

2024 Impact Summary

Since 1984, our Ronald McDonald House® has provided a home away from home for families seeking medical treatment for their ill or injured child at a partner hospital.

We provide daily essentials to help families thrive, fulfilling their basic needs through nutritious meal programming, private spaces for respite, therapeutic programs and more, all at no cost to our guests. But it's what you can't see that really makes a difference for our families – the community and lifelong relationships that provide hope and support when times are uncertain.

The Ronald McDonald House empowers families to access the high-quality health care they deserve. We provide resources that focus on improving parental health and family well-being with a focus on mental health, enabling our families to positively impact childhood health outcomes.

We are committed to our mission to provide essential services that remove barriers, strengthen families and promote healing when children need healthcare. With your support, we will continue to provide hope, encouragement and community for families during the most difficult times.



Laurie Bertrand
Laurie Bertrand
President/CEO

Our Mission

To provide essential services that remove barriers, strengthen families and promote healing when children need healthcare

Our Vision

A world where every family has what they need to ensure the best health outcomes for their children.



families have called our House home since 1984



is the average length of stay for families



is the average long-term family stay

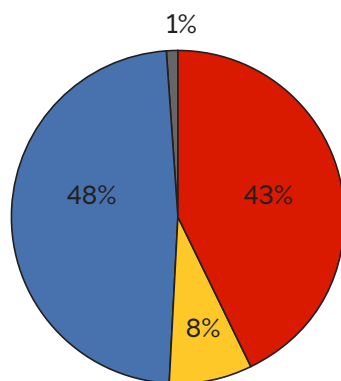


visitors served at our Family Room

In 2024...

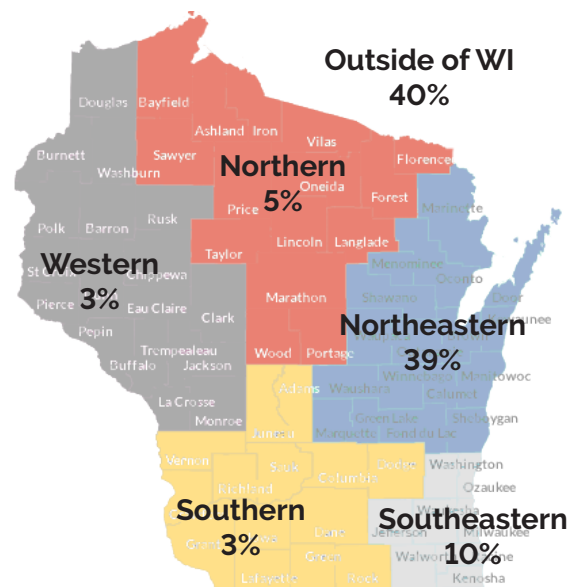
- ♥ **2,709 families** were served for a total of **22,115 nights**
- ♣ **32,002 service hours** provided by our **425** volunteers
- ♥ **378 meal services** were provided for our families

Operating Revenue Sources



- **General Fundraising & Events**
- **General Donations & Capital Campaign**
- **Room Donations**
- **McDonald's Donation Boxes & Round-Up for RMHC****

Our families are from...



**While we do not receive funding directly from McDonald's Corporation, we are grateful for the support of Milwaukee area and Northeastern WI and Upper Peninsula owner/operators. Their fundraising efforts include special promotions at their stores, donation boxes and Round-Up for RMHC.

♥ 2024 Programs & Services ♥



84 guest rooms keep families together and close to partner hospitals throughout their children's treatment. We suggest a donation of \$20 a night from families, when the cost is **\$120 per night**; however, no one is ever turned away for their inability to pay. *Funded by individuals, corporations, foundations, fundraising efforts and McDonald's donation boxes.*

"Beyond the comfortable bed, hot meals and clean bathroom was a community of support that wrapped its arms around me and my family. Being able to relate to other families going through similar challenges was priceless."



378 complimentary grab-and-go lunch, snack and dinner services were provided to guest families in 2024. *Funded in part by a grant from Northwestern Mutual Foundation and other generous partners.*

"During meal time, you often see many parents and children coming together to share a dinner table and to lift each other's spirits no matter how difficult a day they may have had at the hospital."



In 2024, **1,771 guests** shared cuddles and playtime with our four-legged friends during **200 sessions of Pet Therapy**. Families enjoy social and emotional support during these special visits from therapy-certified pet pals and their trained handlers.



1,872 guests enjoyed **152 sessions** of magic shows, character visits, music and dance performances, story readings, virtual reality and more. In addition, **508 guests** attended **80 sessions** of Therapeutic Programming, including martial arts, music therapies and art therapies in 2024. *Funded by a grant from Kohl's.*



In 2024, we welcomed **6,143 visits** from **820 families** to our **Ronald McDonald Family Room®** at **Rogers Behavioral Health**. Families can connect with other Rogers families, grab a snack, watch a movie, do laundry, play together or simply relax during long treatment days.

"Thank you so much to the volunteers for always working hard and being so supportive, welcoming, and kind. I'm incredibly grateful for the chance to use the Family Room during my stay. Words cannot express how grateful I am."



Last year, our **Happy Wheels Hospitality Cart** at Children's Wisconsin (CW) provided **6,500 giveaways** to patients and families who are able to select complimentary items such as toys, games, books, infant essentials and toiletries. Operated by our volunteers, the Hospitality Cart allows us to expand our mission and serve more families, better. *Funded by a grant from Kohl's.*

"The Cart gives us an opportunity to interact with families that we might not see at the Ronald McDonald House. When we make our rounds, the nurses, kids and parents all light up!"

