



2020 Gratitude Report

Atlanta Ronald McDonald House Charities



Ronald McDonald
House Charities®
Atlanta

Our 2020 Gratitude Report

- Letter from our President & CEO Page 3
- Betty Lou, Chief Happiness Officer Page 4
- Our Families and Ronald McDonald Houses Pages 5-7
- Our Ronald McDonald Family Room Page 8
- Our Ronald McDonald Care Mobile Page 9
- Volunteers Page 10
- Special Events Page 11
- The Greater Atlanta McDonald's Operators Association Pages 12-13
- 2020 Financial Snapshot Page 14
- Our Supporters Pages 15-24
- Board of Directors Page 16
- Advisory Council Page 17
- Simple Ways to Help Our Families Page 25



In 2020, we served **2,863** families through our Ronald McDonald Houses, Ronald McDonald Family Room & Ronald McDonald Care Mobile.

Thank You for Your Generous Support in 2020

Despite the many challenges of 2020, the spirit of community that created this organization more than 40 years ago, once again allowed us to keep families close to their sick child and the medical care they need. So many generous friends like you stepped up to support us and because of you, we were able to keep families together and strong.

Our **Ronald McDonald Houses** remained open every day in 2020 enabling families to be physically and emotionally involved in their child's medical care, which results in better outcomes for the entire family. When social distancing required we reduce the number of families at our Houses, we created a hotel program to fund family stays until they could safely move to one of our Houses.

Our **Ronald McDonald Care Mobile** and **Ronald McDonald Family Room** continued to support families, just in different ways. Our Family Room delivered meals to families at their hospital room door. Our Care Mobile expanded its services to provide immunizations to children when the immunization rate dropped to a 30-year low.

Volunteers donated approximately 1,000 meals, in addition to donating needed Wish List items and gifts for our Ronald's Holiday Shop.

I am proud that for the fourth consecutive year, Atlanta RMHC earned both a 4-Star rating from Charity Navigator and the Platinum Seal of Transparency, the highest level of recognition by GuideStar. We achieved these highest possible ratings by demonstrating strong financial health and commitment to accountability and transparency.

To our community of leaders, donors and volunteers who give selflessly in good and bad times, thank you. You are the family behind our families. I remain honored to support these families, together with you.

Sincerely,



Beth Howell
President & CEO

\$2.6 million Saved by families staying at our two Ronald McDonald Houses and partner hotels

Betty Lou Misses Our Families and Their Belly Rubs

Betty Lou, our Chief Happiness Officer, wants you to know she misses her daily belly rubs.

A certified Canine Assistants therapy dog, Betty Lou knows exactly how to cheer up everyone, which means more belly rubs for her.

"I miss all of the kids petting me and giving me treats," Betty Lou says, adding she, like her mom, Beth Howell, our President & CEO, really miss watching all of the kids having fun and talking to families about their own pets.

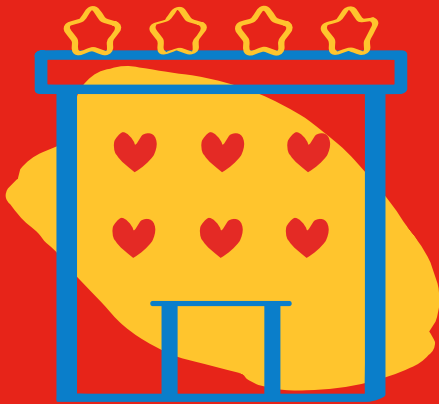
Throughout the pandemic, Betty Lou's office hours have been irregular. If families want to see Betty Lou, she comes to visit.

As the world slowly reopens, Betty Lou and her family took a trip to the beach. This has, by far, been one of Betty Lou's favorite memories.

When asked about what she misses most during the pandemic beyond seeing our families, Betty Lou added treats from Kim Cunningham, our Vice President of Operations, and the peanut butter snacks from Tim Tyson, our Facilities Coordinator.

"I know that once the world is back to normal, I will be able to get back to work with my usual activities of playing with the families and getting all of the belly rubs in the world," Betty Lou says.





409
Families Served
in Hotels in 2020



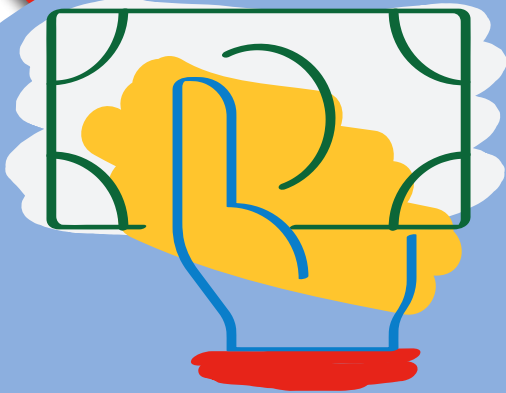
253
miles
from home

The Paynes: Alexandra, Jeremy
and Marnie, 4
Nashville, Tennessee

Autoimmune Disease

"As a volunteer, I spent time in the kitchen, cooking and serving families. I had no idea until I was on the other side, being served as a guest at the Ronald McDonald House, just how much the staff and the donors provide to the families during their stay, Thank you is not enough but will have to do. Because of your generosity in supporting the Atlanta Ronald McDonald House, you have in many ways been a part of helping heal our daughter and the countless other children whose families have been served here."

—Alexandra Payne



\$277,820

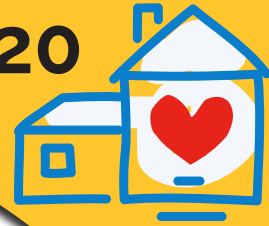
Unanticipated expenses
because of COVID-19
(hotel costs, cleaning
supplies and plexi glass)



3,498

Nights of rest
at Hotels Only

1,231 Total number of families housed in 2020



Top Diagnoses	Families	Percentage
Cardiology	291	23.6%
Oncology/Hematology	208	16.9%
Neo-Natal	111	9%
Neurology	93	7.6%
Gastroenterology	64	5.2%
Outpatient Rehabilitation	49	4.0%
Bone Marrow Transplant	48	3.9%
General Surgery	40	3.2%
Patient Rehabilitation	32	2.6%
Robotics	27	2.2%
Respiratory	22	1.8%
Liver Transplant	21	1.7%
Pulmonary	21	1.7%
Kidney Transplant	20	1.6%
Accident	18	1.5%
Ophthalmology	17	1.4%
Urology/Kidney	15	1.2%
Birth Defects	14	1.1%
Ear Nose Throat	14	1.1%
Cleft Palate	13	1.1%
Liver	11	0.9%
Orthopedic	11	0.9%
Cardiology Transplant	10	0.8%
Hematology	9	0.7%
Craniofacial	8	0.6%
Cystic Fibrosis	8	0.6%
Other/Unknown	8	0.6%
Feeding Disorder	7	0.6%

188 nights: Longest stay

Vanessa and Jupiter Robinson

Cardiology

"This House has given us stability. I can come to the hospital and be a good mommy. I can make sure he is taken care of because of the great people who support Atlanta Ronald McDonald House Charities."

—Vanessa Robinson



79%

Of families cannot afford to make a contribution toward their stay



9 nights

Average length of stay



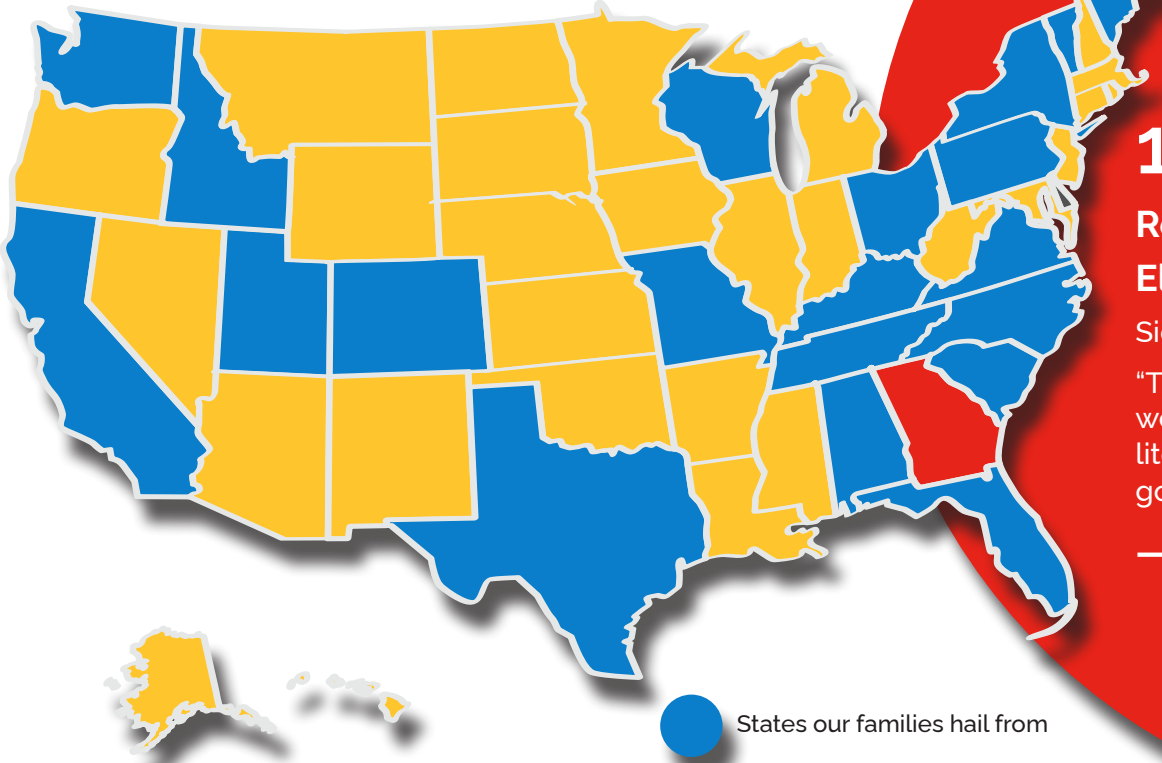
11,271

Total nights of rest provided to families



Where our families are from

84% of families are from Georgia



1,425 miles from home

Rebekah Moore and Anthony Collier

El Paso, Texas

Sickle cell anemia

"This House is the biggest blessing. I don't know that we could have done his treatment without it. This House literally feels like home. The safety precautions are so good that COVID is not even on my radar."

—Rebekah Moore, grandmother to Anthony

26,119 Total Family Visits to our Ronald McDonald Family Room

Program Pivots to Serve Our Families Safely



Respite areas close; program transitions to serving families meals at their hospital room door.

March 2020



1,097
Families served

June 2020

Reopens for grab-and-go service for meals, snacks and coffee for families.

Families and staff may use microwave and self-serve coffee and snacks.

August 2020

Family Room begins serving to-go meals for families to take back to their room.

September 2020

Family Room reopens in limited capacity.

June 2021



316
Meals Served

Jamesse Webb, Family Room Coordinator
3 Years of Service

"While COVID-19 has changed many things, I refuse to allow the level of care, compassion, or service to change. Things may look a little different, but we must ensure our values hold true yesterday, today and every day going forward. Just as each patient is a gift to their parents, the opportunity to join this journey is a special gift I do not take lightly."

907 Children treated on our Ronald McDonald Care Mobile

Meeting Families Where They Are and Giving Them
the Tools and Resources They Need



385

Asthma Visits



Anna Marie Wright,
Ronald McDonald
Care Mobile Nurse

"Children with chronic conditions, like asthma, require a lot of follow-ups. Bringing the Care Mobile to the community helps families overcome transportation barriers and reduces the amount of time away from school and work."



437

Vaccine Visits



23

Atlanta Public and
Fulton County Schools



67

Telemedicine Visits



987 Meals donated by volunteers
across all programs



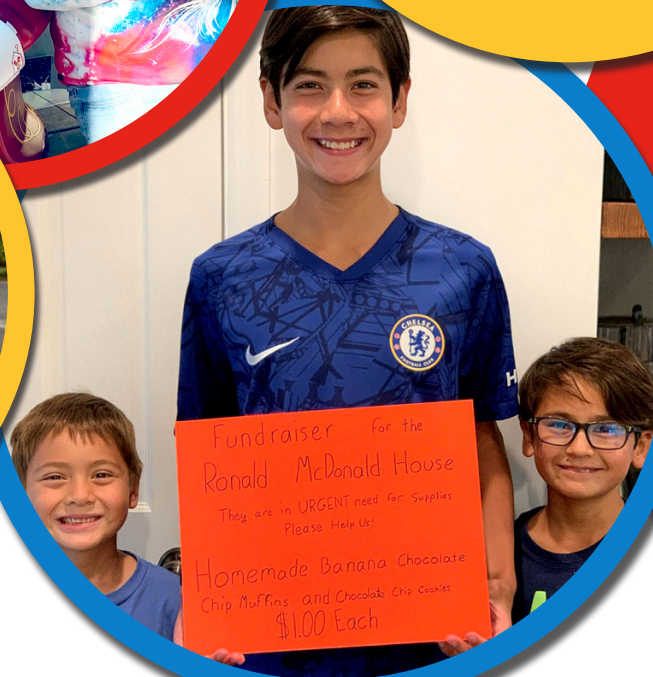
\$174,900

Saved by the Charity through
donated meals



Patti Folio,
Ronald McDonald Family Room
Volunteer
4 years of service

"I have tried to continue helping out by sending in meals and snacks for the pantry. I also sent masks and thermometers to the House near Scottish Rite. Until we can safely return, I'll keep looking for other ways to keep helping. I know many other volunteers and donors are doing their part."



Fundraiser for the
Ronald McDonald House
They are in URGENT need for supplies
Please Help Us!
Homemade Banana Chocolate
Chip Muffins and Chocolate Cris Cookies
\$1.00 Each

Our dedicated special events team hosted unique, COVID-safe events in support of our families.



Handbag HULLABALOO!
Virtual Event
Raised **\$106,523**

Families Supported for 1 Night: **691**
352 attended

27th Annual Atlanta RMHC Golf Classic
In-Person Event
Raised **\$127,515**

Families Supported for 1 Night: **1,020**
114 golfers



Historic Brookhaven Dines-In/ Tour of Homes
Postponed

Raised **\$7,518**
Families Supported for 1 Night: **60**

Wine & Fries
Virtual Event
Raised **\$19,607**
Families Supported for 1 Night: **157**

Share the Love Week

Virtual Weeklong Event
Raised **\$223,049**
Families Supported for 1 Night: **1,784**
556 participants

\$623,187 Raised from 2020 Special Events

The Greater Atlanta McDonald's Operators Association raised **\$1.25 million** for our families



Caitlin Heidrick,
McDonald's

"McDonald's and RMHC have always been a big part of our business and our family. I want to personally ensure that every family has a place to go, and one when they need it the most."

The Atlanta-area McDonald's restaurants and Owner/Operators provided unwavering support in 2020 in our efforts to give children support, stability and the best medicine of all – their families by their side.

McDonald's Program	Support
French Fries	\$680,238
Happy Meals	\$78,522
Donation Boxes	\$100,955
Round-Up RMHC	\$157,859
Give a Hand	\$161,589
Coca-Cola Sleeves for Support	\$73,155

Greater Atlanta McDonald's Operators Association

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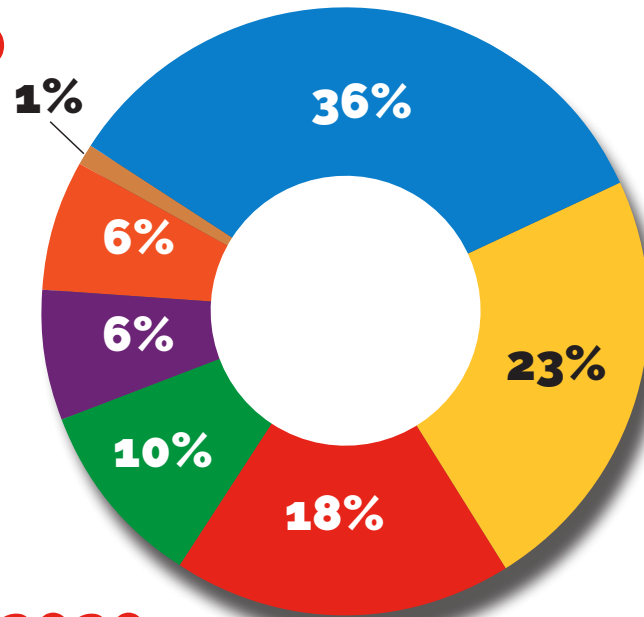
Mark Mines
DJ Mitchell
Rachel Mitchell
Keith Muller
Drew Muller
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Tony Raffa
Orestes Rodriguez
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Danesha Smith
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John Tamasi, Jr.
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Kellie Vander Veur
Andrew Vander Veur
Bruce Vineyard
Bruce Vineyard, Jr.



Revenue 2020

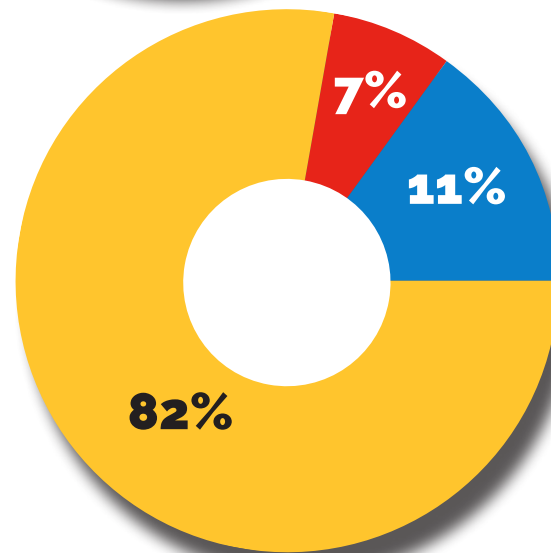
- Individuals
- Foundations
- McDonald's Owner/Operators & Customers
- Special Events
- COVID-19 Relief
- Corporate
- Guest Families

2020 preliminary financials



Expenditures 2020

- Program
- Fundraising
- Administrative



2020 Financial Snapshot



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Honoring donors who have named Atlanta RMHC as a beneficiary in their wills and estate planning

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The Hearts & Hands Society recognizes annual donors who contribute \$1,000 and more. These generous individuals strengthen thousands of families each year and are integral to our mission.

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* Deceased

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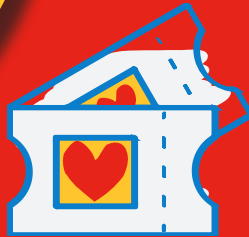
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