Offering HOPE
Our 2021 Impact Report

The Dam Family: Peter, Pam, Paige and Phillip
Although the pandemic still challenges us, our look at 2021 proves that the resiliency and creativity among our families, volunteers, and staff kept us on track toward realizing our belief that all children deserve access to quality healthcare.

Not only do our programs enable equitable access to care, they allow families to spend more time with their children, interact with their doctors, and make important decisions about their care.

Our Houses and partner hotels served 1,365 families, giving them 11,096 nights of rest in a safe, clean environment near the hospital. When children are hospitalized far from home, families face a daunting financial burden with mounting expenses. By staying with us, these families, 94% of whom cannot afford to contribute toward their stay, saved $3.3 million in out-of-pocket food, lodging, transportation, and other expenses. Just imagine their relief.

Our Ronald McDonald Family Room, located at Scottish Rite — just steps from their child’s bedside, provided 1,314 families with meals provided by volunteers and a place to recharge so they can return to giving their child the best medicine of all — hugs, kisses and I love yous.

Our Ronald McDonald Care Mobile treated 1,306 children in under-served communities at 23 Atlanta Public and Fulton County schools, providing vaccinations to 520 children, in addition to 247 asthma visits.

In 2021, compassionate volunteers donated nearly 1,000 meals, saving us more than $225,000. Our donors take our mission to heart and make hope possible.

The future of Atlanta RMHC and the families we serve looks positive and bright because of all of you — donors, staff and volunteers. As we move forward boldly to meet the growing need, we thank you.
Peter Dam returned home after work and, seeing his daughter crying in her bed, asked the obvious, "What's going on?"

His wife Pam replied that Paige, 8, was complaining about back pain. So the parents gave her a warm bath and pain medication before putting her to bed.

Peter awoke at about 4 a.m. to prepare for work as an E7/Sergeant First Class, U.S. Army, at Fort Benning in Columbus, Georgia. But first, he checked on Paige.

She said she couldn’t feel her legs and her left leg was "dangling like a noodle."

Frightened parents rushed her to the Fort Benning hospital, where the staff ran the gamut of tests. "They could see her right leg was severely degraded in physical function and strength, but tests revealed nothing."

The medical staff ordered a urine sample, but Paige insisted she did not need to go to the bathroom. "Although a CAT/CT scan revealed her bladder was full, Paige had no feeling or control of her bladder function."

Immediately, they were in an ambulance rushing to Atlanta, where a care team at Scottish Rite jumped into action.

Paige was diagnosed with transverse myelitis. "They told us to expect a full recovery. We just don’t know how long it will take." She spent two months at Scottish Rite in robotics and aquatics therapy.

Not wanting to leave Paige’s side, Peter slept on furniture in her hospital room for two months. The confinement weighed on Paige and she missed her 6-year-old brother Phillip.

Prospects of yet another month of therapy following her hospital release increased the burden on her already stressed parents.

"But thankfully Scottish Rite contacted the Ronald McDonald House. Immediately the night manager called with a few questions and said they would love to have our family. It was a seamless process, and from day one it’s been a great experience."

At the House, Paige loved her newfound freedom, walking inside and out with her walker and wheelchair, eating in the dining room, and she especially enjoyed the treehouse.

A recent activity encouraged children to draw their favorite superhero, with a trip to Zoo Atlanta as the reward. Father and daughter enjoyed the zoo. But, best of all, the lift in COVID restrictions allowed her brother to visit, and Paige got to hang out with Philip for the first time in two months.

Peter and Paige return for therapy at regular monthly intervals. And they are assured volunteers and staff will make their family feel welcome.

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"I am grateful for Ronald McDonald House for all they’ve done for my family. Each day is better than the last."

— PETER DAM

The Dam Family spent 35 nights with us at our Ronald McDonald House near Scottish Rite.
Ana Stone recognized the signs. Her brother, grandfather, aunt, and cousin are on the autism spectrum. Her daughter Ada, now 2, began showing classic signs around 9 months.

Late to walk, Ada had low muscle tone, repeated things endlessly, rocked back and forth, flapped her hands, disliked playing with children, and became so overwhelmed that she screamed for hours. Sometimes, she relieved frustration by intentionally hurting herself.

In addition, Ada was 100 percent dependent on a feeding tube for nourishment.

"Physically, nothing is wrong with her ability," Ana says. "Mentally, she does not want to eat. Sensory sensitivity, another autism characteristic, is likely the reason."

The Marcus Autism Center offered hope that Ada could learn to eat at least a little independently. After four weeks, Ada ate about 30 percent of her daily nutritional needs.

"The program has a high success rate," Ana says. "Although I would love for her to be at least 50 percent off the feeding tube, the only thing I wanted from the program was for her not to be 100 percent dependent. She's making so much progress. I have high hopes."

During a museum tour, a chance encounter introduced Ana to the Marcus Autism Center. A woman noticed the Flying Squirrel feeding tube holder on Ada's stroller and expressed how she wished she had one when her daughter was feeding tube dependent. "We became friends, and she told me about her daughter's success with the Marcus Center program."

Ada’s ability to participate depended upon her family’s acceptance at the Ronald McDonald House. Unfortunately, two months of hotel and restaurant bills would create an unsurmountable burden for them.

"You never expect your child to be sick when you give birth. As a mom that got me, but the Ronald McDonald House offers hope."

Ana is amazed by the Atlanta RMHC donors whose generosity has lifted her worry and made Ada’s treatment possible.

At the Marcus Center, Ada is weighed and has four carefully planned feeding sessions that take up their day. Ada burns off energy in the Ronald McDonald House playroom, where she heads for the pink piano. "She’s obsessed with it," says Ana, who suspects Ada also inherited the family’s musical talent.

Although experienced with autism, Ana admits becoming the mother of a child on the spectrum has been an adjustment and stressful, but she says she manages.

"If we couldn’t get into the Ronald McDonald House, we’d have to turn down her spot. We’re lucky. The staff is amazing. They make it easy on us. We can relax."

- ANA STONE

The Stones spent 75 nights at our Ronald McDonald House near Egleston.
When BUSINESS & PERSONAL Meet

There’s something about children that pulls at your heart. I am glad Invesco collectively voted to nominate the Ronald McDonald House as North American Charity of the Year. We’ve also had Invesco families who were recipients of those services.

— STEPHANIE VALENTINE, GLOBAL THOUGHT LEADERSHIP PROGRAM MANAGER AT INVESCO

A s program manager for Invesco’s Global Thought Leadership, Stephanie Valentine coordinates “the smart thinking in the company,” so content is globally coordinated while allowing for regional nuances. Senior Managing Director, Andrew Schlossberg, decided North America should adopt a charity annually. He observed first hand how successful this model was while leading the European division. He put the idea in motion when he returned to the Atlanta headquarters.

Employees also have the opportunity to support local charities based on their interests through Invesco Cares in multiple U.S. cities.

By popular vote, Ronald McDonald House Charities won. “I’m honored that my story may have played a role in colleagues selecting RMHC as the charity of the year,” says James Nelson, head of U.S. Institutional Product Strategy & Development and Atlanta RMHC Advisory Council member.

James was one of those families. As an Advisory Council member for Atlanta RMHC, he has done the usual things such as volunteering at the House and inviting the President & CEO to speak to Invesco Cares. “While I was motivated to help a good cause through encouraging my colleagues to join me in volunteering, cooking meals, and donating resources, my connection was not personal yet.”

His perspective changed when his college-age son Jayden was diagnosed with lupus. Jayden’s first stint in the hospital lasted 100 days, with him battling for his life as lupus attacked his entire body, shutting down his organs. “We almost lost him three times. My son was fighting for his life, and I wanted to be next to him whenever possible.”

James’ daily routine became driving from McDonough, to work in Atlanta, spending as much time with Jayden as possible, before driving back home. When he fell asleep while driving, he knew something had to change. The Advisory Council member became a beneficiary of not just a room but a haven at the Ronald McDonald House.

The House gave me rest. I could walk to see Jayden, and the drive to work was only 15 minutes. That was a game changer.”

James also enjoyed a “bunch of other good things” the House provided: “I didn’t have to worry about food and could talk with people who could relate. That’s all great. But the peace of mind knowing I could see my son every day—that was huge.”

Jayden now lives on his own and manages his lupus symptoms while adjusting to adulthood and his new normal.

James willingly tells his story of the Ronald McDonald House with his hard-earned new perspective. “I am honored to do it because of what the organization did for me. Mine will be a lifelong commitment to this organization.”

Invesco recently extended its one-year commitment to two. While the company donated funds, and its volunteers helped in whatever ways they could, the pandemic prevented activities in the Houses. Invesco looks forward to more opportunities to serve now that COVID restrictions are being lifted.

“We are excited to spend more time at the Houses,” Stephanie says. “But we understand the sensitivities of the families and children receiving care. That’s our number one priority.”

PERSONAL Meet

Invesco volunteers spruce up the grounds at both Ronald McDonald Houses.

James and Kizmet Nelson spent 72 nights at our Ronald McDonald House near Scottish Rite.

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Angel Glover’s involvement with Atlanta Ronald McDonald House Charities has earned her a singular distinction. She attends most fundraising events and activities. Serving on the Executive Committee in 2021 and now president of the Red Shoe Society — Atlanta, she engages other young professionals to put on their red shoes and keep moving for the well-being of children and families.

When moving to Atlanta in 2018, she immediately searched for ways to meet people, and just anything would not do. Already aware of the Ronald McDonald House, she researched the local Houses online for ways to become involved. Then, she attended a Halloween craft event and got hooked.

The Red Shoe Society supports the Houses with volunteering and social events and provides young professionals with networking opportunities.

“It’s a good way to meet people who share common interests and the same values,” Angel says. “I enjoy meeting people like that and building relationships that way in a big city.”

The pandemic disrupted the society’s activities, primarily because members could not volunteer in person. But it also reenergized the group’s creativity and focused its goals. For example, members continued providing craft activities for the children by gathering supplies and making individual kits. They included instructions along with a short how-to video and delivered them.

More remote and virtual engagement provided our community a unique opportunity to engage volunteers on a deeper level, Angel says. “Digging deeper and getting more engrained with people who care about making a difference is exciting.”

She’s also glad that dinners prepared by in-person volunteers at the Houses are returning in 2022. These dinners are a favorite activity for Angel, who enjoys hearing the families’ stories.

And all those activities she attends? She says she has a great time. But, again, she likes talking to people about the Ronald McDonald House because so many don’t know its unique purpose.

“I love being involved with the Ronald McDonald House because it is a meaningful organization whose sole mission is to keep families close during the hardest of times.”
KETCHUP in Their Veins

Although its unproven, Philip Vineyard II has a “little theory” that he may be the reason for his father’s commitment to the health and well-being of children and families. “I was a problem child, always had medical issues. My father was just starting out, working two jobs, and had three children. Mom had just returned to school.”

His father, Bruce, was just beginning what turned out to be a stellar, 64-year career “selling hamburgers” for McDonald’s, the go-to restaurant for families with children. Noting his father isn’t usually emotional, Philip has seen him break into tears when he encounters a sick child. “He then wants to spend the rest of the day playing games with them.”

Philip and his siblings — Lynn and Bruce Jr. — know that they inherited their father’s commitment to responsibility, discipline, and giving to others, along with his penchant for business.

Lynn began cleaning dining room tables when she was 10. Bruce says he did the same chore at about age 4. Both stood on plastic milk crates to take drive-thru orders. Bruce’s voice was so young that customers called him “ma’am.”

Today, Lynn and Bruce Jr. own 28 restaurants in southeast Metro Atlanta. Philip, an attorney, assists the family with legal matters, administers The Vineyard Foundation and chairs the Jacksonville, Florida Ronald McDonald House board.

These Houses resulted from Ray Kroc’s requirement that all Operators give back to their local communities. “Dad was among the early Owner/Operators who brought the first Ronald McDonald House to Atlanta,” says Lynn. “He was always big on giving to the House for it to be successful, not just for the brand, but for the children.” And his children agree: “Since we love McDonald’s, we love the Ronald McDonald House,” says Lynn. “It’s nice to know you are helping families be close to their kids, and helping people who have supported your business.”

“Everybody is welcome. So much care is shown to the children and the families. The upbeat atmosphere makes everybody feel positive, so they don’t stress over everything they have to deal with. This House gives people hope.”

— LYNN VINEYARD

In Loving Memory of Bruce P. Vineyard
July 29, 1942—September 25, 2022

Longtime McDonald’s Owner Operator, Bruce Vineyard and wife Galia are devoted supporters.

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and RMHC in Their Hearts

MChicago

Beetlejuice

Bruce Vineyard talks with the legendary Fred Turner at a McDonald’s meeting.

Lynn and Bruce Vineyard are devoted supporters.

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Bruce Jr. believes one of the most important things he does is train his employees to gain skills for a lifetime. And wanting more people to know about the Ronald McDonald Houses, he uses training time to introduce them to the family charity.

Lynn schedules employee meetings at the Ronald McDonald House to let their managers see what McDonald’s is about besides selling burgers and fries.

The current generation of Vineyards contribute financially through their restaurants and personally. Their father donates through his foundation and estate planning, and their stepmother, Galia, has devoted many hours as a volunteer. They stress that anyone can donate their time, money and items the families need. Philip points out that estate planning is an excellent way for people to support the Charity.

Philip and his siblings are following their father’s example by including Atlanta RMHC in their wills and challenge others to join them in leaving a lasting legacy in the words of their father: “It’s all for the children.”

“How WILL YOU BE REMEMBERED?”

With a little planning and a big heart you can strengthen sick children and their families today and for years to come.

• Include Atlanta RMHC in your will or estate planning.
• Name Atlanta RMHC the beneficiary of all or part of your retirement plan assets.
• Name the Charity as a beneficiary of your life insurance policy.
• Give appreciated stocks, bonds or other marketable securities and receive a tax benefit.
• Create a charitable reminder trust to receive reliable payments while making a significant gift to support our mission.

Learn more at armhc.org/legacy

KETCHUP in Their Veins

The Vineyard Family

PHILIP VINEYARD II

“The Ronald McDonald House has the purest form of a mission as a charity, which is helping families during their worst crisis ever.”

— PHILIP VINEYARD II

“It’s important for them to understand McDonald’s role in funding the House and what that funding means. It’s also important for the Charity to be taken care of after we are gone.”

— BRUCE VINEYARD JR.
Our Impact in 2021

3,617
Families served through our Ronald McDonald Houses, Ronald McDonald Family Room and Ronald McDonald Care Mobile

$3.3 million
Saved by families staying with us on food, lodging, transportation and other expenses

94%
Families who cannot afford to make a contribution toward their stay

Christina and little Kimberlynn Bailey stayed with us for more than 300 nights since Kimberlynn’s birth in 2021.

The Guillorys: Sawyer, 6, O’Shea, Shawn and Saxton, 6, stayed with us for 55 nights while Sawyer was treated for sickle cell anemia.

706
Family hotel stays sponsored

1,365
Total number of families housed at our Ronald McDonald Houses and partner hotels

11,096
Nights of rest provided to families

21 nights
Average length of stay at our Ronald McDonald Houses

262 nights
Longest stay by 1 family
Vanessa and Jupiter Robinson stayed with us for 184 nights.

1,306
Children treated on our Ronald McDonald Care Mobile

520
Vaccine visits

247
Asthma visits

8
Telemedicine visits

41,628
Total family visits to our Ronald McDonald Family Room

1,314
Families served

Financial Highlights

Individuals 34%

McDonald’s Owner/Operators & Customers 23%

Special Events 17%

Corporate & Civic Organizations 10%

Foundations 9%

COVID-19 Relief 6%

Guest Families 1%

Program 81%

Fundraising 14%

Administrative 5%

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Christina Bailey finds a quiet spot at our Ronald McDonald House near Scottish Rite. The Baileys stayed with us for more than 300 nights.

Anton Piaoche and his dad, Tanner, stayed with us 7 nights during his cancer treatment.
Nancy and Jeff Roesch
Mark and Sally Rosser
Wanda and Bob Swoszowski
Elizabeth and Michael Thompson
Tom and Barbara Tyson
Galia and Bruce Vineyard

Legacy Circle
Honoring donors who have named Ronald McDonald House Charities in their wills and estate planning

Anonymous
Wille L. Abrams
Karen and Jim Bailey
Carol Jean Barrow
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Hearts of Gold
Anonymous
Blen Armstrong
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Karen and Tom Chapman
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In memory of Rahim and Anish
Natasha and Brandon Kaylor
Linda and E. Cody Laird
The Martha and Wilton Looney Foundation Inc.
Laura Mason
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The Tolon Family
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Hearts of Healing
Anonymous
Nancy Barnes
The David M. & Donna T. Brown Fund
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Susan and Richard Dugas
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Nancy and Robert Leathers
Julie and George Lott
Linda and John Melton
Rachel and DJ Mitchell
Anne Adams and Kevin Moran
Jan and J.M. Owens
Tara and Randy Parrish
Mary Parsons
Randal-Paulson Architects
Allison and Matthew Richardson
Renee and Jim Schwarzkopf
Martha Clabby and Samuel Speck
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Hearts of Courage
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JoAnn and Jim Bris
Susan Brown in Memory of Gary Frederick Brown
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Chi and Brent Campbell
Debi and Jon Campbell
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Meg and John R. Christian
Maria and Ignacio Conde
Nina and Rich DeAugustin
Sue Foulkner
Laura and Don Fjell
Greer and Colin Gallagher
Deborah Gallup
Kimmy Gibbons
Ritu and Peter Gordon
Michael and June Gossling
Ann and Christopher Martin
The Martin Family — Jon, Rachel, Evelyn, Alex and Olivia
Amy and Brad Millard
Bryan Miller
Jeff Mills
Ruth and Bart Misrey
Betsy and Dan Murphy
The Pattillo Family Foundation
Courtney and William Platt
Betsy Primm
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Katherine and John Rizzo
Keith Schoeman
Stacy and Jim Scott
Ann and James Shevlin
The Shoff Foundation Inc.
The Stahl Family
Sandy Taylor
William Revendal
Judy and Bill Vogel
Kathy Waller
Donald Weber
Down and Wyatt Whaley
Willis Family Foundation
Robin and Steve Williams

Hands of Compassion
Anonymous
Patricia and Gregory Addicks
Zeke Rosado plays Hide and Seek at our Ronald McDonald House near Scottish Rite. He was visiting with his family to drop off #WishList Supplies.
Joel Pugh  Cecilia Reid  John Romines  Michael Scheiper  Liz and Rob Shults  Deborah and Alan Sitkoff  Beverly and Richard Sparkmon  Elaine and Michael Szomjassy  Mr. and Mrs. Stephen Taran  Lynn and Steve Taylor  Kathleen and Andy Thomas  Todd and Katherine Wickliffe, in honor of Isabel and Richard Wickliffe  Hands of Hope  Anonymous (7)  Mr. and Mrs. Steve Akinboro  Mr. and Mrs. Philip R. Hurwitz  The Lagroons: Patrina (from left), Kamari, Neveah, Kambria and Terry, stayed with us for 53 nights during Kambria’s cancer treatment.
Becky Sharp
Sumita Shetty
Wynnetta and Steven Simmons
Kathy and Kevin Smith
Stephanie Sparkmon
Sandie Sparks
Dominic Lancelotta and Kelsey Sperandeo-Lancelotta
Debbie and Allen Stegall
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Ronda and Chris Stewart
Jennifer Tallon
Elizabeth and John Strom
Clifford Swig
Kim and Lance Vickery
Katie and Scott Weaver
Mr. and Mrs. Michael Webster
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Angie Mitchell
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Esther and Aboor Saoon
Dan and Cindy Sainais
Danielle Simon
Leigh Anne and John Schlafly
Leigh Ann and Mark Schmitz
Dick Schlichertz
Carr Scott
Dennis Scullin
Carol and Steve Seltz
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Francis Thompson
Elizabeth and Michael Thompson
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Carolyn Tolbert
Christine Traubel
Gene and Edward Troncalli
Linda Turner
Richard Tyson
Tom Umstead
Henry Howard
Kim and Lance Vicker
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Robert Walton
Christopher Wang
Jacque and Jeff Wansley
Suean Ward
Michael Watkins
Kate and Scott Weaver
Mr. and Mrs. Richard Webster
Elizabeth and Reed Weigle
John West
Sally Westmoreland
Kendra and Marvin Whaley
Linda and Robert Whitehurst Jr.
Gloria and Craig Williams

Corporate and Civic Support
Honoring donors of $5,000 and more
Anonymous (2)
1st Franklin Financial
Alpha Delta Pi
Beta Nu Chapter, University of Georgia
Zeta Omicron Chapter, Georgia Institute of Technology
American Honda Finance Corporation
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Antarctic Group
Aspen Insurance Group
Axos
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Azam Khan
Joseph Kichler
Kimberly and Robert Kingsfield
Stacey and Mitchell Kopelman
Frank Krakov
Vikas Kumar
Amanda and Chad Lackey
Ellen and Daryl Laddin
Joan Lavin
Giles Leclerc and Ying Zhang
Steven Leighward
Marlies and Christopher Lepore
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Derek and Jeremy Littelfelt
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Andrew Maki
Majone Family Fund
Judy Marcus
Barbara Jessica
Susan and Philip Martin
Ilean Marvisy
Ashley and David Mast
Dawn and Ron Martin
Tammy and Jeff Matthews
Katharine Mattax
Pritivi Mavuri
Robert Max
Lisa McBride
Alicia and Christopher McCabe
Lyn and Michael McCool
Jessica McCoy
Dotty and Jim McDaniel
Lori and John McDevitt
Andrew and Patrick McGuire
Chris McEvoy
Brooke and Matt McKillop
Andrew McKnight
Amelia and Nate Medina
Harrison Miller
Sandy and Philip Karl
Pam Keene
Janice and Charles Kelley
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Chris McEvoy
Brooke and Matt McKillop
Andrew McKnight
Amelia and Nate Medina
Harrison Miller
Matthew Eldridge,
Alysha and young Dawson stayed with us for 37 nights after Dawson’s birth in 2019.
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MetroPower
Mission Rock Residential
New Covenant Christian Ministries
Northside Hospital Novels Inc.
Pace Academy
Pathfinders Christian Church
Perkins+Will
Piedmont Office Realty Trust
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For more than four decades, Atlanta RMHC has kept more than 68,000 families together and close to care during their most difficult times. For many, equitable access to life-saving care would not be possible without Atlanta RMHC. With 94% of families unable to afford any contribution toward their stay, the need in our community has never been greater.

Through **A New World of Care**, we will develop a Ronald McDonald House for the next generation—one that is built on connection, comfort, hope, and healing and continues our legacy of world-class care. World-class care deserves world-class support. To learn more, contact Marissa Greider, Senior Director of Major and Planned Gifts, at marissa.greider@armhc.org or 678.704.8088.

Aden Womack and his mom, Chelsea Pope, stayed with us for 68 nights.
The mission of Atlanta Ronald McDonald House Charities is to nurture the health and well-being of children and families.

armhc.org