



Ronald McDonald House Charities® of Tampa Bay, Inc.  
and its cornerstone program Ronald McDonald House®

## **2007 ANNUAL REPORT**



# 2007 SYNOPSIS

## Ronald McDonald House Charities of Tampa Bay, Inc.



By finding, creating and supporting programs that directly enhance health and well-being, Ronald McDonald House Charities of Tampa Bay (RMHC) is working to better the lives of children and their families.

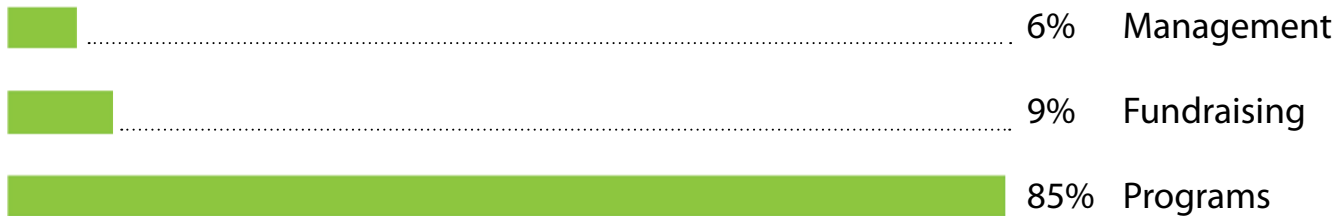
The core programs of RMHC, the Ronald McDonald House®, the Ronald McDonald Care Mobile™ and our scholarship and grant programs are focused on helping children in need. Our cornerstone Ronald McDonald House program began in 1980 based on a simple idea: Provide a "home-away-from-home" for families of seriously ill children receiving treatment at nearby hospitals. Since first opening our doors, more than 32,000 families have benefited from the comfort provided by our three Tampa Bay Ronald McDonald Houses.

Our newest program, the Ronald McDonald Care Mobile, was launched in 2006 to provide cost-effective medical, dental and health education services directly to underserved children in both rural and urban areas. In addition to providing the state-of-the-art medical van, RMHC of Tampa Bay provides significant funding for operating costs.

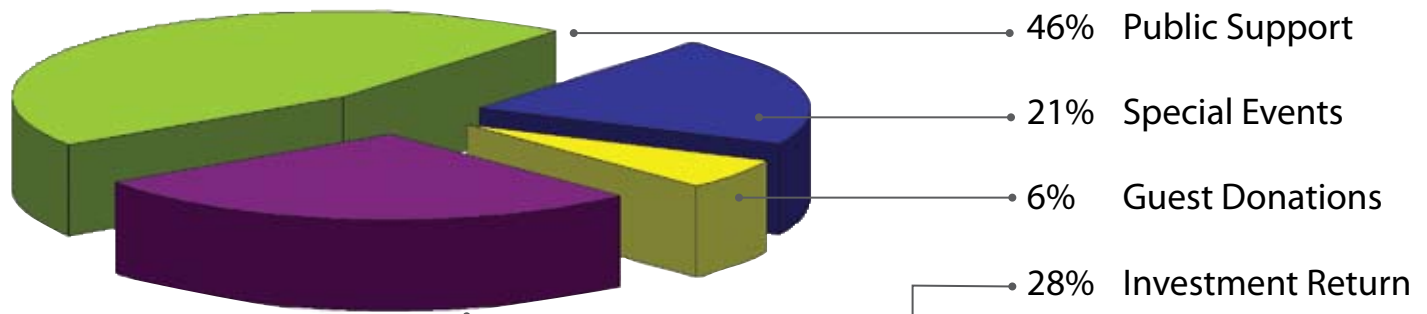
Along with supporting our core programs, RMHC awarded 46 college scholarships, totaling \$184,000 to deserving high school students in our eleven county area through the RMHC Scholarship program. We also provided health care grants to Tampa General and St. Joseph's Children's hospitals as well as the Derek Jeter Turn 2 Foundation, which promotes healthy lifestyles among young people and supports them through guidance to avoid drugs and alcohol. These grants help to make an immediate and positive impact on the lives of children in our community.

Together with support from hundreds of passionate and caring volunteers, donors and RMHC staff, we celebrate our mission carried out each day on behalf of the many children and families in need of our services.

### Breakout of Expenses 2007\*



### Revenue by Sources 2007



\*A copy of the audited Financial Report of RMHC of Tampa Bay, Inc. is available by contacting our Administrative Office.

The industry standard is not to exceed 25 percent for fundraising and management costs.



## Ronald McDonald House

Since 1980 we have served more than 32,000 families in our three bay area houses offering 66 bedrooms each night to families with children being treated in nearby hospitals. St. Pete East and West are located adjacent to All Children's Hospital; Tampa's House is located next to Tampa General Hospital and also serves families with children at St. Joseph's Children's and Shriners Hospitals. A fourth house is under construction at the All Children's Hospital campus to serve families who cannot leave their child's bedside for more than a few minutes.

## Ronald McDonald Care Mobile

The RCMC Program has served over 2,700 students since the start-up in February 2006. During the 2007 academic school year the program treated 1,424 students. The program has provided over \$250,000 of free medical services since inception. Referrals are made as necessary to Children's Medical Services (special health care needs), dental clinics, hearing specialists, obesity clinics, and other medical or dental specialists. The majority of visits are well-child visits and sports physicals. The Care Mobile now supports 59 different school sites during the academic school year. Actual sites visited during the last six months of 2007 include two community centers, five high schools, 13 middle schools and 13 elementary schools. There are currently 82 separate sites visited by the Care Mobile.

## Scholarship Program

Forty-six high school students selected as this year's scholarship recipients from our eleven-county area were honored at a luncheon in November. Families, friends and McDonald's owner/operators heard Shelton Quarles, former linebacker for the Tampa Bay Buccaneers, speak about his own background and the challenges he overcame. For the first time ever we were honored to award a scholarship to Jeremiah Skafec, whose family stayed many times at our St. Pete House while he and his brother recuperated from injuries sustained in a car wreck.

# Ronald McDonald House Program

## Statistics 2007

	St. Pete	Tampa	Total	
<b>FAMILY FACTS</b>				
Families Served	1,633	347	1,980	
Occupancy Rate	88%	73%	85%	<i>*Combined weighted avg.</i>
Areas Served (FL counties)	45	35	47	
States (not FL)	20	15	26	
Countries (not U.S.)	9	9	14	
Average Stay	7 days	8 days	7.5 days	

<b>VOLUNTEER FACTS</b>				
House Volunteers	177	80	257	
House Volunteer Hours	12,149	6,464	18,613	
Teen Volunteers	63	27	90	
Teen Volunteer Hours	2,196	456	2,652	

<b>MEAL FACTS</b>				
Community-Prepared Meals	954	244	1,198	

TOP FLORIDA COUNTIES	TOP 5 DIAGNOSES	ETHNICITY (numbers do not reflect multi-ethnic families)	
1. Pasco	1. NICU	Caucasian	65%
2. Lee	2. Critical Care	Hispanic	17%
3. Polk	3. Cardiology	African American	13%
4. Manatee	4. Hematology/Oncology	Unknown	4%
5. Sarasota	5. General Pediatrics		

<b>COUNTRIES</b>				
Bali	England	Nicaragua		
Belize	Germany	Panama		
Bolivia	Guatemala	Puerto Rico		
Bulgaria	Indonesia	Venezuela		
Canada	Italy	Virgin Islands		

<b>HOME STATES OF FAMILIES SERVED IN 2007</b>				
Alabama	Georgia	Michigan	Ohio	
Arkansas	Illinois	Missouri	Pennsylvania	
California	Indiana	Mississippi	Tennessee	
Colorado	Kansas	North Carolina	Texas	
Connecticut	Kentucky	New Jersey	Virginia	
Delaware	Louisiana	New Mexico	Vermont	
Florida	Massachusetts	New York		



RMH staff celebrates the "topping off" at the new All Children's Hospital, future home of our fourth Ronald McDonald House.

## Our Mission

Ronald McDonald House Charities of Tampa Bay provides comfort, care and support to children and their families through the operation of core programs like the Ronald McDonald House®, the Ronald McDonald Care Mobile™, RMHC College Scholarships, and grants to other non-profit organizations that assist children. The Ronald McDonald House of Tampa Bay provides a home-away-from-home for families of pediatric patients at area hospitals.



**TAMPA BAY**

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The staff at Tampa General Hospital cannot explain our daughter's dramatic recovery, but has attributed it to the amount of time we spent with her in the NICU. The time and emotional strength we provided would not have been possible without the RMH. The House enabled us to be there for our baby. Not only did it fulfill the dire need for a place to stay within walking distance, but also provided us with all of our basic essential needs: toiletries, nourishment, emotional support and a home-away-from-home, completely freeing us to focus on our daughter. When your child is gravely ill, every moment is precious." *Jessica Romera*  
*Shown from left to right: Jessica, four-year old Jayna (completely recovered), four-month old Jolie and in-laws Robert and Lorraine Romera.*

