



Ronald McDonald House Charities® Eastern Wisconsin

2025 Impact Summary

When we first opened our doors in 1984, we were affectionately known as “The House that Love Built®.” That still holds true 41 years later as we continue to be a home away from home for families seeking medical treatment for their ill or injured children at partner hospitals.

Though our House has grown and evolved over the years, we remain committed to our mission to provide essential services that remove barriers, strengthen families and promote healing when children need healthcare. From clean, comfortable guest rooms and nutritious meals to therapeutic programs and added amenities for caregivers, we provide everyday essentials at **no cost** to guest families.

Outside of the Ronald McDonald House®, our Happy Wheels Hospitality Cart and Ronald McDonald Family Room® offer resources that allow families to focus on what matters most – being together.

With your support, we will continue to provide comfort, care, 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 2025...

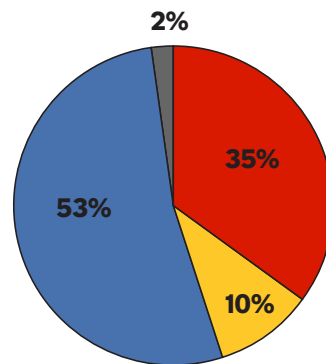
♥ **2,836 families** were served for a total of **23,169 nights**

♥ **Almost 39,000 service hours** completed by our **430** volunteers

♥ **478 meal services** were provided for our families

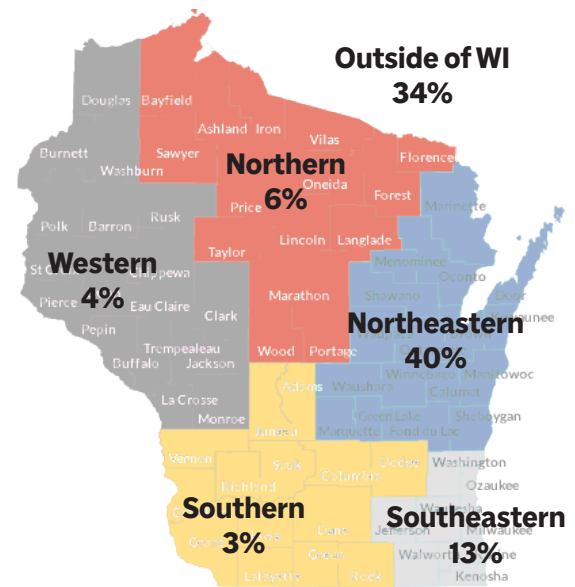
Operating Revenue Sources*

*Preliminary as of March 2026



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

Our families are from...



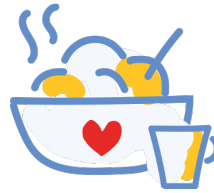
**While we do not receive funding directly from McDonald's Corporation, we are grateful for the support of Milwaukee area and Northeastern WI and Upper Peninsula owner/operators. Their fundraising efforts include special promotions at their stores, donation boxes and Round-Up for RMHC.

♥ 2025 Family Activities & 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 **\$123 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.*

"Having a clean, comfortable place to sleep, access to meals, laundry, and a supportive environment helped ease so much of the financial and emotional stress we were carrying."



478 complimentary grab-and-go lunch, snack, and dinner services were provided to guest families in 2025. *Funded in part by a grant from Northwestern Mutual Foundation and other generous partners.*

"After a long and exhausting day at the hospital, we came back to the smell of warm food and a table full of friendly faces. For a little while, we weren't families dealing with illness—we were just people sharing a meal, laughing, and connecting."



In 2025, **2,855 guests** shared cuddles and playtime with our four-legged friends during **251 sessions of Pet Therapy**. Families enjoy social and emotional support during these special visits from therapy-certified animals and their trained handlers.



2,784 guests enjoyed **166 sessions** of magic shows, character visits, music and dance performances, story readings, virtual reality and more. In addition, **496 guests** attended **75 sessions** of Therapeutic Programming, including martial arts, music therapies, and art therapies in 2025. *Funded by a grant from Kohl's.*



In 2025, we welcomed **6,193 visits** from **772 families** to our **Ronald McDonald Family Room® at Rogers Behavioral Health**. Guests can connect with other Rogers families, grab a snack, watch a movie, do laundry, play together, or simply relax during long treatment days.

"Our family really appreciates the amenities included in the Family Room. The space as a whole is very cozy and comfortable, and it's so helpful during visits to have a place where we can spend relaxing time together as a family."



Last year, our **Happy Wheels Hospitality Cart** at Children's Wisconsin (CW) provided **8,602 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.*

"Getting to pick out a small toy or stuffed animal helps kids find joy in really difficult times."

Get involved!

