A Year of Supporting FAMILIES Annual Report 2014

Ronald McDonald House® of Delaware
Our MISSION
To provide nurturing and supportive environments and services to directly improve the health and well being of children and to bring comfort to their families.

Our VISION
Supporting families to reach the hope of tomorrow from the challenges of today.
MESSAGE FROM THE CHAIR:

This May marked the half-way point in my term as Chair of your Board of Directors. It has been a year full of opportunity and change (for the House – and for me) and serving as Chair of this amazing organization has been among the most rewarding and meaningful experiences of my life.

The theme of our Annual Report – “A Year of Supporting Families” – captures well the mission and spirit of The Ronald McDonald House of Delaware. Each time I visit the House, I’m struck again by the countless big and little ways our staff and volunteers care for the families we serve. From a comfortable bed and a hot meal to activities for children, from an empathetic ear to a quiet space to talk with other parents, support envelops our families and makes a difficult time a little easier.

Over the coming year, we will continue to seek out ways to expand our reach and enhance the services we provide. We are set to embark on a strategic planning process designed to shape our next five years, and a major renovation of our original wing is scheduled for this fall. (Read more about the renovation project in the letter included in this report from our extraordinary President and CEO, Pam Cornforth.) And 2016 will mark an important milestone – the 25th birthday of our House. Surely an occasion for celebration!

Whether you support the House with the gift of your time or through a financial or in-kind donation, you play a critical role in providing a “home away from home” for families confronting the illness of a child. We couldn’t do it without you. I hope we can count on your continued engagement as we move forward.

On behalf of the Board of Directors and the families who call our House a home, my heartfelt thanks for your contributions of time, talent and treasure. They mean more than you can know.

With appreciation,

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Dear Friends,

As I reflect on 2014, I can’t help but be inspired by families like the Wichie family, whom you will meet in this annual report. Evelyn and her mom and dad have been frequent visitors at the Ronald McDonald House for the past seven years. Evelyn’s bright smile inspires us all and she has an infectious spirit.

Every single day I have an opportunity to witness how your donation of time, talent and treasure supports and positively impacts the lives of the families that need to call the Ronald McDonald House of Delaware their “home away from home”. Your contributions also support our 3 Ronald McDonald Family Rooms. A Family Room is an area set aside in a medical facility that serves as a quiet rest area for family members of children admitted to the hospital for treatment. It replicates the home-like atmosphere of the Ronald McDonald House that parent’s desire when they need a break from the “hospital environment”. In 2014 our House program served 2383 families and the Family Room program served 27,477 families.

Over the past several years, Ronald McDonald House Charities, our global charity, has funded research that underscores the role that the Ronald McDonald House program plays in keeping families together during their medical crises. A global team of researchers drawn from leading universities as well as top medical centers from around the world collaborated with RMHC to evaluate the impact of the Ronald McDonald House program. To date, the research produced over nine published studies. The Ronald McDonald House program enables our families with seriously ill or injured children to interact more meaningfully with their child’s care team at the hospital. Our Ronald McDonald House along with the other 344 Ronald McDonald Houses support Family Centered Care as noted below in the RMHC impact snapshot:

- Accommodation needs are a significant stressor for families of critically ill children, particularly when they are traveling far distances. RMHC and the Ronald McDonald House program help alleviate this stress.
- Families attribute their ability to stay together to the Ronald McDonald House program and believe it significantly affects psychological well-being and their child’s recovery.
- Caregivers who stay at a Ronald McDonald House report significantly higher levels of involvement in their child’s care and more positive hospital experiences.
- Accommodations provided by the Ronald McDonald House program enhance pediatric patient’s quality of life.
- Parents who sleep at a Ronald McDonald House enjoy greater sleep quality than those who stay at the pediatric bedside.
- Ronald McDonald House of Delaware and the other Houses improve family coping and resiliency during pediatric hospitalizations.

We are grateful for the investment that RMHC made to fund these studies so that we may share with you, our stakeholders, the impact that your investment in us has made on the thousands of families that we serve.

If you are interested in reading more about the findings from the RMHC Impact Studies please visit our website at www.rmhde.org and visit the news section or reach out to me directly and I can send you some additional information.

I would also like to take the opportunity to share with you that in the Fall of 2015 the original wing of the Ronald McDonald House will be closing for approximately 70 days while the guest rooms receive a major overhaul which includes new windows, bathrooms, furniture and furnishings as most of these rooms are more than 24 years old. Most of the funding is in place to undertake this major renovation project and money has been set aside to provide hotel rooms for a majority of the families that we will not able to accommodate. We hope to reopen the renovated guest rooms in time for the holidays.

In closing, I extend my heartfelt appreciation and gratitude for your continued support.

Sincerely,

Pamela W. Cornforth
President and CEO
“Everybody knows me at school!”

Seven year old Evelyn Wichie declares with pride. And after seven years of visits to the Ronald McDonald House of Delaware, we can say the same, too.

Evelyn has been coming to the Ronald McDonald House of Delaware since she was eight months old. And to this day, the Wichie Family—Evelyn, mom, Sandy, and dad, Bob, from Chambersburg, Pennsylvania, can truly consider the House their “home away from home.”

At birth, Evelyn was diagnosed with Osteogenesis Imperfecta (OI), or “Brittle Bone Disease.” Caused by a genetic deficiency, bones in the body are very fragile and therefore break very easily. Originally from Allentown, the Wichie family traveled three hours to Nemours/Alfred I. duPont Hospital for Children in Wilmington, Delaware to see Dr. Richard Kruse, who is known as one of the top pediatric orthopedic specialists in the country. It was Dr. Kruse himself who told the family about the House.

“We like to keep her close [to the hospital for treatment],” says Sandy, “It’s six minutes versus three hours.”

Originally, Evelyn received treatment—consisting of medication through a port in her chest to strengthen her bones—three days a week, every eight weeks. But almost eight years later, the port is gone and Evelyn now receives treatment one day a week, every sixteen weeks, on top of occasional surgeries and procedures. In early May the Wichies returned to the House for Evelyn’s aqua therapy sessions. For every treatment or procedure Evelyn has, the Wichie family stays at Ronald McDonald House.

The House has allowed the Wichie family to help Evelyn receive the treatments she needs, but without the cost and energy of a six hour round trip home. Every time the Wichie family returns to the House, Sandy calls it a “family reunion” and enjoys reuniting with families they have met during their past stays. Quite frequently, Evelyn and Sandy can be seen in our dining room, socializing with staff, volunteers, and friends, both old and new. Bob has also been able to continue to work even though his family is in Delaware knowing that they have a safe and comfortable place to stay during Evelyn’s extensive medical treatments.

While staying at the House, Evelyn enjoys participating in our PAWS for Reading program, where children read to service animals, and our movie room! She also has a decorated wagon, adorned with “Evelyn’s Ride” on each side, which she uses at the hospital and in the House. When the Wichie family is home in Pennsylvania, they enjoy going on walks in the state parks near their house. Evelyn also loves her bunny, named Bunny Foo Foo. The Wichies are grateful to have the Ronald McDonald House to call “home”. They say that they love the atmosphere and have met some of the nicest people here. Says Sandy, “without the House, who knows [what would’ve happened]?”
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Every effort has been made to ensure that the information is correct. We ask that you direct any error or omission to the Development Office and please accept our sincere apologies.
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MySherpa
Naturalawn of America
Nemours/Alfred I. duPont Hospital for Children
Dr. Renee O’Leary
Olsen Family
Paul Campamella’s Auto & Tire Center
PAWS for People
Pets RX
Pilgrim Baptist Church
Procacci Brothers Sales Corp.
Races2Run
The Ray Family
Donna Rescinito Family & Friends
Restaneo Brothers Plumbing
RMJ Management-McDonald’s
Robinson Family
Ronald McDonald House Charities®
Philadelphia Region, Inc.
Royal Pest, Inc.
S&D Coffee
Sanders Management Corporation
Schwan’s Global Supply Chain
Ms. Pauline Seeds
Service Unlimited, Inc.
Shannon/Nordmeyer/Mulrooney Families
Shor & Associates Inc.
Southwest Airlines
Spok
Sullivan’s Steakhouse
Talleyville Fire Company
Thirty-One Gifts
ThyssenKrupp Elevator Corporation
Townsend Fitness Equipment Repair
Two Men & A Truck
United Distributors of Delaware
University of Delaware
Alpha Delta Pi - Theta Delta Chapter
University of Delaware
Project Sunshine
Valley Proteins, Inc.
Valley Services
Ms. MaryBeth Verget
Walgreens
Waste Management of Delaware
West Chester University - Alpha Delta Pi
Theta Sigma Chapter
Wilmington Blue Rocks
Wilmington University
Wilmington West Rotary
Winterthur Museum and Gardens
WJBR 99.5 FM
Woodbrook Homeowners Association
Ms. Kathy Woodman
INCOME

PUBLIC SUPPORT

<table>
<thead>
<tr>
<th>Contribution</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$1,824,495</td>
<td>$1,344,928</td>
</tr>
<tr>
<td>Room Donations</td>
<td>60,072</td>
<td>65,229</td>
</tr>
<tr>
<td>Fund Raisers, Net</td>
<td>389,860</td>
<td>387,004</td>
</tr>
<tr>
<td><strong>Total Public Support</strong></td>
<td><strong>$2,274,427</strong></td>
<td><strong>$1,797,161</strong></td>
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</tbody>
</table>

GAINS AND REVENUE

<table>
<thead>
<tr>
<th>Revenue Type</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merchandise Sales</td>
<td>$2,604</td>
<td>$2,896</td>
</tr>
<tr>
<td>In-Kind Revenue</td>
<td>60,426</td>
<td>91,587</td>
</tr>
<tr>
<td>Miscellaneous Income</td>
<td>12,608</td>
<td>9,067</td>
</tr>
<tr>
<td>Interest and Dividends</td>
<td>94,818</td>
<td>76,781</td>
</tr>
<tr>
<td><strong>Total Gains and Revenue</strong></td>
<td><strong>$170,456</strong></td>
<td><strong>$180,331</strong></td>
</tr>
</tbody>
</table>

**Total Public Support and Revenue**

<table>
<thead>
<tr>
<th>Revenue Type</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Public Support and Revenue</strong></td>
<td><strong>$2,444,883</strong></td>
<td><strong>$1,977,492</strong></td>
</tr>
</tbody>
</table>

*Includes funds raised for the original wing renovation project of $365,000

BREAKDOWN OF PUBLIC SUPPORT 2014

- 32% Corporate Donations
- 14% Grants
- 5% Designated Income
- 17% Fund Raisers
- 23% Individual Donations
- 6% Local RMHC
- 3% Memorials/Tributes
- 75% Contributions
- 6% Gains and Revenue
- 17% Room Donations
- 2% Total Gains and Revenue
NET ASSETS YEAR-END

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>$10,576,691</td>
<td>$10,346,431</td>
</tr>
<tr>
<td>Temporarily Restricted</td>
<td>376,444</td>
<td>38,251</td>
</tr>
<tr>
<td>Permanently Restricted</td>
<td>496,250</td>
<td>496,250</td>
</tr>
<tr>
<td>Total Net Assets</td>
<td>$11,449,385</td>
<td>$10,880,932</td>
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</tbody>
</table>

EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services</td>
<td>$1,660,519</td>
<td>$1,567,381</td>
</tr>
<tr>
<td>Management &amp; General</td>
<td>164,682</td>
<td>149,705</td>
</tr>
<tr>
<td>Indirect Fund Raising</td>
<td>293,699</td>
<td>262,105</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$2,118,900</td>
<td>$1,979,191</td>
</tr>
</tbody>
</table>

TOTAL NET ASSETS 2014

- Unrestricted: 93%
- Permanently Restricted: 4%
- Temporarily Restricted: 3%

TOTAL EXPENSES 2014

- Program Services: 78%
- Indirect Fund Raising: 8%
- Management & General: 14%
39,800 Families have been provided a “home away from home” since we opened June 7, 1991.

44,989 Donated volunteer hours in 2014

27,477 Family Visits to our 3 Ronald McDonald Family Rooms

50 Families share our home each night. We provide care 24 hours a day, 7 days a week

23 YEARS Years our doors have been open

84.24% Occupancy Rate

365 Days a year Volunteers make dinner for our families

$4.07 Amount Families were able to contribute per day

5.4 Average Length of Stay in Days

1 Ronald McDonald House in the State of Delaware

$1.7 Million saved in lodging and meal expenses due to the House and Family Room programs

2,383 Total Families Served

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The Legacy of Hope

D.C. Birdsell III
Bruce and Lois Dolby
Mary and Bob Hirt
Barbara and Wayne Kursh
Sophia Murray
Rick and Cindy Rowland
Dr. and Mrs. Paul E. Sample
Robert and Jean Stevenson
Anne and Rick Wright

Estates of:
Thelema Torbet Becker
Barbara A. Brown
John T. Conner
James Cregger, Jr.
William H. Farra, Jr.
Millicent Jarrell Hutchins
Joan Kroc
Ray Kroc
Marguerite W. Pape
Ronald R. Schocie
H. Dean and Lissetta W. Smith

Throughout the history of the Ronald McDonald House of Delaware many individuals have demonstrated their generosity by supporting the House on an annual basis.

Today, the House calls on its friends to continue their annual support, but to also help secure our future.

With a legacy gift to the Ronald McDonald House of Delaware, you can enjoy financial and tax benefits – and also safeguard the House’s future so that families can stay together when it matters most.

Adopt A Room

Many thanks to the following individuals, corporations and foundations for their generous support of the Adopt A Room program. A $5,000 donation helps defray the cost to operate a guest room for the families we serve – everyday!

Exclusive Adopt A Room Sponsor 2014

Patsy and George Amlin – in memory of my parents David and Betty Jane Betts
Bank of America Charitable Foundation, Inc.
Robert Barnett – in memory of Dorothy H. Barnett
Tracey and Perry Beberman
Mary Bowler and Ken Jones – in honor of Garrett and Constance Bowler
Boulden Propane Gas
Corporation Service Company (CSC)
Discover Bank
Lois and Bruce Dolby
Energy Transfer Solutions
Nancy & Ted Jeffery
Paula and Alan Tye and John Klopp
In memory of Eve Tennille
The Audubon Golf Tournament
In memory of Brionna Pettit and John Morris (2 rooms)
Men’s Inclusion Network of the Philadelphia Region McDonald’s (2 rooms)
Nordstrom
Phoenixville Community Foundation
Red Shoe Society (4 rooms)
Ronald McDonald House of Delaware
Volunteer service award – in honor of Dave Franson
Rick and Cindy Rowland
Sephora (3 rooms)
Terry and Ben Smith
Kathryn and Herbert Sweeney
The family and friends of Casey Rae Bertolino
The family of Xavier Rocco Tischio Haack
The Kimmel-Spiller Charitable Foundation
TD Charitable Foundation
Wilmington University

Partner Sponsor
The Dansko Foundation
The friends of Casey Rae Bertolino
The Gilliam Foundation
Anne and Rick Wright
THANK YOU FOR HELPING FAMILIES STAY TOGETHER TO FIND HEALTH AND HOPE AT OUR “HOME AWAY FROM HOME.”