2015 ANNUAL REPORT

Ronald McDonald House Charities®
Greater Cincinnati

When I meet someone who has not yet visited our Ronald McDonald House before, I often hear, "I don't know if I could go there. It would be so tough to see sick children." Yes, it is tough. There are very small children here faced with very big medical challenges. But in spite of those challenges, or maybe because of them, there is a spirit in the air at our House that many may not expect: Joy. Joy is everywhere in our House. It pops up in all of the expected places like good news from an appointment or when a family gets to go home. But then there are the times it surprises us, like when children who have rare conditions bond and become life-long friends or when families who have never met sit down to eat a meal together.

We want to share this joy with you because you make it possible. One way for us to do this is through this year's annual report. On page 4, you'll find a letter from a mom who found incredible friendship and love within our walls. On page 6, you'll see how you helped us welcome more than 1,800 families from around the world in 2015, our busiest year yet. And on page 10, see how your legacy gifts can make a monumental impact for the future of our House, providing a "home away from home" for thousands more families.

If you haven't visited our House recently, I invite you to come by soon and experience the joy in person. Hear the sounds of children laughing during an evening activity put on by a member of our community. Watch the camaraderie among volunteers who are all taking time out of their own lives to help care for our 78 families every day. Explore our new interactive donor gratitude center in the lobby. If you have adopted a room or purchased a brick, this center can show you exactly where your name can be found and how to get there.

The joy that is palpable every day in our House would not be possible without you. Your partnership has provided love and support for more than 28,300 families since we opened: Private rooms for a good night's sleep; healthy, nutritious meals; fun places to play; and warm smiles after a long day at the hospital. Our families constantly tell us that living in our House reduces their stress. What an incredible gift you have given them.

As you enjoy holiday gatherings with family and friends in the weeks ahead, my wish is that you will feel the same joy and love in your own homes that we feel here every day.

With gratitude,

Jennifer Goodin
Executive Director

LEADERSHIP

PASSION FOR OUR MISSION

2015 Board of Trustees
Christopher T. Belletti, *Chair*
Algis Koncius, *Vice Chair*
Vincent D. Rinaldi, *Vice Chair*
Teresa J. Tanner, *Vice Chair*
Trey Isgrig, *Treasurer*
Dr. Paul McEnery, *Secretary*

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Mary Sue Cheeseman
Vicki L. Davies
Steve Eklund
Leigh Jones
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Denise Adams, MD
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Robin T. Cotton, MD
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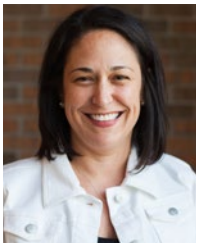
Chip Klosterman
Beatrice Lampkin, MD
The Honorable Norbert A. Nadel

Providing the highest level of care and support for more than 1,800 families each year requires a gifted staff with a passion for our mission. We are fortunate to have an incredible team who is whole-heartedly focused on doing what is best for our guest families. It includes the following members of our Leadership Team:

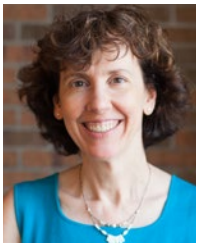
Jennifer Goodin
Executive Director
Joined RMH in November 1998

What are your favorite moments at our House? I often see moments in our House, like a volunteer serving dinner to a weary mom or a child joyfully petting a therapy dog, and I realize that that exact same thing is happening at that precise moment at Ronald McDonald Houses all over the world. It's like a web of compassion that has been spun around the globe.



Tanya Cornejo
Director of Development
Joined RMH in December 2012

What is your dream for the House? To grow to serve every family who comes to Cincinnati for medical treatment for their critically ill child.

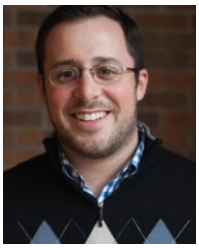


Mimi Richmond
Business Director & Grant Writing Specialist
Joined RMH in February 2000

How would you describe our House? Everywhere you go you see a brightness and spirit that is truly inspiring.

Carine de Lange
Director of Operations
Joined RMH in October 2008

What is the one thing you wish more people knew about the House? The House is so much more than a bed to sleep in. Everyone embraces new families to help them make our House their home.



Mike Weinberg
Director of Volunteers
Joined RMH in August 2015

What brings you joy in the House? Our volunteers do so much for our guest families. It is truly rewarding to see them create loyal and caring friendships with one another.

FINANCIALS

OPERATING REVENUES AND EXPENSES

Operating Revenues
(excluding investment income/losses)

Individuals	$1,211,460	19%
Realized Planned Gifts*	$2,085,165	32%
Special Events (net)	$618,329	9%
Corporate Contributions	$460,163	7%
Foundation/Community	$444,609	7%
RMHC Global Donated Products and Services	$433,414	7%
McDonald's Support	$389,951	6%
Cincinnati Children's Support	$260,933	4%
Donated Products and Services	$315,302	5%
Third-Party Reimbursements	$202,013	3%
Room Donations	$124,512	2%
	$6,545,852	**100%**

90% of our revenues come from the Cincinnati community

10% of our revenues come from McDonald's and Cincinnati Children's

Operating Expenses**

Program	$2,786,082	70%
Fundraising	$671,859	17%
Administrative	$502,374	13%
	$3,960,315	**100%**

Total Income
(including investment income) **$6,404,456**

Net Assets Year-End

Unrestricted	$31,583,120
Temporarily Restricted	$852,035
Permanently Restricted	$600,162
	$33,035,317

* These planned gifts are placed in endowment and will help support strategic future expansion and the increased operating support which future expansion will entail. For additional information on our planned giving program, please visit page 10.

** In addition to these operating expenses, $143,117 was used for essential capital expenses, a portion of which were covered by restricted contributions. The remaining net revenue over expenses was placed in our invested reserves as we plan for the future.

OUR HOUSE

BY THE NUMBERS

Last year,

1,821 families lived in our House from

46 states and **23** countries.

These families were on our waiting list an average of **18** days before they were able to get a room at our House.

They stayed an average of **40** days, keeping our House full every night of the year.

When they left, we asked them how their stay was. **99%** had a positive experience.

We've served **28,300+** families since opening in 1982. And thanks to you, we'll be here for thousands more.

VOLUNTEERS

THE HEART OF OUR HOME

We rely on our amazing volunteers to help us serve our guest families.

450 Guest Services Volunteers assist families, work at the front desk, provide administrative support, clean guest rooms and common areas, address small maintenance issues and much more.

"Ronald McDonald House volunteers are a true blessing to families"

In 2015, corporate, civic and social groups provided:

762 meals

600 snacks

692 activities

TASTE OF HOPE

Our Taste of Hope program officially launched in September 2015. With this program, volunteer groups come to the House to prepare a menu created by Chef Greg Wyatt. Corporate and civic groups, schools and social clubs, and families and friends come together to cook fresh, healthy meals for our families.

With the new program, volunteer groups no longer need to create their own menu or purchase their own food. Groups simply make a tax-deductible donation and come prepared to learn something new and have a great time!

A GIFT OF **$400** PROVIDES

Dinner or Weekend Brunch

A GIFT OF **$250** PROVIDES

Weekday Lunch

To book a meal, visit **rmhcincinnati.org/tasteofhope**

INDIVIDUAL DONORS, FOUNDATIONS & CIVIC GROUPS

Individuals

$25,000+

Harry Brown
Park and Linda Gilmore
Peggy and Marvin Lewis
Bob and Lynn Stenger

$11,000–$24,999

Dave and Jenn Bastos
Pam and Gordon Bonfield
Brandon and Kelly Janszen
Kevin and Judy Jenkins
Jeff and Andi Orschell
Margaret S. and Durwood G. Rorie, Jr. Fund*
D. Bruce and Bettina Ross
Rick and Cathie Rothfuss
Michael and Janet Sepela
Jerry and Melinda Stenger
Vanita Weyer

$3,000–$10,999

Kathryn Al-Lamadani
David and Eva Anderson
Angel Charitable Trust
Bob and Sydney Anning
John and Megan Atkinson
Marilyn and Kenneth Barnes
The Belletti Family
Mark and Gina Berry
Drs. Bienvenido and Mary Lee
Thomas Blaha
Mike and Katie Blankenship
Jack E. Brown
Mike and Ruthie Brunsman in memory of Karen Braun
Ed and Vonnie Butera and Family in memory of Daniel Butera and Asher Rosen
John H. and Jeanne L. Byrnes in memory of Katie Byrnes
Todd and Christin Calaway in memory of Andrew James Calaway
Luis and Estrella Campos
Shad and Jennifer Carnes
The Caserta Family Charitable Fund*
Marion and Robert Cheeseman, Sr. Family
Pam Chidester
Joshua Clay
Barb and Jim Coffaro
Audrey Comins
Barbara Culver
Terry and Vicki Davies
Jerry and Mary Jean Esselman
Mrs. Stona J. (Barbara) Fitch
Dan and Beth Flanigan and Family
Dr. and Mrs. H.B. Francis
Don and Shirley Freed
John A. Gavozzi
Family and Friends of Elizabeth Graman
Ernie and Della Green
Joan Hammock
Debbie Hayden and Family
Bill and Karen Herkamp
Kevin and Debbie Hopper
Mike and Lesli Hopping
Jack and Barb Hunter
Trey and Tina Isgrig
Jones Family Fund*
Jon and Leigh Jones
Jason and Daphne Jurgensen
Al and Janice Koncius
Jerry Kroger and Helen Archer
P. Kwiatkowski Family
Lambert and Ruth Lambrinides Foundation Fund*
Dr. George and Kathleen Landon
Dan and Barbara Luciano
Erin and Summer Maley in memory of Ryan
D. Martin Family Fund*
Dr. Paul and Charlotte McEnery
Scott and Robi McIntire
Terry and Lisa McLaughlin
Dr. C. Nelson Melampy
John and Audrey Mericle
Metzger-Sheridan Family Trust in honor of Molly Sheridan Brunner
Lucille and Gene Miller
Michael and Marissa Miller
Dr. Ida Molina-Zinam
Jeff Dillard and Vicki Moore
Don and Anne Murphy
Nathan and Christina Neyra
Mike, Gloria and Paige Noday
Steve and Becky Osborne
Gina Pennington
Drs. John Perentesis and Stella Davies
David and Alison Petrik
Joseph A. and Susan E. Pichler Fund*
Jon and Evon Pitcock
Larry and Melissa Renner
Robert and Marilyn Rhein
Vince and Anne Rinaldi
The Rinear Family in honor of Kaitlyn Rinear
The RMP Family Fund
Jacob F. and Luann Scherer
Brad and Jennifer Schneider
Tony and Karen Schweier Family
Tom and Donna Seith
John and Nannette Sherman Family
Debby Sollenberger
Joe and Amber Sprengard
Ed and Betty Stenger
Tony and Molly Stenger
Studer Family and Friends
Scott and Molly Thomas
Gary D. Thompson
Dr. James Tweddell
Dan and Heather Varner and Family
Brian, Mary Ann, Jon and Emma Vincent
Margaret and Albert Vontz III Family Fund*
Sara and Michelle Vance Waddell
David and Laura Warren
Hal and Judy Welge
Edward H. and Connie Wernet
Bret Williams
Felicia Williams
Steve and Kathy Wilson
Virginia Wittmer
Craig and Mary Beth Young

Estate Gifts**

Estate of Margaret H. Fraser
Louis M. Groen Trust
Estate of Hazel R. Palmer
Estate of Mildred Probst

** *In 2015 our Pillars of the House Society grew to 109 members*

Foundations

$3,000+

The Matthew and Andrew Akin Foundation
The AMGIS Foundation
Anonymous Fund*
Chemed Foundation
William R. Dally Foundation
The Dragonfly Foundation
The Thomas J. Emery Memorial
The Farmer Family Foundation
Free Throws for Kids
General Electric Evendale Employees' Community Service Fund
General Electric Foundation
General Mills Foundation
The John Hauck Foundation, Fifth Third Bank, John W. Hauck and Narley L. Haley, Co-Trustees
The Andrew Jergens Foundation
The Frank J. & Jacqueline Dawson Kloenne Foundation, Fifth Third Bank and Narley L. Haley, Co-Trustees
The LeBlond Foundation of Makino
The H.B., E.W. & F.R. Luther Charitable Foundation, Fifth Third Bank and Narley L. Haley, Co-Trustees
Nordstrom Cares
August A. Rendigs, Jr. Foundation
Helen Steiner Rice Fund*
Marge and Charles J. Schott Foundation
Rudolph & Marie Simich Family Foundation
The Phillip Smith Foundation
Nellie Leaman Taft Foundation
UBS Empoyee Giving Program
The Wyler Family Foundation

Civic Groups

$3,000+

Allen Waltz Kick It for Ronald Summit Football Family
Alpha Delta Pi—Eta Epsilon Chapter
Cincinnati International Wine Festival, Inc.
Combined Federal Campaign
The Cooperative Society of CCHMC
Fraternal Order of Eagles Ladies' Auxiliary 2193
Marge Gallagher Memorial Classic
Oak Hills High School
Aaron Berca and the Robbie Slack Memorial Tennis Tournament 2015
RMHC Global
Ronald McDonald House Guest Services Volunteers
Ronald McDonald House Staff
Stillwater Seventh-Day Adventist Church, Vandalia, OH
Turpin Hills "Pays it Forward"
West Chester Mothers of Twins & More Club

* *Denotes a fund of The Greater Cincinnati Foundation*

CORPORATE DONORS

Corporate Donors

$50,000+

Cincinnati Children's Hospital Medical Center
The Cincinnati Mine Machinery Co.
Ethicon
McDonald's Restaurants of Greater Cincinnati
Ohio National Financial Services
Pep

$25,000–$49,999

The Hillman Group, Inc.
Klosterman Baking Company
Macy's
The P&G Fund*
PNC
RBI, Inc.
Western & Southern Financial Group

$11,000–$24,999

CFM International
Cincinnati Reds
Cold Jet LLC
Dillard's
Emery Oleochemicals, LLC
Mercy Health
Skanska
Hal Welge Building Contractor, Inc.

$3,000–$10,999

4EG
84.51°
Aegis Protective Services
Anchor Fluid Power
Aronoff, Rosen & Hunt
Bahl & Gaynor Investment Counsel
BGR, Inc.
BlackDawg Sealcoat
Cengage Learning in memory of Jessica Galley
Chemed Corporation
Cincinnati Children's Cancer and Blood Diseases Institute
Cincinnati Children's Community Relations
Cincinnati Children's Department of Radiology
Cincinnati Children's Dept. of Otolaryngology
Cincinnati Children's The Heart Institute
The Cincinnati Enquirer & Kentucky Enquirer
Cincinnati Fastener
Cincinnati Financial Corporation
Clark Schaefer Hackett
Cohen Recycling Centers
Combined Federal Campaign—Central OH/West Virginia
Connect-Gens
Deloitte & Touche
Dr Pepper Snapple Group
DTZ
dunnhumby
EG Industires
Ernst & Young LLP
The F.L. Emmert Co.
Fahlgren
Fifth Third Bank
Fischer Homes
GBBN Architects
Gordon Food Service Marketplace
Richard Goettle, Inc.
GRA+D Architects
Great Wolf Lodge
H&H Glass
HDR, Inc.
Hills Communities
HPE, Inc.
Hyatt Regency Cincinnati
Jaguar Land Rover Cincinnati
John Henry Homes
Johnson Investment Counsel, Inc.
John R. Jurgensen Co./Valley Asphalt Corp.
Katz Teller
KDM P.O.P. Solutions Group
Keating, Muething & Klekamp
Kentucky Heat Treat
KPMG LLP
Kroger Community Rewards
La-Z-Boy Furniture Galleries
Levajo, Inc.
Links Unlimited, Inc.
The Martin-Brower Company
Messer Construction Company
Microsoft Giving Campaign
Miller-Valentine Group
Neyra Industries, Inc,
North American Power & Gas
Northlich
Ohio Valley Flooring
The Wm. Powell Company/ Powell Valves
Powernet
RAEMAE, Inc.
RBI Solar
Robbins, Kelly, Patterson and Tucker
Sephora Kenwood
Step CG
The Employees of Stevenson Color
Tisdel Distributing /Sub-Zero/ Wolf
Toyota Financial Services
UBS Financial Services, Inc—Kenwood
UBS Financial Services, Inc. Lieser, Awadalla, Gage
Valco Melton
Valley Belting and Hose
Village Green Management Company
Vorys, Sater, Seymour & Pease
Waste Resource Management, Inc. in honor of their clients and partners

Corporate In-Kind Donors

$25,000+

Cincinnati Bell
The Coca-Cola Company
Procter & Gamble
Thirty-One Gifts

$11,000–$24,999

Cincinnati Children's Hospital Medical Center
Cincinnati Zoo & Botanical Garden
Corvus Janitorial Systems of Cincinnati
Hyde Park Landscape & Tree Service, Inc.
McDonald's Restaurants and The Martin-Brower Company
Newport Aquarium
Standard Textile

$3,000–$10,999

Adriatico's
Aegis Protective Services
Anneken, Huey & Moser PLLC
At Ease, Inc.
The BonBonerie
BrownCOW Technology, Ltd.
CBTS
Cincinnati Children's Grounds Department
Cincinnati Museum Center at Union Terminal
Coaches Collective International
Coney Island
Dances with Wind, Inc
DSS Installations
Elegant Fare
Frost Brown Todd, LLC
GE Aviation
Graeter's
Great Wolf Lodge
Hampton Inn Russelville, AR
Heidelberg Distributing Co.
Hyatt Regency Cincinnati
Innergreen
Jaguar Land Rover Cincinnati
JTM Food Group
Kendra Scott
Kings Island
Klosterman Baking Company
Kramer Portaits, New York
The Kroger Co.
Lee's Famous Recipe
Macy's
Mama Mimi's
Messer Construction Company
Prestige AV & Creative Services
The RCF Group
Reiter Dairy
Rumpke Consolidated Companies, Inc.
Silco Fire Protection
UPS
Village Green Management Company
Vision Critical
Wings of Love
Zoog Media

- Hero of the House
- Adopt a Room Sponsor
- Adopt a Family Sponsor
- 10+ consecutive years of giving
- 5+ consecutive years of giving
- 3+ consecutive years of giving
- Permanent Naming

* Note: All gifts are recorded in the year they are pledged.

Although every attempt is made to accurately report all of our donors, errors can occur. We apologize for any misspelling or omission. Please contact Shirley Wuske at (513) 636-9304 or swuske@rmhouse.org with corrections.

YOUR LEGACY LIVES ON

Last year was an extraordinary year for our House. We welcomed more families than ever before—more than 1,800 from 46 states and 23 countries. As our guest list grew, so did the number of generous and thoughtful donors who believed so deeply in our mission and trusted in our stewardship. In support of our work, we were the grateful beneficiaries of over $2 million in legacy and estate gifts last year.

We are honored by the remarkable number of donors (well over 100 whom we know of) who have made similar commitments to ensure our future—donors who care so much about our House, our families, and our mission that they include us as a beneficiary of their will, insurance policy, or retirement plan. It is profoundly humbling for us to know that we have been entrusted to be a part of their personal legacies, ensuring that we will be here for families for generations to come.

These generous individuals are our Pillars of the House. With their gifts, we are building our strategic reserves for future expansion so that we can serve more guest families. Although the number we served last year was higher than ever, we still turned away 1,228 families because there was no room available at their time of need. Thanks to our Pillars of the House, we are creating a foundation for a new House where every family will be right where they need to be to best care for their critically ill child.

Lauren Abel
Bob & Sydney Anning
Anonymous (43)
Mabel Brandenburg*
Gloria Byrd*
Tom & Sandy Catanzaro
Mary Elizabeth "Betty" Cobb*
Tanya Cornejo
Zilpha Curtin*
Robert & Julie Delaney
Emilie Dressler
Steven & Teresa Eklund
Lorie Fanning
Ray Fiedler
Mrs. Stona J. (Barbara) Fitch
Gwenneth O. Foss*
Tuck Fraser*
Marge Gallagher*
Edith C. Geers*
Jennifer Goodin
Louis M. Groen Trust*
Paul & Linda Groen
Gayle Hauser
William Hueneke*
The Trey & Tina Isgrig Family
Robert* & Mary Keefe
Karen & Jim Knight
Algis & Janice Koncius
Joan Kroc*
Betty Laming*
Cleo L. Leitner*
Dr. Leonard & Karen Lind
Sue Marshall & Ken Cook
Bill G. & Meredith* McBeath
Scott & Robi McIntire
Kinny & Kathi McQuade
Sula Jones Mercer*
Karen Miller-Hand
Lucille Miller
John Milner, Sr.*
Tracy L. Monroe
Tim & Jenny Nolan and Family
Hazel Palmer*
Evona Evatine* & James William Reed*
Marilyn & Bob Rhein
Raymond H. Ruff*
Dr. Frederick & Susan Ryckman
Robert & Dell Ann Sathe
Miss Mary Louise Schroth*
Jovita E. Schurrer*
Richard M. & Joanne M. Schwartz
Mike & Monique Sewell
Susan E. Sewell
Mary Ann Spellmire*
Barbara M. Stern
Gary & Joan* Thompson
Anita Threet
Paul & Judith Tudor
Sara M. & Michelle Vance Waddell
James S.* & Karen B. Wachs
William D. Whalen*
Franklin H. White
Felicia Williams
Pamela & Jerry Pate Williams
James & Linda Wood
Kay J. Woodward*
Terry & Shirley Wuske

*Deceased

Listing as of December 31, 2015

We invite you to consider your own legacy gift by including Ronald McDonald House Charities of Greater Cincinnati as a beneficiary of your will, insurance policy, retirement plan or other means. To learn more, visit our website at **rmhcincinnati.org** or contact Tracy Monroe, Director of Planned Giving, at (513) 636-9703 or tmonroe@rmhouse.org. If you have already made a planned gift, please let us know so we may thank you and recognize you as a Pillar of the House.

HOUSE OF LOVE

THE PHILLIPS FAMILY SHARES THEIR GRATITUDE

On the day we checked into the House for the first time, I was extremely overwhelmed. My daughter was in the hospital being treated for a complication she experienced after her first surgery. As I looked around at all of the families in the House, my heart hurt. I didn't yet feel I fit in in this world of sick children and instead, I felt sad for all of the families who had to stay here and the trials they all go through.

Over time, my experience at the House changed. I went from feeling like I didn't belong there to feeling like I didn't belong anywhere else. I met other families and formed relationships that were stronger bonds than many I had experienced before. We didn't just share a House, we shared our lives. So many friendships were formed just doing life in the House together.

In addition to the other families we've met, there are some amazing people who make it all happen for us. The staff members and volunteers always put our families and our kids as their first priority. I've watched them stop what they are doing to get down on the floor and play with my daughter or stop talking to someone important to catch me and let me know they are thinking of us.

I have had haircuts, manicures, and massages at the House. We've heard musical performances, petted animals, played hide and seek, met princesses and mascots, and seen so many clowns. I've eaten countless pancakes, drank an absurd amount of 50-cent Cherry Cokes, and had more dessert here than in the entire rest of my life.

In the meditation room on the second floor is a Tiffany lamp that sits in the window. When that light is on, our House is hurting. The lamp shines for 24 hours in memory of a child who has passed away. While the lamp shines during a tragic time, there is something comforting about that light shining through the darkness.

That Tiffany lamp is much like the House itself. Something beautiful during something horrible. We experienced the worst night of our lives in the House, but we have also seen some beautiful things happen here. We ate a wonderful Thanksgiving meal here with our family. The four of us celebrated Christmas morning in our room after Santa dropped off a bag of gifts the night before. My daughter befriended Miss Pre-Teen United States in the lobby and they formed a special bond.

I leave you with this, my favorite RMH memory. It's one that truly represents the love of the House. We were in the kitchen after dinner one night and the fire alarm went off. Before we knew it was a false alarm, we went outside. It was snowing and one of the families had a child with a trach and vent—Khloe and her equipment needed to be kept warm. I watched as countless people gave her their own coats and blankets and then stood shivering in the snow, waiting to be told we could go back inside. That is the Ronald McDonald House. It's a House of love.

— *Alana Phillips*
Guest Mother from
Knoxville, TN

Ronald McDonald House Charities®
Greater Cincinnati

350 Erkenbrecher Avenue
Cincinnati, OH 45229

rmhcincinnati.org

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If you no longer wish to receive our annual report, please contact Shawnie Dukes at (513) 636-2046 or sdukes@rmhouse.org. Thank you.