Ronald McDonald House Charities®
Bay Area

RMHC Bay Area 2024 Annual Report

Listening to the needs of families with critically ill children, the board and staff leadership invested resources addressing their most urgent needs.

In the 1970's, before Ronald McDonald House Charities (RMHC) was established in California, my family spent a lot of time traveling from the Central Valley to the Bay Area to get lifesaving care for my little sister. One of my most vivid memories is walking out of the hospital with my mom after a very difficult day. I don't know what she was thinking about — news from the doctor, the mounting medical bills, or what to feed us for dinner, but whatever it was, she was distracted. She took a step off a curb and broke her ankle.

I had never seen my mother cry, and as a child I thought she must be in a lot of pain. But as an adult, and as a mother myself, I see that moment differently. It was a literal and figurative breaking point — the moment she finally acknowledged "I just can't handle one more thing right now."

I often think about what a difference RMHC Bay Area would have made for her and our family. And about how, at that very moment, our Chapter's founders were working to make the Ronald McDonald House a reality in the Bay Area. We celebrated **45 years of serving families** in 2024. It is an honor to stand on their shoulders and to lead this organization in support of so many families facing medical crisis.

As we reflect on and celebrate what we accomplished together in 2024, I am mindful of what lies ahead. We're committed to creating more welcoming spaces inside and near our partner hospitals and to feeding more families. And we're committed to finding innovative new ways to meet the increasingly complex needs of the families we serve.

We know we can do it, because we've got you by our side. Whether you've been here since day one, or joined us along the way, we're excited to enter our next 45 years with you. Thank you for everything you do for our families.

With gratitude,

Laura Keegan Boudreau
Chief Executive Officer, RMHC Bay Area

In August 2024, I attended the 50th anniversary of RMHC which was celebrated during a convention that brought together over 260 RMHC Chapters from around the globe. I was struck by the power of a singular mission to support families with ill or injured children by removing barriers, strengthening families and promoting healing.

The organization started with the insight of a remarkable woman, Dr. Audrey Evans, a pediatric oncologist, who witnessed how families cope while caring for their sick child. She believed that when there is a sick child, there is also a sick family. She asked for funding to fulfill her dream of building a house near the children's hospital to families could stay close to their children. Building the first Ronald McDonald House in Philadelphia set off a chain reaction of good. Thousands of programs were created inside and outside the walls of the House to support families accessing medical care for their children. Her story, as well as the story of the growth of RMHC, is one of resilience, community, strength, hope and a legacy of giving.

You are a part of this "chain reaction of good." When families' worlds are rocked by medical diagnosis or injury, you empower them, surround them with a community willing to help and make a commitment to stay by their side every step. At each turn, we listen to families, asking them about their needs so we can understand how to serve them more effectively. And with each day, we strive to serve more families better.

We are all a part of the RMHC legacy of care, compassion and hope. I am grateful to the RMHC Bay Area Board, our valuable donors, volunteers and staff who give of their time, talent and resources to ensure no family tackle their medical journey alone.

With gratitude,

Katty Coulson

Katty Coulson
Board President,
RMHC Bay Area

In 2024, we provided essential services that helped to remove barriers, strengthen families, and promote healing when children needed healthcare.

Our Programs

2 Ronald McDonald House® programs

1 Ronald McDonald Care Mobile® program

1 Family Room program

3 Happy Wheels Carts

Supported by **5,100** volunteer hours

Did you know?
56% of families with a child being treated at one of our partner hospitals reported food insecurity at home. This problem is only exacerbated during medical crisis, which is why we're committed to providing free, nutritious meals at our Houses and in-hospital programs.

Our Impact in 2024

34,770 overnight stays to help keep families close to their hospitalized children

126,400 free meals to help nourish families with ill or injured children

150+ students enrolled in Ronald McDonald House School (Carter Family Classroom)

8,120 snack packs delivered to families at the hospital

2,350 hours of free psychosocial support

5,000+ gifts & essential items distributed for Comfort & Joy holiday toy drive

$18,500,000 in out-of-pocket lodging and meal expenses was saved by families

> *"We were given the best gift of all — to be together as a family during an extremely difficult time."*
>
> Jennifer, Kinsley's mom

Our daughter, Kinsley, was diagnosed with a rare genetic disorder that causes seizures. We traveled 2,500 miles from our home in Hawaii for lifesaving care at Stanford Lucile Packard Children's Hospital (LPCH). We knew that we could battle anything if we were together, but with the expense of the motel, rideshares to and from the hospital, and meals for six in-hospital, we weren't sure how we would make it in Palo Alto. It immediately took a toll financially, on top of the stress of understanding the complex decisions about Kinsley's care and treatment.

When we were welcomed into the Ronald McDonald House, it felt like we could finally take a breath and focus all our attention on Kinsley. The meals prepared by volunteers gave us nourishment, and the time spent around the dinner table felt like being at home. And every program at the House was centered around the needs of the entire family. It was an island of normal in a sea of chaos. **We will forever be amazed at the kindness, hospitality and love we felt while there.** It's true that it takes a village and when we were there we got to be a part of a community of people who just truly care.

We are now back home and Kinsley is continuing her treatment. We know our family's medical journey is far from over but knowing that we have a community of support that extends well over 2500 miles, gives us strength and hope. **The Ronald McDonald House community is something we will always remember.**

Aloha,

Jennifer

Jennifer Sylva-Kanagusuku,
RMHC Mom

Kinsley, Charley, Kingston, and Tyler range in age from 7 to 15 and became part of our family through foster care. They had been separated from one another in different foster homes, but we officially adopted them all so they could be together.

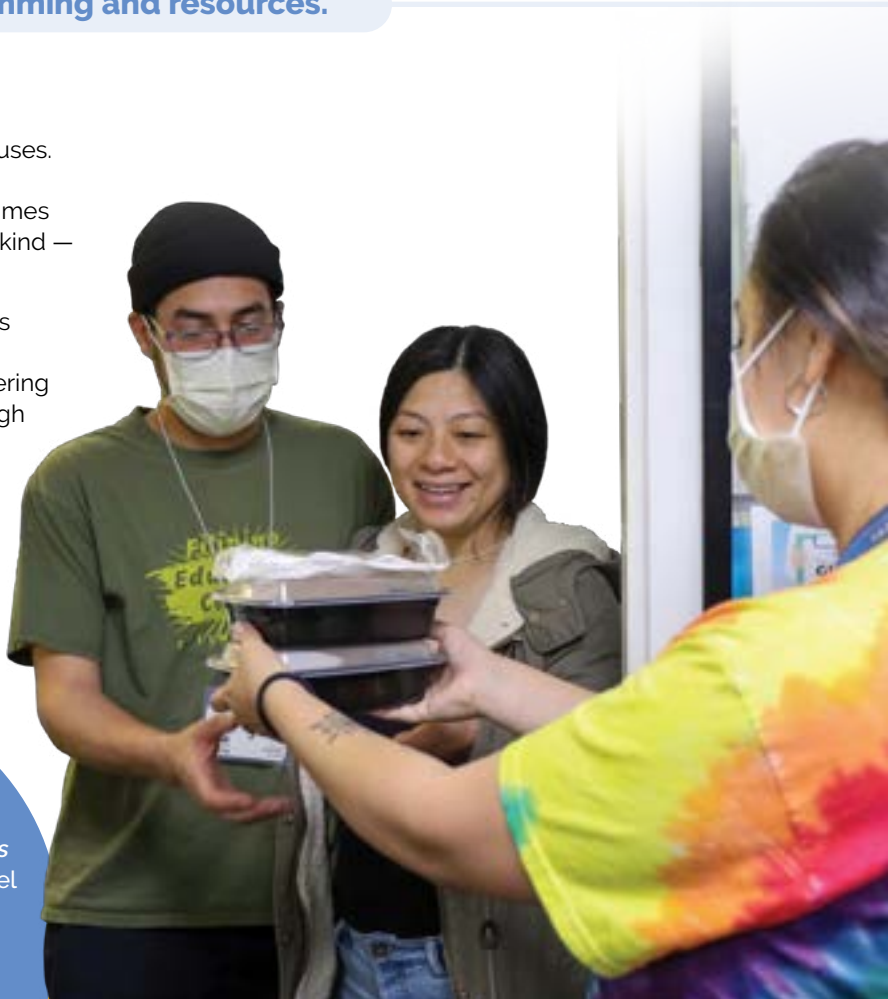
We are continually evolving to serve the needs of our families, better, through innovative programming and resources.

Mealtimes have always been special at our Ronald McDonald Houses. Volunteers prepare the food, and families congregate amongst a community that understands what they're going through. These times are for feeding families, but also give them strength of a different kind — families tell us that they feed their soul.

Sometimes, however, families can't step away from their children's bedside for a meal or find it hard to afford meals at the hospital. In 2020, we partnered with hunger relief organizations and local catering companies to bring fresh, nutritious meals to these families through our **Feed the Love in-hospital meal program.** Last year, caring volunteers delivered 75,000 meals in-hospital showing families the depth of support that surrounds them as they navigate their child's medical care.

Research shows that proper caregiver nutrition can improve their levels of stress and their emotional well-being helping to manage the complexity of caring for their sick child. Like the meals served inside the walls of our Ronald McDonald Houses, the **Feed the Love** program feeds both the bodies and souls of caregivers.

In 2024, **Feed the Love** was recognized by RMHC with the ***RMHC Global Local Programs Impact Award*** because of its novel approach within the world of family-centered care.



> *"Some heroes wear capes; others wear a Ronald McDonald House badge."*
>
> Adina Flores, RMHC Mom

Honoring longtime donor and board member Brad Lyman, **Brad's Park at Ronald McDonald House Stanford** was opened on October 5, 2024, and has provided countless hours of recreation and laughter for families. Children explore the wide sidewalks perfect for everything from little feet to Big Wheels, strollers, wheelchairs and wagons, and a gigantic chessboard, along with a labyrinth built into the patio design, serve to spark children's imagination. We are so grateful to Brad, and the people that he inspired throughout his life, to make sure families have spaces that feel like home, surrounded by a community of love.

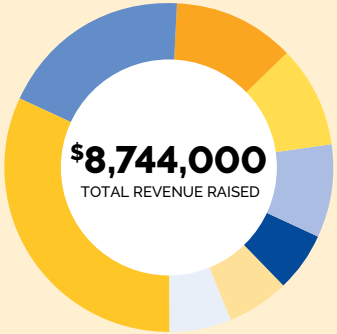
When a child is hospitalized, families hesitate to venture too far from their child's bedside. Our **Happy Wheels Carts** move throughout the hospital offering snacks, toiletries, and toys to patients, siblings, and their families. Founded over 20 years ago through a generous donation by the Freedman family, the Happy Wheels program supports families at our three partner hospitals and has became a model for other RMHC Chapters across the globe.

> *"The Happy Wheels Cart is a vital source of support and comfort for in-hospital children and families. I believe families feel valued and I enjoy seeing their faces light up when the cart comes by. My empathy for them deepens with every interaction, and it feels rewarding to bring some joy and comfort to their day."*
>
> **Trinity, Ronald McDonald House Oakland**

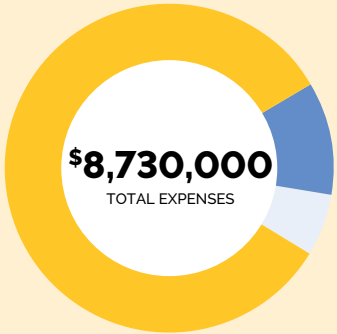
> *"My nephew had major surgery at Lucille Packard Children's Hospital 30 years ago and I wanted to give back to honor the wonderful care he received. I've been a Happy Wheels Cart volunteer for 12 years and it brings me great pleasure seeing the excitement on the children's faces when they see the cart — especially when they find a toy that is meaningful to them."*
>
> **Pam, Ronald McDonald House Stanford**

> *"Bringing a moment of happiness to a parent or a child is the best part of this volunteer experience. I started volunteering with this program 10 years ago and I still love doing it today."*
>
> **Alice, Ronald McDonald House Stanford**

Financial Highlights*



- **32%** INDIVIDUAL
- **19%** ENDOWMENT & INTEREST
- **12%** EARNED INCOME
- **10%** McDONALD'S
- **9%** IN-KIND GOODS & SERVICES
- **6%** FOUNDATION
- **6%** EVENTS
- **6%** CORPORATE



- **83%** PROGRAM EXPENSES
- **11%** FUNDRAISING EXPENSES
- **6%** ADMINISTRATIVE EXPENSES

Unaudited Financials

Board Members

Officers

Katty Coulson, *President*
Ross Glasser, *President-Elect*
Lisa Blackwood-Kapral, *Treasurer*
Arun Perinkolam, *Secretary*

Directors

Cecilia Aviles
Paul Billings, MD, PhD
Laura Boudreau
Anthony Ewell*
Chase Lyman
Kelley Meade, MD
Solomon Moshkevich
Heather Pietsch
Mariam Sattar
Kate Scott
Rishi Seth
Jeff Silk
Greg Sinigiani*
Danielle Tarp
David Thomas
Victoria Valenzuela
Chris Wachira, DNP
Elaine Weiner
Matt Zore, MD

2024 Outgoing Board Members

Willie Hernandez
Linda Howell
Brad Koenig
Bob McIntire
Amy Oliver
Vania Santella

*McDonald's Owner/Operator

Through donor partnerships, our donors become empowered advocates for change, transforming their generosity into tangible impacts that uplift and inspire hope in our families.

Our board member, Solomon Moshkevich, President of Clinical Diagnostics at **Natera**, discovered RMHC during a time when his son was receiving life-saving treatment at LPCH. He began to volunteer and has served on our board. Solomon has inspired his Natera colleagues to give back to RMHC, in the Bay Area and at branches across the country.

RMHC families often travel to Bay Area hospitals because their children need specialty care for congenital heart defects, cancer, and organ transplants.

Research has found the top two causes of congenital heart defects are T21 and 22q syndromes. These are some of the patients that Natera seeks to help, among many others.

Beyond the research that *Naterans* do to target these diagnoses, they also volunteer their time to prepare Care Kits filled with essential toiletry items and snacks, or volunteer at House programs preparing meals. Last year they donated a total of **$40,000 to the Charity** through employee donations and Natera's corporate match.

> *"Hundreds of Natera employees across the country have engaged with RMHC, in our joint mission to help kids and their families overcome life-threatening illnesses. A meaningful partnership and a big boost for employee morale."*
>
> **Solomon Moshkevich**

> *"I was touched to read a story of an amazing boy, Javi, and his family, who benefited from prenatal diagnosis of his 22q deletion syndrome, and were cared for by RMHC Bay Area as he went through multiple heart surgeries. It's an honor to serve on the leadership team of Natera, the leading innovator in prenatal screening for 22q deletion syndrome, and to serve on the Board of Directors for RMHC. Two of my worlds coming together in a beautiful and meaningful way — this is what gets me out of bed every day."*
>
> **Solomon Moshkevich, President, Clinical Diagnostics, Natera and RMHC Bay Area Board Member**

The **Intero Foundation** mission is to positively impact the communities Intero Real Estate serves through supporting nonprofit programs that advance the health, education and well-being of children and seniors. Since its inception over 20 years ago, the Intero Foundation has given more than $7 million to local nonprofits, including RMHC Bay Area.

Intero Foundation made a significant grant to support RMHC Bay Area programs. With the grant, we were able to provide much-needed pantry staples and prepared meals that families could use in our family kitchen. And Intero staff deepened their support by cooking a meal for families through the MegaBites meal program. Because of partners like Intero Foundation, we are increasing access to nutritious food along the continuum of care, offering comfort that food can uniquely provide to families in crisis.

Founding and Forever Partner since 1974

The heart of **McDonald's** has always been best illustrated by its commitment to the children and families served by RMHC. Since our organization was founded in Palo Alto 45 years ago, McDonald's Owner/Operators, restaurant teams, customers and suppliers have made generous donations of time and money so we could grow to serve the needs of families.

Last year, McDonald's and its customers **donated over $870,000** through Round-Up for RMHC, the Shamrock Shake promotion and through sponsorship of the Stone Soul concert that benefited our Charity. These funds are critical to us meeting the changing needs of families who walk through our doors each day, as well as supporting those families inside the hospital through our day pass and in-hospital meal programs. **We are honored to have McDonald's as our Founding and Forever Mission Partner.**

Owner/Operator Valerie Kilduff, brought her store manager teams to volunteer at our Comfort & Joy Holiday Toy Drive. It truly takes a village to create comfort and joy for families and McDonald's has been a part of our community of support since the start.

Small change can create big change in the lives of families with sick children.

RMHC®
Bay Area

rmhcbayarea.org

Follow us @RMHCBayArea

Regional Headquarters: 510 Sand Hill Road, Palo Alto, California 94304

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