

Ronald McDonald House Charities of Kansas City, Inc.



RMHC
Kansas City

Keeping families close

REVIEWED

General Information

Contact Information

Nonprofit	Ronald McDonald House Charities of Kansas City, Inc.
Address	2502 Cherry Street Kansas City, MO 64108
Phone	(816) 842-8321
Fax	816 842-7033
Website	www.rmhckc.org
Facebook	facebook.com/RMHCKC
Twitter	twitter.com/rmhckc
Email	ceo@rmhckc.org

At A Glance

Former Names	Ronald McDonald House Charities of the Heart of America
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How to donate, support, and volunteer

Many thousands of families with sick children are helped each year by Ronald McDonald House Charities of Kansas City. With a small full-time staff, we are dependent on a large community of donors and volunteers who are compassionate, generous, and dedicated to the needs of our families.

Financial gifts are a key component of our ability to keep families close to their sick children. We are grateful for gifts by check, credit card, in-kind donations, and legacy gifts made through estate plans. We also have special fundraising events such as the Red Shoe Shindig, Pull a Plane, and the Trent Green Golf Classic. Volunteering is another important way to help serve families with sick children. Individuals or groups can enjoy fun and rewarding experiences by volunteering their time and talents. Volunteers support our Family Room and Houses on a regular basis by staffing the front desks, providing assistance to families, performing light housekeeping, general hospitality, maintenance, etc. Volunteer groups are needed to provide meals for families, and assistance is always needed for large projects such as yard work, gardening, painting, window cleaning, and basement organizing/cleaning.

Volunteer projects are available for groups, businesses, individuals, and families. Please call us to learn more!

Mission & Areas Served

Statements

Mission Statement

The mission of Ronald McDonald House Charities is to reduce the burden of childhood illness on children and their families. We accomplish this by keeping families close to their sick children and the care they need.

This includes:

- Creating a caring and uplifting environment
- Providing comfortable lodging convenient to a health facility
- Undertaking resource and fund development activities that support our facilities, programs and services
- Leveraging community partnerships with affiliated programs that comfort and assist children with health concerns and their families

The four Ronald McDonald House Charities programs in Kansas City are:

- Cherry Street House (2501 Cherry), opened in 1988: 19 bedrooms
- The Family Room (inside Children's Mercy Hospital), opened in 1997: 7 bedrooms
- Longfellow House (2502 Cherry), opened in 2006: 41 bedrooms
- Wylie House (2525 Cherry), opened in 2015: 20 bedrooms

On any given night, Ronald McDonald House Charities of Kansas City serves 87 families with sick children.

When a child is diagnosed with a serious illness, families face emotional distress, financial strains and many other devastating consequences. Because of Ronald McDonald House Charities, families are not forced to spend their days and nights in a crowded waiting room or in the isolation of expensive hotel rooms. Instead, they come "home" to our Houses and Family Room and find a friendly face, a home-cooked meal, a comfortable bed, a hot shower and a calming place to rejuvenate. Instead of focusing on these worries, families can be close to their medically fragile child.

Background Statement

The First of Its Kind: In 1973, Philadelphia Eagles football player, Fred Hill, and his wife, Fran, learned that their daughter, Kim, had leukemia. While traveling into Philadelphia for treatment, they met other families with sick children in a similar situation. Families, who drove hours to the hospital to be with their children, were sleeping overnight in waiting room chairs and eating from vending machines because they had nowhere else to go. Fred Hill and his football team decided to build these families a 'home away from home'. The Philadelphia Eagles teamed up with local McDonald's owner/operators to raise money to purchase and restore a house near the hospital where these families could stay. Hence, the first Ronald McDonald House was born. Since that time, over 350 Houses have been built worldwide.

Kansas City History: The Kansas City Chapter (RMHC-KC) was established by a group of committed volunteers in 1980, and has served families with sick children for 35 years. Today we operate three Houses adjacent to Hospital Hill in Kansas City, MO. Together, the Houses provide temporary lodging for 80 families each night while their children undergo vital medical care. Twelve suites at the Longfellow House allow us to serve immunosuppressed children and their families (i.e. cancer patients and organ and bone marrow transplants). Our homes offer a warm and welcoming place to sleep, as well as full kitchen facilities, laundry facilities, living rooms and recreation areas to provide a comfortable environment where families may relax away from the stresses of the hospital and meet other families experiencing similar crises.

Our 7-bedroom Ronald McDonald Family Room, located within Children's Mercy Hospital, brings the comforts of home inside the hospital, providing support and respite for in-patient pediatric families. We provide sleeping/napping rooms to families with patients in the Intensive Care Units, and a kitchen, showers, quiet room, family conversation area with television and a small reference library. Each day, Children's Mercy nursing staff from the Pediatric Intensive Care Unit, the Neonatal Intensive Care Unit, Bone Marrow Transplant and Burn Unit work closely with us to triage which seven families are in the most critical situation for that evening, and need to spend the night at the Family Room. The concept of a Ronald McDonald Family Room was pioneered in Kansas City and since its inception has spread to more than 200 worldwide.

Impact Statement

In 2016, our Houses and Family Room served 7,161 families; and our Family Room provided rest and respite for over 57,000 family members and visitors of in-patient children at Children's Mercy Hospital. The average length of a family stay was six nights, but treatments for some children required families to stay with us for three or more months. By providing the comforts of home, warm meals and other supportive services to parents of sick children, we are a key member of Kansas City's pediatric medical community. Instead of focusing on worries about food, lodging, and support, families can be near to and provide comfort for their medically fragile child, which studies have shown can have a positive effect on the child's recovery.

2016 Key Accomplishments:

- Served 7,161 unique families.
- Provided overnight lodging to 4,201 (unduplicated) families with sick children, and provided respite and support to 2,960 (unduplicated) families in the Family Room inside Children's Mercy.
- Hosted over 57,000 individual visitors in the Family Room.
- Provided comprehensive meal and other support programs for families we serve, with the help of 16,000 volunteers.
- Launched a new 2016-2018 strategic plan.

Key goals for 2017:

- Continue keeping families close to their sick children - we estimate that we will serve as many as 7,500 families in 2017.
- Develop a master facilities plan with an integrated campus model, including enhanced safety and green space for our families.
- Ensure that RMHC-KC is a "best place to work", with a healthy volunteer and staff environment.
- Grow operational support, to ensure financial sustainability and delivery of the mission.

Needs Statement

Our top 5 pressing needs:

1. We need financial support for general operating expenses. Research shows that accommodations provided by the Ronald McDonald House help improve family coping and resiliency during pediatric hospitalization. No gift is too small or large to help us keep families close to their sick children.
2. Corporate support as a "charity of choice" helps us tell our story and enhance our brand. Companies can engage with our work in a variety of ways, which helps us grow our base of support.
3. Volunteers are essential to our operations, every day! There are a variety of ways to contribute, as a one-time event or with an ongoing commitment.
4. Planned giving is an extremely important source of support for us. Members of the Tomorrow's Hope Legacy Society have identified RMHC-KC as a beneficiary in their estate plans, and are recognized in a beautiful and prominent location in our House.
5. We maintain a "wish list" on our website, which is constantly updated to reflect the ongoing needs of the House. Frequently listed items include things like paper towels and other household items. Please check the list at www.rmhckc.org to see how you can help!

CEO/Executive Director/Board Chair Statement

The greatest challenge - and opportunity - we face at Ronald McDonald House Charities of Kansas City continues to be the sweeping impact of our mission to reduce the burden of childhood illness on children and their families. Each of us has a personal experience with childhood illness, whether that is through a friend, colleague, family member or our own children. And of course, every person knows the importance of a parent's bond with their child... And how scary it is when your child (or grandchild) is sick!

Our services are brilliant in their simplicity. By providing a home-cooked meal, a hot shower, a warm bed and a safe, welcoming environment close to pediatric health care, we are able to lessen some of the most basic needs of a family in crisis.

As the Kansas City healthcare community continues to be recognized as national leader, the need for RMHC-KC only continues to grow. Prior to our recent expansion, we turned away more than 1,000 families per year. The Board is vigilantly monitoring our capacity and area hospitals' growth plans to appropriately support families who come here for care.

When a family needs to stay in a Ronald McDonald House, or when they are visiting the Family Room inside Children's Mercy, they are experiencing one of the most vulnerable, raw, and frightening times of their life. I often describe the work of RMHC-KC as sacred, because for any parent with a sick child, their child's health immediately becomes the most important thing in their entire life. And it's not just lodging and meals that we provide - it's the wraparound love and support that are hallmarks of being in the RMHC "family". It's essential that families who come to Kansas City during the crisis of a childhood illness are able to still function as a family. They should be able to stay together, eat together, play together and heal together. And we need the support of our community to make sure that happens.

- Tami Greenberg, CEO, Ronald McDonald House Charities of Kansas City

Service Categories

Family Services

Areas of Service

Areas Served

Areas

International

National

MO

KS

MO - Jackson County

MO - Clay County

MO - Platte County

KS - Wyandotte County

KS - Johnson County

MO - Jackson County Urban Core

AL

AZ

AR

CO

IL

IN

IA

KY

LA

MI

MN

MS

NE

ND

OH

OK

TN

TX

UT

WI

KS - Wyandotte County Urban Core

100% of the families we serve have a child who is receiving medical treatment in a Kansas City facility: 93% of our families are being served at Children's Mercy Hospital, the other 7% of families are being served at a variety of other institutions in this area. Families may come to RMHC-KC from anywhere in the country - or the world, for that matter. However, the vast majority of our families are from nearby areas, with 43% from Kansas and 53% from Missouri.

Programs

Programs

Ronald McDonald Houses

Description	Together, the three Ronald McDonald Houses (Cherry Street House, Longfellow House and Wylie House) provide temporary lodging to 80 families each night while their children undergo vital medical care within the Kansas City area. In 2016, 43% of our families were from Kansas, 53% were from Missouri and 4% traveled to the Kansas City metro area from other states so their child could receive medical care. All three Houses offer a warm and welcoming environment, private guest rooms and bathrooms, well-stocked kitchens and pantries, laundry rooms and all supplies, living rooms and indoor and outdoor recreation areas to provide a homey environment where families may relax away from the stresses of the hospital and meet other families experiencing similar crises. The Longfellow House has 12 guest suites that also include private kitchenettes and living rooms in addition to their bedroom and bathroom. These guestrooms provide additional space and amenities to children with suppressed immune systems and their families.
Category	Human Services, General/Other Family-Based Services
Population Served	Families, Children and Youth (0 - 19 years), People/Families of People with Health Conditions
Short-Term Success	Allow Children to Get the Best Care - When your child is sick, you want the best care possible – even if it is hundreds or thousands of miles away. Ronald McDonald Houses allow families to access specialized medical treatment by providing a place to stay at little or sometimes no cost. Families are stronger when they are together, which helps in the healing process. By staying at a Ronald McDonald House, parents can better communicate with their child’s medical team and keep up with complicated treatment plans when needed. It allows them to focus on the health of their child, rather than grocery shopping, cleaning or cooking meals.
Long- Term Success	Long-term success is to provide what sick children need the most ... their families. Our facilities, along with caring staff and volunteers, create a safe and comfortable environment where children and their parents can relax and receive support away from the stresses of a hospital setting. RMHC-KC makes every effort to meet all of the lodging and support needs of children and families coming to Kansas City for care.
Program Success Monitored By	RMHC-KC monitors its success through program statistical trends of referrals and families served, surveys of guests, volunteers and social workers at the referring hospitals, and anecdotal feedback from families while they are here and when they return home. Much of what we know about what is or is not working comes from direct feedback and daily interactions with the families and volunteers.

Examples of Program Success

Occupancy rates in our three Houses operate consistently at 86%. Client satisfaction surveys reveal that 95% of our guest families are extremely satisfied with the services and amenities offered during their stay. Our average length of stay in 2016 was 6.3 nights.

Some recent guests have sent the following comments on their guest surveys: "We are so happy and thankful that there is a place like this. Thank you for all you do." "The staff is so helpful. It feels like I am staying with family." "We felt comfortable the minute we walked in." "This place is a huge help for families, where friendliness and sympathy make a huge difference."

Ronald McDonald Family Room

Description	<p>The Family Room is a smaller version of our Ronald McDonald House. Located inside of Children's Mercy Hospital, it provides overnight lodging and respite for any family from the metro area or those traveling to Kansas City, whose child is in the Neonatal Intensive Care or Pediatric Intensive Care Units. More than 60 percent of families served in the Family Room are Kansas Citians within a six county metropolitan area (i.e. Jackson, Platte, Cass, Clay, Wyandotte and Johnson counties). The Family Room has a large living area, fully stocked kitchen, patio, quiet room, small private bedrooms and laundry and shower facilities for families of any in-patient child to access for relaxation, naps or to visit with friends and family.</p>
Category	Human Services, General/Other Family-Based Services
Population Served	Adults, Children and Youth (0 - 19 years), People/Families of People with Health Conditions
Short-Term Success	<p>When families walk into a Ronald McDonald Family Room, we want them to forget they're in a hospital. Often steps away from a pediatric or intensive care unit, Ronald McDonald Family Rooms offer a place to rest and regroup right at the hospital, just steps away from their sick child. Research shows that a family presence in the hospital helps children heal and cope better. Staying close by allows parents to better communicate with their child's medical team and improves adherence to complicated treatment plans. The Family Room provided temporary overnight lodging for 2,142 families; our Family Room provided respite for nearly 58,000 family and visitors of CMH inpatients.</p>
Long- Term Success	<p>The Family Room is designed to give space, support and relief to families who are in emergency and critical situations. Until children never have to face the challenges of a serious illness or injury, RMHC-KC will exist and dedicate its purpose and efforts to meeting all of the lodging and support needs of children and families coming to Children's Mercy Hospital for care.</p>
Program Success Monitored By	<p>RMHC-KC monitors its success within the Family Room program using statistical trends of families served either overnight or those who visit the Family Room daily, surveys of guests that are given by Children's Mercy and RMHC-KC, Volunteers and social workers at the referring hospitals, and anecdotal feedback from families while they are here and when they return home. Much of what we know about what is working and what is not comes from direct, daily interaction with the families and volunteers who help support the Family Room on so many different levels.</p>
Examples of Program Success	<p>Our statistics demonstrate that we are successful - In 2016, 2,142 families received lodging at the Family Room and more than 58,000 visits were logged by families of in-patient children. Daily occupancy rates for the sleeping rooms hover at 83%.</p>

Camp ChiMer

Description	Going away to summer camp may seem out of reach for children on dialysis or who have had a kidney transplant. Not at Camp ChiMer! Ronald McDonald House Charities of Kansas City, with the support of Children's Mercy Hospitals and Clinics, is excited to present Camp ChiMer - summer camp specifically geared for children ages nine to 17 who are undergoing peritoneal dialysis, hemodialysis or who have had a renal transplant. The camp is held on the scenic grounds of Lake Doniphan, a 100-acre privately owned facility east of Excelsior Springs, Mo. Children participate in a variety of indoor and outdoor activities while being carefully monitored daily by health care professionals. Here, kids with special kidney conditions can experience camp just like everybody else and build relationships, skills and self confidence that will last a lifetime.
Category	Human Services, General/Other Children & Youth Services
Population Served	Children and Youth (0 - 19 years), ,
Short-Term Success	Research shows children who attend summer camp are more resilient and report higher levels of self confidence. In our fifth year of camp ninety percent of Camp ChiMer participants will report having an enjoyable camp experience with a desire to return the following year. They will further report learning a new skill and/or how to better manage their illness as a result of their camp experience.
Long- Term Success	Camp ChiMer will promote a community of care for campers that will result in their desire to give back and support camp once they reach the maximum age for attendance. Giving back may consist of returning as camp counselors, daytime volunteers and/or monetary gifts.
Program Success Monitored By	Campers, counselors, day volunteers and medical staff receive electronic surveys to measure their satisfaction and rate their overall camp experience.
Examples of Program Success	Kids love to come to Camp Chimer and tend to return year after year, for as long as their health allows. One participant summed it up: "Camp ChiMer is an awesome place for kids with kidney disease because you can enjoy summer without someone looking at you like you are strange because you have something hanging out of your stomach or chest. You can come here and everyone is the same as you!"

CEO Comments

Ronald McDonald House Charities of Kansas City has been serving families with sick children for 35 years, and our need grows with each passing year. Between our three Houses and Family Room program, RMHC-KC hosts 87 families each night, all with children facing a serious medical crisis.

As partners in enabling family-centered care, Ronald McDonald House Charities of Kansas City strives to be part of the solution in impacting the lives of sick children and their families by providing services that strengthen families during difficult times.

When children must travel long distances to access top medical care, accommodations for families can be expensive or not readily available. Our Ronald McDonald House and Family Room programs help families stay close to their ill or injured children, increasing the caregivers' ability to spend more time with their child, to interact with their clinical care team, and to participate in the critical medical care decisions.

Since inception, parents have shared with us in their own words how Ronald McDonald House Charities of

Kansas City has impacted their lives. Now published research underscores the role we play in keeping families together during times of medical crisis. A global team of researchers from around the country as well as top medical centers have collaborated with RMHC nationally to evaluate the impact of our programs. To date, the research has produced 10 published studies, presentations at professional meetings and advanced important new areas of understanding about our role in the community and the availability of accommodations in enabling family-centered care. Ronald McDonald House Charities of Kansas City has actively participated in these impact study projects.

When families face the uncertainty of childhood illness, we want to be there every time. One key challenge we continue to face in Kansas City is the high demand for our services. Opening the 20-bedroom Wylie House in 2015 alleviated our waiting list for now, but expected future growth in critical pediatric care will likely challenge our ability to meet the future's anticipated need.

Leadership & Staff

Executive Director/CEO

Executive Director	Ms. Tami Greenberg
Term Start	July 2015
Email	tgreenberg@rmhckc.org
Compensation	\$125,001 - \$150,000

Experience

Tami Greenberg has served as CEO of Ronald McDonald House Charities of Kansas City since July 2015. Previously she served in leadership roles with the National MS Society and United Way of Greater Kansas City. Her earlier nonprofit experience includes roles in the HIV/AIDS arena and in child welfare.

Tami has a Bachelor's in Psychology from Wheaton College in Illinois, and a Masters in Social Work from the University of Kansas. She is a 2007 graduate of the Centurions leadership development program of the Greater Kansas City Chamber of Commerce, and served for 2 years on the Centurions Alumni Board. In 2013 she completed the Kansas City Tomorrow program of the Civic Council of Greater Kansas City. In 2013-2014 she served as a member of the inaugural Mayor's Challenge Cabinet in Kansas City Missouri, and chaired the Resources Committee. Tami was profiled in the Kansas City Star's 2013 Thanksgiving cover story, "Saying thanks in 40 ways", was recognized as a 2015 Woman of Influence by Kansas City Business magazine, and as a 2015 NextGen Leader by the Kansas City Business Journal. She was a member of the Active Living Task Force for the Healthy KC Initiative, and has volunteered in a variety of organizations around Kansas City. She currently serves on the KCMO Downtown Council, the Village Presbyterian Church Mission Committee, and the Greater KC Chamber of Commerce's Executive Women's Leadership Council. In 2017 Tami received the Centurions Bernard Powell Award, in recognition of positively impacting greater Kansas City and demonstrating extraordinary community leadership and action.

Former CEOs

Name	Term
Holly Buckendahl	2008 - June 0
Ms. Ann Jerome	Feb 2001 - June 2008

Senior Staff

Ms. Rene Larsen

Title	Administrative Director
Experience/Biography	<p>Rene Larsen has been with RMHC-KC since June of 2004. She joined the team from State Street, where she was an Account Manager. Rene holds a BS in Business Administration/Accounting from the University of Central Missouri. She sits on the Finance Subcommittee of the Ronald McDonald House Charities Global Advisory Council.</p> <p>As the Administrative Director, Rene is responsible for the oversight and management of the organization's business processes.</p>

Ms. April Hudson

Title Program & Operations Director

Experience/Biography April Hudson joined Ronald McDonald House Charities of Kansas City as the Programs & Operations Director in February 2011. During her tenure at RMHC-KC April has increased occupancy rates in the House programs by 15%, expanded programming for guest families and supervised two major construction projects: a renovation of the Family Room program, located inside Children’s Mercy Hospital, and the construction of a third House, a 20-bedroom facility. Additionally she has facilitated several large capital projects including replacement of a failed geothermal heating and cooling system, an 80+ window replacement project, a 5,000 square foot basement remodel, and 11 bathroom remodels in our 28 year old House.

Prior to working for RMHC-KC April spent the past 15 years in the non-profit sector in the areas of domestic violence and child welfare. Prior to joining RMHC-KC, April managed all aspects of two residential programs, including supervision of 40 employees and coordinating facility maintenance. April earned her Bachelor’s degree at Fort Hays State University in western Kansas.

Ms. Emily Gretzinger

Title Marketing and Communications Director

Experience/Biography Emily joined the RMHC-KC team in 2010, and began as a Marketing & Events Manager. As the need for a consistent marketing and communications plan became more apparent, she was named Marketing & Communications Director in 2014. She currently manages all marketing and communications efforts including advertising, direct mail, donation boxes, social media, digital and event-based collateral from the charity.

Emily was previously with local communications agency Trozzolo Communications Group. She has a Bachelor's of Science in Journalism from the University of Kansas.

Mr. Mike Jeffries

Title Director of Development

Experience/Biography Mike Jeffries joined RMHC-KC as the Director of Development in November 2015. His past experience in nonprofit leadership is extensive, holding the Executive Director position at the American Diabetes Association and a State Director position at the March of Dimes. Mike holds a Bachelor of Science in Journalism from the University Central Missouri. He currently sits on the Stormont-Vail Community Advisory Board.

Staff

Paid Full-Time Staff	18
Paid Part- Time Staff	26
Volunteers	15750
Retention Rate	76%

Paid Contractors 0

Formal Evaluations

CEO Formal Evaluation	Yes
CEO/Executive Formal Evaluation Frequency	Annually
Senior Management Formal Evaluation	Yes
Senior Management Formal Evaluation Frequency	Annually
NonManagement Formal Evaluation	Yes
Non Management Formal Evaluation Frequency	Annually

Plans & Policies

Organization Has a Fundraising Plan	Yes
Organization Has a Strategic Plan	Yes
Management Succession Plan	Yes
Organization Policy and Procedures	Yes
Nondiscrimination Policy	Yes
Whistleblower Policy	Yes
Document Destruction Policy	Yes

Collaborations

RMHC-KC relies on important collaborative support each year through new business development, Board of Director contacts/outreach, our Advisory Board, and through successful marketing and communications efforts. Our mission is strong and easily understood, making our story easy to share and implement with the help of others.

RMHC-KC is independently governed and develops individual relationships with local McDonald's owner/operators. These owners wholeheartedly support the charity by personally providing financial, volunteer and in-kind support. This includes the placement of donation boxes in each restaurant, making it easy for the community to support families facing medical crisis. Overall, funds that collected by local restaurants contribute between 18-20% of our annual operating budget. We value our long-standing partnership with McDonald's as well as the support we receive from the entire community to help us fulfill our mission.

RMHC-KC also partners with area medical professionals to support families facing childhood illness. More than 90% of our referrals are generated by Children's Mercy Hospital, and the remaining 10% are from the University of Kansas Hospital, St. Luke's Health Systems, the Rehabilitation Institute, Overland Park Regional Hospital, etc.

Awards

Awards

Award/Recognition	Organization	Year
America's Top 100 Charities	Worth Magazine	2002
America's Top 100 Charities	Worth Magazine	2001
Merit Award for Unbuilt Architecture	American Institute of Architects	2005
Citation Award Built Architecture	American Institute of Architects	2006
Excellence in Construction Award	Associated Builders and Contractors, Inc., Heart of America Chapter	2006
Top 3 Golf Tournaments in Kansas City	The Independent	2007
Top 3 Golf Tournaments in Kansas City	The Independent	2008
Philly Award for Red Shoe Shindig Invitation	Council on Philathropy	2007
1st Place for Video Presentation	Non-Profit Connect Annual Midwest Conference	2009
1st Place The People's Choice Award	Non-Profit Connect Annual Midwest Conference	2009
Jan Regan - Volunteer of the Year	NP Connect	2014
Top 2 Golf Tournaments in Kansas City	The Independent	2015
Top 3 Golf Tournaments in Kansas City	The Independent	2014
Impact Award	Kansas City Business Journal	2015
Hearts & Hands Award	Ronald McDonald House Charities Global	2016
Rising Star Award	The Independent	2016
Top 3 Golf Tournaments in Kansas City	The Independent	2016
People's Choice Award	NP Connect	2016

Government Licenses

Is your organization licensed by the government? No

CEO Comments

Our staffing team is comprised of 44 full and part-time talented individuals. Four senior directors report to the CEO to ensure smooth and accountable business operations. They include a Programs & Operations Director, Director of Development, Marketing and Communications Director and Director of Finance. All other staff report to these key positions. RMHC-KC prides itself on offering high quality services for families in crisis, and is viewed as a leader throughout the Ronald McDonald House Charities worldwide network. Each year staff participates on national committees and present at local and national conferences on best practices for operating, marketing, development and governance strategies employed.

Our Board of Directors' essential duties include governance and fiduciary responsibilities, in addition to raising resources to fund the mission. Board expectations of personal giving, donor stewardship, event attendance and committee participation are in place. The board's executive committee is comprised of the Chair, Vice Chair, Treasurer/Secretary, and Chairs of the Development, Programs, and Operations Committees. One hundred percent of board members give financially, and are expected to make a personal gift of at least \$1,000 each year. They are also expected to participate on at least one committee and attend RMHC-KC fundraising events. Last year the board generated nearly \$210,000 in corporate gifts and nearly \$120,000 in personal gifts. The

average board member personal gift was \$5,700.

Board & Governance

Board Chair

Board Chair	Mr. Jim Wagy
Company Affiliation	McDonald's Owner/Operator
Term	Jan 2016 to Dec 2017
Email	jimwagy@me.com

Board Members

Name	Affiliation
Dr. Doug Blowey	Children's Mercy Hospital & Clinics
Mr. Tyler Epp	Kansas City Chiefs
Ms. Gretchen Gold	Lathrop & Gage
Mr. Mike Gremaud	McDonald's Owner/Operator
Mr. Jon Gribble	Black & Veatch
Mr. Donn Hess	Lockton Retirement Services
Ms. Sheri Johnson	Morningstar Communications Co
Mr. Trent Jones	Merrill Lynch
Ms. Darlia Morris	Premium Nutritional Products/ZuPreem
Mr. Paul Neidlein	J. E. Dunn Construction
Ms. Kerri Reisdorff	Ogletree Deakins
Ms. Jodi Robinson	CBIZ & Mayer Hoffman McCann
Mr. Scott Rockwell	McDonalds
Mr. Mark Searles	Searles & Associates
Ms. Jo Stueve	Children's Mercy Hospital
Mr. Jim Wagy	McDonalds Owner/Operator
Mr. Jim Walsh	DST Systems
Mr. Matt Wildman	Cerner Corporation
Ms. Stephanie Williams	Lockton Companies
Mr. Vernon Williams	Bernstein-Rein
Mr. Jon Wright	Burns & McDonnell
Ms. Julie Zanone	Community Volunteer

Board Demographics - Ethnicity

African American/Black	1
Asian American/Pacific Islander	0
Caucasian	21
Hispanic/Latino	0
Native American/American Indian	0
Other	0

Board Demographics - Gender

Male	14
Female	8
Unspecified	0

Governance

Board Term Lengths	3
Board Term Limits	2
Board Meeting Attendance %	76%
Written Board Selection Criteria?	Yes
Written Conflict of Interest Policy?	Yes
Percentage Making Monetary Contributions	100%
Percentage Making In-Kind Contributions	72%
Constituency Includes Client Representation	Yes
Number of Full Board Meetings Annually	8

Standing Committees

Advisory Board / Advisory Council

Board Development / Board Orientation

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

Executive

Finance

Program / Program Planning

Special Events (Golf Tournament, Walk / Run, Silent Auction, Dinner / Gala)

Audit

Investment

Marketing

Operations

Volunteer

CEO Comments

While Ronald McDonald House Charities of Kansas City cannot cure a child, we do provide a home where a family can find respite and an environment to rejuvenate. Studies conclude that close proximity to the hospital, facilitated by programs such as a Ronald McDonald House, provides important benefits for the family experience, psychological well-being, and perceptions of child recovery (*Franck et al., Families, Systems, & Health – 2013*). Each day, 87 families benefit from staying at one of Kansas City's four program locations. Kansas City's Board of Directors, comprised of 22 talented and dedicated leaders, assume an important role of board governance, fundraising and ensuring sound business practices to ensure that our mission for families is possible.

In partnership with the staff, the Board built a new 2016-2018 strategic plan, with the pillars of Mission, Money, Brand and People. Strategic goals for this time period include:

1. Assessing the need for additional RMHC-KC programs in this area.

2. Creating a master facilities plan for our campus.
3. Generating sustainable revenue to support operations, growth and innovation.
4. Enhancing the RMHC-KC brand.
5. Providing a "best in class" volunteer experience.
6. Demonstrating an "employer of choice" workplace culture.

Despite recently opening a new 20-bedroom Ronald McDonald House, our biggest challenge is the ability to meet the growing needs of families seeking a "home away from home" during times of critical childhood illness. As our hospital partners continue to expand, so will the need for our Family Room and Ronald McDonald House programs.

Advisory Board Members

Name	Affiliation
Mr. Bob Bernstein	Bernstein-Rein Advertizing
Mr. Gerry Breneman	Polsinelli Shalton Welte Suelthaus PC
Mr. Ron Coker	Burns & McDonnell
Mrs. Marilyn Dobski	McDonald's
Mrs. Lisa Essig	Essig & Associates
Dr. Laura Fitzmaurice	Children's Mercy Hospital
Dr. Milton A Fowler Jr. MD	Children's Mercy Hospital & Clinics
Ms. Diane Gallagher	American Century
Mr. David Gentile	Blue Cross Blue Shield of Kansas City
Mr. Ed Honesty	Best Harvest Bakeries
Mr. Jeff Jernigan	Union Bank
Mr. Ralph King	King's Management Co. Inc.
Mrs. Kay Martin	Community Volunteer
Mrs. Jean McDonnell	Civic Volunteer
Mr. Steve McDowell	BNIM Architects
Mr. Mark McHenry	KCMO Parks & Recreation
Ms. Genny Nicholas	Children's Mercy Hospitals & Clinics
Mr. Doug Peete	Doug Peete & Associates
Mrs. Ann Regnier	Civic Volunteer
Mr. Don Swartz	Swartz + Associates, Inc.
Ms. Marsha Voran	Community Volunteer
Dr. Brad Warady	Children's Mercy Hospital

Financials

Fiscal Year

Fiscal Year Start	Jan 01, 2017
Fiscal Year End	Dec 31, 2017
Projected Revenue	\$3,386,500.00
Projected Expenses	\$4,043,475.00
Endowment Value	\$1,000,000.00
Spending Policy	Percentage
Percentage	5%

Detailed Financials

Revenue and Expenses

Fiscal Year	2015	2014	2013
Total Revenue	\$3,835,237	\$5,626,429	\$6,261,642
Total Expenses	\$3,910,365	\$2,811,347	\$2,834,236

Revenue Sources

Fiscal Year	2015	2014	2013
Foundation and Corporation Contributions	\$2,000,921	\$3,650,443	\$3,035,433
Government Contributions	\$0	\$0	\$0
Federal	--	--	\$0
State	--	--	\$0
Local	--	--	\$0
Unspecified	\$0	\$0	\$0
Individual Contributions	--	--	\$1,736,223
Indirect Public Support	\$70,003	\$62,247	\$0
Earned Revenue	\$456,729	\$243,971	\$284,526
Investment Income, Net of Losses	\$68,525	\$625,261	\$396,198
Membership Dues	\$0	\$0	\$0
Special Events	\$561,625	\$490,819	\$302,972
Revenue In-Kind	\$611,841	\$526,768	\$506,270
Other	\$65,593	\$26,920	\$0

Expense Allocation

Fiscal Year	2015	2014	2013
Program Expense	\$2,965,449	\$1,860,906	\$1,986,297
Administration Expense	\$241,237	\$227,472	\$220,858
Fundraising Expense	\$703,679	\$722,969	\$577,568
Payments to Affiliates	--	--	\$49,513
Total Revenue/Total Expenses	0.98	2.00	2.21
Program Expense/Total Expenses	76%	66%	70%
Fundraising Expense/Contributed Revenue	27%	17%	11%

Assets and Liabilities

Fiscal Year	2015	2014	2013
Total Assets	\$20,746,887	\$21,105,652	\$17,921,081
Current Assets	\$1,351,699	\$2,515,879	\$6,206,970
Long-Term Liabilities	\$402,666	\$0	\$0
Current Liabilities	\$108,073	\$985,136	\$84,517
Total Net Assets	\$20,236,148	\$20,120,516	\$17,836,564

Short Term Solvency

Fiscal Year	2015	2014	2013
Current Ratio: Current Assets/Current Liabilities	12.51	2.55	73.44

Long Term Solvency

Fiscal Year	2015	2014	2013
Long-Term Liabilities/Total Assets	2%	0%	0%

Top Funding Sources

Fiscal Year	2015	2014	2013
Top Funding Source & Dollar Amount	--	Sprint Nextel Corporation \$468,000	JE & LE Mabee Foundation \$50,000
Second Highest Funding Source & Dollar Amount	--	Ronald McDonald House Charities, Inc. global initiatives \$393,974	Individual \$500,000
Third Highest Funding Source & Dollar Amount	--	Elmer L. Orr Trust \$251,944	Individual \$300,600

Capital Campaign

Currently in a Capital Campaign?	No
Goal	\$0.00
Capital Campaign Anticipated in Next 5 Years?	No

Organization Comments

Financially, Ronald McDonald House Charities - Kansas City has an impeccable record of stewardship of dollars contributed to its mission since it was incorporated in 1979. Over our 35-year history, the charity has worked hard to maintain a committed donor base, and simultaneously grow new opportunities. Individuals, corporations and foundations have been generous and continue to give as the demand for our services grows. We are also fortunate to also have a blend of investments that include a permanently restricted endowment. In 2015, the Board reviewed its strategy for our investments and empowerment that includes cash reserves, capital improvement, and endowment growth to ensure the longevity and strength of the charity well into the future.

Five years ago the Charity established Tomorrow's Hope Legacy Society with an aim to continue to strengthen the mission with giving opportunities. Generous donors who thoughtfully include Ronald McDonald House Charities of Kansas City, Inc. in their estate plans are considered members of Tomorrow's Hope Legacy Society. Legacy Society members continue our tradition of committed people serving others, while ensuring our strength, well into the future. Qualifying gifts include bequests, charitable trusts, annuities, remainder interests in property, retirement plan assets and IRAs, survivorship designations and life insurance. Legacy Society members with a minimum gift valued at \$10,000 will receive recognition in the form of whimsical acrylic stained glass hearts, dedicated in their names, and displayed in one of our Ronald McDonald Houses. Ronald McDonald House Charities is exceedingly grateful for the generous and committed support that has been granted by members of this community, allowing us to keep thousands of families close to their sick children every year.

Foundation Comments

- FY 2015, 2014: Financial data reported using the IRS Form 990.
- FY 2013: Financial data reported using the organization's audited financial statements.
- Foundation/corporate revenue line item includes contributions from individuals.

