



2024

Ronald McDonald House Charities® Eastern Wisconsin

Impact Report

40 Years of Serving Families

In 1984, our beautiful, 25-room Ronald McDonald House opened its doors, providing 770 nights of respite to families during our first year. Now at 84 rooms, we served 22,115 nights in 2024 alone. Over the past 40 years, we've served nearly 57,000 families when they needed us most.

We are proud to say that while we may look different than we did 40 years ago, our commitment to our mission to keep families together and promote the health and well-being of children has never changed. In addition to physically expanding our House over the years, we have enhanced our meal program, added amenities to support caregivers and grown our mission to help families facing mental and behavioral health concerns feel welcomed and free of stigma.

Looking ahead to the next 40 years, we remain grateful to all of those who stood before us to build this beautiful House and committed to holding tight to our mission, serving our future families in the most impactful ways possible.

We could not do this without the generosity of partners and friends like you. Thank you for sharing your confidence in this mission, allowing us to focus our efforts on serving more families.

With gratitude,



Laurie Bertrand

Laurie Bertrand
President/CEO



Lindsey Pearson

Lindsey Pearson
Board Chair

Our Mission

To keep families together and promote the health and well-being of children



Our Vision

To be an inclusive community where all children facing healthcare needs and their families benefit from our compassionate support





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Where Do Our Families Come From?



Families have traveled to Milwaukee from all **50 states** and **49 countries**.



The Barnett Family

The Barnett family "looks forward to the day when [they] are back home in 'Sweet Home Alabama' but until then home is where the heart is and for now it is the blessing of the Ronald McDonald House." Leland and her mom, Lisa, have called our House home for **365 nights** to-date while Leland receives treatment for Aplastic Anemia.

Outside of WI
40% ♥

Northern
5%

Western
3%

Northeastern
39% ♥

Southern
3%

Southeastern
10% ♥



The Nachman Family

The Nachman family stayed at our Ronald McDonald House when their son, Abel, was diagnosed with Spina Bifida in-utero. They traveled from Oshkosh, WI first for Abel's surgery and then again two months later when he was born and admitted to the NICU. We provided the Nachmans a home away from home for a total of **44 nights**.

Shane's Story

Shane's family spent 295 nights at our Ronald McDonald House.



Baby Shane was admitted to Children's Wisconsin on May 11, 2024, due to complications from feeding. While his mom, Alicia, was producing enough milk, doctors thought the milk was lacking the fat needed for Shane to gain weight. She expected a short stay – just long enough to work with a lactation consultant and gain the information needed to help Shane thrive.



Days turned to weeks. The care team tried different types of formula and even a Nasogastric (NG) Tube – a thin, flexible feeding tube inserted through the nose, down the throat and into the stomach – to try and get Shane the nutrients he needed, but his condition remained the same.

The doctors continued to change formulas, run various tests: ultrasounds, endoscopies, other procedures, and there was still not a direct answer as to why Shane needed extra help to gain weight. Eventually, he began receiving the nutrients he needed to thrive via a central venous catheter that delivered a Total Parenteral Nutrition solution of carbohydrates and lipids. Around that time, Shane weighed in at exactly 16 pounds. He was still on the smaller side – about 16 pounds shy of where he should have been for his age.



Throughout this journey, Alicia was appreciative of the resources our Ronald McDonald House was able to provide for her and her family – meals, toiletries, laundry facilities and more. Most importantly, though, the House made it possible for Alicia to keep Shane's brothers and sisters with her while also focusing on Shane's health.

"I'm just extremely grateful and always will be for everything that the House has done for us. I know Shane will continue to need medical care, so knowing that RMHC will show support of our family no matter what is something that I will always be thankful for."

Donor Spotlight: *The Dyble, Stephens, Dorsey & Gentine Families*



The Gentine family name has been synonymous with cheese since Leonard Gentine, Sr. founded Sargento Foods in Plymouth, WI in 1953. In 1974, his son, Leonard "Butch" Gentine, Jr., founded another leading national cheese supplier, Masters Gallery Foods.

Both have left a legacy of community involvement survived by compassionate RMHC supporters: Beverly Dyble, and her three children and their spouses, Jeff and Michelle Gentine, Tracey and Mike Dorsey, and Trina and Corey Stephens.



Bev's husband, Bob Dyble, had many hobbies but one grand passion – our Ronald McDonald House, where he proudly served as a volunteer for more than 28 years, including a term as Vice President of the Board of Directors.

Bob passed in 2012, but his passion for giving back to RMHC inspired the family to continue supporting our mission, and they have been generous with their time, talent and treasure.



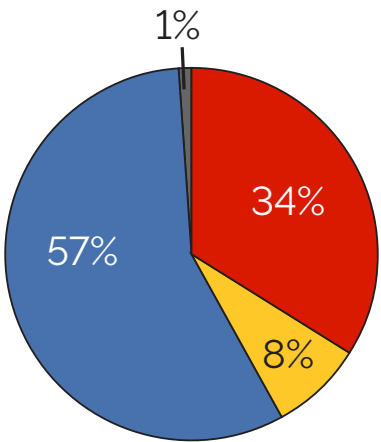
From pop tab drives and auction donations to serving family dinners, volunteering, event sponsorship and so much more, this family – both individually and through Masters Gallery and Sargento – never hesitates to say "yes" when it comes to helping our House.

We are forever grateful for their unwavering support of our mission.

2024 Financial Statements & Statistics

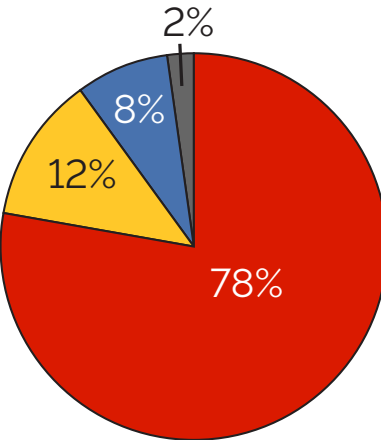
Revenue

General Donations & Capital Campaign <i>Individuals, Corporations & Foundations</i>	\$3,576,867
Event Fundraising - Net	\$2,126,458
McDonald's Donation Boxes & Round Up for RMHC®	\$419,929
Room Donations & Other	\$108,216
Total Revenue	\$6,231,470



Expenses

House Operations	\$3,574,242
Family Room Operations	\$111,578
Fundraising	\$517,977
Management & Office	\$372,621
Total Expenses	\$4,576,418



Net Assets: Year End

Without Donor Restriction - Undesignated	\$18,668,802
Without Donor Restriction - Designated	\$28,528,650
With Donor Restriction	\$1,579,199
Total Net Assets	\$48,776,651

Year in Review



The Lepper Family

Brooke Lepper was diagnosed with B-cell acute lymphoblastic leukemia at 17 years old. When her cancer had progressed and chemotherapy alone was not working, she was told that she would need to travel from Stevens Point to Milwaukee to receive a bone marrow transplant.

The thought of her and her parents having to pack up their lives and move over two and a half hours for a couple months scared her, until she was introduced to the Ronald McDonald House. Thanks to the House, Brooke's family was able to stay close to her while she received treatment at Children's Wisconsin and they still visit for follow-up appointments. The family has called our House "home" for 114 nights to date.

425

Volunteers

42

Staff Members

32,002

Service Hours

Our volunteers dedicate their time to keep our House clean and comfortable for our families.



2,709

Family Stays

On average, our families stay a little over a week. In 2024, **68 families stayed for 60 days or more.**

22,115

Nights Stayed



\$120

Actual Cost
Per Night

We suggest a \$20 per night donation, but families are never required to make a financial contribution towards their stay. In 2024, families paid it forward with **\$108,216** in room donations.



378

Complimentary grab-and-go lunch, snack and dinner services were provided to guest families, funded in part by a grant from Northwestern Mutual Foundation.



6,500

Hospitality Cart giveaways for patients and families at Children's Wisconsin. They are able to select complimentary items such as toys, games, books, infant essentials and toiletries.

Ronald McDonald Family Room

Providing many of the comforts of home and plenty of opportunities to connect, our Ronald McDonald Family Room® is a welcoming space for family and friends supporting a loved one receiving treatment at Rogers Behavioral Health in Oconomowoc.



820

families served



6,143

total visits



29%

House families
received treatment
at Rogers

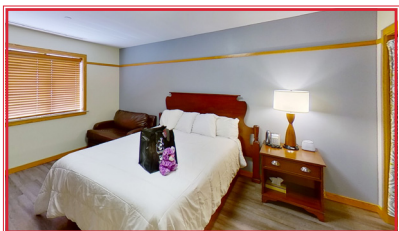


276

Family Room
programs
in the world

"This was a place of growth, friendship and the start of a new path for me. If I hadn't had a quiet space to gather my thoughts, I don't think I could have been as strong of a support person for my daughter."

Ronald McDonald House Programs



84 guest rooms keep families together and close to partner hospitals throughout their children's treatment, with Tempur-Pedic® beds, private bathrooms and other comfortable amenities.



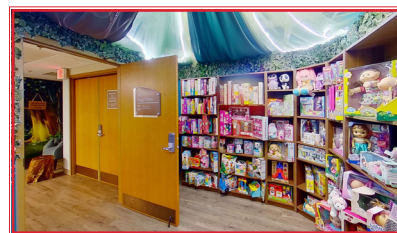
In 2024, **1,771 guests** received social and emotional support as they shared cuddles and playtime with our four-legged friends during **200 hours** of Pet Therapy.

Our House is much more than a place to sleep. It is a community of support that provides therapeutic programming, healthy meals and comfortable living spaces for the entire family to enjoy.



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.



Supported entirely by generous donors and filled floor to ceiling with toys, gift cards, stuffed animals and books, the Magic Room is one of the most special spaces in our House.

In 2024 there were an estimated **3,673 Magic Room visits**, making stays brighter for guests 21 and younger.





Ronald McDonald House Charities® Eastern Wisconsin

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