General Board Meeting
RMH New Kitchen
Monday, October 19th, 2015 @ 12:00 noon

Agenda

1. **Welcome & opening comments – Mary Edwards**
2. **Approval of the August 17th, 2015 minutes**
3. **Mission Moment- Beth Lamb**
4. **House Happenings – Jennifer Johns**
5. **Wild Game Dinner – Don Marable**
6. **Roadhouse – Nancy Jeter/Don Marable/Cynthia Prince**
7. **Red Shoe Society – Kurt Schaal/Kristy Minter**
8. **Committee Chair Updates – Gary Goble, Scott McCallum, Michael Mayes, June Hoffman**
9. **Old/New Business**
10. **Adjourn**

Ronald McDonald House of Fort Worth
Board Meeting Minutes
August 17, 2015

In attendance: Jennifer Johns, Lauri Adams, Beth Vance, Beth Lamb, Angie Gallaway, Ashley Neill, Kristy Minter, Courtney Garner Lewis, Mary Edwards, Gary Goble, June Hoffman, Karen Jasper, Garrett Essl, Don Marable, Cynthia Prince, David Goodroe, Michael Mayes, Pam Johndroe, John Flack, Leslie Hunt, Whitney McDonald, Paul Paine.

Mary Edwards called the meeting to order at 12:07 pm and Jennifer Johns introduced Stephanie Parker who spoke to the group about their company, Sleeping Baby, and the partnership formed with RMHFW. Afterwards, Beth Lamb showed a moving video about how they came to support RMHFW.

A motion to approve the June 15th minutes was made by David Goodroe and seconded by June Hoffman. The minutes were approved.

Jennifer Johns introduced Jen Jasper, our newest employee. Jen will assist Beth Lamb as a Communications Specialist. Jennifer, Beth Vance, Angie, Mary and Joel will attend the Ronald McDonald House Charities International Conference in Chicago next week. Jennifer, Joel, Beth Vance and Angie will visit the Fidelity team at their campus to attend a recap meeting on the business plan they developed. Roadhouse 2016 has been set for 05/06/16 at the Pavilion, Will Rogers Memorial Coliseum. A bid has been entered to secure Clint Black as the headliner.

Wild Game Dinner Update – Don Marable

- Don announced that the event was basically sold out, with the exception of the Ladies Corner Sponsor.
- Tickets are on sale for the Tail Gate Trailer for $100 each. Don encouraged each member to sell a minimum of 10 tickets each.
- Don reminded the group that we would once again have the Pair-A-Plate auction at the event and encouraged everyone to solicit gift cards from their favorite restaurants to pair with the plates.

Red Shoe Society – Kristy Minter

- Kristy informed the group that RSS would host a brand new event, Rise, Rally, and Red Shoes on Saturday, October 17th at Pop's Garage. There will be a tailgate cook off, and celebrity judges will be there as well. Sponsorships are still available.
-

Finance Committee – Gary Goble

- Gary gave an overview on the June 2015 financials. RMHFW is in a good place in regard to cash on hand.
- He reported that the committee recently met to discuss the investment policy, year-end forecast, the 2016 budget and the status of the 990.

House Operations – Lauri Adams

- Lauri reported that we have carpet in storage that we are currently seeking a buyer for and encouraged eht board to let her know if they knew of a potential buyer.
- The renovations will begin next month on the exterior of Phase I and II, followed by the installation of a new roof.
-

Volunteer Committee – June Hoffman

- The committee hasn't held a recent meeting, but they have been in conversation with Ashley in devising a better way to manage in-kind donations.
- The committee will host their October meeting in the Ronald McDonald Family Room inside CCMC.
- The suggestion was made to host a future general board meeting at CCMC, followed by a tour of the Family Room and CCMC. Jennifer will speak with Stan about arranging this either this year or early next year.

- The Student Volunteer Network will host their first fundraiser in November called Art for a Cause. Students from area schools will submit artwork, and the event will be open to the public. Judges from the arts community will vote and a cash prize will be awarded to the winner(s).

New Business

- Pam Johndroe mentioned that Card for Kids was currently seeking children to create artwork for the cards, and suggested that we notify kids who are staying at RMHFW, if they'd like to participate.

Mary Edwards adjourned the meeting at 1:02 pm.

Respectfully submitted,

Jennifer Johns
CEO

RMHFW Staff Reports
General Board Meeting
October 19, 2015

Jennifer Johns – CEO

- For those who haven't heard, RMHFW was the recipient of our largest estate gift to date: $200,000, with another check coming next year for slightly less than that. Due to recommendation from Will Courtney to the financial advisor of the donor, this most generous gift arrived last week. We are extremely thankful to Will for being an ambassador to RMHFW!
- Last Saturday evening I, along with Jill Cumnock of the Dallas RMH, attended an awards dinner for the Ferrari Club of Texas where 100% of the proceeds from the live auction will benefit both RMH's. We will each receive a check for at least $15,000.
- Thursday, Nov. 5th is the Launch Party for The Greatest Gift Catalog Ever. The party will be held at the Milan Gallery downtown from 5-7 p.m. We still have a few slots open if anyone would like to attend. This is a great way to visit with board members and staff of the other organizations included in the catalog.
- To be in compliance with the new Branding Style Guide from the global office of RMHC, our board will need to vote on whether or not to change our existing logo to the RMHC Charities logo. Beth Lamb will present the proposed new logo at the meeting on the 19th.

Lauri Adams – COO

- Occupancy Rate: September – 86% Families Served-82
- Construction Update- They are on schedule with the exterior wood replacement and repairs.
- October 10th we had 30 of our family members join Wish With Wings for a fun day at Fossil Rim Wildlife Center. This is our 3rd year for this wonderful event sponsored by Outdoor Sports Club of the Fort Worth Club.
- Family Meetings- The evening staff are having informational family meetings the 2nd and 4th Thursday each month at 8:00pm. Update on house events, families can share about their child and door prizes.
- We still have the carpet- 11 rolls 2.5'wide X 12' long / 2020 yards. We placed an ad on Craig's List. Help us find a company, individual or an organization to purchase from us.

Angie Gallaway – CDO

- Grants received August-October 2015

DONOR	GIFT AMOUNT
Fash Foundation	$2,500
Virginia Clay Dorman Foundation	$4,000
Target	$2,500
Schollmaier Foundation	$2,500
The Gil & Dody Weaver Foundation	$3,500
Target Distribution	$3,000

- 2. Pending grants 2015 ($7,500+)

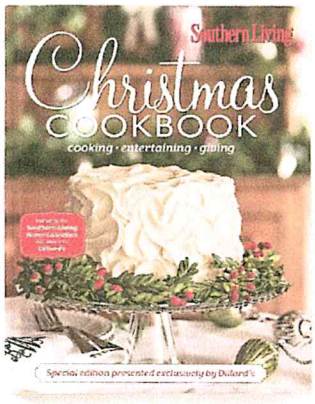
PROSPECT	ASK AMOUNT
JPMorgan-Robert and Alma Moreton Trust	$75,000
Johnson Controls Foundation	$50,000
Morris Foundation	$60,000
Paul E. Andrews Foundation	$50,000
Dallas MAVS Foundation	$25,000
NBC Grant	$25,000
Crystelle Waggoner Charitable Trust - BOA	$20,000
Bank of America Foundation	$20,000
Speedway Children's Charities	$15,000
Colonial Charities	$15,000
Garvey Texas Foundation	$10,000
Union Pacific	$10,000
BBVA Compass	$7,500

- Planned Giving and Endowment
- We received notification that Mr. Watson Martin named RMHFW as a beneficiary in his Will. On October 8, 2015, we received a partial distribution in the amount of $200,000. We will receive the remaining distribution (~$200,000) mid 2016. The gift will be restricted to the RMHFW endowment per the RMHFW Gift Acceptance Policy.

- NEW—Legacy of Love Society
- The Legacy of Love Society will launch in January 2016 and will recognize those individuals that have included RMHFW in their estate plans. Recognition will be displayed on the new Legacy of Love Society donor wall and it other publications.

- NEW—Hearts & Hands Society
- The Hearts & Hands Society will launch in January 2016 and will recognize donors that make an annual give of $1,000 or more. Recognition will be given in a variety of ways depending on the level of support.

- Dillard's Southern Living Cookbooks are HERE ----$10



- Only available at Dillard's-this limited edition, 288-page hardbound Christmas cookbook includes over 250 recipes plus dozens of decorating ideas. Two books in one: flip it over for recipes and ideas for year-round celebrations. Proceeds benefit Ronald McDonald House Charities® (RMHC®), providing families with a place to stay and much more, while their children are receiving treatment at nearby hospitals.

- Consider giving these as holiday gifts to your friends, family and clients.

- Change Campaign
- RMHFW launched an ongoing Change Campaign following the RMHC Day of Change on October 15, 2015. The Campaign encourages our community to collect coins to raise support for RMHFW. You may pick up your Change Campaign collection box at RMHFW and start collecting today! Similar to the pop-tab houses, these new boxes are designed to be shared with families, friends, corporate partners and clubs, so they can collect change at home or at work to support RMHFW.

- National Recycling Solutions—Clothing Donation
- National Recycling Solutions will continue their monthly support of RMHFW and has offered an additional opportunity to increase fundraising. Please let us know if your business would like to host a clothing drive. National Recycling Solutions will pick up all items at your office or requested location. This is a great way to celebrate National Recycling Day on November 15th and to raise funds for RMHFW!

- Family Garden Update
- Volunteers are in the process of preparing the garden and planting winter crops. We look forward to having peas, lettuce, spinach and much more for families to enjoy this winter.

Nancy Jeter – Development Director

The Roadhouse

- Save the Date: 05.06.16, The Pavilion at Will Rogers

Wild Game Dinner

Wild Game Dinner **Income**	2015	2014	2013	2012
Total Income	$ 355,205	$ 278,036	$ 205,242	$ 123,714
Expense				
Total Expense	$ 112,240	$ 107,167	$ 71,432	$ 45,497
NET	242,965	170,869	133,810	78,217
OSC	5,000	5,000	5,000	5,000
Total	**$ 237,965**	**$ 165,869**	**$ 128,810**	**$ 73,217**

Third Party Events

- Medtronic
- Mattel
- Christmas by Zenith, Gift of Lights

Beth Lamb – CMCO

Digital Marketing

- FB likes net gain of 145 since June 9, 2015

- Highest Posts:
  06/26/2015 – Sheppard AF Base personnel dinner – 5,900+ impressions
  07/08/2015 – Tailgate Trailer Raffle – 1,900+ impressions
  08/09/2015 – Global Impact Study Post about sleep – 1,800+ impressions

- Paid Post:
  8/3-5/2015 – Tailgate Trailer Ad – 15,500+ impressions
  6,732 video views
  16 link clicks
  5 page likes

- Instagram
  Launched April 30:
  136 followers
  Scheduled on regular basis into social media plan

- Website
  Unique Visitors since 6/09/2015 – 9,551

Top 5 web page visits – Home, Volunteers, Meals, Employment, Find Us
Top 5 entry pages – Home, Pop Tabs, Employment, Meals, Volunteer
Top referrals for site visits – Facebook, RMHC
Primary way visitors come to the site is direct link – rmhfw.org

- Print Marketing
- Wild Game Dinner – August, September FWTX Mag
- Ronald's Roadhouse – society pages of July FWTX Mag

Projects

- *Current*
  Wild Game Dinner
  Original Song – "The House that Love Built" - marketing
  New Website

- *Upcoming*
  Lights of Love (November/December)

Ashley Neill – Volunteer Director

- The Student Volunteer Program will have their first fundraiser Sunday, November 15th. The event is called "Art for a Cause" and is an art auction for students of all ages. **Students may submit a 2D or 3D piece of art until Saturday, October 24th** and have the opportunity to be a first, second, or third overall cash prize winner! Please help us spread the word and encourage students you know to donate a piece of art!

- With a collaboration of student volunteers, RSS members, and RMHFW Junior League Volunteers, the Ronald McDonald House of Fort Worth will have a table at the Fort Worth Zoo's Boo at the Zoo October 23-25.
- Various community volunteers groups along with the help of some of our regular adult volunteers will come together to decorate the House for Christmas on Tuesday, November 17.
- The volunteer committee will have its final meeting of the year in the next few weeks.

RONALD MCDONALD HOUSE
OF FORT WORTH

RONALD MCDONALD HOUSE
OF FORT WORTH
Keeping families close

RONALD MCDONALD
HOUSE
OF FORT WORTH

35
years

RONALD MCDONALD
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Ronald McDonald House of Fort Worth

October Finance Report

Ongoing Work of CFO:

- IRS Form 990 for 2014 financial year filed (RMHFW & 1004 7th Ave)
- 2016 Budgeting process underway:
    - Staff is working and planning for 2016
    - Expect to see full budget for Review in December 2015
- Investment Policy updates
- Documenting financial controls

Ronald McDonald House of Fort Worth, Inc.

Statement of Activities

YTD 09.30.15

	Jan - Sep 15	Budget	$ Over Budget
Ordinary Income/Expense			
Income			
RMHC Income	100,000	100,000	0
In-Kind Gifts	282,996	224,750	58,246
Affiliate Group Income	16,861	15,750	1,111
Special Events (Net)	361,401	250,000	111,401
Corporate Income	29,963	78,750	(48,787)
Contribution Income	197,104	218,436	(21,332)
Operating Income	126,839	99,750	27,089
Foundation Income	301,315	198,500	102,815
Investment Income	181,440	155,103	26,337
Royalty Income	24		
Total Income	1,597,943	1,341,039	256,904
Expense			
Recognition	771	1,375	(604)
Food	16,187	21,975	(5,788)
In-Kind Expense	282,996	224,750	58,246
Automobile & Transportation	1,827	3,000	(1,173)
Bank & Investment Fees	26,199	21,000	5,199
Contract Labor	83,546	64,875	18,671
Depreciation	75,888	85,125	(9,237)
Dues & Subscriptions	9,106	4,875	4,231
Employee Benefits	75,917	56,093	19,824
Insurance	56,080	17,250	38,830
Interest Expense	2,508	1,500	1,008
Meetings Trainings & Seminars	27,258	13,462	13,796
Payroll Taxes	44,267	43,254	1,013
Postage & Printing	10,013	14,125	(4,112)
Professional Fees	20,198	17,300	2,898
Program/House	16,244	13,313	2,931
Rent Expense	192,000	192,000	0
Repairs & Maintenance	73,404	68,250	5,154
Salaries & Wages	589,761	565,427	24,334
Supplies	20,161	19,875	286
Taxes & Licenses	3,608	1,575	2,033
Utilities	81,822	83,138	(1,316)
Total Expense	1,709,761	1,533,537	176,224
Net Ordinary Income	(111,818)	(192,498)	80,680

Ronald McDonald House of Fort Worth, Inc.

Statement of Activities

YTD 09.30.15

	Jan - Sep 15	Budget	$ Over Budget
Other Income/Expense			
Other Income			
Unrealized Gain/Loss	(72,437)		
Realized Gain/Loss	0		
Total Other Income	(72,437)		
Net Other Income	(72,437)		
Net Income	(184,255)	(192,498)	8,243

Ronald McDonald House of Fort Worth, Inc.
Statement of Financial Position
YTD 09.30.2015

	Sep 30, 15
ASSETS	
Current Assets	
Checking/Savings	
Operating	274,412
Cap X	282,965
MMkt-Compass Bank - Depr. Fund	27,418
Petty Cash	251
CD-Compass 38489	81,016
CD-Compass 95012	25,330
Total Checking/Savings	691,392
Accounts Receivable	
Accounts Receivable	9,600
Total Accounts Receivable	9,600
Other Current Assets	
Accrued Interest Receivable	1,466
Investments	3,732,570
Accounts Receivable	97,971
Promises to Give	103,830
Undeposited Funds	1,200
Total Other Current Assets	3,937,037
Total Current Assets	4,638,029
Fixed Assets	
Fixed Assets	433,794
Total Fixed Assets	433,794
Other Assets	
N/R-NMTC RMH-FW Investment Fund	7,665,100
Total Other Assets	7,665,100
TOTAL ASSETS	**12,736,923**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Chase Ink	727
Staples	(1,397)
Total Credit Cards	(670)

Ronald McDonald House of Fort Worth, Inc.
Statement of Financial Position
YTD 09.30.2015

	Sep 30, 15
Total Current Liabilities	(670)
Long Term Liabilities	
JP Morgan Chase Line of Credit	122,113
Total Long Term Liabilities	122,113
Total Liabilities	121,443
Equity	
Fund Balance - Unrestricted	11,923,240
Fund Balance - Temp Restricted	286,555
Fund Balance - Endowments	589,941
Net Income	(184,255)
Total Equity	12,615,481
TOTAL LIABILITIES & EQUITY	**12,736,924**