



2024 ANNUAL REPORT



Ronald McDonald
House Charities®
Greater Cincinnati

A Letter from Our CEO

Dear Friends,

Each day at Ronald McDonald House, we witness the quiet strength of families facing the unimaginable. A child's critical illness brings with it fear, uncertainty and emotional weight that no parent should have to carry alone. And yet, amid those struggles, there is also love, resilience — and hope.

This hope exists because of you.

In 2024, your generosity helped us provide **more than 61,000 nights of care** to families who traveled from **45 states and 6 countries** to be near the expert medical care their children needed. When they arrived at our doors, they found more than just a place to sleep. They found warm meals, a supportive community and a sense of peace in the chaos.



While numbers help tell the story, it's really messages like this that mean the world to us:

We just wanted to say a huge thank you for being there for our family during our challenging time. The hospitality along with the kindness we received from complete strangers really touched our hearts, and being surrounded by others going through similar challenges made a big difference. We're so grateful for everything you do. Thank you for creating such a warm and supportive space for families like ours!

We know the road ahead for many of our families remains uncertain — but because of you, that road is built on compassion and care.

On behalf of our staff, volunteers and especially the families we serve, thank you for **all** that you do to support our mission.

With gratitude,

A handwritten signature in blue ink, which appears to read "JLoeb". The signature is fluid and stylized, with a large loop at the beginning.

Jennifer Loeb

Chief Executive Officer

Ronald McDonald House Charities of Greater Cincinnati

2024 Results

We welcomed



2,385
unique families

Families lived with
us for an average of



38 nights

We fed them



162,531
meals

And provided
them with



61,970
nights of care

They traveled
from



45 states
6 countries

Our House saved them



over
\$14 million
in travel expenses

7,045
volunteers



provided
44,015
hours of service





From a Guest Family

We caught up with the Nielson family from Chicago. They've lived at our House several times as they seek care for their twins. Here's how our House has supported them:

What brought you to Cincinnati for medical care?

My twins have relied on NG tubes for their food since they were five months old. We couldn't find answers in Chicago and came to Cincinnati for the first time in search of answers. *We found hope, treatment and a plan.*

How did you hear about our House?

Ronald McDonald House was recommended to us by the GI team. Our first visit was urgent and last-minute. The House was booked. Our subsequent three visits, we've stayed at the House. We have community, proximity, meals, play spaces and so much more provided. We could bring our older daughter and keep our family together. It makes these trips infinitely less stressful.

How has living in the House helped you?

- Nutritious, reliable, varied meals
- Playrooms to occupy our babies and their big sister
- Proximity to the hospital
- A peaceful, clean, cheerful environment

What would you want people who donate to our House to know about their donations and how they help families in the House? Your donations keep us together. They make treatment possible and directly contribute to the future of every human, tiny or large, who passes through the House doors.

Can you finish this sentence? "Without Cincinnati's Ronald McDonald House ..."

... hope would be farther away.

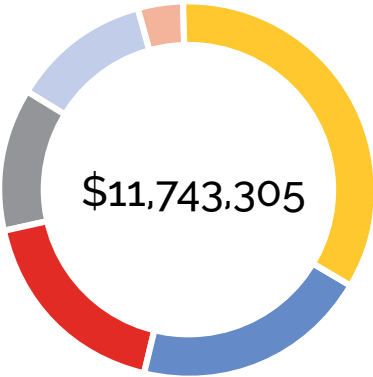
Anything else you would like to add? Ronald McDonald House moves the needle. There is an entire world of families experiencing pediatric medical crises around us. It's easy to miss us, to overlook these families, and not notice us in the wild. *RMH is more than housing next to the hospital, it's a place to be seen and home of hope.*



Financials

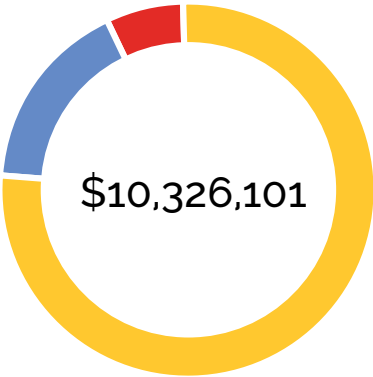
2024 Operating Revenues

(excluding investment income/losses)



	34.1%
Individuals:	\$4,002,662
	20.2%
Foundation & Corporate:	\$2,375,506
	17.9%
Third Party Reimbursements:	\$2,105,887
	12.1%
Planned Gifts:	\$1,417,256
	11.9%
Special Events:	\$1,397,363
	3.8%
Donated Products and Services:	\$444,631

2024 Operating Expenses



	76.7%
Program:	\$7,919,466
	16.7%
Fundraising:	\$1,726,643
	6.6%
Administrative:	\$679,992

Financial Position

as of December 31, 2024

ASSETS	
Cash and cash equivalents	\$3,295,536
Contributions receivable	\$2,481,218
Investments	\$39,574,667
Property and equipment, net	\$52,000,086
Other assets	\$909,066
Total Assets	\$98,260,573

LIABILITIES AND NET ASSETS	
Payables	\$656,365
Net assets*:	
Without donor restrictions:	
Operating reserves	\$34,276,070
Property and equipment	\$51,866,860
Board designated	\$8,497,582
Subtotal	\$94,640,512
With donor restrictions	\$2,963,696
Total net assets	\$97,604,208
Total Liabilities and Net Assets	\$98,260,573

***Net Asset Notes:**
Operating reserves of \$34,276,069 represent approximately 3.3 years of operations. These critical reserves are the essential foundation for supporting strategic future programming and meeting the growing demand to be able to serve more families.

Donor restricted funds are primarily related to a large operating support pledge and our permanent endowments.

Cincinnati Gives Back to Ronald McDonald House

In addition to the hundreds of regular volunteers who make our House possible each day, nearly 1,300 groups helped support our mission. Whether they prepared a meal, helped us with deep cleaning projects or hosted a Family Fun Night, these groups

of coworkers, neighbors, church groups, friends and student organizations spent meaningful time together and made a difference in the lives of our guest families. We are so grateful for the incredible support from our Cincinnati community!



Valley Interior Systems hosted Oh My Gourd at our House. They purchased pumpkins and painting supplies for guest families to decorate pumpkins, then built a racing ramp in our parking lot for families to race their pumpkins.



Employees from **TQL** are always on the lookout for ways to help our families create memories together. From hosting special cooking classes for kids to dance parties on a Saturday night, they are responsible for so many smiles!



A group from **GE Aviation** was one of more than 440 groups that prepared a meal for our guest families in 2024.



If you're a **McDonald's** customer, chances are you've supported our House! Through their Round Up program, thousands of customers donated to our mission in 2024, totaling more than \$524,000. We are so grateful for our founding and forever mission partner!

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**Ronald McDonald
House Charities®**
Greater Cincinnati

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