

Where



Hope

has a



Home



RONALD McDONALD HOUSE
AT STANFORD

Press Kit

Press Contact:

Clare Maloney
Event and Communications Coordinator
(650) 470-6036 direct
(408) 933-8368 cell
clare@ronaldhouse.net

Ronald McDonald House at Stanford

2011 Fact Sheet

520 Sand Hill Road, Palo Alto, CA 94304
(650) 470-6000 phone • (650) 470-6018 fax • www.ronaldhouse.net
Tax ID #94-2538615

Founded: 1979

Mission: Ronald McDonald House at Stanford creates a home-away-from-home and supportive community for families of children with life-threatening illnesses receiving specialized treatment at local hospitals.

Key Staff: Honey Meir-Levi, Executive Director
Eric Tubman, House Operations Director
Bri Carpaño-Seoane, Family Services Director
Linda Lyon, Development Director
Cynthia Semenov, Finance Director

Volunteers: Over 100 weekly volunteers (equivalent to 4 full-time staff members)

Amenities: 47 Guest Rooms with private baths
Children's & Teen Activity Rooms
Communal Kitchen and Dining Room
Fitness Center
Free laundry facilities
Shuttles to hospital and grocery store

Programs:	Arts & Crafts	Massage
	Bicycle Loans	Meals for Munchkins
	Bingo Night	Newborn Gift Baskets
	Birthday Celebrations	Pet-Assisted Therapy
	CLIK (Computer Learning for Ill Kids)	Scrapbooking
	Goodie Basket	Stocked Pantry
	Kids Can Cook	Yoga

Profile: Ronald McDonald House at Stanford can accommodate 47 families each night, in an environment in which they find the support they need to face the challenge of caring for a seriously ill little one. Over 85% of the \$3,157,500 budget is fundraised through the generosity of community members, businesses, and foundations. Approximately 6% of annual revenue is derived from McDonald's sources, including corporate and individual giving, as well as the Bay Area Ronald McDonald House Charities.

Ronald McDonald House at Stanford 2010 Statistics

Families Served:

554 (15,946 room nights)

Family Stays Referred to Hotels:

4,368 (10-15 per night on average)

Where do Families come from?

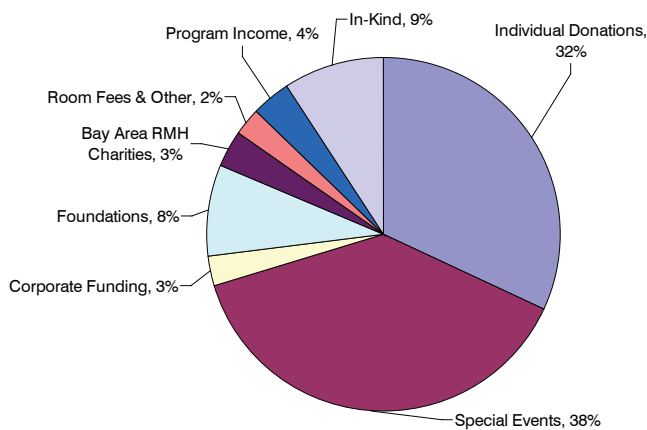
71% from California

27% from other U.S. states

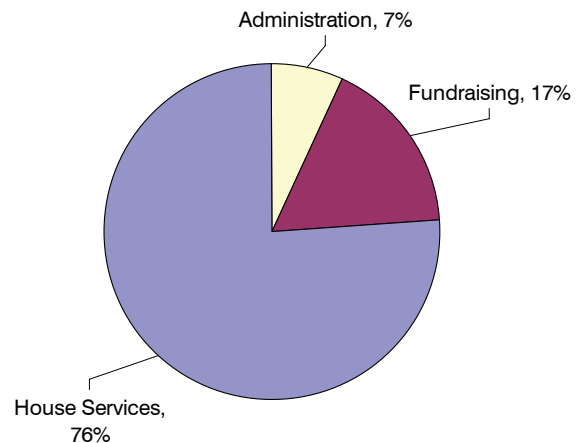
2% from other countries

Room fee requested of a family (per night): \$10

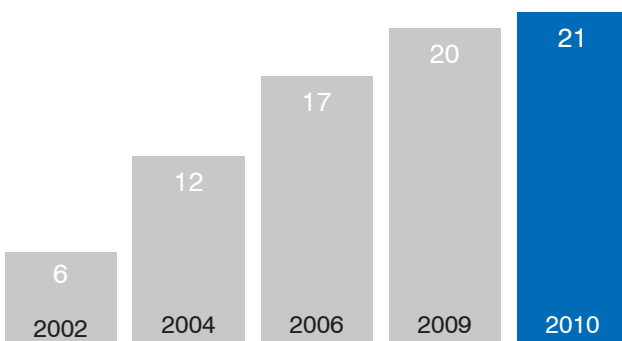
House's cost to operate a room (per night): \$95



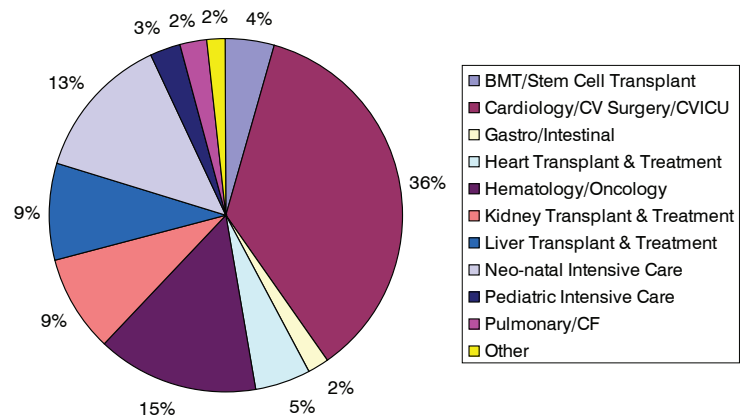
Annual Revenue by Source



Annual Expenses by Category



Average Length of Stay



Percentage of Room Nights by Clinical Service

Ronald McDonald House at Stanford

History

In the early 70's, the daughter of Philadelphia Eagle's football player Fred Hill was diagnosed with leukemia. After "living" countless hours by her bedside, trying to sleep endless nights without a bed, Hill recognized the need felt by all parents of a little one facing a serious illness—the need for a "home" where they could stay while their child received treatment. Because of Hill's ambition, the support from the hospital and community, and the generosity of McDonald's Owner/Operators, the first Ronald McDonald House opened in 1974.

In 1979, the Palo Alto House became the fifth facility in the fledgling national system. Built with 13 rooms, the House sought to provide a meeting center and living quarters for outpatients and families of patients of what was then known as Children's Hospital at Stanford. The House was operating at 100% capacity almost every night by 1983, and a year later would be turning families away due to lack of rooms. In 1992, the House finished construction on an ambitious expansion project, nearly doubling in size to 24 rooms. During the planning phase, the decision was made to include a Bone Marrow Transplant Wing in the new facility. Equipped with separate entrances and HEPA air filters, the Wing provides children with severely compromised immune systems a safe environment, outside of the hospital, in which to recover.

Over the years, a loyal donor base grew. The "Children's Circle" was created in 1994 to honor annual donors whose significant gifts support operations, endowment or capital expenses. The same year, Honey Meir-Levi was hired as Executive Director. With a revised mission, focused on enhancing the quality of programs to complement the new facility, the House continued to see a high demand for its services. Just five years after expanding, families were once again being turned away as the House continued to operate at capacity. Unable to accommodate them onsite, but committed to providing a room for every family, the House began paying for stays at local motels. The Board of Directors agreed to expand the House for a second time. Despite construction costs that skyrocketed, and the "Dot Com Bust" that weakened the economy, in 2003 the spacious 47 room facility, as it stands today, was completed.

Ronald McDonald House at Stanford continues to see an overwhelming number of families requesting a place to stay. This home-away-from-home is full nearly every night of the year, forced to turn away families in need. Additionally, families are staying longer amounts of time. Medical advances and innovative research are allowing doctors to treat and save children who were once thought terminal and perform more sophisticated procedures in outpatient settings, which require young patients to stay in close proximity to the hospital.

The House now offers families so much more than its founders could have hoped for, it's more than a room with a shower and a bed. The program offerings at the House have grown exponentially and make a huge impact in creating the community environment that supports these families. Together it all makes Ronald McDonald House at Stanford the place "where hope has a home."

Ronald McDonald House at Stanford

Spokesperson Biography

Honey Meir-Levi, CSPG, CFRE, is an expert in the areas of fundraising and Board development. For nearly two decades, she has worked with many organizations to develop tailored, effective fundraising programs, building on the organization's strengths and goals. As Executive Director of Ronald McDonald House at Stanford she has been a dynamic force in shaping a meaningful and sustainable strategy for the House's operation.

A lover-of-children at heart, Honey worked for years as a camp counselor, camp director and youth director before discovering the development field. She began her professional career as the head of development for the San Antonio Art Institute, before tenures with the Community School of Music and Arts and the YWCA of Santa Clara Valley. In 1994, she was appointed Executive Director of Ronald McDonald House at Stanford and infused the organization with her eagerness to implement new ideas.

She began her work by "burning the mortgage." Strategizing with the Board and key community members, she helped secure the funds needed to pay off the House's debt of \$750,000. A short five years later, she rolled up her sleeves again for a Capital campaign to raise almost \$12 million to expand both the House and the Endowment Fund. Launched in September 1999, the 10 month campaign exceeded its goal, ultimately raising almost \$20 million. In her fourteen years with the House, she has added over \$10,000,000 to the endowment and worked with board and staff to increase annual fundraising from \$500,000 to over \$2,500,000 and the cash assets from \$200,000 to over \$13,000,000. Her fundraising skills were publicly recognized in 2003 when the Silicon Valley Chapter of the Association of Fundraising Professionals honored her with the Fundraiser of the Year Award.

Honey is passionate about the House's mission to provide a home-away-from-home. As the length of time families stayed at the House started to grow, she recognized the need to offer more than just a place to stay. She believed the House should respond to the evolving needs of its families by fostering an environment in which they could heal. In November 2000, she helped launch the Program Fund with a goal of \$3.2 million, to create a range of social activities to foster friendships and enhance the community of support for families by offering benefits such as daily continental breakfasts, expanded family dinner program, and holiday events for the children and families. Within two months, \$1.3 million had already been raised. In tandem, she created the Program Manager position to develop, implement and staff the new programs and improve the quality of life for the families.

Honey is an avid hiker, visiting the Stanford Dish many mornings of the week. As a team player, she donned her tennis shoes and walked with Team Ronald McDonald House participants in the 2005 Nike Women's Marathon in San Francisco and the 2007 and 2009 Big Sur Half Marathon on Monterey Bay. Her willingness to actively lead by example is the reason she is so successful—she inspires others to be part of her vision.

Ronald McDonald House at Stanford

Board of Directors

Brad Lyman

CORNISH & CAREY COMMERCIAL
PRESIDENT, BOARD OF DIRECTORS

Allison Leopold Tilley

PILLSBURY WINTHROP SHAW PITTMAN LLP

Bern Beecham

COMMUNITY VOLUNTEER

Katharine Martin

WILSON SONSINI GOODRICH & ROSATI

Daniel Bernstein, M.D.

LUCILE PACKARD CHILDREN'S HOSPITAL

James McCaughey

LUCILE PACKARD CHILDREN'S HOSPITAL

Karen Boyd

TURNER BOYD LLP

Deborah Mueller

COMMUNITY VOLUNTEER

Denise Côté

THE CHATEAU GROUP

Dean Riskas

TRIPLEPOINT CAPITAL LLC

Gregg Davis

WEBCOR BUILDERS

Janice Roberts

MAYFIELD FUND

Brian Dinsmore

SEILER LLP

Scott Rodrick

RODRICK MANAGEMENT GROUP

Judy Kirkpatrick

EBAY, RETIRED

Michael Rubenstein

COMMUNITY VOLUNTEER

Laurie Kraus Lacob

COMMUNITY VOLUNTEER

Barbara Shapiro

BLS PARTNERS

Robert Kresek

FOUNDERS FINANCIAL NETWORK

Susan Twietmeyer

COMMUNITY VOLUNTEER

Honey Meir-Levi

EXECUTIVE DIRECTOR,
RONALD McDONALD HOUSE AT STANFORD

Ronald McDonald House at Stanford

Fundraising Events at a Glance

Denim to Diamonds

When: March

First Held: 1988

About: “The best party in Silicon Valley” honors the loyal commitment of the House’s generous donors with a gala evening including a champagne reception, sit-down dinner, dessert buffet, live and silent auctions, the ever-popular Wheel of Fortune, and casino-style gaming.

Annual Net Revenue: \$400,000+

Randy Cross Invitational Golf Tournament

When: June

First Held: 1985

About: Hosted by Randy Cross, former all-pro guard for the San Francisco 49ers and current NFL commentator for CBS Sports, the tournament kicks off with an afternoon “shotgun scramble” at Sharon Heights Golf and Country Club or Stanford Golf Course, followed by a reception featuring fine food and drinks, a silent auction and raffle drawing.

Annual Net Revenue: \$300,000+

Team Ronald McDonald House

When: June – November

First Held: 2005

About: Team RMH is a comprehensive endurance training and fundraising program to benefit the House. Runners and walkers train together for three months to prepare to participate in a half marathon. In addition, each participant has a personal fundraising commitment.

Annual Net Revenue: \$100,000+

Ronald McDonald House at Stanford Kids' Stories

Eric and Pearcia, recently welcomed a second child, Arden, to their family. But their little girl has a congenital heart defect which requires numerous procedures to correct. The parents, along with their son Elliot, have stayed at the House, off and on, for nearly eight months while Arden has undergone several heart surgeries.



Seven-year-old Kylara has a rare kidney disease for which there is no cure. She and her grandma, Nancy, stay at the House while Kylara receives dialysis treatments several times per week. Older sister Alisah joins Kylara and Nancy at the House during school breaks. The girls were able to spend time together, playing outside, doing art projects, cooking, and painting.

It took more than a year for doctors to diagnose two-year-old Ayana with a very rare and aggressive type of leukemia. After being referred to specialists at Lucile Packard Children's Hospital, the family—including parents Britany and Malik and five-year-old sister Sebriyah—came to stay at the House while Ayana underwent treatment.

