



RONALD McDONALD  
HOUSE CHARITIES  
TAMPA BAY

— *keeping* —  
**FAMILIES**  
— *close* —



**2015 ANNUAL REPORT**  
& 2016 LOVENOTES

SPRING 2016 | VOLUME 34

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



## MESSAGE FROM THE

### *Executive Director*

In 2015 we celebrated 35 years of service to pediatric families with an anniversary party at our St. Pete West House, complete with a proclamation from Mayor Rick Kriseman. It is astonishing to think that in 1980 we were the first house in Florida and there were only a handful of Ronald McDonald Houses in the U.S. This charity is like the little engine that could, gathering speed and increasing our presence around the globe. Now there are 357 Ronald McDonald Houses in 37 countries, and 203 Ronald McDonald Family Rooms in 23 countries. Even more incredible is that our own Tampa Bay chapter has cared for 52,000 families and touched the lives of thousands more.

We have made huge advancements in our services, care and safety of families, thanks to the generous support of our community. Three of our four houses have already undergone remodeling, with our St. Pete East House almost complete, just in time to celebrate a milestone birthday - 20 years! If you haven't visited in a while, you will be pleasantly surprised. We have also implemented 24-hour awake staff at the St. Petersburg East and Central Houses to facilitate late-night check-ins and check-outs for families.

2015 was a fulfilling year, and our community made it clear how much they admire and support our mission and our care of pediatric families. ImageFirst's donation of laundry service has made an enormous impact on the lives of our families, who no longer have to delay their departure because of laundry, and has made our operations more seamless. The outpouring of love and generosity this past holiday season was beyond our expectations. Thank you for helping us make a huge difference in the lives of families like the Blevins, the family featured on our cover who endured a traumatic year but still give thanks that they have a home at Ronald McDonald House.

Fondly,

JANICE L. DAVIS  
Executive Director & CEO

## IN THIS ISSUE

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Love Notes is published annually for families and friends of Ronald McDonald House Charities® of Tampa Bay. Comments may be directed to: Ronald McDonald House Charities of Tampa Bay, 35 Davis Boulevard, Tampa, FL 33606-3405 (813) 258-6430  
[www.rmhc-tampabay.org](http://www.rmhc-tampabay.org)  
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The mission of Ronald McDonald House Charities is to create, find and support programs that directly improve the health and wellbeing of children.

## KEEPING FAMILIES CLOSE

### *The impact of Ronald McDonald House*

Ronald McDonald House offers families a place to call home while their child is receiving critical medical treatment in area hospitals. For 35 years, our Ronald McDonald Houses have provided a “home-away-from-home” for 52,000 pediatric families in need of comfort and care during a most difficult time in their lives. Annually, 2,000 families come through our doors looking for a quiet place to rest and find solace, including 700 day use families who visit our Central House inside All Children’s Hospital to take a break from the stress of their day. Three Houses in St. Petersburg care for families with children receiving treatment at All Children’s Hospital and nearby clinics (St. Pete East, St. Pete West, and St. Pete Central). The Tampa House, located adjacent to Tampa General Hospital, cares for families with children at Tampa General Hospital, St. Joseph’s Children’s Hospital of Tampa, and Shriners Hospital.

At Ronald McDonald House, families receive much more than accommodation; they find a safe, convenient, and home-like environment. Volunteers at each of our Houses strive to engage families and help them through difficult times by offering pet therapy, arts and crafts, bingo, game nights and so much more. Community organizations like Boyd Hill Nature Preserve bring wildlife to our Houses to entertain the families, Amos the Wonder Horse and Lucky Star the Circus Horse make visits, and our dog therapy volunteers visit the St. Pete East House daily to provide the kind of love and comfort that only a dog can give. The stories we hear from families repeatedly state that they do not know what they would have done if Ronald McDonald House had not been available to them. No other charity in our local community provides this service to pediatric families.

### GLOBAL IMPACT

More than **40%** of families served at Ronald McDonald Houses have children in the neonatal intensive care unit. At least one RMHC core program provides care for families being served at **89%** of top children’s hospitals worldwide. **94%** of hospital administrators agree that Ronald McDonald Houses reduce parental stress and **93%** agree they reduce costs for families.

Families saved an estimated **\$700** million in out-of-pocket lodging and meal expenses due to the presence of Ronald McDonald House and Ronald McDonald Family Room programs. The benefits and impact of Ronald McDonald House on pediatric families are numerous:

- Positive overall hospital experience
- Better perceived quality of life
- Proximity to hospitals
- Strengthens coping abilities
- Higher quality sleep
- Provides spaces to play

## SCHOLARSHIP PROGRAM

### *Extending our impact beyond the House*

In 2015 we honored 23 high school students from our eleven-county area at a special awards luncheon. These outstanding students received scholarships for a pre-paid two-year Florida college tuition or equivalent tuition to use at an approved accredited institution. The students, along with their families, school counselors, and administrators enjoyed a delicious lunch compliments of the McDonald’s Tampa Bay Co-Op and were recognized for their hard work and perseverance. McDonald’s owner/operators and RMHC Board members attended to honor the recipients and hear about their academic and community achievements.

# Our Families

## AT FOUR HOUSES



## OUR VOLUNTEERS



**1,342** COMMUNITY PREPARED MEALS



**3,130** MEAL VOLUNTEERS

\*\$80 per night cost per room, total value \$1,562,560

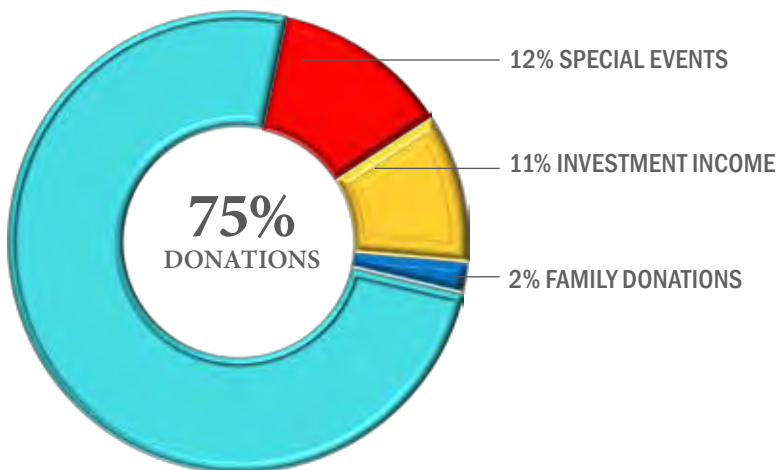
# 2015

## Ronald McDonald House Charities® of Tampa Bay ANNUAL REPORT

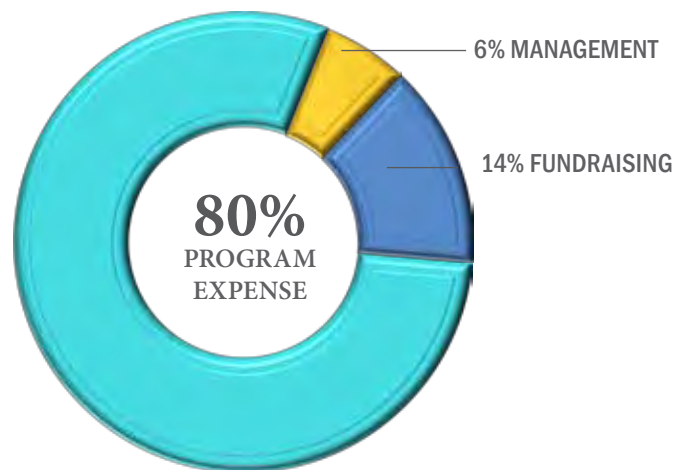
### ACCOMPLISHMENTS

- ♥ St. Petersburg RMH West - celebrated 35 years as the first RMH in the state of Florida
- ♥ Providing a caring home-away-from-home for more than 2,000 families  
*Plus more than 3,000 day use visits at RMH Central*
- ♥ St. Petersburg RMH East – first floor renovations  
*Providing a more comfortable and updated environment for families*
- ♥ New trike path & boardwalk at St. Petersburg RMH East  
*Enables children to ride bikes & roll their wheelchairs around the perimeter of the backyard*
- ♥ Background checks implemented  
*Ensuring the safety and comfort of our families*
- ♥ New playgrounds at St. Petersburg RMH East & Tampa Houses  
*Keeping children occupied with outside activity in the Florida sunshine*
- ♥ Scholarship student selected for \$100,000 award  
*One of our Tampa students chosen for one of four awards by RMHC Global*

### INCOME by Percentage



### EXPENSE by Percentage



2015 Operating Budget = \$3.3 million

\*A copy of the audited Financial Report of RMHC of Tampa Bay, Inc. and complete statistics are available on our website.

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