



**more rooms,  
more love.**

Ronald McDonald House Charities | Cincinnati

**You Can Bring  
Love and Hope  
to Twice as Many  
Families**





"I don't even want to think of what we would have had to do without the House! I would have had to be here alone during transplant. I would have lived at the hospital with nowhere else to go. I would not have had money to eat at the hospital every day for months. I would not have been able to do this at all. The House saved us! I have some amazing memories at RMH, and I will never ever forget everything you all have done for us and continue to do for us! It is truly a blessing."

—Tiffany, Mason's mom



For families far from home and afraid,  
*we are here.*

For parents who are in need of hope,  
*we are here.*

For children who are fighting for their lives,  
*we are here.*



We are Ronald McDonald House Charities of Greater Cincinnati.

Since 1982, we have welcomed more than 35,000 families into our House. They come to Cincinnati from around the world seeking health and hope for their critically ill children.

Whether they stay for just a few nights or many months, we keep them steps away from the hospital. In our House, they can share their fears, support one another and focus on what matters most: their children.

But for all of the families we have served, there are thousands of others we had to turn away.

We simply don't have room for all of the families who need us.

**But we could... with your help.**

A study of over

**2,000**



family members confirmed that staying close to the hospital reported benefits for the **family experience,**



for their psychological **well-being**



and for their perceptions of **child recovery.\***



\*Franck et al., *Families, Systems & Health* (2013)

# More Support

Our House is full every night of the year.

We always have a wait list.

The demand is so great that for nearly every family that we've welcomed into our House, **we must tell another that we don't have space.**

Even for the families who are able to eventually get a room, help doesn't come soon enough. Last year, families **waited 17 days** on average to get a room in our House.

With mounting medical bills, many families do not have the resources to pay for hotels or meals. They sleep in a chair in the hospital or even in their car, hoping that one day they will get a call from our House that says, "We have a room for you."

## You can give them the help they need.

We need you as our House launches the most ambitious fundraising campaign in our history.

The goal: We will more than double our capacity to ensure that families never have to wait for the support they need.

You can make a difference by giving them **More Rooms, More Love.**

Parents are able to **cope better**

**&**  
focus on the needs of the **sick child**



when they have support from their family members and other families.



\*Nabors et al., *Families, Systems & Health* (2013)

## Your Gift Will Impact Generations



For 20 years, I've been honored to lead Cincinnati's Ronald McDonald House, which is the best job in the world. For years, the biggest wish I've had is that we could serve more families. Having to tell a family that we don't have room for them is heartbreaking, and last year alone we had to turn away over 1,600 families who desperately needed our help. We have been carefully planning how to address this need, and I am thrilled that those plans will now become a reality as we expand from 78 to 177 rooms!

Our *More Rooms, More Love* community campaign offers a unique opportunity to have a life-changing impact on over 4,000 families and their children every year... not just when our new building opens, but for decades and generations to come. Your gift to our House's future will ease families' worries so they can focus their energy on their hospitalized children. Our Ronald McDonald House is seen as a leader in providing compassionate hospitality, and our new building was designed with guests' needs front and center.

We all know that when a child is sick, the best medicine is to have their parents close by to love and care for them. Your support will be reflected every day on the faces of the smiling children and the relieved parents who call our House their home.

A handwritten signature in black ink that reads "Jen".

Jennifer Goodin  
Executive Director





# More Relief



***More Rooms, More Love*** is the combined campaign that will expand our House from **78 to 177 rooms!**

By constructing a six-story tower on our existing property, we will keep families close to the medical care their children desperately need and surround them with dedicated staff, caring volunteers and other families to support them through the complex journey of caring for a sick child... a journey that no parent wants to walk, especially alone.

***The More Rooms, More Love*** campaign goal is **\$50 million.**

This will fund construction of the new tower as well as much-needed renovations to our current House. It will also help support the first four years of our additional operating expenses.

Cincinnati Children's is undergoing their own expansion, constructing a new critical care tower next door to our House that will add more than 150 beds to their capacity. In partnership with our Global Ronald McDonald House Charities team, we examined the data trends for patient stays at Cincinnati Children's. The results showed us that in order to welcome families with little to no wait time, our House should have between 172 and 178 rooms.



## Our expansion will feature:

The addition of 107 bedrooms, including 16 suites designed to accommodate larger guest families.

Laundry rooms on every floor.

Modifications to our West Wing, which will provide dedicated, limited access spaces for immunosuppressed children and their families.





New kitchen and dining spaces will help our Taste of Hope meal program grow as we more than double the number of families we serve. Volunteer groups will be able to prepare healthy meals for families in a commercial kitchen designed to handle the needs of our larger House. Families will still be able to prepare their own meals in a separate kitchen area.



Common spaces will allow children to interact and have fun while parents bond over their shared hopes and concerns.





A rooftop space will offer beautiful views for families to soak in some fresh air after a long day inside the hospital.

# More Time



This expansion will be life-changing for the families seeking treatment at Cincinnati Children's. It will:

- Double the amount of families we serve each year
- More than double the nights of care we provide each year
- Eliminate our current wait list.

Instead of worrying about where they will live, where their next meal will come from or how they will afford it all, families can focus on what matters most: **their critically ill children.**

## CURRENTLY

We serve close to



**2,000 families**  
each year.

## AFTER EXPANSION

We will serve about



**4,000 families**  
each year.



We offer



**28,470**  
**nights of care**  
each year.

We will offer



**64,605**  
**nights of care**  
each year.



We are fortunate to live close to the #2 children's hospital in the country. We can get access to some of the most talented doctors in the world in just a few minutes' drive. But for thousands of other families, that level of care is nowhere close by. When their critically-ill child needs care, it means hours in the car or expensive flights just to get to Cincinnati Children's. Families arrive in our city scared and alone, overwhelmed by how they will support their child and face the challenges ahead.



For these families, our Ronald McDonald House makes a world of difference. It is truly Cincinnati's House. It's a reflection of the compassion and spirit that embodies everyone who lives here, and our success is dependent on the generosity of this community.

We are at a pivotal point in the future of our House. This expansion will be our biggest and our last, as we have no more room on our property for additional growth. I hope that you will join me in supporting *More Rooms, More Love* and be a part of the relief we will provide for thousands more families each year.

**Teresa Tanner**  
Campaign Chair



# Campaign Cabinet



**Teresa Tanner, Chair**  
Executive Vice President and  
Chief Administrative Officer  
Fifth Third Bank

**Chris Belletti**  
Senior Vice President, Corporate Banking  
PNC

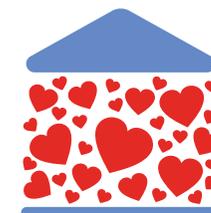
**Pam Bonfield**  
Community Volunteer

**Mary Sue Cheeseman**  
Development Consultant

**Kelly Janszen**  
Community Volunteer

**Brianna Ritz**  
Vice President of Financial Consulting  
The Ayco Company, L.P., A Goldman Sachs Company

**Bob Stenger**  
President and CEO  
The Cincinnati Mine and Machinery Co.



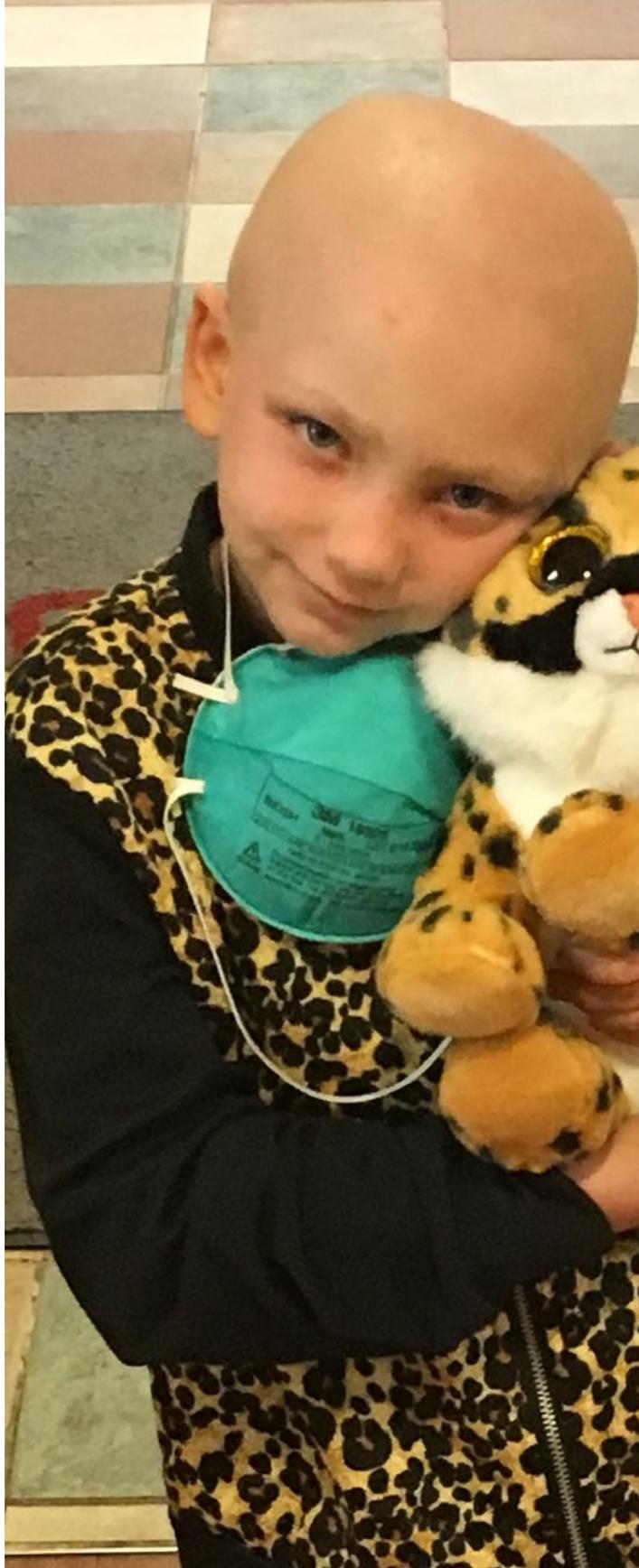
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# More Hope



Your support will make a lasting impact on children like Lola, who are on a journey they didn't choose. You will be the reason we can stop telling families that it may take weeks to get a room in our House. For thousands of sick children and their families, hope **begins with you.**



At the age of seven, Lola was given news that no child should hear: She had a rare genetic disease that would require a bone marrow transplant. Not only that, but she would need to leave her family and friends in Hillsboro, Kentucky for the best medical care in Cincinnati.

After receiving her life-saving transplant, Lola got the good news that she could finish recovering in a room at our House.

“We stayed in the House for 96 nights: 96 nights of not worrying about food, bills and travel expenses. All we had to worry about was Lola getting healthy. Staying at the House was life-changing for Lola and myself. We met people from all over the world and became friends with them all, and most we still keep in touch with. All the staff and volunteers were like having extended family there to help in any way they could. No matter what came up, they were always there to help.”

—Lisa, Lola's aunt



Business Card



"I've seen this House grow from 20 rooms to 48 to 78. With this expansion, I believe we'll finally put an end to the heartbreak of saying 'I'm sorry, we don't have a room for you.' This House means so much to so many families. I'm excited for our future, and it's an honor to be a part of it."

—Don Freed, volunteer for 36 years



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