



2019 Impact Report

The Irbys first came to Birmingham for care when Jamal, 9, was fighting meningitis and encephalitis. As a result, Jamal now has to manage seizures with specialized care at Children's of Alabama.

Jamal, his mother Kaneesha, and his grandparents have stayed at the Ronald McDonald House in Birmingham four times over the last three years, staying up to four weeks each time.

"Staying at the House helps us tremendously! It gives us comfort and eases the stress of looking after my son," Kaneesha says.



Kaneesha and Jamal live 3 hours away in Enterprise, Alabama and it would have been financially and emotionally draining for them to pay for a hotel or commute that far for weeks on end.



"I cannot put into words how grateful I am for the Ronald McDonald House," Kaneesha says. "I'm stressed enough dealing with medical issues but having a place to stay takes some of that stress away. The donations you give help each family that ever has to stay here."

Your support of RMHCA gives Kaneesha something else she wouldn't find in a hotel.

"We have met families with similar situations and the Ronald McDonald House staff care about each family and each child as if they've known us for years. We all become like a family and it's a real support system," Kaneesha says.

Our Mission

With diligence, integrity and compassion, Ronald McDonald House Charities of Alabama joins and aids families in their efforts to find hope, support, happiness, and growth, regardless of obstacles placed before them.

Our Vision

Ronald McDonald House Charities of Alabama envisions a community where families never confront their challenges alone but instead find comfort, encouragement, and support in their quest for hope, support, happiness and growth.

Why Do Families Need the Birmingham House?

- More than 45,500 Alabama children have one or more disabilities.
- Alabama has the 6th highest infant mortality rate in the nation.
- Alabama has the 5th highest rate of preventable teen deaths and preventable accidents.
- In Alabama, the human burden associated with the statistics is compounded by the barriers to access to pediatric specialty care.
- Fully 75% of Alabama's children do not live in a county offering comprehensive pediatric specialty care and must travel to receive needed services.

**LETTER
FROM THE CEO**



Katherine

Katherine Estes Billmeier
Chief Executive Officer

In 2019, RMHC of Alabama celebrated 40 years of supporting families. It was also our most impactful year in terms of the number of families we served at the Ronald McDonald House and the continued expansion of services through our Ronald McDonald Family Room at UAB Women & Infants Center.

I am inspired by the strength of our guest families and grateful for the endless amount of love and support given to them by you, our staff and our volunteers.

You may not get to meet every family but know that they feel the impact of your support. I see it in the smiles of a child firing up their imagination at arts and crafts after a long day at the hospital, and in the way parents go from strangers to friends who swap baby pictures and catch up over dinner at the House.

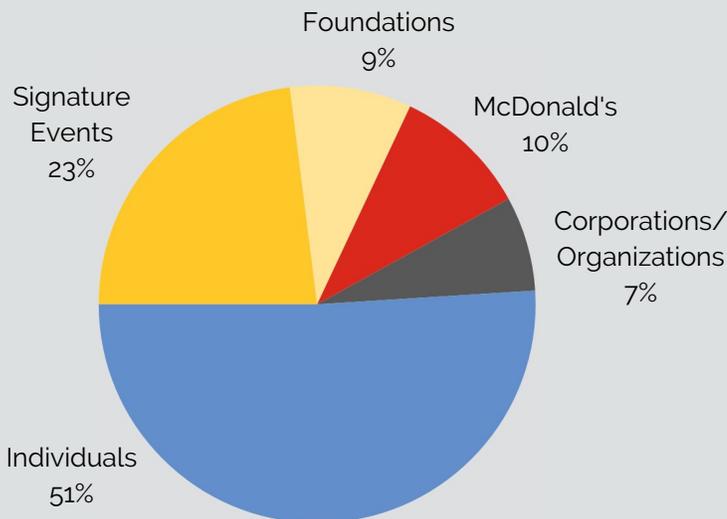
Your support provides not only the physical space to help families but also the emotional support that is so critical during a medical crisis. Thank you for making 2019 our best year yet.

As we continue to implement our multi-year strategic plan, I cannot wait to see what you can help us accomplish in this new decade!

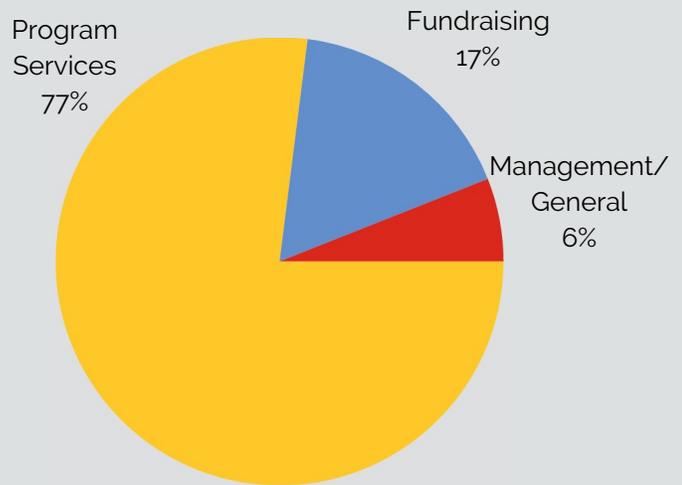
2019 Financial Position

Total Revenue: \$2,419,123	Total Expenses: \$2,193,490	2019 Net Assets: \$18,949,007
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REVENUE BY SOURCES



EXPENSES BY AREA



VALUE OF IN-KIND DONATIONS: \$330,598

PROGRAMS

Ronald McDonald House

Our 73-room Ronald McDonald House provides a supportive "home-away-from-home" for families and their children who are receiving medical treatment at Children's 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. Staying close by the hospital allows parents to communicate better with their child's medical team and provides adherence to treatment plans. The Ronald McDonald House in Birmingham has welcomed more than 40,000 families since opening in 1979.

Ronald McDonald Family Rooms

Our Ronald McDonald Family Rooms provide quiet spaces of respite for parents of NICU and PICU patients at UAB Women & Infants Center in Birmingham and DCH Regional Medical Center in Tuscaloosa. Parents can enjoy snacks, arts and crafts or watch TV. The Family Room at UAB also offers 3 private sleep rooms and showers for NICU parents.

Happy Wheels Cart

The Happy Wheels Cart is a welcome sight for families going to and from clinic appointments at Children's of Alabama. Children and parents can enjoy a snack or activity book, free of charge, from the cart. This program is an impactful way RMHCA can help additional families outside of the Ronald McDonald House and Family Rooms.

2019 IMPACT

Ronald McDonald House



5,211
people served



1,921
family stays



22,898
room nights



\$8.2 million
savings in food
& lodging costs



14 nights
average
length of stay



204 nights
longest stay in
2019

Top 5 Patient Diagnoses

Premature birth (234)
Heart-related (162)
Cancer (72)
Stomach/GI (70)
Brain/neurological (128)

Ronald McDonald Family Rooms



467
room nights
at UAB



16,021
number of visits at
UAB and DCH



591
babies visited
at UAB

Happy Wheels Cart



4,603
children and
parents served



12,207
snacks and
activities enjoyed



210
volunteer hours

Volunteer Impact



391
groups &
individuals



393
meals provided



11,333
hours of
service



\$288,198
expenses saved

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Global Ronald McDonald House Program Impact

Research conducted in 2015 concluded that a Ronald McDonald House program, which is a core program of Ronald McDonald House Charities®, helps families worldwide stay close to their children while receiving hospital care, increasing the caregivers' ability to spend more time with their child, interact with their clinical care team and participate in medical care decisions. It also allows siblings and other family members to be present and engaged.

Why do families stay at a Ronald McDonald House?

Children whose families stay at a Ronald McDonald House tend to be the sickest, have traveled the furthest distances for care and spend the longest time in the hospital. The Houses allow families to access the best medical care for their child and being nearby helps children heal and cope better together.

Positive Overall Hospital Experience

In a study of more than 5,400 families with children in inpatient pediatric care and infants in NICU, those who stayed at a Ronald McDonald House reported a more positive overall hospital experience than families who didn't.²

Better Perceived Quality of Life

In a survey of 250 families, researchers found that children and their parents, who stayed at a Ronald McDonald House, had a better perceived quality of life than expected for children with chronic diseases.³

Proximity to Hospitals

The proximity of Ronald McDonald House programs to hospitals provides important benefits for children and their caregivers, such as improved psychological well-being and better perceptions of their child's recovery.⁴



94% of hospital administrators agree that Ronald McDonald House programs reduce parental stress



93% agree they reduce costs for families

Strengthen Coping Abilities

27% of parents experienced posttraumatic stress symptoms several months after their child's discharge⁵ from a hospital stay, but Ronald McDonald House programs help their guests strengthen coping abilities by keeping families together.⁶

Higher Quality of Sleep

Parents whose children have longer hospital stays benefit from higher quality sleep at a Ronald McDonald House compared to parents who slept at their child's hospital bedside.⁷

Provide Spaces to Play

Ronald McDonald House programs provide spaces to play. Playing with other children experiencing similar situations can help these children cope with trauma.⁸

Provide a Lodging Alternative

Ronald McDonald House programs can provide an alternative for patients who need to remain close to the hospital for extended periods but do not require active daily medical care.⁹

References

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