



Ronald McDonald  
House Charities®  
Greater Cincinnati



# MEDIA KIT

## MISSION

Cincinnati's Ronald McDonald House offers a community of compassion, support and the comforts of home to families with critically ill children, steps away from the medical care they need.



## BACKGROUND

Cincinnati's Ronald McDonald House was founded in 1982. It is currently the largest out of 375+ Ronald McDonald Houses in the world.

The House can care for 177 families every night, including parents, children receiving outpatient treatment, siblings and other family members.

By easing the financial and emotional burdens of caregivers and by taking care of important practical needs, the House allows parents to focus entirely on caring for their children.

While Cincinnati Children's and McDonald's Restaurants of Greater Cincinnati are the founding mission partners, the House **relies on the generosity of the Cincinnati community** to support the mission with donations and volunteer support.

Families living in the House enjoy:

- a private bedroom and bathroom;
- healthy, delicious meals;
- free laundry;
- games and activities;
- indoor and outdoor spaces to play, relax and unwind;
- a location that is just steps from their child's care team at the hospital.

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### FAMILIES SERVED

Guest families come from all 50 states and all around the world. Families may need the House for just a few nights or up to two years. Many live at the House multiple times over many years.

### COST

Families are not asked to pay to live at the House, although donations are welcome. It costs approximately \$140 per night to house a family, which includes all meals, activities, laundry, lodging and more.




### HOSPITAL SERVED


Guest parents are ultimately served by Cincinnati Children's, with some expectant mothers receiving care at other hospitals until their child is born.



## 2020 FACTS & FIGURES



IN 2020,  
WE PROVIDED  
**13,771 NIGHTS**  
OF CARE



**622**  
FAMILIES LIVED  
IN OUR HOUSE



FROM  
**38** STATES &  
**4** COUNTRIES



THE AVERAGE  
LENGTH OF  
STAY WAS  
**48** NIGHTS



FAMILIES  
SAVED  
**OVER \$3.1**  
**MILLION**  
IN LODGING AND  
MEAL COSTS



## LEADERSHIP

### **Jennifer Loeb, Chief Executive Officer**

Jennifer has been the leader of Ronald McDonald House Charities of Greater Cincinnati since 1998. During her tenure, Jennifer has transformed the organization from a 20-bedroom House serving 400 families annually to a 177-bedroom House serving 4,000+ families each year.

Jennifer was named a 2020 YWCA Career Women of Achievement honoree. She is the president of the Leadership Council of Greater Cincinnati and is a frequent speaker on the topics of workplace culture and employee engagement.



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### **ADDITIONAL LEADERSHIP**

Matthew Coffey  
*Chief Operations Officer*

Joe Davy  
*Chief Financial Officer*

Kristen Klein  
*Chief Marketing Officer*

Michelle Steed  
*Chief Development Officer*

Melissa Stier  
*Chief People Officer*

Board officer listing is available [here](#).



## BRANDING GUIDE

### About Ronald McDonald House Charities of Greater Cincinnati

Families from throughout Ohio, across the United States, and from around the world come to Cincinnati seeking life-saving treatment for their critically ill children. Often times, they are exhausted, scared and financially drained as they struggle to pay overwhelming medical bills. Cincinnati's Ronald McDonald House cares for 177 guest families every night, offering a community of compassion, support

and the comforts of home to these families, steps away from the care they need. The House also provides delicious meals, activities, indoor and outdoor play areas, free laundry facilities and much more so that guest families can concentrate on what is most important: their critically ill children. For more information about the House, please visit [www.rmhcincinnati.org](http://www.rmhcincinnati.org) or call (513) 559-4600.

#### SOCIAL MEDIA



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#### HASHTAGS

#rmhcincinnati  
#keepingfamiliesclose.

#### LOGOS



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Please contact Kristen Klein ([kklein@rmhouse.org](mailto:kklein@rmhouse.org)) or Sarah Rathel ([srathel@rmhouse.org](mailto:srathel@rmhouse.org)) for proper logo files and images/video of the House.



## MEDIA CONTACTS

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