

Where Hope Has a Home

Report to the Community 2009



Ronald McDonald House
at Stanford

Summary Financial Information



Fiscal Year Ended
Unaudited

December 31, 2009
Actuals

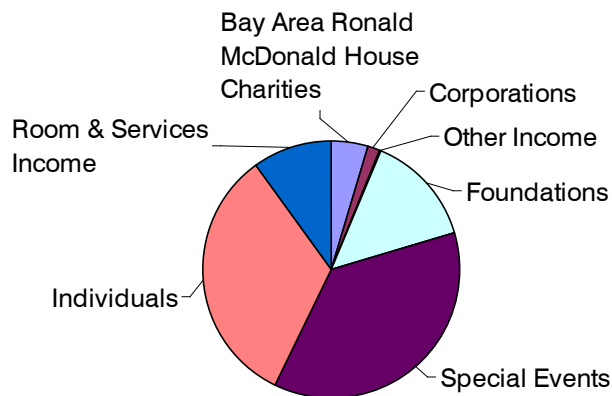
December 31, 2010
Projections

REVENUE

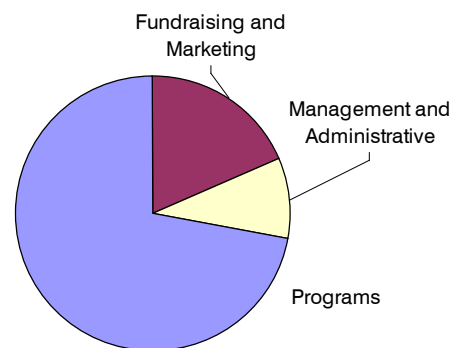
Donations - Individuals	\$ 804,806	\$ 825,000
Donations - Corporations	\$ 36,780	\$ 60,000
Donations - Foundations	\$ 341,149	\$ 195,000
Donations - Special Events	\$ 902,203	\$ 785,000
Bay Area Ronald McDonald House Charities	\$ 112,500	\$ 100,000
Room Payments	\$ 78,430	\$ 73,000
Program Services Income	\$ 164,392	\$ 105,850
Other Income	\$ 5,580	\$ 7,100
In-Kind Donations	\$ 405,262	\$ 400,000
Total	\$ 2,851,102	\$ 2,550,950

EXPENSES

Programs	\$ 1,801,668	\$ 2,106,311
Fundraising and Marketing	\$ 567,263	\$ 523,877
Management and Administrative	\$ 290,226	\$ 228,604
In-Kind Expense	\$ 404,311	\$ 400,000
Total*	\$ 3,063,468	\$ 3,258,792



2009 Revenue by Source



2009 Expenses by Category

**Includes depreciation of \$448,321 in 2009 and \$439,984 in 2010.
Itemized budgets and Audited Financial Statements available upon request.*

State of the House

HOUSE UPDATE



The House continues to operate at 100% occupancy nearly every night. In 2009, a total of 564 families were served. Yet the number of visits that were turned away to local hotels was over 4,200—an average of 10-15 families per night. This year, we've witnessed nights where as many as 22 families were referred to hotels.

A 2009 grant from the Taproot Foundation made it possible to study the current reach and impact of the House's services, as well as potential growth possibilities. One of the most notable findings was that 92% of families agree that they were better able to care for their sick child because they were able to rest and maintain physical well-being at Ronald McDonald House at Stanford. It's good to know we're achieving our mission!

Through the research, we also identified a large population that lives within 50 miles, who therefore don't qualify to stay at the House, but who could still benefit from our home-away-from-home. As a result of the study, a Family Services Committee was established to address potential changes. While the most logical answer for serving more families is to increase the size of the House, that will take time. An immediate solution, which would poise the House to eventually serve an expanded population, is to look outside the box and find creative ways to grow and improve.

FAMILY SERVICES UPDATE

In planning for a larger and more diverse clientele, 2008 – 2010 saw an expansion of offerings from the Family Services Department. New programs were added including Extreme Sports for Kids, Healing Hands, Knitting, Massage by Joseph, Monthly Movie Nights, Photo Sessions by Thom Sanborn, Yoga with Nicole, and several arts programs. In 2010, the Supper Club was renamed with a kid-centric moniker, "Meals for Munchkins," to more readily identify the purpose and expectations of the program.



In partnership with The Forgotten International, the House recently welcomed the Dalai Lama for a visit. We were honored and blessed by this occasion—a once-in-a-lifetime opportunity to watch an esteemed world leader, known for his compassion, spend time with the most vulnerable of people: children battling life-threatening illness.

STAFF & BOARD UPDATE

To better manage the House's programs and services, we focused on enhancing the staff, by redefining positions, such as the Family Services Manager, and adding others, such as the House Manager and Volunteer Coordinator. Moreover, the House's Board of Directors positioned itself as a diverse group of ambassadors with the addition of five new representatives this year. Several positions will be opening at the end of this year—recruitment is already in full swing. For a current listing of Board of Directors and Staff, please visit our website at www.ronaldhouse.net.

LOGO UPDATE

By January 1st, 2011, the House will fully transition to a new logo. There are various reasons for the strategic decision to shift all 300 Ronald McDonald House locations worldwide to a single logo that will solidify brand identity. Our Fall Newsletter will contain more information about our new look.



COMMUNITY OUTREACH UPDATE

In order to build and strengthen the House's presence in the community, we have developed several new groups to help promote awareness and gather important input. Friends of the House is our newly organized group of Young Professionals who provide support through volunteering, fundraising, and a variety of socials and other events which share the House's mission with the public. The Speaker's Bureau has been tasked with identifying and training qualified supporters to be ambassadors for the House. Members will serve as a voice for the House at volunteer fairs, community festivals, corporate events—wherever a House representative might be requested. The Professional Advisors Council teaches individuals from legal, investment and financial professions about Ronald McDonald House to help their clients understand how planned gifts and other estate gifts may benefit the House. Finally, the Community Advisory Council is being formed to bring together a group of influential community leaders to bolster outreach and provide advice on areas of their specific expertise.

