



# 2017 ANNUAL REPORT



Ronald McDonald  
House Charities®  
Greater Cincinnati

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## EXECUTIVE DIRECTOR

Jennifer L. Goodin

We ask every family who stays with us to fill out a guest survey. It helps us make sure we are meeting their needs, and it can show us new ways to make their lives easier while they are here. For example, one of the reasons why we created our Taste of Hope program was because we heard from families that they wished our meals better matched their dietary needs. Now, we offer a variety of healthy, delicious foods, including those that are vegetarian or gluten-free. We read every survey and are quick to respond to any concern.



Sometimes a family takes the time to share with us what our survey doesn't cover — the special memories they've made here, the friendships they formed, or the moments they'll remember forever. We hang these notes up so our staff and volunteers can see them, and I wanted to share an example with you (on the next page) because *you* are the one who made this stay for Molly and her family possible. You made this House Molly's first home, and thanks to you, we'll be here for her for years to come when she returns to Cincinnati for check-ups. As her parents continue to help Molly conquer each medical challenge, you've given them a loving home they can count on to bring them support and peace of mind. Thank you, as always, for your partnership in our mission!

With gratitude,

A handwritten signature in black ink, appearing to read 'Jennifer Goodin'. The signature is fluid and cursive.

Jennifer Goodin  
Executive Director





Dear RMH,

A few weeks ago, I became a mother. My daughter Molly was born six weeks before her original due date. She has spina bifida, a neural tube defect that affects movement below her waist and comes with some complications for her brain as well. Together, she and I underwent fetal surgery at Cincinnati Children's to close the opening in her spine, giving her time to heal during the rest of my pregnancy. Despite her surprise arrival, she is perfect in every way, and I feel so lucky to be her mom.

My stay at the House started the day I got released from the hospital after our fetal surgery. It was an emotional day in an unfamiliar city. My mom and I were greeted with so much kindness when we walked through RMH's doors. In minutes, I was sitting down with a snack and a bag of essentials for our first night's stay while friendly staff explained what we needed to know without overwhelming us.

For the last three months, I've gotten to know the House very well – its occupants, its volunteers, and the dedicated staff who have made our stay so comfortable. During the rest of my pregnancy, I spent a lot of time putting together puzzles in the library and playing Scrabble with my mom in the different family rooms. We got to know our fellow guests in the kitchen, where we shared meals and our experiences with the special little ones that brought us all to this House. When I had Molly, these friendships became even more important to me, as I already had a group of people who understood what it means to have a child in the hospital.

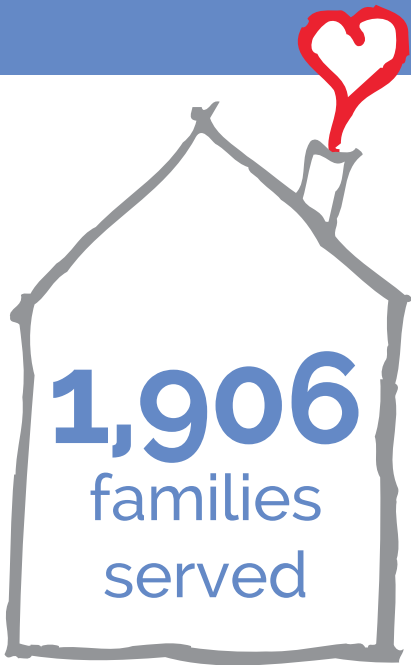
I have tremendous appreciation for all the groups of volunteers who have come in to prepare us meals. The food has always been delicious, and I've appreciated the variety and all the healthy options. I have definitely eaten better here than I ever would have at home. It's also clear from the comradery of the groups that they enjoy the experience of coming to the House as well, and that's just a nice thing to witness over and over again.

It's been really hard being away from home these last three months, but staying at the Ronald McDonald House has eased a lot of the stress associated with our relocation. We've been able to spend the time we need to with our daughter without worrying about preparing our next meal or getting a good night's sleep. Despite her hospital stay, I've been able to find a lot of joy in these first few weeks of parenthood, and I want to thank you so much for making that possible.

I will forever be grateful for all that the Ronald McDonald House has done for my family and me. Thank you again.

— *Catie*  
*Springfield, OH*

# 2017 YEAR IN REVIEW



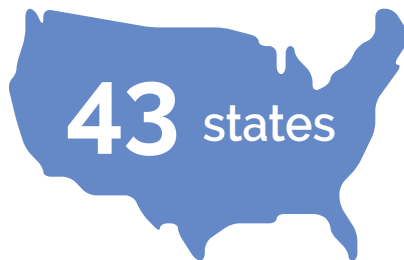
Volunteers served  
**723** meals

Average  
length of  
stay



**97%**  
of guests  
indicated  
**stress levels**  
**decreased**  
when they lived  
at our House

We served families from



Average time  
on waitlist

**15** days



Total Guest Services

**Volunteer**  
**Hours**  
**34,000**

Overall experience  
at our House rated

**satisfactory**  
**99%**



# FINANCIALS

## OPERATING REVENUES AND EXPENSES

### Operating Revenues

(excluding investment income/losses)

Individuals	\$1,977,759	34.5%
Special Events	\$892,925	12.5%
Foundation/Community	\$489,199	9.6%
Planned Gifts Realized	\$400,924	7.9%
Corporate Contributions	\$512,417	10.1%
McDonald's Support	\$408,828	8.1%
Cincinnati Children's Support	\$250,000	4.9%
Donated Products and Services	\$336,614	6.6%
Third-Party Reimbursements	\$139,427	2.7%
Room Donations	\$151,850	3.0%
	<b>\$5,559,943</b>	<b>100%</b>

### Operating Expenses

Program	\$3,387,599	73.1%
Fundraising	\$645,785	13.9%
Administrative	\$602,357	13.0%
	<b>\$4,635,741</b>	<b>100%</b>

### Total Income

(including investment income) **\$7,188,940**

### Net Assets Year-End\*

Unrestricted	\$37,859,976
Temporarily Restricted	\$20,004,353
Permanently Restricted	\$600,162
	<b>\$58,464,491</b>

**87%** of our revenues come from the Greater Cincinnati community



**13%** of our revenues come from McDonald's and Cincinnati Children's

\* We are fortunate to have seven times our annual operating budget in unrestricted net assets. Approximately 35% of these assets consist of non-liquid assets, including our buildings. The remaining unrestricted net assets represent the essential foundation for supporting strategic future programming and meeting the growing demand to be able to serve more families in the future.

# 2017 INDIVIDUAL DONORS, FOUNDATIONS & CIVIC GROUPS

## Individuals

### \$25,000+

Mildred Barhorst ♥  
 Arnold and Mary Jo Barnett  
 Philanthropic Fund ♥  
 Pam and Gordon Bonfield ♥  
 Harry Brown ♥  
 Park and Linda Gilmore ♥  
 Norvita Hildbold ♥  
 Brandon and Kelly Janszen ♥  
 Bob and Lynn Stenger ♥  
 Mrs. William (Margaret)  
 Strawser

### \$11,000-\$24,999

Jerry G. Bach  
 Bob and Pattie Coffaro ♥  
 John A. Gavozzi ♥  
 Kevin and Judy Jenkins ♥  
 Peggy and Marvin Lewis ♥  
 Jeff and Andi Orschell ♥  
 Michael and Janet Sepela ♥  
 Teresa and Tim Tanner ♥  
 Anthony and Sally Woodward ♥

### \$3,000-\$10,999

Keith and Cheryl Adams  
 Kathryn Al-Lamadani ♥  
 Kathleen Almand  
 David and Eva Anderson ♥  
 Angel Charitable Trust ♥  
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 Anonymous in honor of Susan  
 Lozano and Jeanine Toney  
 John and Megan Atkinson ♥  
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 Family Foundation ♥  
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 de Alarcon ♥  
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 Beverly Hackney in honor of  
 Avery Winters  
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 The McIntosh-Maley Family ♥  
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 Family and Friends of Rebecca  
 and Brad Messenger in  
 memory of Lily Algenio  
 Messenger  
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 The Nagle Family  
 Nathan and Christina Neyra ♥  
 Mike, Gloria and Paige Noday ♥  
 Steve and Becky Osborne ♥  
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 Stella Davies ♥  
 Joseph A. and Susan E.  
 Pichler Fund\* ♥  
 Jon and Evon Pitcock ♥  
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Robert and Marilyn Rhein ♥  
 Vince and Anne Rinaldi ♥  
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 Barbara Tofani ♥  
 Thomas and Lois Trapp ♥  
 The Varner Family ♥  
 Shashank Vats and  
 Damayanti Majumdar ♥  
 The Vincent Family ♥  
 Jason and Allison Virgil  
 Jim and Magda Waddell  
 Greg Wessels  
 Dr. Jeffrey and Dorinda  
 Whitsett ♥  
 Felicia Williams ♥  
 Sonja Ann Wilson  
 Nancy U. Witte  
 Virginia A. and William H.  
 Zimmer Trust

## Estate Gifts

Estate of Doris Froehlich -  
 Froehlich Family Trust  
 Estate of Dorothy Habig  
 Estate of Joyce J. Jackson  
 Estate of Vanita R. Weyer

*In 2017 our Pillars of the House  
 Society grew to 123 members*

## Foundations

### \$3,000 +

The AMGIS Foundation ♥  
 Chemed Foundation ♥  
 Child's Play  
 William R. Dally Foundation ♥  
 Charles H. Dater Foundation ♥  
 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 Willie, Edith, Charles and  
 Sophie Hueneke  
 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 ♥  
 Maryssa's Mission Foundation  
 The Nabama Foundation ♥  
 Hartzell Norris Charitable Trust  
 Rhinestone Foundation  
 Brian & Jill Rowe Foundation ♥  
 Marge and Charles J.  
 Schott Foundation ♥  
 The Louise Taft Semple  
 Foundation ♥  
 Rudolph & Marie Simich  
 Family Foundation ♥  
 The Phillip Smith Foundation ♥  
 TAS Foundation  
 UBS Employee Giving  
 Program ♥  
 Ronald F. Walker Charitable  
 Foundation  
 Weist Family Charitable Fund  
 Wohlgemuth Herschede  
 Foundation  
 The Wyler Family Foundation ♥

## Civic Groups

### \$3,000 +

Allen East High School  
 Student Council  
 Alpha Delta Pi - Eta Epsilon  
 Chapter ♥  
 Cincinnati International Wine  
 Festival, Inc. ♥  
 Co-Operative Society of  
 Cincinnati Children's Hospital  
 Medical Center ♥  
 Epiphany United Methodist  
 Church ♥  
 Free Throws for Kids ♥  
 J.B. Baseball Classic  
 Lakeside Christian Church ♥  
 Liar's Club of New Richmond ♥  
 Marge Gallagher Memorial  
 Classic ♥  
 Play-a-Thon #kidshelpingkids  
 #musicheals ♥  
 Ronald McDonald House Guest  
 Services Volunteers ♥  
 Ronald McDonald House Staff ♥  
 Tri-State Mustang Club ♥  
 West Chester Mothers of Twins &  
 More Club ♥

\* Denotes a fund of The  
 Greater Cincinnati  
 Foundation

# 2017 CORPORATE & IN-KIND DONORS

## Corporate Donors

### \$50,000+

Alliance Data  
Cincinnati Children's ❤️  
The Cincinnati Mine  
Machinery Co. ❤️  
Ethicon ❤️  
McDonald's Restaurants of  
Greater Cincinnati ❤️

### \$25,000-\$49,999

Cold Jet LLC ❤️  
Macy's ❤️  
Ohio National Financial  
Services ❤️  
PNC ❤️  
RMHC Global ❤️  
Rough Greenhouses (RBI, Inc) ❤️

### \$11,000-\$24,999

Emery Oleochemicals, LLC ❤️  
Fifth Third Bank ❤️  
Jaguar Land Rover Cincinnati ❤️  
Links Unlimited ❤️  
ProLink Staffing  
Hal Welge Building Contractor,  
Inc. ❤️

### \$3,000-\$10,999

84.51' ❤️  
American Modern Insurance  
Group ❤️  
Anchor Fluid Power ❤️  
ARC Document Solutions  
Bahl & Gaynor Investment  
Counsel ❤️  
Capital Investment Group, Inc.  
CBRE  
Cengage Learning ❤️  
CFM International ❤️  
Cincinnati Children's Cancer &  
Blood Diseases Institute ❤️  
Cincinnati Children's Colorectal  
Center for Children ❤️  
Cincinnati Children's Community  
Relations ❤️  
Cincinnati Children's Department  
of Otolaryngology ❤️  
Cincinnati Children's Department  
of Radiology ❤️  
Cincinnati Children's Heart  
Institute ❤️  
Cincinnati Enquirer ❤️  
Cincinnati Financial  
Corporation ❤️  
Cincinnati Reds ❤️  
Cintas Corporation ❤️  
Clark Schaefer Hackett ❤️  
Cohen Recycling Centers ❤️  
Combined Federal Campaign ❤️  
Cushman & Wakefield ❤️  
DaVita Dialysis Centers of  
Greater Cincinnati ❤️



Deloitte & Touche ❤️  
Dillard's ❤️  
Directions Research  
Dr Pepper Snapple Group ❤️  
Duke Energy Foundation ❤️  
The F.L. Emmert Company ❤️  
Ernst & Young ❤️  
Fahlgren ❤️  
Federal Home Loan Bank  
of Cincinnati ❤️  
Fischer Homes ❤️  
GBBN Architects ❤️  
GE Aviation ❤️  
General Mills ❤️  
Great Wolf Lodge ❤️  
H&H Glass, LLC ❤️  
Heidelberg Distributing Co. ❤️  
The Hillman Group ❤️  
Hills Properties ❤️  
HPE, Inc. ❤️  
Isgrig Capital Management ❤️  
John Henry Homes ❤️  
Johnson Investment Counsel,  
Inc. ❤️  
KDM P.O.P. Solutions Group ❤️  
Kentucky Heat Treat ❤️  
Kilroy Restaurants, Inc. ❤️  
Klosterman Baking Company ❤️  
KPMG LLP ❤️  
The Kroger Co. ❤️  
Loth ❤️  
The Martin-Brower Company ❤️  
McDonald's USA ❤️  
Messer Construction ❤️  
The Neat, Redpath and Spaeth  
Wealth Management Group at  
Morgan Stanley ❤️  
Neyra Industries, Inc. ❤️  
Noday Restaurants ❤️  
Nordstrom ❤️  
Oberson's Nursery and  
Landscapes ❤️  
Ohio Valley Flooring ❤️  
OnSite Retail Group  
PeopleFoundry  
Perfetti Van Melle  
Marketing Team ❤️  
The Wm. Powell Co. ❤️  
RBI Solar, Inc. ❤️

Robbins, Kelly, Patterson  
and Tucker ❤️  
The Roehr Agency ❤️  
Roto-Rooter ❤️  
SKANSKA ❤️  
Step CG LLC ❤️  
Employees of Stevenson  
Color ❤️  
RSM US LLP  
Toyota Financial Services ❤️  
Turnbull-Wahlert Construction  
Co. ❤️  
UBS Financial Services, Inc. -  
Kenwood ❤️  
UC Health  
USA Today - Cincinnati ❤️  
Valco Melton ❤️  
Village Green Properties ❤️  
VonLehman & Company, Inc.  
Vorys, Sater, Seymour and Pease  
LLP ❤️  
Waste Resource Management ❤️  
Western & Southern Financial  
Group ❤️

## In-Kind Donors

### \$25,000+

Dave and Jenn Bastos ❤️  
Cincinnati Bell ❤️  
Procter & Gamble ❤️  
Thirty-One Gifts ❤️

### \$11,000-\$24,999

Cincinnati Children's ❤️  
Cincinnati Zoo & Botanical  
Garden ❤️  
The Coca-Cola Company ❤️  
Corvus ❤️  
Frost Brown Todd, LLC ❤️  
Hyde Park Landscape & Tree  
Service, Inc. ❤️  
The Kroger Co. Store #448  
McDonald's Restaurants of  
Greater Cincinnati ❤️  
Newport Aquarium ❤️  
Prestige AV ❤️

### \$3,000-\$10,999

Adriatico's ❤️  
AdvancePierre Foods and  
Loeffler Family ❤️  
Aegis Protective Services ❤️  
Anneken, Huey & Moser PLLC ❤️  
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Chef's Warehouse ❤️  
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Coney Island ❤️  
Eagle Financial Services ❤️  
Elegant Fare ❤️  
GE Aviation ❤️  
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Hyatt Regency Cincinnati ❤️  
Innergreen ❤️  
Jaguar Land Rover Cincinnati ❤️  
JTM Food Group ❤️  
KDM P.O.P. Solutions Group ❤️  
Kendra Scott ❤️  
Kings Island ❤️  
Klosterman Baking Company ❤️  
Koch Foods  
Lee's Famous Recipe ❤️  
Links Unlimited ❤️  
Love Your Melon  
Mama Mimi's Pizza ❤️  
Messer Construction  
Company ❤️  
Nothing Bundt Cakes  
Queen's Banquet Center and  
The Kroger Co. ❤️  
Reiter Dairy ❤️  
The Review Wire  
Rumpke Consolidated  
Companies, Inc. ❤️  
Silco Fire Protection ❤️  
Southwest Airlines ❤️  
Standard Textile ❤️  
Tempur Sealy ❤️  
The RCF Group ❤️  
D. Bruce and Bettina Ross ❤️  
Mike and Monique Sewell ❤️  
United Dairy Farmers ❤️  
Lee and Diane Wallace ❤️  
Wings of Love ❤️

❤️ 10+ consecutive years of giving  
❤️ 5+ consecutive years of giving  
❤️ 3+ consecutive years of giving

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.



Ronald McDonald  
House Charities®  
Greater Cincinnati

341 Erkenbrecher Avenue  
Cincinnati, OH 45229

[rmhcincinnati.org](http://rmhcincinnati.org)

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"Without the House, I simply would not be able to get my child the care he needs. Following Joshua's 16.5-hour spinal surgery in September, he developed numerous complications, including septic shock.

Knowing I was coming up on the House waitlist helped me focus on the moment and not wonder how I was going to keep going sleeping on a chair in the ICU, showering in communal showers, and eating cafeteria food for weeks on end while watching my child fight for his life. I knew I was going to be able to recover at the House, nourish my body and spirit, sleep, and get the support I needed, without going far from the hospital and without the financial burden other accommodations would bring. The House was instrumental in my decision to move the majority of Joshua's care to Cincinnati."

— Emily, Joshua's mom  
Indianapolis, IN