

*It's Family*



*Celebrating the new  
Ronald McDonald  
Family Room*



Ronald McDonald  
House Charities®  
Atlanta

# Welcome

We believe in the power of family togetherness. Our mission is to keep families together and close to the care and resources they need when their child is fighting a life-threatening illness or injury.

The opening of our Ronald McDonald Family Room celebrates the evolution of our partnership with Children's Healthcare of Atlanta which also includes two Ronald McDonald Houses, and a Ronald McDonald Care Mobile which delivers asthma care to local elementary schools.

Our new Family Room offers a peaceful oasis to families with children fighting cancer. For just a moment, we want families to forget they are in a hospital and feel uplifted and inspired by compassionate volunteers and staff who will keep their spirits strong.

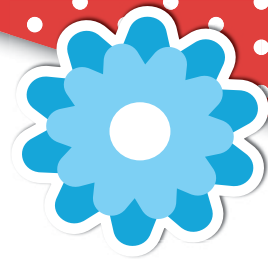
Thank you for being a part of our devoted family of supporters including Board members, staff and volunteers. Your dedication to our mission will make a difference in the lives of thousands of families for years to come.

Sincerely,



**Beth Howell**  
**President & CEO**





## An Oasis of Hope

Having a child in the hospital puts an emotional, physical and financial strain on families. The Ronald McDonald Family Room in the Aflac Cancer Center at Scottish Rite offers children battling cancer and their families peace, comfort and hospitality.

The Family Room offers an escape from the hospital's clinical environment where families can recharge, just steps away from their child's bedside. Caring staff and compassionate volunteers maintain a relaxing environment, enabling families to experience a change of scenery and gain strength from one another during their most difficult days.

# Uplifting

## What do you enjoy most about the Family Room?

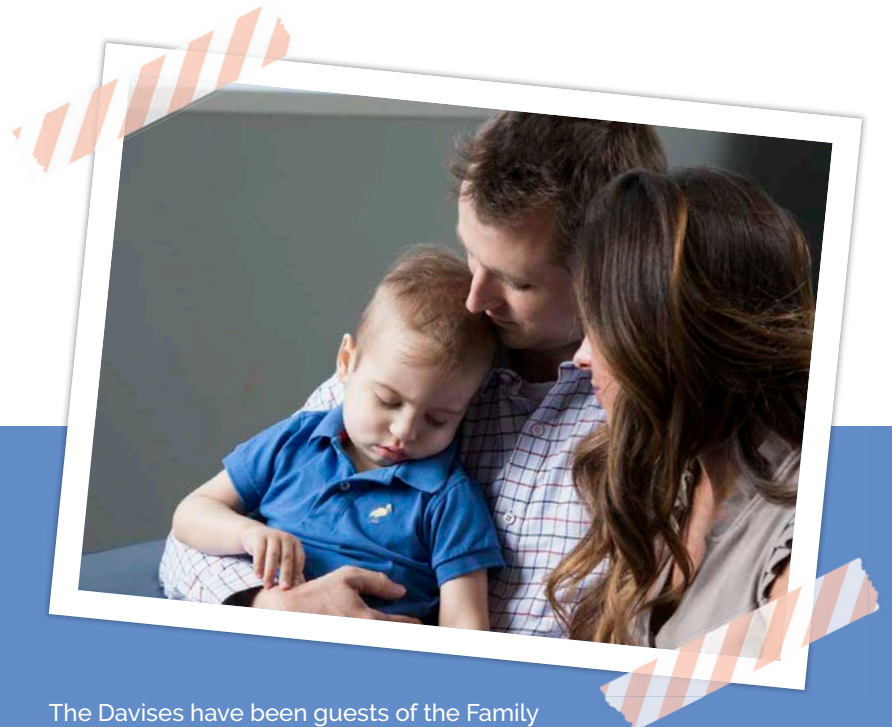
**Preston:** "It's tranquil. I value having a quiet place to come if I want to get some work done. I can still be here and not have to leave JP and Kelsey. You can take a moment when you need it, knowing you're only 30 seconds away from your child."

## What does the Family Room mean to you?

**Kelsey:** "What we're dealing with can be heavy. To come in this room and see the light and the view is uplifting. It's refreshing. It's a place where we can sit with other families and pray together, cry together, laugh together. I don't know how we could do this without the Family Room."



The Family Room brings some of the amenities of the Ronald McDonald House to families in the hospital. Inside, families enjoy snacks and meals provided by volunteers and support from other families of children receiving cancer treatment.



The Davises have been guests of the Family Room while their 2-year-old son, JP, is receiving treatment for cancer.



The Davis  
Family

*From left: JP, Preston and Kelsey Davis*

Helen  
and Jimmy  
Carlos



# Compassionate

## Why are you involved with the Family Room?

**Jimmy:** "While it wasn't our children, we dealt with a serious health issue and experienced the toll it can take on everyone in the family. We felt like this would be a great way to support the families here. We personally know what it means to be together during this trying time."

## What's your favorite part of the room?

**Helen:** "Hospitals try to make the children's rooms as comforting as they can, but it's still a hospital. This room allows the family a place to come that's comforting. It's bright. We're glad we can help bring happiness to these families."



Helen and Jimmy Carlos are supporters of Atlanta RMHC and were instrumental in making our Family Room possible.



Our Ronald McDonald Family Room opened to families after a ribbon cutting ceremony on August 28, 2017.

# Comforting

## What did the Family Room mean to you?

**Tia (mother):** "It was soothing just to be able to have someone to talk to and it meant a lot to me. The staff and volunteers were so nice."

## How did you find out about the Family Room?

**Joy (aunt):** "My niece, Amber, was in the hospital and my sister, Tia, kept talking about the Family Room and how much it meant to her. When we visited, we saw for ourselves how wonderful the room was. We were so impressed with the room and the staff."

## What inspired you to get involved with the Family Room?

**David (uncle):** "We were visiting one day and I thought it would be nice to donate items to the room. I went back to my school and asked my fellow teachers if they'd like to help. We are now putting together a Ronald McDonald House club at my school. The goal is to donate essential items every month."

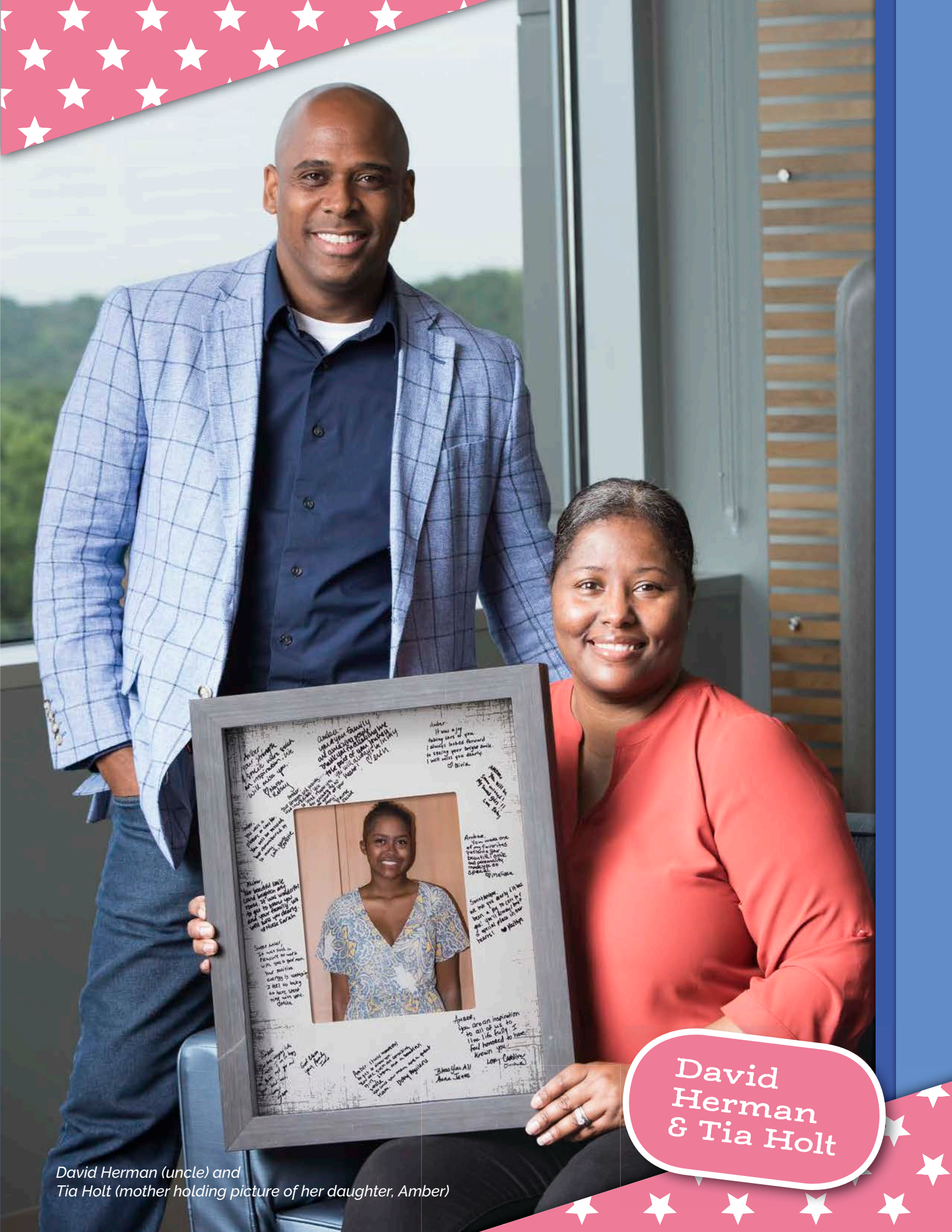


Tia Holt was a guest at the Family Room while her 17-year-old daughter, Amber, received treatment for cancer.



David and Joy Herman support the Family Room in memory of their niece, Amber, who passed away in February 2018.

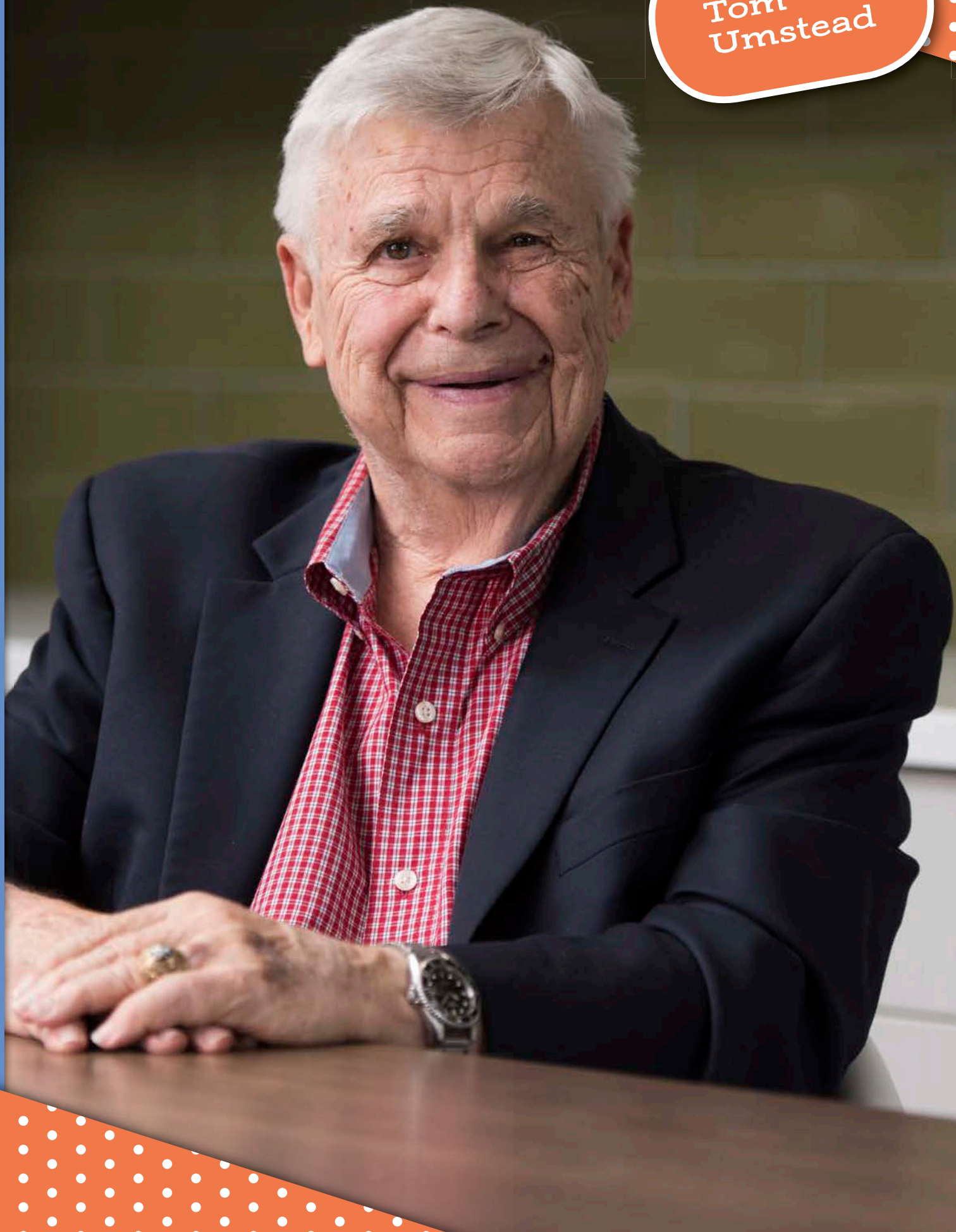




David Herman & Tia Holt

David Herman (uncle) and Tia Holt (mother holding picture of her daughter, Amber)

Tom  
Umstead



# Dedicated

## How did you first get involved with Atlanta RMHC?

"About 17 years ago, the day I retired, I began collecting and delivering food and gifts to the Houses. Collecting items for the families is part of my daily life."

## How do you support the Ronald McDonald Family Room?

"I bring pizza every Saturday, sandwiches on Sunday and snacks on Monday. I just love it! The families always stop by and talk to me. They're so appreciative. They're dealing with so much and I get a lot out of it when they say 'thank you.'"



Based on research that demonstrates the importance of nature in healing, the Family Room features stunning panoramic views. WiFi, charging stations and laptops allow families to work from the room.



Tom Umstead volunteers weekly at both Ronald McDonald Houses and the Ronald McDonald Family Room.

**THE FIRST ATLANTA HOUSE OPENED IN MARCH 1979.  
SINCE THEN, MORE THAN 50,000 FAMILIES  
HAVE BEEN SERVED BY OUR PROGRAMS.**

# 2017 By The Numbers

**OUR TWO HOUSES SERVED FAMILIES FROM:**

**2**

**FOREIGN  
COUNTRIES**

**138**

**COUNTIES IN  
GEORGIA**

**28**

**U.S.  
STATES**

**2,203**

**FAMILIES  
SERVED**

**AT THE HOUSES:**

**9**

**AVERAGE NIGHTS  
PER FAMILY STAY**

**\$3.5M**

**SAVED BY  
FAMILIES**

**19,622**

**MEALS PREPARED TO  
NOURISH FAMILIES**

**1,085**

**TOTAL NIGHTS  
PROVIDED**



**Atlanta Ronald McDonald House**  
near Children's Healthcare of Atlanta  
at Egleston



**Atlanta Ronald McDonald House**  
near Children's Healthcare of Atlanta  
at Scottish Rite

RONALD MCDONALD FAMILY ROOM:

**5,895**  
FAMILY ROOM  
VISITS

**100**  
FAMILY ROOM  
MEALS SERVED

**16,605**  
VOLUNTEERS SHARED  
THEIR TIME AND TALENTS



RONALD MCDONALD  
CARE MOBILE:

**9**  
SCHOOL  
PARTNERS

**1,100**  
CARE MOBILE  
VISITS



Betty Lou, our Chief Happiness Officer, spreads love to our families.



ATLANTA RONALD McDONALD  
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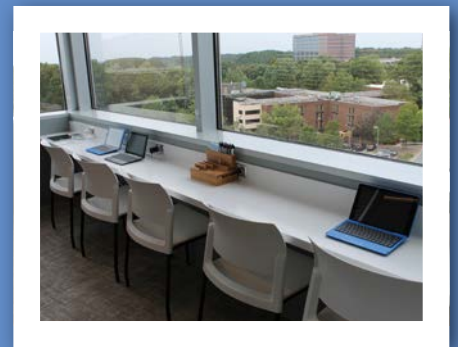
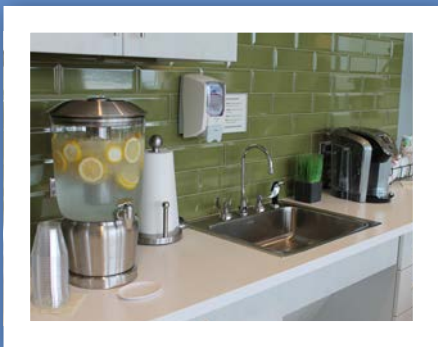
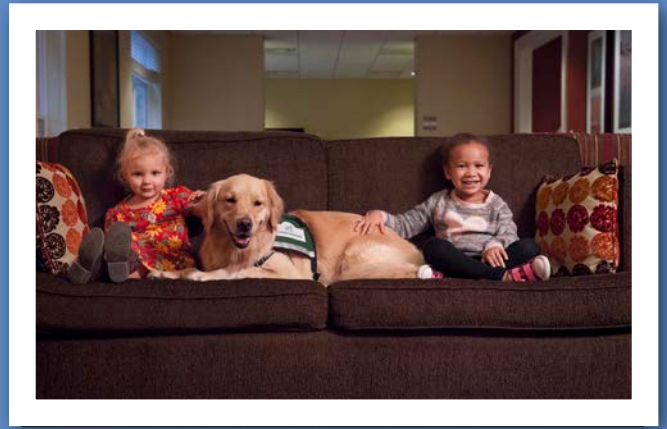
SMS Technical Services, LLC  
Spearpoint, LLC  
Sports & Imports Collision  
Staffing Technologies  
Steel Flame  
SunTrust Banks, Inc.  
Surgical Information  
Systems, LLC  
Taylor Freezer Sales  
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VCC Construction  
Venture Construction  
Company  
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WXIA-TV, 11Alive  
Your Pie Pizza Snellville

## **IN-KIND SUPPORT**

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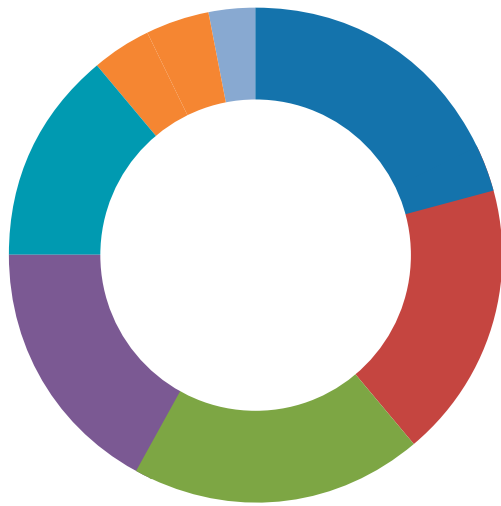
Alston & Bird LLP  
Arrow Exterminators  
Art Studio M2  
Athens BMW  
The Atlanta  
Journal-Constitution  
BMW of North America,  
Southern Region  
BMW of South Atlanta  
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Global Imports BMW  
Kramer Portrait New York  
La-Z-Boy Incorporated  
Legendary Events  
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Morrison  
Nalley BMW of Decatur  
R. Mayer of Atlanta  
Thirty-One Gifts  
Levine and Stephanie Toilolo  
Uline  
United BMW  
BMW of Gwinnett Place





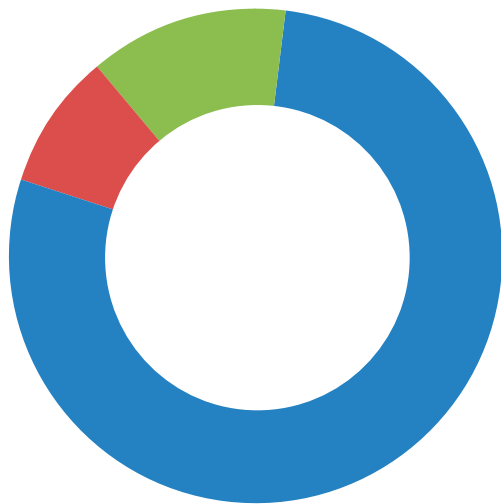
## SOURCES OF REVENUE

Percentages based on 2017 contributions to the operating budget



- 21% CORPORATIONS & CIVIC
- 21% FOUNDATIONS
- 17% INDIVIDUALS
- 15% SPECIAL EVENTS
- 14% MCDONALD'S OWNER/OPERATORS AND CUSTOMERS
- 10% INVESTMENTS/OTHER
- 2% GUEST FAMILIES

## EXPENDITURES



- 84% PROGRAMS
- 10% FUNDRAISING
- 6% GENERAL & ADMINISTRATIVE

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Maj Andalibi	Mike Hernandez	Paul Messer III	Floyd Sims
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Atlanta RMHC needs you. We rely on the community for 86% of our annual operations. Help transform lives. Give online at [www.armhc.org/donate](http://www.armhc.org/donate) or contact Marissa Greider, Director of Development, at [marissa.greider@armhc.org](mailto:marissa.greider@armhc.org) or 678.704.8088.



## VOLUNTEER

Last year 16,605 volunteers delivered nourishing meals and positive distractions to our families. Learn how you can pitch in at [www.armhc.org/volunteer](http://www.armhc.org/volunteer).



## CONNECT

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See the impact of your support firsthand. To schedule a tour, please contact Marissa Greider, Director of Development, at [marissa.greider@armhc.org](mailto:marissa.greider@armhc.org) or 678.704.8088.





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House Charities®  
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Atlanta, GA 30329

