



Love Notes
spring 2013 | volume 29

2012 Annual Report

A Publication of Ronald McDonald House Charities* of Tampa Bay, Inc.

Plus
Inspiring family stories



Core Programs

Ronald McDonald House®

The Ronald McDonald House offers families a place to call home while their child is receiving critical medical treatment in area hospitals. For 32 years, our Ronald McDonald Houses have provided a “home-away-from-home” for 42,000 pediatric families in need of comfort and care during a most difficult time in their life. Annually, 2,000 families come through our doors, looking for a quiet place to rest their heads and find solace. There are three houses in St. Petersburg that care for families with children receiving treatment at All Children’s Hospital: St. Pete East, St. Pete West and St. Pete Central. The Tampa House is located on the campus of Tampa General Hospital and also cares for families with children at St. Joseph’s Children’s Hospital of Tampa and Shriners Hospital.

Ronald McDonald Care Mobile®

The Ronald McDonald Care Mobile Program, managed by the University of South Florida Department of Pediatrics, is a mobile clinic that expands access to quality health care by providing medical and dental services to at-risk children in Hillsborough and Pasco counties. From February 2006 through December 2012 this program served 7,621 children and adolescents, providing approximately \$2 million of medical services through school visits and community health fairs at no charge to the patients’ families. In addition, the Care Mobile makes weekly visits to community homeless and domestic violence shelters.

In 2012, the Care Mobile cared for 956 patients. In addition to providing health and dental care to children who have no medical care, the program also functions as an educational opportunity for USF pediatric residents, medical students and nurse practitioner students. Approximately 71 pediatric residents participate in the Care Mobile program as part of their Advocacy and Ambulatory rotations. They experience first-hand the challenges uninsured and underinsured children and their families face in receiving quality health care and finding dental and subspecialty providers to care for them. The Care Mobile helps prepare these future health care providers for the role of child health advocate within the community.

Scholarship program

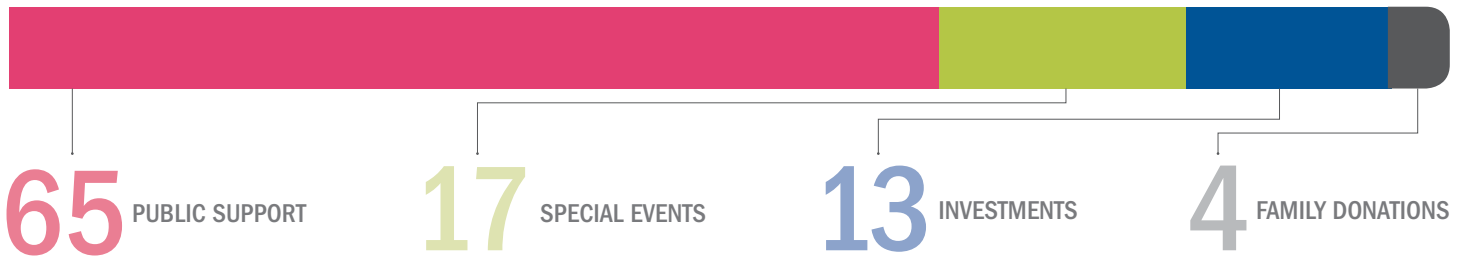
In 2012, we honored 36 deserving high school sophomore students from our eleven-county area at a special awards luncheon held at the Grand Hyatt Tampa Bay, courtesy of the McDonald’s Tampa Bay Co-Op. These students were awarded scholarships for a pre-paid two-year Florida college tuition or equivalent tuition towards an approved accredited institution. The students, along with their families, school counselors and administrators from our 11 counties enjoyed a special lunch and were recognized for their hard work. McDonald’s owner/operators and RMHC Board members also attended to honor the recipients and hear about their academic and community achievements.

2012

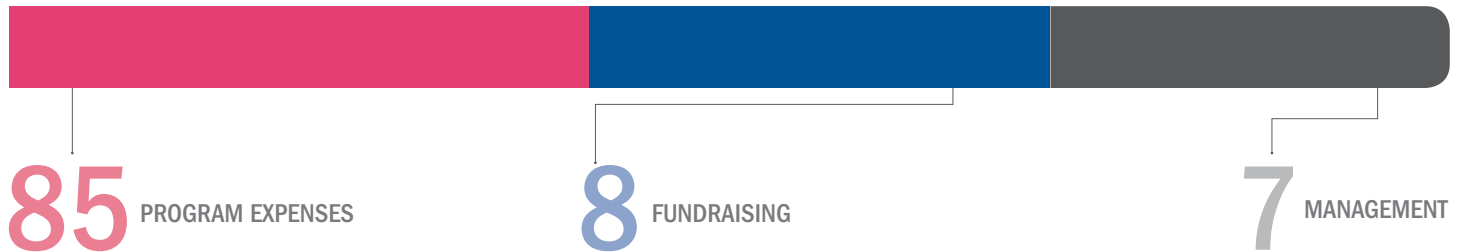
Ronald McDonald House Charities® of Tampa Bay

ANNUAL REPORT

INCOME by Percentage



EXPENSE by Percentage



Photos by Carol Walker, Thomas Bruce Studios

*A copy of the audited Financial Report of RMHC of Tampa Bay, Inc. is available on our website. The industry standard is not to exceed 25 percent for fundraising and management costs.

HOUSE STATISTICS

	ST PETE	TAMPA	COMBINED
FAMILIES SERVED	1,473	278	1,751
New Families	1,086	247	1,333
% Occupancy	73%	76%	73%
Areas Served (FL counties)	44	28	44
States/D.C. (not FL)	27	8	27
Countries not US	9	5	12
Average Length of Stay	8	11	8

CENTRAL HOUSE DAY USE

2012 Daytime Family Visits	2,961
Average Visits per Day	8

	ST PETE	TAMPA	COMBINED
VOLUNTEERS			
House Volunteer Hours	16,784	5,908	22,692
Number of Volunteers	237	99	336
Teen Volunteer Hours	1,437	157	1,594
Number of Teens	41	16	57

	ST PETE	TAMPA	COMBINED
MEALS			
East	487	327	—
West	221	—	—
Central	97	—	—
TOTAL	805	327	1,132

TOP 5 COUNTIES

County	#FAMILIES
Polk	195
Lee	172
Pasco	160
Manatee	144
Sarasota	129

TOP 5 DIAGNOSES BY #NIGHTS

Neonatology
Bone Marrow Transplant
Critical Care
Cardiology
Hematology/Oncology

28 STATES (INCLUDING FL AND DC)

Alabama	Missouri
California	New Jersey
Connecticut	New Mexico
Florida	New York
Georgia	North Carolina
Illinois	Ohio
Indiana	Pennsylvania
Iowa	South Carolina
Kansas	Tennessee
Maryland	Texas
Massachusetts	Utah
Michigan	Virginia
Minnesota	Washington
Mississippi	West Virginia

COUNTRIES & TERRITORIES

Bahamas	Nicaragua
Canada	Peru
Guatemala	Puerto Rico
Ireland	St. Kitts
Jamaica	United Kingdom
Mexico	U.S. Virgin Islands

