



Ronald  
McDonald  
House

of  
Fort Worth

2014 ANNUAL REPORT

*Staying close to the ones you love at the*

**RONALD MCDONALD HOUSE**



## Staff

JENNIFER JOHNS, Chief Executive Officer

LAURI ADAMS  
Chief Operating Officer

CAROLYN HAMILTON  
Weekend Manager

DAO LE  
Housekeeper

VERONICA MORRISON  
Operations Coordinator

DAVE PATRICK  
Maintenance

LAURA RAMIREZ  
Weekend Staff

MARY WEKIND  
Weekend Staff

CAROLYN HAMILTON  
Weekend Manager

NANCY JETER  
Director of Development

MARSHA LINDENMEIER  
Weekend Manager

ASHLEY NEILL  
Volunteer Director

OLLIE PEACOCK  
Weekend Manager

SARAH SANDERS  
Resident Manager

BETH VANCE  
Chief Financial Officer

ANGIE GALLAWAY  
Chief Development Officer

BETH LAMB  
Chief Marketing Officer

KRISTY MINTER  
Development Coordinator

BAU NGUYEN  
Housekeeper

SEPTEMBER PINCKNEY  
Operations Coordinator

BARBIE SHEFFIELD  
Database & Donor Relations  
Coordinator

# #TEAMRMHFW



Did you know that the first Ronald McDonald House was inspired by a family's struggle to stay together while fighting their child's devastating illness? With 348 Ronald McDonald Houses worldwide, our global organization has seen tremendous growth over the past 40 years. Here at RMHFW, the 900+ families we serve each year remain our inspiration; 2014 was indeed a year of growth! We celebrated the one year anniversary of our expansion and completed a mini-construction project by

adding a new family kitchen and family room. Mini-makeovers to our exercise room and Rusty Greer Game Room gave both areas a fresh, new look. Furthermore, funds were raised to install a family garden, where our first crops are beginning to really take off. Our student volunteer network grew to over 150 participants and our Red Shoe Society added record new members and provided countless opportunities for young professionals to add value to their personal and professional lives while supporting RMHFW. I hope you enjoy taking a look at our 2014 recap, and on behalf of everyone here...I thank you for helping our families stay stronger together.

*Jennifer*

## Board of Trustees

GARY GOBLE, Treasurer

SCOTT MCCOLLAM, Vice President House Operations

DON MARABLE, Chairman

MARY EDWARDS, President

JOEL HEYDENBURK, President-Elect

MICHAEL MAYES, Vice President Marketing/Communications

BRANDI SANCHEZ, Secretary

Kathy Coleman  
Will Courtney  
Stan Davis  
Jay Dill

Andy Eldridge  
Garett G. Essl  
John Flack  
Courtney Garner

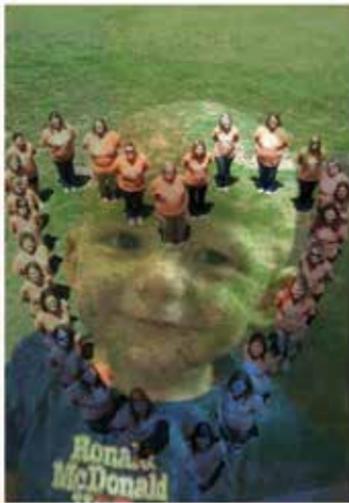
David Goodroe  
Arminda Grissett  
Kurt Haman  
Dick Hartnett

Holley Hendrickson  
June Hoffman  
Leslie Hunt  
Joe Jasper

Pam Johndroe  
Paul Paine  
Cynthia Prince  
Gloria Starling

Godley  
Shares  
the

LOVE!



## RMHC *Impact Study*

Ronald McDonald House Charities conducted an impact study recently and findings revealed that staying at an RMH significantly affects the child's psychological well-being and recovery. Families report a *higher level of involvement* in their child's care and an *enhanced quality of life* for their child. Families enjoy a *greater sleep quality* than those staying bedside and the RMH *helps family coping and resiliency* during pediatric hospitalization.

# #TEAMOWEN



At nine months, Owen Turner was diagnosed with leukemia. Like so many families, shock became a new normal. Mom, Allison, is a teacher and dad, Joseph, teaches and coaches football. Suddenly they found themselves faced with an unknown future regarding their son's health, not to mention how to finish the school year. We were here for them when they needed us most. Allison and Joseph stayed at the House for more than five months in 2014 while Owen received treatments at Cook Children's. His hometown of Godley and students at Allison's school collected wish list items and participated in our Share the Love campaign on behalf of the Turner family. Owen is now two and doing well.

The number one diagnosis in 2014 for ill children at RMHFW was tied between *premature birth and neurology*, equating to 20% each of families staying at the House. *Oncology/hematology* patients equated to 15% of diagnoses for children with *cardiology, pulmonary, gastroenterology* and miscellaneous filling out the balance.

Families are referred to the House by hospital social workers. A family is asked to contribute \$20 toward each night of stay, but inability to pay does not impact eligibility to stay. It costs approximately \$90 per night to provide a room.

**2014**  
*family stats*



**967**  
families



**14,009**  
nights of stay



**15**  
avg length of stay



GameStop was the Meals from the Heart champ in 2014; they provided a record 35 meals by engaging with multiple departments in the corporate office, in distribution center and from retail stores.



*Volunteers make our mission possible*

**2014**  
*meal stats*



**567**  
meals

77 breakfasts  
165 lunches  
325 dinners



**1,701**  
hours  
\$41,947\* value

# #TEAMVOLUNTEER

A vibrant volunteer program is the heart of most successful nonprofits. The volunteer program at the RMHFW is comprised of so many people from meal groups to individuals at the House and Ronald McDonald Family Room to group and event volunteers. Our young professionals group, The Red Shoe Society, and the Student Volunteer program are both growing by leaps and bounds. Sound plans for community engagement combined with participation at House events on a regular basis has allowed individuals ages 12+ to find a volunteer home at RMHFW. In 2014, we introduced the Johndroe-Hartnett Award for dedicated service to our House. The award is named for Pam Johndroe and Dick Hartnett, both long-time board members and selfless

volunteers. Pam is a face we see daily at the House. She's the collector of Starbucks pastries and Einstein's bagels and is ambassador-extraordinaire in Fort Worth. Dick Hartnett is our pop tab collector. He comes to the House at least twice a month, picks up the millions of pop tabs that have been donated to the House and delivers them to a local aluminum recycler. This award can be presented in future years to an individual or group who exhibit the same heartfelt devotion to the RMHFW.

\*According to the Independent Sector, a leadership network for nonprofits, foundations, and corporations, the 2014 estimated value of volunteer time in Texas is \$24.66.

**2014**  
*volunteer stats*



**154**

Student

**89**

House & Family Room  
Volunteers

**270**

Event



**10,341**

hours

**\$255,009\*** value



## *Staying on the mark with budget*

**2014**  
*financial stats*



**\$2,736,927 budget**

80% program    10% G&A    10% fundraising



# #TEAMFUN

Our annual budget is comprised of gifts from individuals, corporations, foundations, events and third-party fundraisers. The professional team at RMHFW works collaboratively with event committees and individuals raising money on our behalf. In 2014, the largest event fundraiser was the Fort Worth Club Outdoor Sports Club's Wild Game Dinner. This event sells out every year, and we were excited to introduce a new facet to the Wild Game Dinner. The Pair-A-Plate program, paired RMH family-decorated plates with gift certificates from restaurants in Fort Worth. The Red

Shoe Society, our young professionals group, worked hard in 2014 and raised both money and awareness for the House. Their commitment to our mission grows steadily as membership increases. The upgraded exercise room and garden was made possible by a grant from Healthy Kids, Healthy Families: Blue Cross Blue Shield. Chesapeake Energy provided room decor for the exercise room. New partnerships were formed with Colonial Country Club's Birdies for Charity and Parker County Today's Bachelorette of the Year event, and so many more.

Each Ronald McDonald House is autonomous and must raise its own funds to operate. Ronald McDonald House Charities has been McDonald's mission partner since 1974. Approximately 10% of the RMHFW annual budget is provided by gifts from RMHC North Texas, which is the entity that receives the change from local restaurant donation boxes. The remaining portion of our budget is raised through corporate, foundation and individual donors. YOUR donations make our mission possible.

**2014**  
*revenue sources*

\$73,462 GOLF CLASSIC | \$168,545 WILD GAME DINNER | \$45,098 LIGHTS OF LOVE  
\$38,148 DILLARD'S SOUTHERN LIVING COOKBOOKS | \$167,618 VARIOUS EVENTS  
\$1,002,826 CONTRIBUTIONS | \$285,079 GIFTS IN KIND  
\$140,949 PROGRAM CONTRIBUTIONS | \$362,211 OTHER



## Join us as we make families' lives better

In celebration of RMHC's 40th birthday in October 2014, members of the board, student volunteers and staff partnered with Fort Worth Stockyards to show our love #forRMHC (top photo). Physical therapy students at UNT Health Science (bottom left photo) created a *healthy eating project* and presented it to RMH staff. Kevin Odom (bottom center photo) has been collecting *Pop-Tops* for the House for years. He took a year to collect millions of tabs and delivered them to the House in 10-five gallon tubs. *Thirty-One Gifts* is an RMHC-national partner. Local sales consultants donated red-striped insulated bags with treats to the House to be given to families.



# #TEAMUS

The Ronald McDonald House of Fort Worth was established in 1981 with the mission of providing a home-away-from-home for families of children receiving medical treatment at area hospitals. Our vision is to never turn away a family, and our future is bright because of the hundreds of people who help make our mission possible. We encourage you to contact us with fundraising ideas, wish list collections and pop tab contests and collections. Staff, board and RSS members are available to speak to your group. Just give us a call or email. We believe that together we are stronger and more families can

experience the love and support of the Ronald McDonald House if we are all on the same team. Thank you for being a part of #teamRMHFW.

## *Volunteers*

[www.rmhf.org/volunteer.html](http://www.rmhf.org/volunteer.html)

## *Meals from the Heart*

[www.rmhf.org/meals-from-the-heart.html](http://www.rmhf.org/meals-from-the-heart.html)

## *Student Volunteers*

[www.rmhf.org/student-volunteers.html](http://www.rmhf.org/student-volunteers.html)

## *Red Shoe Society*

[www.rmhf.org/red-shoe-society.html](http://www.rmhf.org/red-shoe-society.html)

Want to join #teamfun and help raise money for the Ronald McDonald House?

Contact us at [nancy.jeter@rmhf.org](mailto:nancy.jeter@rmhf.org)!



— the power to —  
**KEEP FAMILIES TOGETHER**  
— is in our hands —





1001 8th Avenue  
Fort Worth, TX 76104  
817.870.4942 | rmhfw.org

Non-Profit  
Organization  
U.S. Postage  
PAID  
Fort Worth, TX  
Permit NO 796

*Save the Date!*

THE  
**ROADHOUSE**

III

**05.06.16**

I

**ENCORE LIVE**