

**Love Notes**



RONALD McDONALD  
HOUSE CHARITIES  
GREATER WASHINGTON, D.C.

## A note from Executive Director, Lisa Smith



Dear [Insert Name],

We have had an amazing year at RMHC, from the Official Grand Opening of our new DC House to the many successful events like the Red Shoe 5k Run & Walk and the Pro-Am Golf Tournament. To date we have now helped over 20,000 families through some of the most difficult times in their lives. Without your support and donations we could not have made this happen. **You alone are the reason we are here and able to continue fighting for families in need.** Every time you support RMHC you are making a direct impact on the lives of children. Thank you! Not only do your donations make an impact but did you know that 88 cents of every dollar donated goes directly to program support?

Over the next 12 months our goal is to increase our program outreach even further to help more children and families in need. We are expanding and renovating our Ronald McDonald Family Room at Children's Hospital. We have begun the process of initiating a second Ronald McDonald Care Mobile® in association with Georgetown University Hospital in order to provide free access to medical care in Virginia, and finally we are exploring the opportunity of a new Family Room at INOVA Hospital. Tremendous growth and all benefiting the communities we live and work in.

**Thank you for making all of this possible.**

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## Our Mission

Ronald McDonald House Charities® of Greater Washington, D.C. (RMHC®) creates and supports programs that directly improve the health and well being of children. Our programs include Ronald McDonald House®, Ronald McDonald Family Room® at Children's National Medical Center, Ronald McDonald Care Mobile® in association with Georgetown University Hospital which provides on-the-spot medical care for children, and an Outreach Program that helps children and young adults reach their full potential.



We  
fight  
for  
families.

You  
make  
that  
possible.



## Board Member Spotlight: Clair Sassin

Clair first became involved with the Ronald McDonald House (RMH) about 10 years ago when a colleague recommended her for the Board of Directors. She loved the idea of helping children and families in need and jumped at the chance to serve. Her commitment to the House has grown over the years, especially since becoming a mom eight years ago. "Every time I leave the House after a meeting I am reminded of how fortunate I am to have a healthy child," said Clair. "Knowing my daughter is healthy makes me want to do more for those families in need."

Clair is currently chair of our Stewardship & Nominating Committee. This Committee is responsible for nominating individuals to serve on the board, providing a succession strategy for the board and ensuring that the board structure and configuration meets the needs of the House. For the last year or so Clair's committee has been leading a major initiative focusing on how the House is governed including defining the role of the directors and the committees. "The work that we're doing now and changes we're making will strengthen the House so that this board and future boards can work more efficiently and effectively with staff in raising money and increasing the awareness of the House," said Clair. She applauds her fellow board members on the Committee for their "hard work, commitment and willingness to make the tough decisions to better the House."



Clair runs a strategic marketing and communications firm. She also serves on other boards and is on the Executive Committee of the PTA at her daughter's school.

## Volunteer Spotlight



Ron

Jill

Melinda

Jean

- **Jill:** A volunteer at the D.C. House since 2008. The staff says: "No job is too big or small - she does it all, and with a smile!" How she got involved: Her parents stayed at an RMH when her brother was in the hospital. Hobbies: Running and knitting.
- **Ron:** Ron has been with the NOVA House for 6 years, helping out with all the manly chores and maintenance. Favorite part: Volunteering at the Pro-Am Golf Tournament. Fun Facts: Ron served as a Marine for 26 years and set up his own Blue Bird Trail.
- **Jean:** Jean just celebrated 2 years of volunteering at the D.C. House and the Staff say: "She's a go anywhere, do anything kind of volunteer." Why she volunteers: "I've lived here for 46 years and know how expensive it can be to stay in hotels and eat out."
- **Melinda:** Volunteering since 2009 at the NOVA House as a very flexible volunteer who is happy to cover for anyone at anytime. How she got involved: She stayed in an RMHC when her oldest daughter was sick. Favorites: Coffee Ice Cream and Masterpiece Theatre.



### Staff Spotlight: Christine

Five years ago, I chose to work at Ronald McDonald House as a Weekend Manager because I have always thought the organization played an important role in helping families during the especially difficult time of a child's illness. RMH provides such a warm and caring environment - exactly what the families need at that time. The volunteers that come to the House are outstanding and a pleasure to work with. I am always reminded about how great RMHC is when the families leave and I am thanked for everything that has been provided for them while staying at the House. I am really proud to work here.

# Scholarship Spotlight

## Introducing Frank, 2011 Scholarship Recipient

Frank graduated from Laurel High School in Maryland this past June. He is looking forward to beginning college in the fall at the University of Texas in Austin and plans to major in Accounting and Business. Though Frank is a little nervous about being so far from home, he is eagerly anticipating his freshman year and excited about everything he knows the college experience will offer. Frank and his family came to the United States from Nigeria in 2002 and Frank had to adjust quickly to school in the U.S. Excelling academically in high school while taking a challenging course load, Frank graduated with a 3.8 GPA, in the top 2% of his class of 447. Additionally, he held leadership positions in several extra-curricular activities including the National Honor Society, Business Engineers of Tomorrow, Upward Bound, JV and Varsity Football.

Frank comes from a large and close family. He will be one of the first in his family to attend college; His parents have worked hard all of their lives to provide Frank and his siblings the opportunity to pursue college degrees. In addition to earning good grades and participating in numerous school activities, Frank has also volunteered at Oaklands Presbyterian Church, the Patriots Technology Training Center, and Prince George's Hospital Center. Giving back is important to Frank; he and a friend have started their own small foundation, donating \$100 for other students graduating from Laurel High School to use for books for college. They hope to give the same amount or more in future years. Ultimately Frank hopes to find a way to help young people in Nigeria. This summer Frank plans to continue working full time while also acting as an assistant camp counselor at a summer program run through the Materials Research Science and Engineering Center at the University of Maryland. In accepting his RMHC scholarship Frank expressed his gratitude, saying that the scholarship has made him feel special because RMHC trusts him to succeed and is willing to invest in his future. We certainly wish Frank all the best in his college career and future endeavors!



Frank, 2011 RMHC  
U.S. Scholarship Recipient

## Love Notes

*"It was great to have this wonderful facility for our family during this lengthy, anxious time for our 5 year old granddaughter undergoing chemo for leukemia. Thank you so much."*



*"The Ronald McDonald House was a wonderful place for us during our son's hospitalization. The closeness to the hospital, the fabulous staff, the serene "home away from home" atmosphere and wonderful volunteers made a rough time so much easier to handle. Thank you!"*

*"Great hospitality. We really appreciated the food, meals, home-like atmosphere, beautiful rooms, and ability to rest. Thank you for giving us a home-away-from-home!"*



*"The house managers and all the staff and volunteers were so welcoming and pleasant; they made us feel right at home. I want to thank everyone who made this stay a real stress relief while our twins were in the hospital."*



## Donors in Action

*Acts of Kindness come in many forms, from many people and organizations. Following, see four examples of the community coming together to support us.*



### "BIGGEST ASSIST HAPPENS OFF THE ICE"

On April 7th, RMHC of Greater Washington, D.C. took delivery of a new minivan from Bill Page Honda in Falls Church thanks to the National Hockey League's "Biggest Assist Happens Off the Ice" Program. RMHC of Greater Washington, D.C. was selected to win a 2011 Honda Odyssey through the 2011 Bridgestone NHL Winter Classic game in which the Washington Capitals defeated the Pittsburgh Penguins.



### ROCKIN' FOR RONALD

The Klug family's involvement comes from their first hand knowledge of what it means to stay at our D.C. House. When their daughter Alana was born in 2010 with a rare condition that left her with no connection between her esophagus and stomach, the Klug family came to stay for six weeks while two day old Alana underwent and recovered from surgery at Children's National Medical Center.



"Being that we are from Maryland, traveling back and forth to D.C. would have made our situation worse, so the availability of this House was a blessing for us." said Jessica Klug. To give back and help, they hosted a Rockin' for Ronald concert at the Cheshire Crab restaurant that included three local bands and had over 400 people in attendance. They raised an astounding \$9,600 and are planning on hosting another Rockin' for Ronald fundraiser next year. Alana is continuing her recovery and will have another surgery this winter to fix a hole in her heart.



**THE ROAD GANG** is an informal group of various business and government representatives from the highway transportation industry in the Washington, D.C. area. As loyal supporters and friends of the House for over twenty years, they have raised more than \$150,000 for RMHC through various fundraisers, including an annual Holiday Party and their Tony Kane Golf Tournament; the fifth annual Tony Kane Golf Tournament took place July 8th with over 100 players to raise \$10,000 for our families.



## SCHOOL OF ROCK

On July 21st, the wonderfully talented students from the School of Rock All Stars and the School of Rock's Vienna House Band joined their voices and instruments to bring awareness and raise support for RMHC. The free concert generated hundreds of dollars in donations and is the start of an exciting partnership founded on kids helping kids.



## AMERICAN IDOL

On August 19th, Lauren Alaina and James Durbin of the American Idol Live! 2011 Tour visited the Washington, D.C. Ronald McDonald House. They were welcomed by dozens of children and families eagerly waiting to talk, laugh, get autographs and take pictures with the famous singers. The Idols made each and every child feel special and spared no energy in laughing and creating memories with them. Thank you to Coca-Cola and McDonald's for making this opportunity possible!

# A “Home” to Heal Together

*As told by Sara's mother*

When you find out your unborn child has a severe congenital heart defect, many thoughts bombard your mind: What will her life be like? Will she be “normal”? Will I outlive my child? Through the course of three open-heart surgeries, three cardiac catheterizations, a wound infection, sepsis, a chylothorax, multiple days in the ICU, and weeks in the hospital, we worried about so much. One thing we did not have to worry about was how we would be able to stay close enough to be with Sara during her stays in the hospital, thanks entirely to Ronald McDonald House Charities® of Greater Washington, D.C. (RMHC®).

At Sara's twenty-week ultrasound, our family was very excited to find out the gender of our unborn child. Our first daughter, Rachel, was almost two and a half and was happy about the idea of having a sibling. Unfortunately, the obstetrician gently informed us that little Sara's heart developed very abnormally and would require at least one, and most likely several, heart surgeries. Despite the fact that congenital heart defects are the most common congenital birth defects, we knew nothing about them and had no idea what to expect. She needed to be born two hours from our home, in order to have the first surgery she would need shortly after birth.

One week after Sara's birth, she had her first surgery. She spent the next three weeks in the ICU, recovering from surgery and fighting off a wound infection and sepsis. While staying at the Ronald McDonald House® (RMH®) we immediately felt at home, with friendly staff and kid-friendly surroundings. Rachel was able to stay with us and while her new sister may not have appreciated her presence, we certainly did. RMH was our home-away-from-home for Sara's first month of life.

**We were able to stay close to Sara during her time in the hospital, thanks entirely to Ronald McDonald House Charities of Greater Washington, D.C.**



At seven months of age, we made the trek to Children's National Medical Center for Sara's second heart surgery and our first stay at RMH in Washington, D.C. where we were welcomed warmly by friendly staff that truly cared about our journey. We felt as close to "at home" as possible.

Our family returned to RMH D.C. last December, just days after Sara's second birthday, for her third open-heart surgery. This time we had the honor of being the last family to stay at the old RMH and the first family to stay in the new (and fabulous) D.C. House. And what an amazing new House it is!

Although, in the grand scheme of life and surgeries, it may seem minor, it was such a blessing to have a private bathroom! Not to mention the comfortable beds, large kitchen, library, laundry facilities, play area... So very much to be thankful for! Sara was in the hospital for two weeks this time. My husband and I were able to alternate nights in the hospital with Sara, knowing that the other was getting a good night's sleep, while still close enough to rush to the hospital if needed.

Ronald McDonald Houses make it possible for families to focus on their children while they are in the hospital – it is not just a slogan, it is a reality for so many.

If we had stayed at one of the least expensive motels/hotels in D.C, our bill would have been \$1400+ for her most recent hospital stay alone. Our RMH stay cost \$150. Total. We were both able to stay nearby throughout her hospitalization – we didn't have to take turns so that we could continue to work to pay a hotel bill. We were able to fix "homemade" meals for ourselves and our daughter in the spacious kitchen. We felt so

incredibly cared for, not only by the community members, including school children, corporate groups, and kind-hearted individuals who donated Christmas cookies, balloons, and entire meals, but especially by the amazing staff who never failed to take an interest in our daughter's health.



The original Washington D.C. Ronald McDonald House opened its doors in June of 1980, and was the sixteenth House to open in the six years since the program began. Over thirty years it was a home-away-from-home for more than 14,000 families of critically ill children. The new 26-bedroom House opened on November 20, 2011.



If we had stayed at one of the least expensive motels/hotels in DC, our bill would have been \$1400+ for her most recent hospital stay alone.

RMH not only provides shelter, but also provides camaraderie. Those who have not had to experience a major medical illness in their children are truly blessed. However, RMHC serves to remind us just how very **blessed we are**.





AIRBUS



i'm lovin' it



Thank you to Len Keilin for donating his time and talent to photograph our Special Events and other House happenings!

# Red Shoe Run & Walk 5K

Ronald McDonald House Charities  
OF GREATER WASHINGTON, D.C.



Presented by  
**AIRBUS**



Thanks to Title Sponsor Airbus Americas and all other generous Red Shoe 5K sponsors, Ronald McDonald House Charities of Greater Washington, D.C.'s kick off 5K outdoor race was a huge success! Even though the morning started a little chilly, an energetic DJ, dozens of sponsors and hundreds of participants made the event an easy transition to a warm and fun atmosphere for runners, walkers and families to enjoy. RMHC's newest friend, Strayer University, sponsored the Red Shoe Kid's Fun Run, a quick sprint to the finish where Ronald awaited winners with commemorative medals. Thank you to everyone involved. We look forward to seeing you back again next spring!

## 27<sup>th</sup> Annual Pro-Am Golf Tournament



**TITLE SPONSOR: McDonald's Owner Operators of Washington, D.C.**

In June 2011, RMHC hosted its 27th Annual Pro-Am Golf Tournament with over 100 participants, 20 Mid Atlantic and PGA/LGPA golfers and 20 volunteers. Individuals had the opportunity to enjoy a day of golf while networking with Title Sponsor McDonald's Owner Operators of Washington, D.C. and Platinum Sponsors Booz Allen Hamilton and YRCI, as well as many other generous RMHC supporters. Participants enjoyed a Glory Days Grill lunch and dinner, single malt tasting, cigars, high-value sweepstakes packages, and a beautiful day at Westfield's Golf Course. The day ended with an awards reception, prizes, and a farewell to longtime attendee, LPGA Pro, Kathy Whitworth.



### 3<sup>rd</sup> Annual Ladies-Only Night Out

On Friday May 6, 150 ladies from the D.C. and Northern VA area gathered to support us. VIP tables had the distinct pleasure of personal male wait staff as well as other VIP favors. All guests enjoyed bottomless wine and champagne, gourmet hors d'oeuvres, and access to exclusive packages. The night included door prizes, sweepstakes, and a \$10,000 necklace from White and Ivory. All this, along with the opportunity to mingle with 10 of the most philanthropic gentlemen in the area, our very own Hunks with Heart, made for one unforgettable night! Hunks included Chris Pearmund: owner of The Winery at La Grange; Devon McTavish: 2011 D.C. United Soccer Player; Javier Buentello: professional ballroom dancer, instructor and owner of Infinity Ballroom; and more!



# Donors

## \$100,000 AND UP

McDonald's Loyal Customers  
McDonald's Washington D.C.  
Regional Co-Op

## \$10,000 - \$24,999

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Girl Scout Troop #4081

# August 1, 2010 to July 31, 2011

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Girl Scout Cadette Troop #5958  
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Jack Westermann  
Paul Michael Williams  
Tyson Woody





## Ways to Get Involved

- Come to the House and cook a meal for the families.
- Become a House volunteer.
- Organize your own event - ask for a "Fundraiser in a Folder."
- Help us write our newsletter and direct mailings by sending us your RMHC story and pictures.
- Plant flowers, work in the garden, or help landscape.
- Hold a food drive to help stock the pantry.
- Attend our special events. (Pages 9&10)
- Ask your employer about their Matching Gift Program.
- Donate goods & services: electric, plumbing, handyman, computer services, etc.
- Make an automatic monthly contribution on your credit card. Call Nan at 202-529-8204 for more info.
- Include a gift to RMHC in your estate plans.
- Establish a Charitable Gift Annuity, call to find out more.
- Raise funds in your organization, business, or school.
- Lend a hand - Volunteers are always needed!
- Volunteer to be on a committee.
- Raise funds online: Go to: [FirstGiving.com/rmhcgreaterdcc](http://FirstGiving.com/rmhcgreaterdcc) to start your own page.
- Donate items on our "Wish List." (See below)

### RMHC Wish List:

- **Gift Cards are versatile and always needed**
- Paper Towels
- Individual snacks
- Individual cereal boxes
- Plastic food storage containers
- Laundry Detergent
- Dish Detergent
- Dishwasher
- Detergent Tablets
- Clorox and Color-Safe Bleach
- Liquid Hand Sanitizer
- 13 Gallon Trash Bags
- Antibacterial wipes
- Swiffer Wet and Dry Wipes & Dusters
- Swiffer Jet Refills & Pads
- Standard Pillow Covers
- Full Size Mattress Pads
- Full Size Sheet Sets
- Brown Twin sheet sets
- White Hand Towels
- 8x11 Copy Paper
- 8x11 Yellow Paper
- Stamps
- Shower curtain liners
- Disposable cutlery and plates
- New Pillow Protectors
- Brooms and Dust Pans
- Pocket tissue packets
- Toiletries
- Games

### Work Place Giving

With your support, Ronald McDonald House Charities® of Greater Washington D.C. will continue to address an urgent need in our community - Children's Health.

**CFC # 15005**

I.R.S. Tax Exempt Number: 52-1132262



Ronald McDonald House Charities® of Greater Washington, D.C. is featured in the 2011/12 *Catalogue for Philanthropy* as "One of the Best Small Charities in the Greater Washington DC Region."

**Planned Giving** is a great way to show your support for our mission. To ensure that both you - the donor - and Ronald McDonald House Charities® of Greater Washington, D.C. benefit immediately from your generosity, consider a charitable gift annuity.

**Charitable Gift Annuities** can provide you with:

- Attractive rates
- Guaranteed lifetime income
- A tax deduction in the year the gift is made
- Capital gains tax savings on donated appreciated assets
- The gratification of seeing your gift go to work immediately

If you're interested in any of the above and would like more information, please contact Claudia at (703) 698 - 7080

## Ronald McDonald House® Families 2010

Total Number of Families Served: 436

### Length of Stay (LOS):

1-3 Nights	173
4-7 Nights	68
8-14 Nights	63
15-30 Nights	49
31+ Nights	83

\* Average LOS in 2010 was 40 Nights

<b>Occupancy:</b>	<b>2009</b>	<b>2010</b>
DC	76%	77%
NOVA	74%	66%

Families Turned Away in 2010: 1  
Families Turned Away in 2009: 0

6,724 nights occupied out of 8,980 available

### Hospitals Served:

Children's National Medical Center	238
INOVA Fairfax Hospital	138
Georgetown University Hospital	33
National Rehabilitation Center	10
Washington Hospital Center	4
Other	13

### Patient Departments:

Cardiac Intensive Care Unit	73
Intensive Care Unit	8
Newborn Intensive Care Unit	81
Pediatric Intensive Care Unit	85
Hematology-Oncology - BMT	53
Medical Care	3
Neurology-Oncology	35
Neurology-Orthopedics	13
Outpatient	2
Pediatrics	15
Respiratory	0
Surgical Care	4
Transplant	36
Other	28

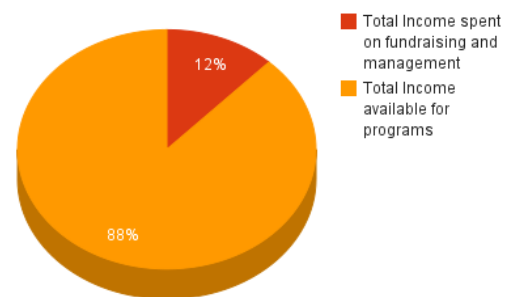
## Financials

### STATEMENT OF ACTIVITIES

Year Ended December 31, 2010

	2010 Total
<b>Operating Support &amp; Revenue</b>	
McDonald's Promotions & Outreach	\$929,068
Community-Sponsored Benefits	\$21,925
Combined Employee Campaigns	\$118,132
Room Occupant Donations	\$25,555
Other Donations	\$189,274
Donated Services and Materials	\$1,423,052
<b>Fundraising Events:</b>	
Gross Revenue of	\$179,755
Less Direct Expenses of \$74,017 in '10	\$105,738
Capital Campaign	\$242,120
Realized Gain on Sale of Investments	\$216,719
Unrealized Gain on Investments	\$390,965
Interest and Dividend Income	\$278,068
Other	\$846
<b>Total Revenues</b>	<b>\$3,941,462</b>
<b>Expenses:</b>	
Program Services	\$1,096,838
Management and General	\$118,492
Fundraising	\$315,146
<b>Total Expenses</b>	<b>\$1,530,476</b>

Program Fundraising Management Comparison



## FAMILY ORIGIN:

<b>AMERICAN:</b>			
VIRGINIA	158	South Carolina	7
MARYLAND	118	North Carolina	6
WEST VIRGINIA	31	Pennsylvania	6
Mississippi	39	Colorado	5
New York	22	Louisiana	4
New Jersey	10	Other	22

<b>INTERNATIONAL:</b>	
Columbia	4
Australia	1
Checkoslovakia	1
India	1
Sweden	1

## VOLUNTEERS:

TOTAL HOURS: 3,487.5

TOTAL NUMBER OF GROUPS: 486





Ronald McDonald House  
3727 14<sup>th</sup> St. NE  
Washington, D.C. 20017

*RMHC Family Love Note*

*The House gave my family and I excellent care during our daughter's hospitalization. We were amazed at the house, especially the staff. A blessing in a very tough time.*

**RONALD McDONALD HOUSE CHARITIES® OF GREATER WASHINGTON, D.C. HAS LAUNCHED A NEW WEBSITE!**

Visit us at: [www.rmhc.greaterdc.org](http://www.rmhc.greaterdc.org)

We have launched a new website to make it easier for RMHC families and supporters to understand and support our mission. The new, user-friendly site is full of pictures from our Greater Washington, D.C. chapter and gives you the opportunity to read about our programs, find ways to get involved, and donate with just one click to online giving.

A SPECIAL THANK YOU TO IMAGE DESIGN FOR ALL THEIR HELP IN CREATING AND DESIGNING THIS WONDERFUL WEBSITE.

We hope you enjoy the new site! Thank you for all you do to support Ronald McDonald House Charities of Greater Washington, D.C.



Who We Are	Our Programs	Ways To Help	How To Stay
<p>Ronald McDonald House Charities® of Greater Washington, D.C. creates and supports programs that directly improve the health and well being of children.</p> <p><a href="#">Read</a></p> 	<p>Ronald McDonald House Charities® of Greater Washington, D.C. (RMHC) has been serving families in the Washington, D.C. area for 33 years.</p> <p><a href="#">Read</a></p> 	<p>With your help, we can make sure that no family needs to worry whether they can stay together or when their child is sick in the hospital. There are a wide variety of ways to help.</p> <p><a href="#">Read</a></p> 	<p>Families with a child being treated at a local hospital may be eligible to stay at either the Northern Virginia or Washington D.C., Ronald McDonald House®.</p> <p><a href="#">Read</a></p> 