegrass



RONALD McDONALD
HOUSE CHARITIES
of the Bluegrass

The following is an overview of Ronald McDonald House Charities of the Bluegrass operating budget for the fiscal year ending December 31, 2008.

2008 Operating Expenses

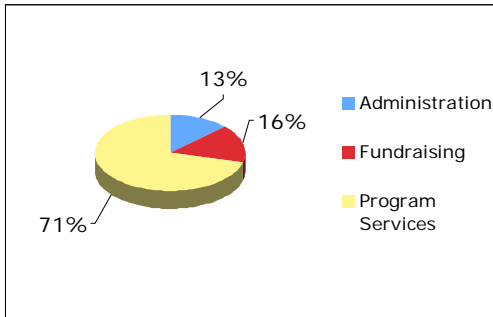
| | |
|----------------------------------|-------------------|
| House Operations | \$ 391,550 |
| Fundraising | \$ 120,393 |
| General & Administrative | \$ 97,907 |
| Ronald McDonald CareMobile | \$ 12,500 |
| Ronald McDonald Family Room..... | <u>\$ 2,003</u> |
| Total | \$ 624,353 |

2008 Operating Revenues

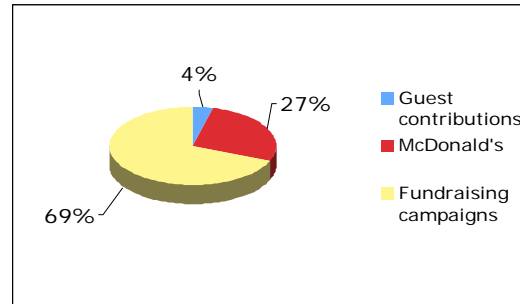
| | |
|--|-------------------|
| Individual, Corporate & Foundation | \$ 328,738 |
| Special Events | \$ 170,768 |
| Room Revenues | \$ 32,672 |
| Donated Product & Services | \$ 4,567 |
| McDonald's Canisters & Support | <u>\$ 129,874</u> |
| Total | \$ 666,619 |

** Families are asked to pay \$10 per night, but no one is ever turned away because of their inability to pay. Over 100% of funds to support the Ronald McDonald House Charities of the Bluegrass come from donations from the community and our guests.*

Operating Expenses



Operating Revenues



Net Assets Year-End

| | |
|------------------------------|--------------------|
| Unrestricted | \$ -46,099 |
| Temporarily Restricted | <u>\$3,118,626</u> |
| Total | \$3,072,527 |

The McDazzle "Red Tie" Gala netted \$100,000 to benefit the Ronald McDonald House Charities of the Bluegrass. The 2008 Legacy of Love Award was presented to the Lexington Medical Society Alliance. McDonald's of Southeastern and Central Kentucky and UK HealthCare were Platinum sponsors of the evening.

Ronald McDonald House Charities® of the Bluegrass



2008 Board of Directors

| | | |
|-----------------------------------|-------------------|---------------------------|
| Kelly Healy, President | Sherry Holmes | Nancy Padgett-Schnauthiel |
| Lee Ellen Martin, President Elect | Jean Jacobs* | Graham Pohl |
| Nancy Bell*, Past President | Stephanie Johnson | Natasha Railey |
| Brant Welch, Secretary | Martha King* | Anne Taylor |
| Wes Rowe, Treasurer | Randy Mason | Kathryn White |
| Danielle Clore | Debbi Morris | Julie Youkellis |
| Pam Gee* | Suzanne Nunnelley | Rachel Zietlow |

* - indicates life members

Board officers serve a one-year term. The board met 11 times in 2008.

2008 Management Staff

Sarah Warner, *Executive Director*
Travis Goodyear, *Operations Manager*
Debbie Radcliffe, *Business Manager*



Life Members

| | | |
|----------------------|-------------------|-----------------------|
| Jo Belin | Gerald Healy ♡ | Jackie Nicholson |
| Nancy Bell | Jean Jacobs | Dennis Penn, MD |
| Julie Burwell | Martha Jenkins | David Prewitt |
| Peter Cassidy | Mary Jean Jenkins | Sue Russell |
| Phyllis Cronin | Jamie Keller | Ellen Sklar |
| Cindy Derer, MD | Martha King | Dr. Otis Singletary ♡ |
| Mary Evans | Ray Larson | Tom Snyder |
| Laura Gardner | Linda Lightfoot | Sally Stevens |
| Pam Gee | Mary Lee McGee ♡ | Joyce Trivette |
| Alberta Gerson ♡ | Brooks Meador | William Underwood, MD |
| Kenneth Gerson, MD | Win Meeker | John Walters, Jr. |
| Martha Greenwood, MD | Patricia Miller | Genie Whyne |
| | Allan Nabra | |

♡ Indicates deceased members

Ronald McDonald House Charities of the Bluegrass

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Street Address:

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Lexington, KY 40502

MISSION STATEMENT

To own and operate a "home away from home" for children and their families who come to Lexington for medical treatment and to support health related programs and projects for Kentucky's children.