



*The doctors are looking
after his baby sister.*

*The Ronald McDonald
House is looking after
Mico and his mom.*



RONALD McDONALD
HOUSE CHARITIES
TAMPA BAY

2008 ANNUAL REPORT



2008 SYNOPSIS

Ronald McDonald House Charities of Tampa Bay, Inc.



Ronald McDonald House Charities of Tampa Bay (RMHCTB) strives to make a difference in the lives of children and their families by finding, creating and supporting programs that directly enhance their health and well-being.

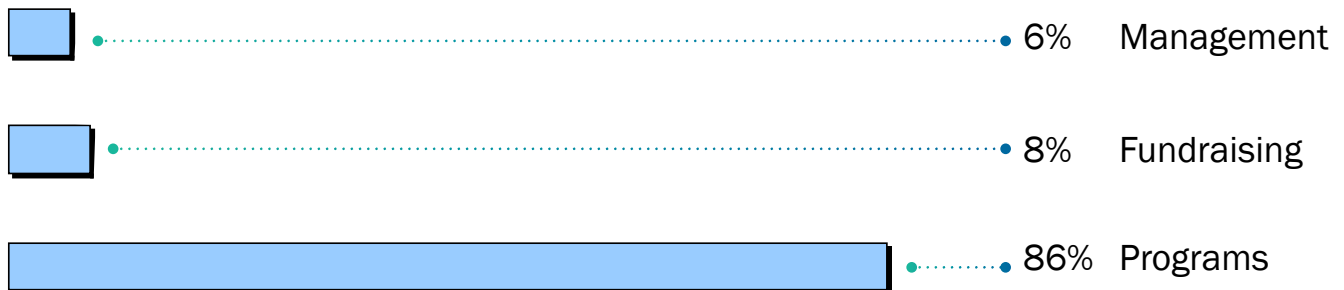
Our cornerstone Ronald McDonald House program began in 1980 based on a simple idea: Provide a “home-away-from-home” for families of seriously ill children receiving treatment at nearby hospitals. Since first opening our doors, more than 35,000 families have benefited from the comfort provided by our three Tampa Bay Ronald McDonald Houses. Our fourth house is scheduled to open inside the new All Children’s Hospital Medical Annex in 2010 to provide immediate services to those parents who are unable to leave their child’s bedside for more than a few moments at a time. This House will also provide services to all parents of children receiving treatment in the hospital.

Our newest program, the Ronald McDonald Care Mobile® has made a significant impact in our community since its inception in 2006, providing free medical and dental services to underserved children in Hillsborough and Pasco Counties. Most of these children are uninsured – making these visits with the Care Mobile critical for children whose only alternative to seeing a doctor may be going to a hospital emergency room.

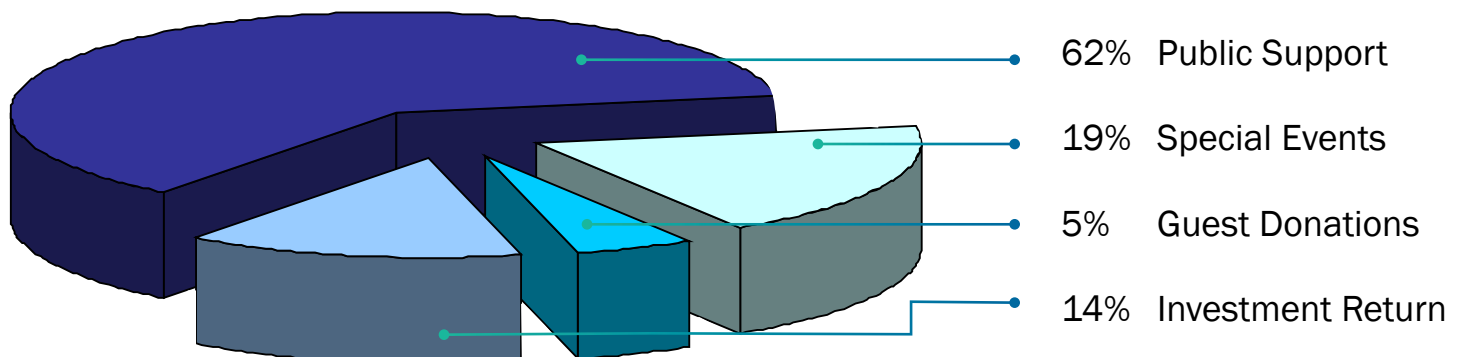
Along with supporting our core program, RMHCTB awarded 46 college scholarships, totaling \$186,000 to deserving high school students in our eleven county area through the RMHC Scholarship program. We also provided healthcare grants to Tampa General and St. Joseph’s Children’s hospitals as well as the Salvation Army Sallie House, which provides housing to children who have been removed from their homes because of abuse or neglect. 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 RMHCTB staff, we celebrate our mission carried out with love and dedication each day on behalf of the many children and families in need of our services.

Breakout of 2008 Expenses*



Revenue by Sources 2008



**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 35,000 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, managed by the USF Department of Pediatrics, is a mobile clinic that expands access to quality health care in the Tampa Bay area by providing accessible medical and dental services to underserved and underinsured children. The RCMC travels to 69 of the 209 Hillsborough County School District elementary, middle, and high schools. From February 2006 through November 2008 the program served 4,278 students, providing over \$923,000 of medical services through school visits and community health fairs at no charge to the patient's families. In addition, a community homeless center and a domestic violence shelter are scheduled for monthly RCMC visits.

RMHCTB 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 early December. Most of these recipients will be the first in their family to attend college. Families, friends and McDonald's owner/operators heard Ernest Hooper, a writer for the St. Petersburg Times and father of teens speak about his own background and the challenges he overcame on his way to his career as a successful writer.

Ronald McDonald House Program 2008 Statistics

	St. Pete	Tampa	Total	
FAMILIES				
Families Served	1,654	338	1,992	
Occupancy Rate	88%	69%	84%	*Combined weighted avg.
Areas Served (FL counties)	43	36	45	
States (not FL)	21	18	25	
Countries (not U.S.)	7	8	13	
Average Stay	7 days	9 days		

VOLUNTEERS				
House Volunteers	190	107	297	
House Volunteer Hours	12,806	7,266	20,072	
Teen Volunteers	54	12	66	
Teen Volunteer Hours	1,971	230	2,201	

MEALS				
Community-Prepared Meals	1,001	295	1,296	

TOP FLORIDA COUNTIES	TOP 5 DIAGNOSES	ETHNICITY (numbers do not reflect multi-ethnic families)	
1. Pasco	1. Neonatology	Caucasian	67%
2. Lee	2. Critical Care	Hispanic	17%
3. Polk	3. Cardiology	African American	12%
4. Sarasota	4. Hematology/Oncology	Unknown	4%
5. Hillsborough	5. General Pediatrics		

COUNTRIES & TERRITORIES				
Bosnia	Ecuador	Mexico	Peru	
Bulgaria	Guatemala	Nicaragua	Puerto Rico	
Czech Republic	Jamaica	Panama	Venezuela	
			U.S. Virgin Islands	

HOME STATES OF FAMILIES SERVED IN 2008				
Alabama	Iowa	Missouri	South Carolina	
California	Kansas	Nevada	Tennessee	
Colorado	Kentucky	New Jersey	Texas	
Florida	Maryland	New Mexico	Virginia	
Georgia	Massachusetts	New York	West Virginia	
Illinois	Michigan	North Carolina		
Indiana	Mississippi	Pennsylvania		

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.



RONALD MCDONALD
HOUSE CHARITIES
TAMPA BAY
28 Columbia Drive
Tampa, FL 33606

NONPROFIT ORG.
U.S. POSTAGE
PAID
TAMPA FL
PERMIT NO. 3023

*The Puyod family stayed at the St. Petersburg East House for more than 200 days while daughter Nicole was treated at All Children's Hospital.
Pictured from left to right: Mary Jade with 7-year old daughter Nicole, 5-year old Micah and husband Raul with 13-month old Mico
(Michael Angelo), also pictured on the front cover.*

