

2017 ANNUAL REPORT



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

Keeping families close®

WWW.RMHC-SLA.ORG

Mission Statement

The mission of Ronald McDonald House Charities® of South Louisiana is to provide a “home-away-from-home” to families of seriously ill children and to provide programs that give comfort, compassion and care to children and their families.



Guiding us in our mission are our core values:

- Focusing on the critical needs of children.
- Celebrating the diversity of the programs we offer and the staff, volunteers and donors who make them possible.
- Staying true to our heritage of responsible stewardship.
- Operating with accountability and transparency.

Our History

In 1974, the first Ronald McDonald House opened in Philadelphia with the help of the Philadelphia Eagles after player Fred Hill’s young daughter was diagnosed with leukemia. His teammates wanted to help and they began raising money for a house. They sought out McDonald’s Corporation who began to help.

As the word of Ronald McDonald House spread, more parents’ groups were formed and more Houses opened. The New Orleans Ronald McDonald House opened December 10, 1983 with the help of the New Orleans Saints. It was the 53rd Ronald McDonald House in the country.



The social factor is vital; the emotional support and encouragement that the families give to each other is the most important aspect of the House. They share, listen and help one another maintain a positive outlook.

Ronald McDonald House Charities® of South Louisiana

Keeping families together and near the medical care their children need

Our Leadership

From Our Executive Director

There are few things in life more stressful and scary than your child's sudden illness or accident. Learning your child needs treatment in a city hundreds of miles away is doubly traumatic, turning a family's world upside down. Where will you stay? How will you get around in a strange city? How will you find support?

Families sent by health care providers to the Ronald McDonald House find answers to those questions and are relieved of much of the stress of being uprooted and put into a strange situation. When a family arrives on our porch and rings the bell, they don't know what will await them inside. But once they enter, they smell the home-cooked dinner from our Meals from the Heart program, a playroom full of toys, and a cozy bedroom, they can take comfort in finding a "home-away-from home" that will help them concentrate on their child getting better, and not on the details of everyday life.

We know families are dealing with difficult decisions and scary outcomes. Besides providing food, shelter, and transportation, our House provides an environment where families are able to build bonds and form a community with each other, giving them a true support system.

We wouldn't be able to do any of this without the support of our community, donors, and volunteers. Thank you to everyone who shares with us allowing us to provide this service to our families. You have given them the gift of being close to their ill child and that means more to them than anything.



Corey B. Staehle, Executive Director

Our Board of Directors

Ronald McDonald House Charities® of South Louisiana is governed by a talented and dedicated all-volunteer board of directors. Our board members offer a wealth of personal and professional experience and RMHC-SLA heavily relies on their guidance and leadership.

Bob Van Den Akker, President ▪ Cheryl Egan, Vice-President Internal Affairs

Jason Richoux, Vice-President External Affairs ▪ Mike Flynn, Treasurer

Carl Allen "Trey" Woods, Secretary

Christina Blanco ▪ Donald Bonewitz ▪ Joyce Colin ▪ Karla Donewar ▪ Tony Herques

Nicole Houin ▪ Brian Landry ▪ Jill LeBlanc ▪ Sergio Lopez ▪ Ida Mollo

Sheila Moragas ▪ M. Peter Roy, Jr. ▪ Paul Tuennerman ▪ Michael Valluzzo

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What We Do

Ronald McDonald House



OUR HOUSE

The Ronald McDonald House New Orleans Program

The New Orleans Ronald McDonald House is located in the vibrant heart of the city. It opened in December of 1983 and is a beautiful, homey, 15-bedroom home with a huge kitchen and dining room, two laundry areas, a toy room, a game room, a den and an outside patio area—plenty of space for guests to make themselves at home and visit with each other.

In addition to providing a comfortable place to stay, which includes a fully-stocked pantry and delicious meals provided through our Meals from the Heart Program, we provide van services to and from hospitals and doctor's appointments.



RMHC-SLA COMFORT CART

RMHC-SLA is reaching out to provide comfort, care, and support to families outside of our House on Canal Street. The Ronald McDonald House Comfort Cart brings a touch of home to parents and siblings who are at the bedside of the pediatric patients at Ochsner Hospital for Children and Tulane Lakeside Hospital for Women and Children.

Our volunteers make their rounds through the pediatric floors with free coffee, soft drinks, bottled water, snacks, toiletries, and gifts for the families and patients. While parents and children alike appreciate having drinks and snacks without having to make a trip to a vending machine or to the coffee shop, “the little ones love the toys and stuffed animals, and the teens really appreciate the iTunes gift cards!” says volunteer Judi Russell.

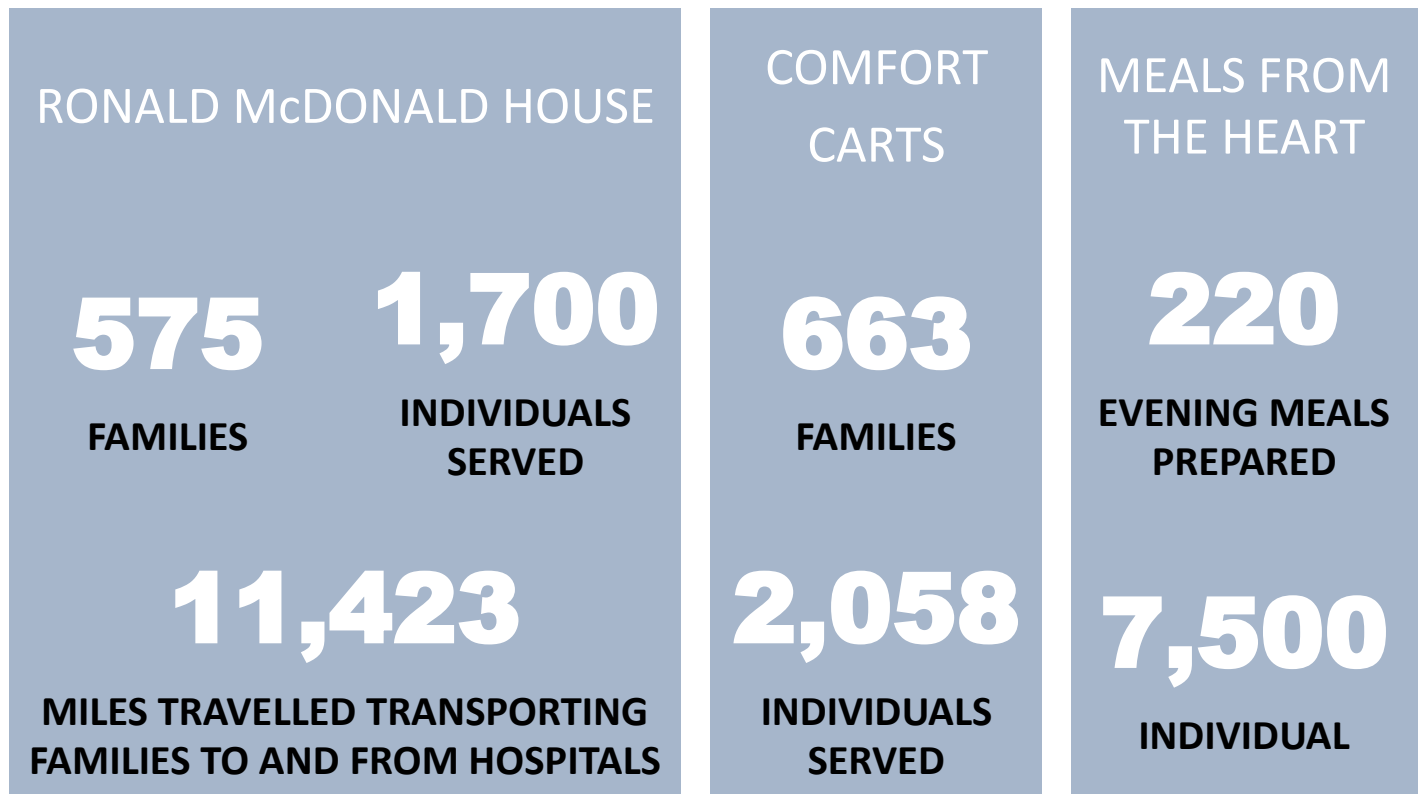
Ronald McDonald Comfort Cart



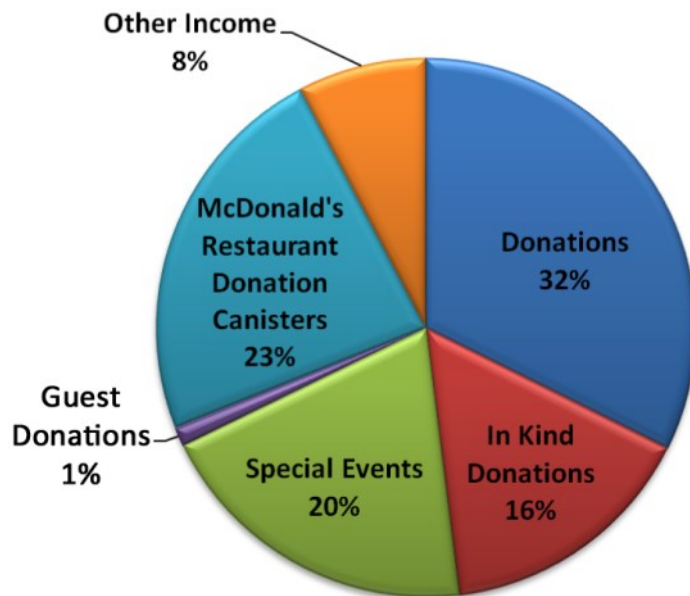
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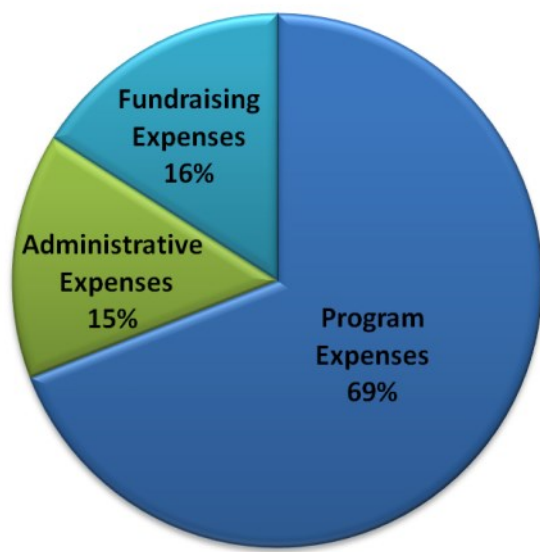
By The Numbers



Our funding sources and how we put them to good use:



INCOME



EXPENSE

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What the experts say...

NEW STUDY: HOSPITAL ADMINISTRATORS SAY RONALD McDONALD HOUSES PROVIDE SIGNIFICANT BENEFITS

Survey of hospital administrators around the world reveals strong agreement that Ronald McDonald Houses assist families with psychosocial challenges, coping with a child's illness and other important benefits

Oak Brook, Ill., (April 30, 2015) – **A study published in the *Journal of Health Organization and Management*** finds that a strong majority of hospital administrators agree that Ronald McDonald Houses (RMHs) play a significant and important role in family-centered care for children with serious medical needs.

Over 90% of respondents strongly agreed or agreed that RMH affiliation:

- enhances the ability to provide family-centered care (95.1%)
- reduces parental stress (94%)
- reduces costs to families (92.6%)
- improves sleep quality/quantity for parents (92.2%)
- reduces burden of hospital assisting with lodging (90.8%)

"Family-centered care for children represents a significant shift from a limited focus on the biomedical/therapeutic needs of a child to a more comprehensive view of a child in the context of his or her family," said Dr. Lantz, Chair of the Department of Health Policy and Management at the George Washington University Milken Institute School of Public Health. "This study confirms that hospital leaders strongly believe that Ronald McDonald Houses make significant positive contributions to a family-centered approach to caring for children with serious health care needs."

A study published by researchers at the University of Cincinnati and Cincinnati Children's Hospital Medical Center, who interviewed caregivers staying at a Ronald McDonald House, found that familial support and support from other families during their child's hospitalization strengthened their coping abilities. This demonstrates that Ronald McDonald Houses surround parents with an atmosphere of mutual support that encourages sharing between families who are facing similar ordeals.

Parents Get Better Sleep at Ronald McDonald Houses—A study published in *Behavioral Sleep Medicine* found parents who slept at a Ronald McDonald House had better sleep quality than parents sleeping at their child's bedside, which is likely to help parents participate more thoroughly in their child's care as they are better rested.

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What the *TRUE* experts (our guests) say...

Was a blessing to us when our child was in Children's Hospital. The staff was so welcoming and the house as we call it was home away from home. When your child is sick it helps to have a place to lay your head and rest. I found that it helps to have others to talk with that are going through some of the same scary unknown things you are going through. One thing for sure the Ronald McDonald House is a blessing from God. **I would like to thank all that have donated... you will never know how many family lives you have helped with your unselfish act.** Thank you all so much.

We are currently housed here and they have been amazing to us and our family. **You can feel the love and welcoming they have as soon as you walk in!** We have been here currently a month and have 2 more months left till our 3 month old is allowed to leave CICU and we wouldn't want to be anywhere but here. Lots of friendly staff and guest! We love it and definitely recommend it!!!

They have been here when we need them most... They are a blessing... Thanks to volunteers and staff alike who have made this a home away from home for us!!! **They make the process less difficult to bear for all of us!!!!**

My family and I are so grateful for the care and services we are receiving. **Their attention to detail has allowed me to focus all of my attention on my son's recovery.** I am eternally thankful.

This facility has helped our family out so many times since our sons diagnosis last May. It has been a long journey and without the warm walls of this facility being a special home away from home I don't know what we would have done.. **They helped me as much emotionally as they did giving shelter.** Thanks to all who make this place what it is.

When you're trying to do all that you can for your child in troubled times, God always has a plan. Thank God for Ronald McDonald House, **you take a big load off all the families that travel through these doors. Thank you for caring.**



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Notable Events



March

The Louisiana Farm Bureau Women's Leadership Committee visits every year with food donations. Members came by with so many items to help our families! Items included Louisiana produced rice, sausage and sugar. Thank you!

April

Men In Kilts competition is a fun and exciting event where we announce the winner of our online contest. The 2017 winner was Paul Tuennerman. Competitors raised over \$15,000.



June

Our 2017 signature fundraising event featuring music by the Big Easy Brawlers, Signature Martini Stations and a Silent Auction. All to benefit RMHC-SLA. The event took place at Club XLIV. Even the Superdome was decked out in our signature colors of red and yellow.

July

Thanks to a donation from the Oscar J. Tolmas Charitable Trust, Ronald McDonald House Charities of South Louisiana is the proud owner of a new van and are able to better serve our families with comfortable and reliable transportation.



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August

The Gospel Tour, sponsored by McDonald's, stopped in New Orleans and raised over \$14,000 for RMHC-SLA.

October

The Ronald McDonald House Golf Classic is held each year at TPC. Great food and a silent auction round out the day.



October

The Crescent City Talent Showcase, presented by the Optimist Club of the Westbank, is an opportunity for performers from age 3 to high school senior to show off their talent. More than 100 acts perform each year with all proceeds going to RMHC-SLA.



December

Area Dillard's Southern Living Christmas Cookbook sales in 2016 generated over \$24,000 in proceeds which were donated to our House.

December

Our Open House is a way for us to say THANK YOU to all of our donors and volunteers. It is a fun evening filled with food and drink along with some great entertainment provided by some very talented young performers.

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Donor recognition

Ronald McDonald House Charities of South Louisiana recognizes and appreciates the tremendous support it receives from the countless corporations, businesses, foundations and individuals who make it possible for so many families to stay close to their sick children and the care they need. **THANK YOU!**

\$10,000 +



Dillard's
The Style of Your Life.

BENNETT FAMILY FOUNDATION



\$2,500 - \$9,999



**PAUL & ANN
TUENNERMAN**



\$1,000 - \$2,499

Ocean Springs Health & Rehab

IRONMAN Foundation

Faubourg Private Wealth Advisors LLC

Luling Boutte Lions Club

**Antique Auto Club
of St. Bernard**

PI.E. 3.14 Everyday Eatery

Arabi Landing, LLC

The Bama Companies

Johnson Controls, Inc.

TMG3, Inc.

Ochsner Hospital for Children

Valluzzo Companies

**Crescent River Port
Pilots Foundation**

**Orthopedic & Sports Therapy
of Kenner**

Storyville New Orleans

Dr. Pepper Snapple

Mid South Baking Co.

H&K International

**Blue Cross/Blue Shield
of Louisiana**

**Carrigee Moore Levy
& Flynn, LLP**

**GiveNOLA
The Greater New Orleans Foundation**

Tab Fest LLC

Walter and Barbara Thompson

**David Fennelly and
Carlos Sanchez**

Cheryl Roper

Crossroads Foundation

St. Christopher School

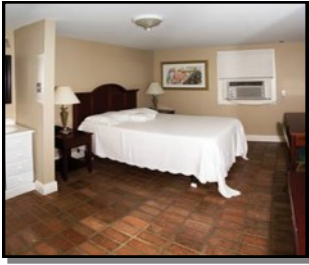
Lentz Roofing Company

Wayne Traina Household

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How You Can Help



Adopt-A-Room

Adopt one of our private guest rooms, kitchen, dining room or other common area and your name, the name of a loved one, company or community group will be prominently displayed at the entrance to the room you sponsor for all to see.



Volunteer

Volunteer help at RMHC helps keep our doors open. Opportunities for adults, office groups, families, and students include cooking dinner for our families, helping at events, clerical work, gardening, repairs and housekeeping.



Wish List Collection

Organize a collection of our most needed items at your school, business or church. We can supply a list and arrange pick up if needed.



Collect Pop Tabs

Collecting pop tabs is an easy and fun way to help RMHC-SLA. We can provide colorful collection boxes for your office, school or club. This important program helps us fund various household expenses.



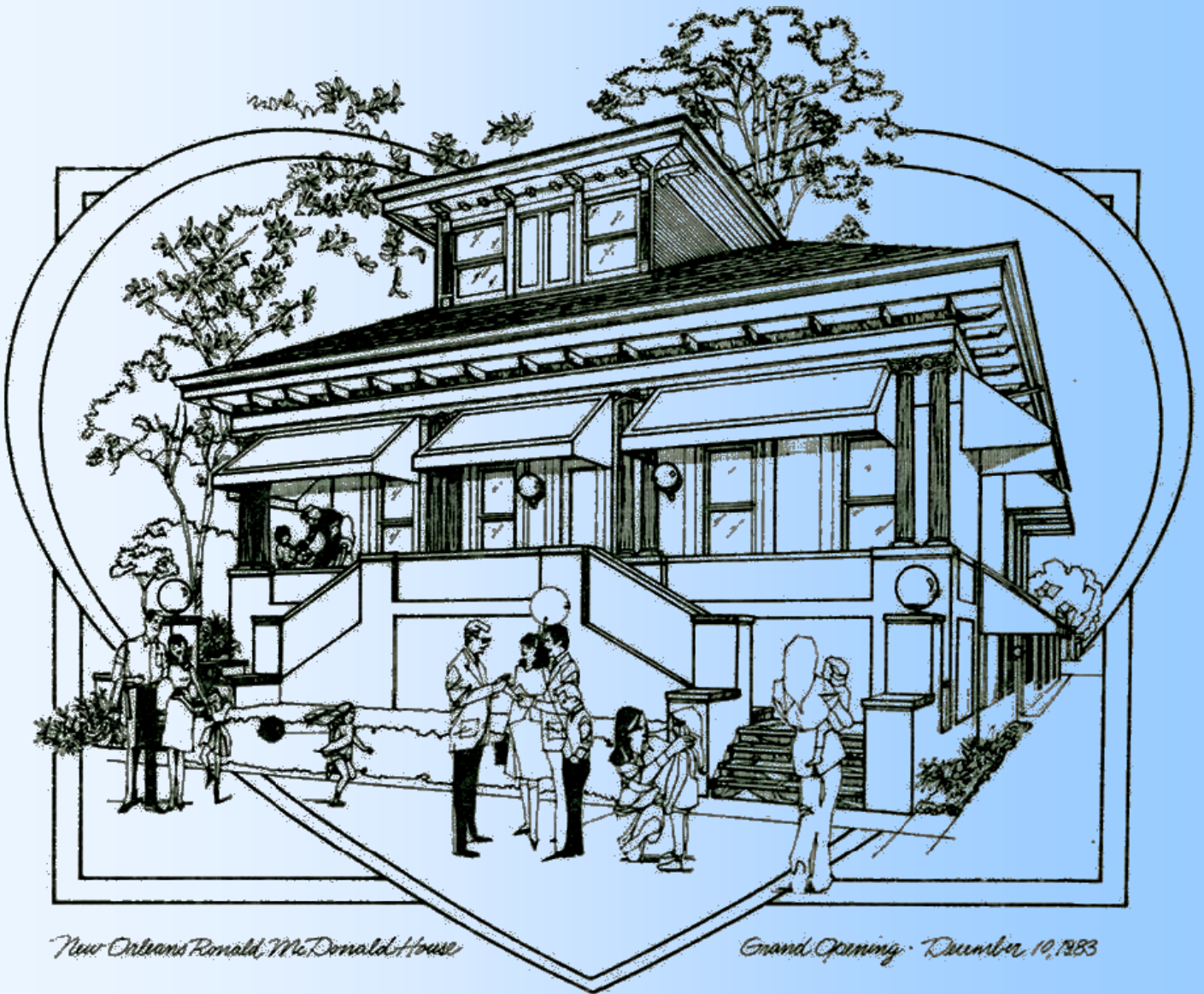
Host A Fundraiser

- Coordinate a sports tournament (golf, tennis, beach volleyball, etc.) in which the proceeds benefit RMHC-SLA.
- Designate a day at your business or select one of your products where a portion of the proceeds will benefit families at Ronald McDonald House
- Conduct a Car Wash, Yard Sale, Talent Show, or Walk-A-thon to raise funds to help the families staying at Ronald McDonald House.

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***Proudly celebrating 35 years of keeping families together
and near the medical care their children need.***

**Ronald McDonald House Charities of South Louisiana
4403 Canal Street, New Orleans, LA 70119 • (504) 486-6668**

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