Ronald McDonald House®
Fort Worth

General Board Meeting

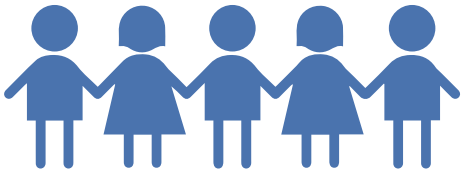
April 15, 2020

Ronald McDonald House® Fort Worth

General Board Meeting Overview
April 15, 2020

WHO WE SERVED IN MARCH

HOUSE



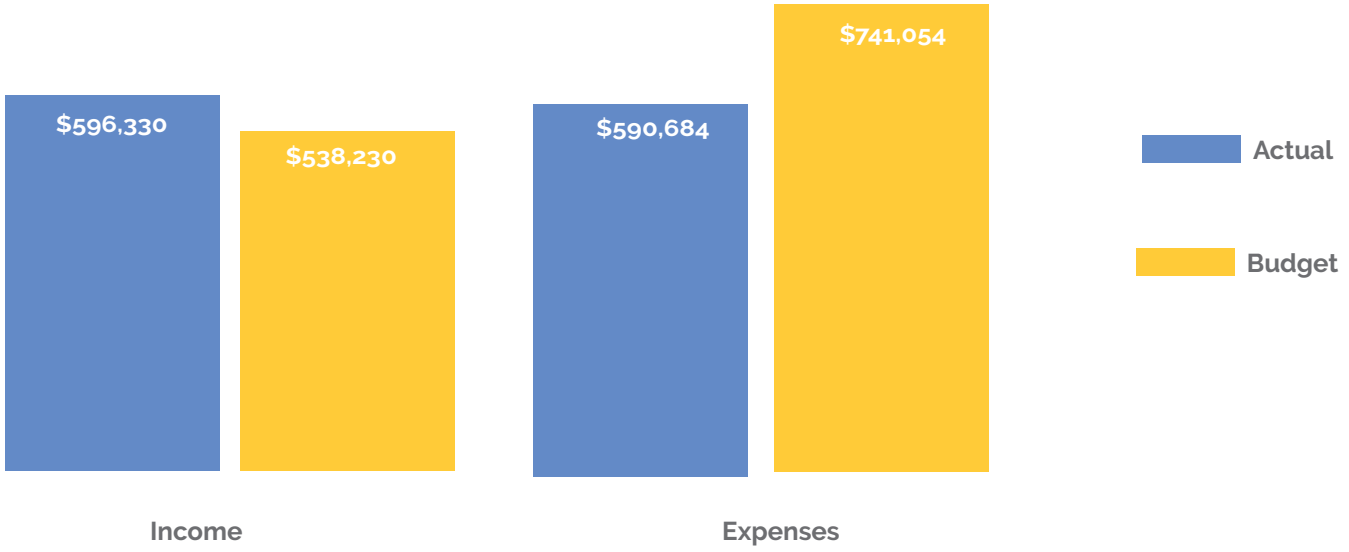
29 FAMILY VISITS

84% OCCUPANCY

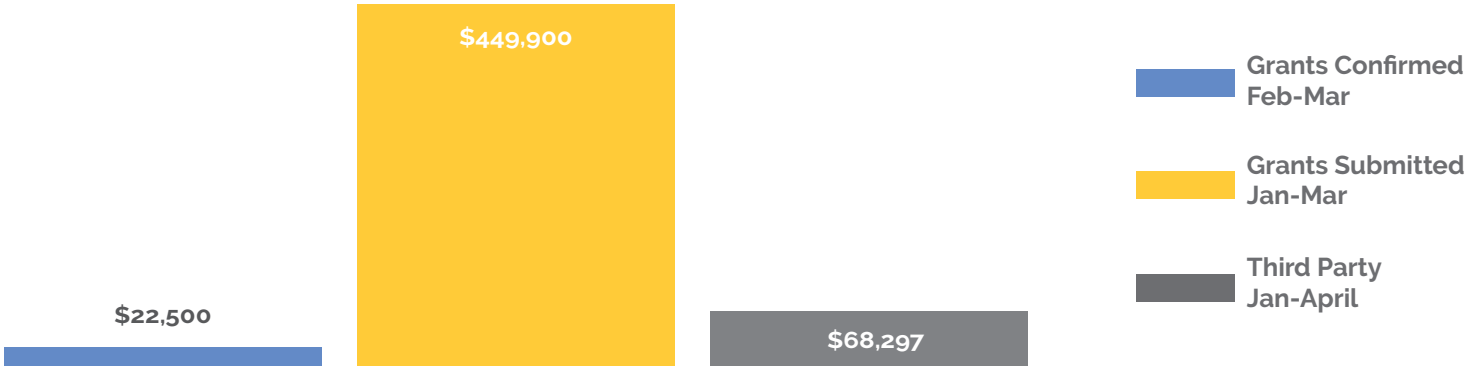
6 DAYS AVERAGE STAY

STAYED **497** NIGHTS

JAN - MARCH FINANCIALS



DEVELOPMENT ACTIVITY



AGENDA

Noon
Via Zoom

		ACTION NEEDED
12:00-12:02	Call to Order & Remarks *Courtney Lewis*	
12:02-12:05	Consent Agenda *Courtney Lewis*	Approval & Vote
12:05-12:10	CEO Remarks *Jennifer Johns*	
12:10-12:15	Mission Moment *Beth Lamb*	
12:15-12:20	Development Activities *Angie Gallaway*	
12:20-12;40	Strategy Session - Roadhouse *Ryan Barrera/Gaylan Hendricks*	
12:40-12;55	HVAC Update *Scott McCollam*	
	Old Business	
1:00	Adjourn	

CONSENT AGENDA

I.

Minutes from February 19, 2020 Meeting

II.

Chief Executive Officer Report

III.

Treasurer's Report, March 2020 Financials

IV.

Committee Reports

CONSENT AGENDA ITEM I. - MINUTES FROM FEBRUARY 19, 2020 MEETING

In Attendance: Jennifer Johns, Lauri Adams, Leslie Hunt, Joel Heydenburk, Angie Gallaway, Beth Lamb, Stef Mauler, Gaylan Hendricks, Courtney Lewis, Janeen Lamkin, Mike Hopkins, Kurt Schaal, Pam Johndroe, Ryan Barrera, Caroline Speer, Stephanie Roessler, Tonja Sparks, Elizabeth Riley, Kayla Burkholder, Julie Pickett, Chris Packard, Steven Colwick, Anthony DeFelice, Andy Eldridge, Daryl Hammond, James Hudson, Tara Mackey, Don Marable, Pat Roetzel, James Samberson, Ned Stocker

Courtney Lewis called the meeting to order at approximately 6:15 p.m. and welcomed everyone.

- Chris Packard made a motion to approve the consent agenda circulated to all board members prior to the meeting. Joel Heydenburk seconded the motion. Motion passed.

Jennifer Johns – CEO Remarks

- Announcements were made and board obligations were discussed. Other topics included board forms, listing of new members and the board portal.

Beth Lamb and Don Marable – Mission Moment

- Mission Moment highlighted "Share a Night" sponsor opportunity.
- Don Marable shared his story about joining the RMHFW Board of Trustees.

Stories and Introductions

- All attendees introduced themselves and shared their own story about serving the RMHFW.

Meeting adjourned at 7:20 p.m.

CONSENT AGENDA ITEM II. - CHIEF EXECUTIVE OFFICER REPORT

During this unprecedented time, the dedication, commitment and hard work of our staff remains stronger than ever. While a handful of House Relations (formerly known as House Operations) team members rotate in and out during the weekends, Lauri Adams and Kayla Burkholder are the two ROCK STARS who manage the House during the week. With our census down due to an RMHC global mandate, our families' spirits remain upbeat.

Meals have graciously been donated, and/or funds have been provided for them. Our Meals Coordinator, Tonja Sparks, has done an amazing job coordinating delicious meals for our guests to enjoy.

The rest of the staff has been working remotely from home. Meetings are held via Zoom, and everyone has enjoyed participating in a variety of webinars offered.

RMHC Global has provided a wealth of resources related to COVID-19, and provided emergency funding to each chapter. RMHFW received $35,000! They have extended the suspension of chapters accepting new guest families until at least May 2. We will begin admitting new guests as soon as we are able to do so.

Please read the attached reports to see the terrific work our staff and committees have been working on. I look forward to our "meeting" on Wednesday!

CONSENT AGENDA ITEM III. - TREASURER'S REPORT

The Finance Committee meeting scheduled for March 2020 was cancelled due to the need for social distancing and the financial history of the House, which indicates that the first quarter financial performance is fairly routine and unremarkable.

Here is a quick review of the financial statements through March 31, 2020

Balance Sheet

Net Assets are still ahead of March 31/ 2019 notwithstanding the loss of value to in the equities due to the financial market response to the epidemic. The change in equity value is reflected in red as a -$574,794.00 on line # 44 – **Change in Net Assets.** If and when the market recovers, this should come back but at this time this is an accurate reflection of the status.

P&L

The great news is that the operational portion of the P&L on line 48 - **Change in Net Assets from Operations** shows an improvement of $208,470. Some of this is timing due to RoadHouse on the revenue side. Most of the change is due to expense management (salaries and benefits are - $50K) and timing of discretionary expenses (Direct mail -$15K; in-kind -$29K; and marketing -$8K)

Cash Position

As of March 31, 2020, the House has in excess of $1,225,000 in cash or cash equivalents. This was generated from the previous two years surplus from funds not invested in the market. This provides the House with a significant cushion to cover the remainder of the year if needed.

I have a copy of these financial statements; therefore, if you have any questions or concerns, please contact me (cell: 214-957-1206 or Julie Pickett at the House)

Chris Packard
Treasurer, Ronald McDonald House Fort Worth

CONSENT AGENDA ITEM III. - MARCH 2020 FINANCIALS

8:05 AM
4/7/20
Accrual Basis

Ronald McDonald House of Fort Worth, Inc.

Statement of Financial Position

YTD 3.31.2020

	March 31, 20	March 31, 19
ASSETS		
Current Assets		
Checking/Savings/Short Term Investments		
Capital One Savings	251,328	
BOK Financial Securities	511,033	
United Bank	127,998	
Operating	346,437	
Cap X	82	
Petty Cash	200	
Total Checking/Savings/Short Term Investments	1,237,078	
Other Current Assets		
Account Rec-Sponsorships	56,853	
Accounts Receivable	16,749	
Promises to Give	19,998	
Prepaid Expenses	10,658	
Total Other Current Assets	104,258	
Total Current Assets	1,341,336	
Noncurrent Assets		
Fixed Assets	1,233,615	
Investments	4,949,189	
N/R-NMTC RMH-FW Investment Fund	7,665,100	
Total Noncurrent Assets	13,847,904	
TOTAL ASSETS	**15,189,238**	

CONSENT AGENDA ITEM III. - MARCH 2020 FINANCIALS

8:05 AM
4/7/20
Accrual Basis

Ronald McDonald House of Fort Worth, Inc.

Statement of Financial Position

YTD 3.31.2020

	March 31, 20	March 31, 19
LIABILITIES & NET ASSETS		
Current Liabilities		
Credit Cards	414	
Accounts Payable and Accrued Expenses	2,599	
Deferred Revenue	10,658	
Total Current Liabilities	13,671	
Total Liabilities	13,671	
Net Assets		
Fund Balance - Without Donor Restrictions	13,620,506	13,810,310
Fund Balance - Donor Restrictions	616,776	616,776
Retained Earnings	1,513,079	(184,128)
Change in Net Assets	(574,794)	491,607
Total Net Assets	15,175,567	14,734,567
TOTAL LIABILITIES & NET ASSETS	**15,189,238**	

CONSENT AGENDA ITEM III. - MARCH 2020 FINANCIALS

8:05 AM
4/7/20
Accrual Basis

Ronald McDonald House of Fort Worth, Inc.

Statement of Activities

3.31.2020

	Jan - Mar20	Budget	$ Over Budget
Revenue			
Contribution Revenue			
Individuals/Corporate	174,050	151,050	23,000
Foundation/Grants	14,225	27,000	(12,775)
RMHC	23,182	-	23,182
Volunteer	245	1,506	(1,261)
Direct Mail Marketing	25,559	35,712	(10,153)
Total Contribution Revenue	237,261	215,268	21,993
Operating Revenue			
Other House Revenue	(2,210)	287	(2,497)
Medicaid	49,059	25,000	24,059
Guest Contributions	9,862	16,250	(6,388)
Total Operating Revenue	56,711	41,537	15,174
In-Kind Revenue	46,887	76,800	(29,913)
Special Events Revenue	203,770	152,625	51,145
NMTC Interest	51,701	52,000	(299)
Total Revenue	**596,330**	**538,230**	**58,100**
Expense			
Special Events Expense	26,276	52,000	(25,724)
Telephone	2,989	2,875	114
Technology	5,095	6,238	(1,143)
Miscellaneous/Other	4,981	4,838	143
Linens & Laundry	5,573	5,140	433
Family Support Services & Supplies	20,369	17,495	2,874
Cleaning Services & Supplies	14,384	15,695	(1,311)
Direct Mail Marketing Expense	11,932	27,051	(15,119)
Advertising & Marketing	2,055	10,025	(7,970)
Recognition	-	3,500	(3,500)
In-Kind Expense	46,887	76,800	(29,913)
Automobile & Transportation	476	825	(349)
Depreciation	23,785	23,785	-
Employee Benefits	16,963	39,710	(22,747)
Insurance	32,315	18,844	13,471
Interest Expense	-	-	-
Meetings Education & Training	9,995	8,031	1,964
Payroll Taxes	18,959	20,871	(1,912)
Postage & Printing	2,922	5,694	(2,772)
Professional Fees	4,476	10,674	(6,198)
Rent Expense	52,000	52,000	-
Maintenance & Repairs	24,766	36,241	(11,475)
Salaries & Wages	249,830	278,284	(28,454)
Utilities	13,656	24,438	(10,782)
Total Expense	590,684	741,054	(150,371)
Change in Net Assets from Operations	5,646	(202,824)	208,470

CONSENT AGENDA ITEM III. - MARCH 2020 FINANCIALS

8:05 AM
4/7/20
Accrual Basis

Ronald McDonald House of Fort Worth, Inc.

Statement of Activities

3.31.2020

	Jan - Mar20	Budget	$ Over Budget
Other Revenue/Expense			
Other Revenue			
Investment Revenue	24,919		
Unrealized Gain/Loss-Corpus	(45,638)		
Unrealized Gain/Loss-Unrestricted	(548,980)		
Realized Gain/Loss	(348)		
Total Other Revenue (Loss)	(570,047)		
Other Expense			
Bank & Investment Fees	10,393	9,250	1,143
Total Other Expense	10,393	9,250	1,143
Net Investment Income (Loss)	(580,440)	(9,250)	(1,143)
Change in Net Assets	**(574,794)**	**(212,074)**	**(362,720)**

CONSENT AGENDA ITEM III. - MARCH 2020 FINANCIALS

8:05 AM
4/7/20
Accrual Basis

Ronald McDonald House of Fort Worth, Inc.
Statement of Operating Activities
3.31.2020

	YTD 3.31.20	Budget	Variance Over/(Under)	Variance Notes Over/(Under) $10K
Revenue				
Individuals/Corporate	174,050	151,050	23,000	timing difference
Foundation /Grants	14,225	27,000	(12,775)	$11k grant scheduled to fund in January has not come in
RMHC	23,182	-	23,182	emergency funding-not budgeted
Special Events - Roadhouse	203,770	152,625	51,145	timing difference
Special Events - Wild Game Dinner	-	-	-	
Volunteer	245	1,506	(1,261)	
Operating Revenue	56,711	41,537	15,174	guest donations are down but Medicaid is up by almost 50%
Direct Mail Marketing Income	25,559	35,712	(10,153)	offset shortage on expense for net effect of $(5,316)-timing difference
Total Revenue	497,742	409,430	88,312	
Expense				
Special Events - Roadhouse	26,276	52,000	(25,724)	expenses down due to payments/obligations on hold until further notice of event date
Special Events - Wild Game Dinner	-	-	-	
Telephone	2,989	2,875	114	
Technology	5,095	6,238	(1,143)	
Miscellaneous/Other	4,981	4,838	143	
Linens & Laundry	5,573	5,140	433	
Family Support Services & Supplies	20,369	17,495	2,874	
Cleaning Services & Supplies	14,384	15,695	(1,311)	
Direct Marketing Expense	11,932	27,051	(15,119)	offset shortage on income for net effect of $(5,316)-timing difference
Advertising & Marketing	2,055	10,025	(7,970)	
Recognition	-	3,500	(3,500)	
Automobile & Transportation	476	825	(349)	
Bank & Investment Fees	10,393	9,250	1,143	
Employee Benefits	16,963	39,710	(22,747)	$19k stop loss claims refund from Aetna on 2019 claims
Insurance	32,315	18,844	13,471	timing difference on billing of certain policies
Interest Expense	0	0	0	
Meetings Education & Training	9,995	8,031	1,964	
NMTC	299	-	299	
Payroll Taxes	18,959	20,871	(1,912)	
Postage & Printing	2,922	5,694	(2,772)	
Professional Fees	4,476	10,674	(6,198)	
Maintenance & Repairs	24,766	36,241	(11,475)	keeping costs at a minimum until adjusted cash flow projections are obtained
Salaries & Wages	249,830	278,284	(28,454)	COL increases budgeted for full 12 month spread-timing diff-will correct itself upon implementation
Utilities	13,656	24,438	(10,782)	wet spring and mild winter have yielded lower utility costs
Total Expense	478,704	597,719	(119,015)	
Net Operating Income*	**19,038**	**(188,289)**	**207,327**	

*exludes all non-cash items such as depreciation and in-kind and any non-operating income/expense.

CONSENT AGENDA ITEM IV. - COMMITTEE REPORTS - OPERATIONS

March 2020

HOUSE

29 FAMILY VISITS

84% OCCUPANCY

6 DAYS AVERAGE STAY

STAYED **497** NIGHTS

- The air ducts throughout the main building were professionally cleaned in February. Linbeck took care of the services.
- Due to Covid- 19, our new temporary normal has been very surreal. Our active busy house is now very quiet but very safe and secure. We continue to take care of and support our current families.
- We are spending this time spring cleaning, organizing and taking care of small facility projects.
- Chief comes to the house each day. He misses snuggles and visits from our families, staff, volunteers and guests.

CONSENT AGENDA ITEM IV. - COMMITTEE REPORTS - DEVELOPMENT

1. Grants confirmed February - March 2020

DONOR	GIFT AMOUNT
Rainwater Foundation	$10,000
Lockheed Martin	$5,000
H-E-B Foundation	$5,000
Schollmaier Foundation	$1,500
Rosenthal Foundation	$1,000
TOTAL	**$22,500**

2. Grants submitted January - March 2020

PROSPECT	ASK AMOUNT
JP Morgan - Leo Potishman Trust	$150,000
Speedway Children's Charities - Founders	$130,000
North Texas Cares-CFT: COVID-19	$30,000
RMHC Remarkable Impact Grants	$25,000
Bank of America Foundation	$20,000
Enterprise Holdings	$15,000
Speedway Children's Charities - Partners	$15,000
Yost Capital	$10,000
Ninnie L. Baird Foundation	$10,000
Dunkin' Joy Foundation	$10,000
R4 Foundation	$10,000
Bank of America Interns	$6,000
QuickTrip	$5,000
BBVA Compass	$5,000
Rotary - Downtown FW	$4,000
Junior Woman's Club of Fort Worth	$2,500
Junior League FW - Community Needs	$2,400
TOTAL	**$449,900**

CONSENT AGENDA ITEM IV. - COMMITTEE REPORTS - DEVELOPMENT

3. Third Party Events: January - April 2020

DONOR	GIFT AMOUNT
Walgreens Scannable Campaign	$45,767
Dillard's Cookbook Proceeds	$11,055
Hopeful Theatre Project	$4,000
Fort Worth Mortgage Bankers Association	$3,600
Kroger	$2,875
Gift of Lights	$1,000
TOTAL	**$68,297**

4. Birdies for Charities

RMHFW was selected to participate in the 2020 Birdies for Charity program. The Birdies for Charity program is an opportunity for charitable organizations to utilize the awareness and magnitude of a PGA TOUR event to further their fundraising initiatives. You may make a donation or a pledge online. All donations made to RMHFW during this time apply. For more details, please visit the website or contact Angie Gallaway.

http://www.deananddelucainvitational.com/birdies-charity

5. RMHFW Database Conversion: Exceed to Bloomerang overview from Elizabeth Riley

During the first week of May, we will officially complete our database conversion from Exceed to Bloomerang. This is a significant data conversion since we have historical data dating back to the early 1990s. However, the benefits of such a major move will, by far outweigh, the challenges during the conversion. This transition gives us access to substantially more ways to integrate donor communications, response rates, global updates and imports, engagement levels, and so much more, which will increase our fundraising and community awareness. It is going to be a learning process for both the Development and Marketing teams, but everyone is excited to enhance their individual roles within the database.

6. Donor Appreciation @ Colonial: Tentative (Based on COVID-19) - Wednesday, May 20th

RMHFW received a generous donation of a Hospitality Suite at the Colonial Golf Tournament and will be hosting a donor appreciation event. We hope you will make plans to swing by that day. Invitation and more details coming soon.

CONSENT AGENDA ITEM IV. - COMMITTEE REPORTS - DEVELOPMENT

7. Partnership with Nancy Binger: Book about Chief, RMHFW Love and Comfort Officer

RMHFW met with Nancy Binger to discuss partnering on the creation of a custom children's book featuring Chief. We are working to identify two donors that may be interested in underwriting the cost of creative and printing. We hope to have the book published and printed Q4 2020.

8. North Texas Giving Tuesday NOW - May 5

In concert with the #GivingTuesdayNow campaign, the international call for unity and giving, Communities Foundation of Texas' North Texas Giving Day, the Dallas Cowboys and the United Way of Metropolitan Dallas have teamed up to do what they do best – come together to support the organizations and individuals who need help the most.

On Tuesday, May 5, this collaborative will host an emergency response day of giving, North Texas Giving Tuesday Now, to encourage donor support for nonprofit organizations reeling from the impact of the COVID-19 pandemic.

9. Roadhouse

The 6th annual Roadhouse is still scheduled to occur on Friday, June 12 at The Fort Worth Zoo. The event program for the evening is tentative, but will remain largely the same as if it had occurred as regularly planned on April 3. Musical entertainment will remain the same, with Joe Nichols serving as our headliner artist. If we are unable to hold Roadhouse in-person due to government mandate, a virtual format is being researched and planned for currently as a back-up option and would also take place the evening of June 12. As finalization of the event format is known, RMHFW staff will communicate immediately to all sponsors and other involved parties.

12. Wild Game Dinner

The 19th annual Wild Game Dinner is scheduled to occur on Friday, September 11 at The Fort Worth Club. No changes to the event have yet to take place. Financial supporters of the 2019 event will be the first to receive sponsorship materials in the latter part of April. Event co-chairs Trevor Baker and Jonathan Black look forward to kicking off the event committee's efforts in May via a virtual committee meeting. For event information, please contact Ryan Barrera, Development Manager.

CONSENT AGENDA ITEM IV. - COMMITTEE REPORTS - DEVELOPMENT

13. Red Shoe Society

RSS has had to be very flexible during this time, as their annual chili cook-off has been postponed for later in 2020, date yet to be determined. The inaugural Derby Day fundraiser event (themed with the Kentucky Derby race and festivities) has also been postponed. The annual Spinathon cycling fundraiser is planned to take place this summer, in partnership once more with Full Psycle Fort Worth, with a date yet to be determined. Rise Rally & Red Shoes, RSS's largest annual fundraiser, remains scheduled for October 10 at Rahr & Sons Brewing. RSS remains committed to the RMHFW mission through their various subcommittee efforts and will hold a virtual Executive Committee meeting on April 15, along with pursuit of other virtual opportunities to remain connected.

CONSENT AGENDA ITEM IV. - COMMITTEE REPORTS - MARKETING

Texting Program

The official launch of the texting program in February has gone very well. It is has been especially critical to have this platform during the current scenario. It enables the limited staff at the House to communicate fluidly with the families. Since Feb. 1, 1,691 texts have been sent.

GiveMyGiftCard.com (.org/net/.info)

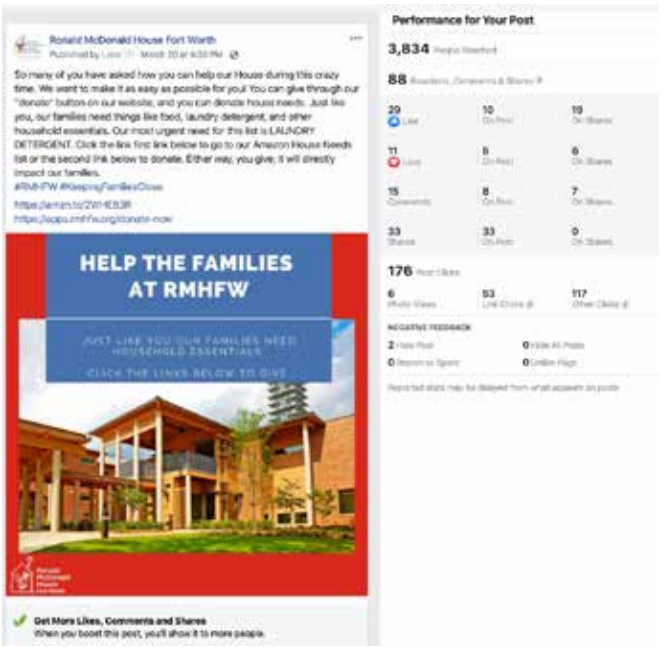
GiveMyGiftCard.com website has been built out and is awaiting final approval from RMHC. As soon as we receive their approval, the campaign to announce and promote the site will begin.

New Website Template

RMHC has release a new and improved website template. This site is in development with plans to launch it by summer. It will not look dramatically differently than the current site, but the backend functionality is easier to use and has a lot more flexibility to it. It is also fully compliant with accessibility laws.

Social Media

With the current situation, it has been a challenge to "heard." In most times, we adhere to a pretty strict policy of no more than 10% weekly posts be dedicated to a fundraising ask, thus leaving 90% for mission. However, we have had some pressing needs, most notably for our Meals program and general House supplies that some bending of the posting policy has had to occur. We have gained 231 new followers on Facebook with 37 unfollows. We aren't doing too bad with engagement, but as usual our mission posts have the highest levels of engagement.



CONSENT AGENDA ITEM IV. - COMMITTEE REPORTS - MARKETING

COVID-19 Messaging

The current situation has introduced some messaging opportunities and challenges. We have worked hard to ensure our messages are received and heard.

1. General Email using our email platform - yield terrible open rates; 3,731 emails sent, 453 opened
2. Jennifer Johns email sent using Outlook - we chose to try this method to improve on the open rate. We also reduced the number of people to receive the email. This list included board members, staff, volunteers, student volunteers, meals group contact, select donors/sponsors, select vendors and select RMHC representatives. The open rate jumped to 50%. We will be doing this type of messaging next week using an RMHC-suggested template.
3. To continue to show the faces of RMHFW, we launched a video series called House Talk. Utilizing this name connects it to something similar in the past and allows us to continue using this medium in the future with seamless recognition. Visit our YouTube channel to view all three videos published so far: https://www.youtube.com/user/rmhfortworth. This week's video focusing on Chief and Mac will publish later in the week and next week's video will focus on Volunteers.
4. Instagram Takeover by Erica and Aiden Snyder - this was a fun test which we will do again. The launch of their takeover yielded the highest Instagram reach, engagement and likes we've had on a post in 2 years. It was also the 3rd highest impressions.
5. In an effort to show the House's support for local restaurants, we did several shoutouts for those restaurants who helped feed our families, even when we purchased meals, rather than them being donated.

CONSENT AGENDA ITEM IV. - COMMITTEE REPORTS - VOLUNTEER

Volunteers

- Due to the current pandemic:
  - As of March 13, 2020 all volunteer services were suspended
    - Volunteers were contacted by email
  - The adult Volunteer Appreciation Event has been postponed to May 26th
  - The student Volunteers will receive a letter of appreciation, drafted by Stef Mauler, and a $10 gift card to Starbucks
    - Letters will begin to go out the week of April 13th
- I am finding ways to stay connected to our volunteers:
  - I have sent personal, hand written notes to each volunteer
  - I have spoken to many volunteers on the phone and will continue to contact volunteers this way
  - I am working with Caroline to get some short video/photos together for several volunteer social media posts
  - Next week I will send an email update to all the volunteers and plan to send a monthly updated as long as volunteer services are suspended

Hospitality Cart

- A contract has been signed with a local company (C&S Cabinets) to purchase two new hospitality carts.
  - C&S Cabinets is a local cabinet maker. Making mostly custom cabinets for local home builders. I visited the showroom and work shop and spoke with the owner over many of the cart details. The carts should be ready in 2 to 3 weeks.
- The new carts are a new design that is smaller, uses space more efficiently and is constructed out of maple.
- One of the new carts will replace a damaged cart at Cook Children's Hospital and the other cart we hope to use in another area hospital for a total of 3 hospitality carts.