togetherness heals at
Ronald McDonald House
in Birmingham, Alabama

2014
Annual Report
Mission

Ronald McDonald House Charities of Alabama is committed to enhancing the lives of children and their families, with a primary emphasis on access to pediatric health care for residents of Alabama and adjacent states.

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Established May 30, 1979
1700 4th Avenue South
Birmingham, AL 35233
rmhca.org
As I look back over the last year here at RMHCA, I am struck by three very significant ingredients in our success:

1. Our volunteer corps has grown from 3,166 at the end of 2013 to 3,582 today. Our volunteers are the heart of our House. Providing everything from clean baseboards to scrumptious meals each night, caring individuals, clubs, groups and Sunday School classes have shown their love for our families in a myriad of generous ways. Our volunteers rock!

2. Our donors, both corporate and individual, stepped up their financial commitments with gifts totaling $1,603,723 in 2014. These funds afforded us the ability to renovate twelve guest rooms, and make possible the renovation of twelve additional guest rooms in 2015. Our new Adopt-A-Family program enabled donors to help provide for family stays here at the House. Both of these programs make it possible for us to provide a warm, welcoming home-away-from-home for our 41 guest families 365 days per year. Thank you!

3. The families who live under the warmth of our care continue to inspire all of us. Be sure to read about the Galbreath family on page 4. Little Kinley’s parents stayed with us when she was born at 26 weeks in 2008 and again this past fall as Kinley suffered through a serious virus. You can also learn about Raylee Wright and her precious grandparents on our website (www.rmhca.org). I am proud and humbled to report that Mr. Wright credits RMHCA for saving Raylee’s life. The Wrights and the Galbreaths, among the 1143 families we served throughout 2014 are our mission personified. They do so much more for us emotionally than we do for them, and more importantly they inspire and care for each other.

Thank you for making our work here possible. With your gifts of time and treasure we continue to make every family in our care as comfortable as possible, while also giving them continued hope and security while they undergo such trying circumstances. Togetherness does indeed heal.

Best,

Katherine Estes Billmeier
Executive Director
Our House provides a supportive “home-away-from-home” for families and their children who are receiving medical treatment at Children’s Hospital of Alabama, UAB, or other area hospitals. We provide guest families with all the comforts of home – plus a local support network – so they can focus on their children’s healing. Without our House, families might have to sleep in the hospital lobby, a child’s hospital room or even in their cars, as most families cannot afford a hotel for weeks or months – especially under the financial stress of mounting medical bills.

Birmingham’s Only Affordable Temporary Housing Facility for Sick Children and Their Families, the doors of our House are open Twenty-four hours a day, 365 days each year, to welcome families of sick or injured children. Statistics show that families who stay together heal faster. Staying close by allows parents to better communicate with their child’s medical team and provides adherence to complicated treatment plans.

Celebrating 35 years, our House has welcomed an estimated 36,000 families since we opened in 1979.

Our Family Room at DCH Regional Medical Center in Tuscaloosa provides an oasis of calm for families, while increasing their ability to advocate for their child. They can find comfort, care and support without leaving their child’s side. Our family room is steps away from the NICU and provides families with a healing respite from the beeping machines and stress of the hospital environment. Amenities include laundry facilities, computer with free wifi, comfortable chairs, flat screen television along with a library of DVDs and a fun playroom for siblings.

Also located within the Family Room is a children’s Play Room for siblings of children currently admitted to the Pediatric Unit or Neonatal Intensive Care Unit (NICU). Children will be able to play and have fun while their parents watch over them in the Family Room.

The Ronald McDonald Family Room at DCH Tuscaloosa is a partnership of RMHCA and the DCH Health System and together we would like to thank everyone who has made the Family Room possible!
I was a resident again at the Ronald McDonald House Charities of Alabama (RMHCA) starting in late September 2014. Our first experience with RMHCA was when our daughter, Kinley, was born. At the gestation of 26 weeks our world was turned upside down. Our home is in Hamilton, AL but we were quickly airlifted to Birmingham. I quickly realized while in Birmingham we couldn’t drive back and forth. The social worker at UAB Women and Infants Center quickly introduced us to the charity. We checked into this House with a hot shower, spacious rooms, and a very comfortable atmosphere with all the amenities of home! The best part is it's walking distance to the hospital. We continued to stay for a term of three months until Kinleys original due date. It was smooth sailing after we checked out. Kinley was growing, starting school, making friends, and beginning to be everything a parent wanted to see.

On September 2014, Kinley woke up with a continuous headache and spells of dizziness. Our local physician was stumped, but did not hesitate in sending her to Children’s of Alabama. Once she arrived Kinleys symptoms continued to worsen. Now keep in mind Kinley was like most of your children, perfect image of health. In a period of less than 12 hours of admittance she fell paralyzed from the neck down loosing the ability of speech, movement, swallow, bowels, and many other motor movements that we as healthy individuals take for granted. Kinley’s case was confirmed Acute Flaccid Myelitis linked to Enterovirus D68.

Kinleys condition is so new and unheard of that there is no formal treatment with less than 100 cases across the United States and children dying from the sudden onset. Needless to say it has been a scary, bumpy road with many more miles to go. It was excellent news when we were able to get a room at the Ronald McDonald House. They put us in one of the largest rooms in the facility with hopes of Kinley beginning outpatient therapy but then the hospital made a decision to discharge her on January the 5th. This would allow her to do physical therapy closer to home. Kinley’s mother, grandmother and I were sitting in the hospital the night of January 3rd when we noticed bad weather approaching our hometown. As we were explaining the weather situation to Kinley the phone rang! It was terrible news; Kinleys home had been severely devastated by a tornado just hours after the wheelchair ramp was installed. Children’s of Alabama worked with our family on a new plan and Kinley left the hospital the first of February. Kinleys condition has improved with minor movements but nowhere near the child she was before paralyzed.

I would like to tell you what the Ronald McDonald House means to me. The experience of having a place to stay just walking distance to my daughter’s room is a feeling unlike any other when I can’t physically be there with her. I truly believe this organization is a key player in the livelihood of parents that have children in nearby medical facilities. “There is no replacement for the peace of mind you have staying here!” I know from the first week of hotel stays and over 1000 dollars spent I wouldn’t have been able to be here for Kinley. For that I want to say thank you for letting me be part of your family and sharing this great facility with mine.
Ronald McDonald House Charities of Alabama (RMHCA) is an independent 501c3 and is responsible for raising its own funds each year. Corporate partners, foundations and individual donors, along with multiple special events each year, enable the House to operate efficiently and effectively.

### Income by Percentage

- **45%** General Contributions
- **23%** Events
- **15%** Donations from Guest Families
- **12%** Foundation Grants
- **7%** Recycling
- **4%** Corporate Contributions
- **1%** Board & Staff
- **1%** Poptab
- **15%** McDonalds

### Expenses by Percentage

- **75%** Program Services
- **13%** Administrative
- **12%** Fundraising
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Who you helped in 2014

41 Guest Rooms • 1143 Families Served • 95% Occupancy Rate • 12 days average length of stay

Where is Home

67 Counties in Alabama
13 Other States
2 Other Countries

Income Levels

<$20,000 ..................34%
$20,000-$39,000 ........21%
$40,000-$69,000 ........13%
$70,000-$99,999 .........5%
$100,000 ..................3%
Not Given .................23%

Top 5 Counties Served

Houston
Mobile
Montgomery
Lee
Calhoun

Top 5 Diagnoses

Premature
Heart
Cancer
Brain/Neurological
Stomach/GI Tract

Ethnicity

Asian .....................1%
Black .....................32%
Hispanic/Latino ........4%
Other ....................6%
White ...................57%

Hospitals

Childrens of Alabama 73%
UAB 25%
Other 2%

Top 5 Hospitals

Childrens of Alabama 73%
UAB 25%
Other 2%

House Volunteers .......245
Event Volunteers .......472

Meals Served ..........297
Volunteer Groups ......138

Total Volunteers .......3,582
Total Hours ............11,668

$239,194 is the value of volunteer hours
18% of the annual budget

Ronald McDonald House Charities has been McDonald’s charity of choice since 1974. Approximately 15% of the RMHCA budget is provided by local McDonald’s restaurants and Owner/Operators. Our McDonald’s support is strengthened through vendors, volunteers, donation boxes at the restaurants and support of events. We also have four board members who are McDonald’s Owner/Operators.
Volunteers

Our volunteers are the Heart of our House. Each day you will find volunteers who are helping out around our house whether it’s supporting our guest services, preparing a meal, or organizing our pantry. Our volunteers make it possible to host three major fundraising events each year. Mr. White, one of our guests, says it best,

“Thank you is just not enough!”

“Several years ago, a group of great friends made the commitment to find a place to serve in our community. We chose the Ronald McDonald House, thinking we could bless the families there with a home-cooked meal and perhaps lighten their burden in some small way.

We were unprepared to experience the blessings we have experienced each month as we have laughed, cried, and played with some of the families and their precious children.

The ladies of Girls Night Out love it when we GET to serve at the Ronald McDonald House.”
Junior Board

Inspiring other junior boards in Birmingham, Ronald McDonald House Charities of Alabama’s Junior Board has become a staple around the city. They come together and work hard for the families they care about.

Hosting four fundraising events over the course of the year, the Junior Board raised over $16,000.00 for the Ronald McDonald House and established itself as one of the most hardworking junior boards in the area. In 2014, the Junior Board hosted its 6th annual Red Stiletto Party, 3rd annual Reindeer Romp and two inaugural events: Red Trunk Riot and Don’t Stop Believin’ 80s Prom!

The Junior Board works hard to raise money for RMHCA, and they work even harder to help give our families a “home away from home.” Sponsoring a dinner every quarter, the Junior Board also hosts many fun activities for the families, including the annual Holiday Party in December. They partner with the Student Leadership Council to provide the families with an amazing holiday experience complete with a special visit from Santa Claus.

We are grateful to have such a dedicated group of people on the Junior Board and appreciate all that they do for the families staying at the House. Because of their passion for our mission, families staying at the House have something extra to look forward to when coming home after a long day at the hospital.

Student Leadership Council

Our Student Leadership Council is a group of high school juniors and seniors committed to promoting volunteerism while serving the families residing at the Ronald McDonald House.

This group volunteers and raises money with their main focus on building awareness of our mission. They host an annual Open House in the Fall to invite the community to come learn more about what we do and how to get involved. Their signature event is the Bowlapalooza which raised over $1,300 in 2014 and was lots of fun.

Members volunteer at the House and at our events along with Color Me Rad and Boo at the Zoo. They all have giving hearts and work hard to balance high school classes along with multiple extra-curricular activities. We are thankful to have these young adults come together from multiple schools to represent our House in the Birmingham community.
The Max Cooper Society was founded to honor one of Ronald McDonald House Charities of Alabama’s founders, Max Cooper. Thanks to Max’s continued generosity, the House opened in 1979 debt-free. The new House, opened in 2007, also opened debt-free largely due to Max’s overwhelming love for our families.

**The Max Cooper Society**

is an annual leadership giving society for individuals who become a member by contributing at least $2,500 annually to the Ronald McDonald House Charities of Alabama. www.rmhca.org
RMHCA received $0 federal or state grants. 100% of the donations stay in Birmingham to support the families we serve throughout the state. 100% of donations made directly to RMHCA remain in our community.

**You can Adopt A Family for Just $75 a night.**

Learn more: [www.rmhca.org/how-can-you-help/adopt-a-family](http://www.rmhca.org/how-can-you-help/adopt-a-family)
Adopt a Room

In 2014, 11 out of our 41 rooms were renovated. Thank you Regions Bank, Protective Life, Junior League of Birmingham and Susan Mott Webb Charitable Trust. You are committed to making our house a “home-away-from-home” for the families we serve each day.

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7:14 Young Adult Church
Group
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A.W. Windham Elementary School
A1 Muqit Court #199
ACTION Civic
ACY
ADPi - Mississippi State University
ADPi Huntsville Alumnae Association
ADPi UNA
ADPi-Alabama
ADPi-Montevallo
ADPi-Samford
African American Quilters Group
Agape Sunday School - Asbury United Methodist Church
AGAPE Sunday School Class
AHA Sweethearts
Ahava SS Trinity UMC
Aiada Ladies Auxiliary
Akon Community School Student Government Association
Alabama 4-H
Alabama 4-H State Council
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Anniston Army Depot
Arab First United Methodist Church
Youth
Artion Club of Moody
Ashford High School
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Bama Alumni Association
Bass Tabernacle CME Church
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Berry Middle School
Bessemer Emblem Club #228
Beta Sigma Phi - Alpha Chapter
Bethany Primitive Baptist Church - DISAS
Bethel A.M.E. Church
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Clay County Nursing Home
Clayton Methodist Church
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Community Education South/ Glen Iris ASC
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Corner High School - National Honor Society
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Girl Scout Troop #114
Girl Scout Troop #350
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Although every attempt is made to accurately report all of our donors, errors can occur. We apologize for any misspelling or omission. Please contact Lisa VanZandt at (205) 638-7263 or lisa.vanzandt@rmhca.org with corrections.
Did you know....

In 2014, millions of pop tabs were collected and donated to the House. Brother’s Recycling is RMHCA’s official Pop Tab Collector and provides nearly double the going rate for recycled aluminum. This company picks up the pop tabs from the House, processes and sends the House a check monthly. During the busy months of April and December, you will see the truck pick up several times. Jason Stein is the owner and the husband of a current Board Member, Connie Stein.

We earned $17,667 in 2014 JUST from recycled pop tabs.

Learn more: www.rmhca.org/how-can-you-help/pop-tab-recycling-program

Companies, organizations or individuals come together to fundraiser on behalf of Ronald McDonald House Charities of Alabama. We call these events third-party fundraisers. Events such as Splash Adventure, Color Me Rad, and Big Bass Splash bring in thousands of dollars which directly affect our ability to provide housing for the families we serve.

Last year $63,489 was contributed via third-party fundraising events alone.

Learn more: www.rmhca.org/how-can-you-help/host-a-fundraise

After a long, stressful day, have you ever wished that you could arrive home to dinner already made? You can grant that wish for our guest families! You don’t have to be a world-class chef to prepare a tasty, home-cooked meal. Volunteers like you make a tremendous difference in the lives of our guest families and the feeling you get from helping will feed your soul.

297 home cooked meals were prepared in our kitchen in 2014.

Learn more: http://www.rmhca.org/volunteer/provide-a-meal