



## 2021 Gratitude Report



**Grace McIntosh**  
Executive Director

## Gratitude from our Executive Director

It is hard to believe that it's been 7 months since I arrived here at RMHC-SLA. Thanks to all of you for your support and open arms as we navigated this challenging year of ever-changing COVID landscape and the 5<sup>th</sup> worst hurricane on record. Ida forced our closure for one week and disabled our 1<sup>st</sup> floor of guest rooms for two months. Staff and volunteers worked tirelessly to get us open as quickly as possible.

New community engagement opportunities, like Virtual Volunteering and our amazing Red Shoe Krewe, allowed us to keep in close contact with our volunteer family who are eagerly awaiting the ability to return!

While 2021 had it's share of obstacles, we faced them with an eye to an extremely exciting 2022. The new house, on the campus of Children's Hospital, will open in late fall. The new Family Room, at Our Lady of Lourdes Women's & Children's Hospital in Lafayette, will open in late summer. While we will miss our lovely Canal Street House, we are beyond excited to offer our families in New Orleans 22 new rooms across the street from their child. In Lafayette, the Family Room offers respite literally inside the hospital.

I am so grateful to be a part of the amazing RMHC-SLA family as we begin our new chapter. I look forward to telling you our story!

## Come See Us!

This is our last year in the iconic yellow house at 4403 Canal Street. Do you have memories at this house? We would love to hear them. Come have coffee with us! Call Kristen Erdem at 504-354-1607.



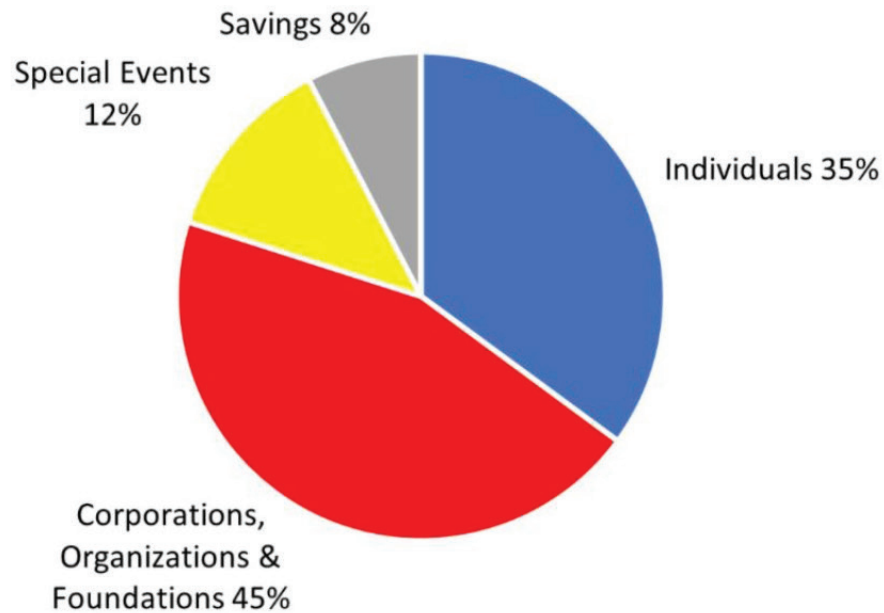
## Meet Zoe



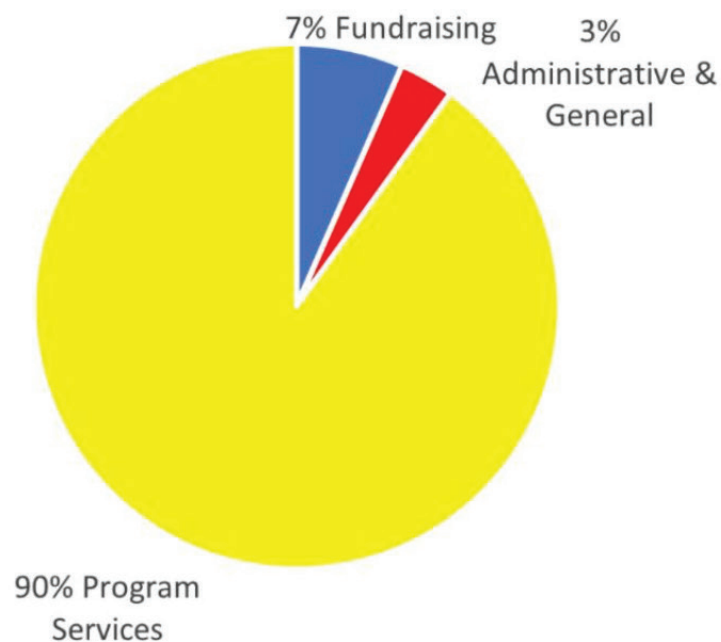
Zoe has been staying at the Ronald McDonald House in New Orleans on and off for over five years during her visits to Children's Hospital New Orleans. Along with her mother and grandparents, Zoe stayed with us for over a year just after her birth while receiving the critical medical care she needed. Zoe and her family joined us as guests of honor at the ground breaking for the new house this July. We are grateful for the health and joy of our little friend, who inspires so much hope.

## 2021 Financial Snapshot

### Revenue \$1,417,271



### Expenses \$1,417,271





## Your Impact

### COVID-19 Program Impact

In response to the novel coronavirus, RMHC-SLA operations adjusted to keep our families and our staff healthy. Adjustments included limiting occupancy, updating cleaning protocols, and a temporary suspension of volunteers in the House. Through it all, community support kept our doors open. RMHC-SLA is grateful.



with only **5 rooms**  
available due to Covid-19



**72**  
families served



**16**  
average nights of stay



**1099**  
total nights of stay



**\$246,177**  
amount families saved  
on hotel stays



**403**  
individuals served by  
our Comfort Cart



**33**  
families traveled from  
**12 different states &  
3 foreign countries**

## Volunteers



### Comfort Cart

Our Comfort Cart at **Ochsner Main Hospital For Children** rolled in October with volunteer Patty Berthaut making her rounds through the pediatric floors with free coffee, soft drinks, bottled water, snacks, toiletries, and gifts of comfort for the families and patients.



### Red Shoe Krewe

Our Red Shoe Krewe chapter of young professionals launched in November of 2021, with the mission to engage and inspire other young professionals throughout the greater South Louisiana community. The focus of this inspirational group is to raise awareness and to expand the circle of friends and supporters for the RMHC-SLA. This krewe hit the ground running, with their first fundraiser in December, raising \$1,941 at Ralph's on the Park in Cocktails for a Cause. RMHC-SLA is grateful for this wonderful krewe.

## Fundraising Events



### Golf Classic

A record-breaking golf tournament raised \$106,635 - a 39% increase over last year. We are so grateful to all of our sponsors, golfers and volunteers.

This year's event was our 20th annual tournament and featured a silent and live auction with a celebrity host, Ronnie Lamarque.



### Giving Tuesday

Thanks to your generous giving, our Giving Tuesday 2021 appeal raised \$23,392 - a 106% increase over 2020!

Thank you for providing food, shelter, and comfort to families when they need it the most.



### Community Fundraising

We are so grateful to our wonderful community that supports our children and families. From meals to toys to volunteers and donors, you make it possible for us to keep families close. In 2021 Community Fundraising programs brought in \$18,886.



# Exciting Things to Come



## Our Future Home

In July of 2021 we broke ground on a \$6 million project to renovate two buildings on the Children's Hospital campus, creating a new family housing facility with 22 bedrooms all with private bathrooms. The project will increase available accommodations for families by 47%.

The new Ronald McDonald House will feature more common spaces, including a spacious kitchen and dining room that will allow for volunteers to help with preparing meals and other activities as well as an outside play area, living room, playroom, lobby, conference room, library and office space for staff.

If you would like to know more about our new house and ways to get involved, please contact Kristen Erdem at 504-354-1607.



## Our New Family Room

In partnership with Our Lady of Lourdes Women's & Children's Hospital in Lafayette and the Krampe family, we are looking forward to a Ronald McDonald Family Room inside the hospital.

A Family Room offers several features to support the needs of children and their families. Among them is the Ronald McDonald House Charities (RMHC) hallmark of compassionate hospitality provided by RMHC staff and/or trained volunteers. The Family Room will include a children's play area, private bathrooms with shower facilities, a dining/kitchen area, 3 sleeping rooms, and laundry facilities.

# Our Leadership

## 2021 Board of Directors

Cheryl Egan, President  
Paul Tuennerman, Vice President  
Trey Woods, Secretary  
Mike Flynn, Treasurer  
Chris Bardell  
Jade Colin  
Gary Goodenough  
Chris Krampe

Theresa "Reece" Lanier  
Sergio Lopez  
Haley Miller  
Ricky Patel  
Peter Roy  
Michael Valluzzo  
Dr. Elizabeth Wisner  
Jackie Marks-Rollins

# Our Staff

## Our Staff

Grace McIntosh, Executive Director  
Kristen Erdem, Development Director  
Bob Van Den Akker, Operations Manager  
Jodi Lafranca, Community Engagement Manager  
Crystal Harris, Family Services and Programs Manager  
Toria Jones, Evening Services Manager  
Michelle Bouie, Family Services Associate



**Ronald McDonald  
House Charities®**  
of South Louisiana

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