Dear Friends,

As I look back over the past year, I am struck by just how many lives have been touched by the Philadelphia Ronald McDonald House. We had a record number of family stays—2,787 in total—between our two Houses in 2011. Nearly two hundred campers joined us for our very special twenty-fifth year of Ronald McDonald Camp. In addition, almost every family with a patient receiving care on the Oncology or Cardiology floors at The Children’s Hospital of Philadelphia found respite in our Ronald McDonald Family Rooms. These programs and the services they offer made very challenging times easier to bear for all of the families who spent a night at our Houses, sent a child to Camp for the first time, or took a much-needed break away from their hospital room.

However, in listening to these families, it is clear that what we offer goes far beyond meeting basic needs—as critically important as they are. For these families, our Houses are more than somewhere to sleep. Our Camp is more than just a place to swim and do arts and crafts. Our Family Rooms are more than a spot to get a cup of coffee.

As mother Rosalyn Mero explains in her story on page three, the Philadelphia Ronald McDonald House is a place where families no longer have to feel alone. When they walk through our doors, families enter a supportive community where others understand what it is like to have—or to be—a child with a serious illness. At our two Houses, that means moms and dads from all around the world can sit together in the kitchen over a home-cooked meal and share their hopes and fears with other parents who know just how hard things can be.

At Camp, that means children with cancer can have a week where no one looks twice because they’ve lost their hair or are on crutches and can meet fellow campers who know how it feels to spend days undergoing harsh tests and treatments when all of the other kids are at school or outside playing. It also means siblings have the chance to make friends who have also worried about a sick brother or sister.

In the Family Rooms, that means families who spend hour after hour isolated in hospital rooms can gain strength from the shared stories of other parents who are facing the same levels of stress and uncertainty.

I want to share some quotes with you from other families that illustrate just how important this sense of community is:

“I think you feel a certain rapport with everyone here because they are in a similar situation. You don’t feel like you are in a hotel with strangers where you have nothing in common. Here you can talk to people and you know what everyone is going through. You really couldn’t survive in just a hotel.”

“Once you start talking to other people, even if they aren’t going through the same situation, they are still going through something. You can still relate to each other. You go to dinner and talk to each other. It makes it a lot easier.”

“People at Camp were just like me and that comforted me. No one cared if you were sick.”

You may have noticed we updated our mission statement in 2011. Our new statement reads: The Philadelphia Ronald McDonald House supports families of seriously ill children by creating a community of comfort and hope. We feel that this new statement truly gets to the core of why we exist and the difference we are making in the lives of so many families, based on the words of the families themselves.

We are only able to foster this sense of community reflected in this new statement and so deeply appreciated by our families because of the support of our dedicated friends like you. Thank you to everyone who helped the Philadelphia Ronald McDonald House fulfill our mission in 2011 for so many families. Your unwavering support inspires all of us to continue to expand our impact and make an even greater difference in 2012.

Warm Regards,

Susan Campbell
Executive Director
Family Spotlight

When Rosalyn Mero took her 21-month-old son Santi to the emergency room, she learned something no mother wants to hear: her son was blind. “His vision was completely gone,” says Rosalyn.

Earlier that day, he had starting using the walls for support when he walked. Santi was born with hydrocephalus—fluid on the brain—and his pediatrician thought it might be a sign of an impending epileptic attack, a common side effect. Instead, Rosalyn found out that a rare cancerous muscle tumor—a nasopharyngeal rhabdomyosarcoma—located on Santi’s brain just above his optic nerve had permanently destroyed his sight. The cancer, at stage IV, had already spread throughout his body. After undergoing chemotherapy in northern New Jersey, Santi was sent to The Children’s Hospital of Philadelphia to undergo weeks of proton beam radiation therapy.

When Rosalyn arrived at the hospital, a staff member recommended she try the Philadelphia Ronald McDonald House. Rosalyn, who also had her three-year-old daughter Ally with her, had never heard of the House.

“I had no idea what to expect. I thought it would be like a shelter, but when I came I realized it is a home.”

After five weeks, staying at the House has exceeded anything Rosalyn could have imagined. “I love being here,” Rosalyn says. “It is amazing. You don’t have to worry about cooking which is huge, especially because I have my little ones.” Staying at the House also makes it easier for Rosalyn to care for Ally. “There is so much for the kids to do here. Ally loves it. She loves the arts and crafts, the coloring, everything.” After a long, hard day at the hospital, having the House to return to makes a big difference. “Coming here is like a getaway,” Rosalyn explains.

Perhaps most of all, Rosalyn appreciates the support of the other parents staying at the House. “Sometimes you think you are the only one going through this and at the Philadelphia Ronald McDonald House you realize that you are not,” she says. “One of the greatest things here is that I have met so many people and we all know what we are going through. It is just a relief to know that there is somebody else like you.”

While Santi’s first round of radiation is now ending, he will receive chemotherapy at home for the next several months. During his ongoing treatment, Rosalyn will continue to try and help Santi, who is often scared, cope with losing his sight. “He is starting to get used to being blind,” she says. “He is really trying to adjust to that.”

Rosalyn knows that if Santi needs to return to Philadelphia for future care, she will never have to worry about where to stay. For now, Rosalyn admits that she and her family will miss the Philadelphia Ronald McDonald House. “I didn’t think we would, but we are going to miss it,” she says. “It really is a home. A home away from home.”

Our Programs

Since opening in 1974 as the first Ronald McDonald House in the world, we have grown to offer five programs:

Ronald McDonald Houses
Our two Ronald McDonald Houses, together serving up to 63 families each night, enable families to stay close by their children in the hospital at little to no cost while offering an array of supportive services.

Ronald McDonald Family Rooms
Our two Ronald McDonald Family Rooms located on the Oncology & Bone Marrow Transplant and Cardiology Units at The Children’s Hospital of Philadelphia create a respite space for families in the hospital.

Ronald McDonald Camp
Our one-week overnight Ronald McDonald Camp—located in the Poconos—provides the opportunity for children with cancer and their siblings to experience the joys of summer camp each August.
**THE YEAR IN REVIEW 2011—HOUSE PROGRAMS**

**TREATMENT/REASON FOR STAY**
- Oncology: 25%
- Orthopaedic: 19%
- Neonatal: 12%
- Other: 12%
- Cardiology: 11%
- Endocrinology: 4%
- Neurology: 4%
- Gastroenterology: 4%
- Surgery: 3%
- Pulmonary: 3%
- Otolaryngology (ENT): 3%

*Note: The "other" category represents over 20 additional departments.*

**INTERNATIONAL FAMILIES SERVED**
We served families from 21 countries in 2011 including:
- Afghanistan
- Anguilla
- Argentina
- Bermuda
- Bolivia
- Canada
- Chin a
- England
- France
- Greece
- Haiti
- Kuwait
- Netherlands
- Nigeria
- Peru
- Poland
- Puerto Rico
- Saudi Arabia
- Singapore
- Uruguay
- Venezuela

**DOMESTIC FAMILIES SERVED BY GEOGRAPHIC ORIGIN**
We served families from 45 states in 2011 with the majority traveling from PA, NJ, and NY. Within PA, many families came from the Greater Philadelphia region and surrounding counties.

- 41%
- 20%
- 9%
- 5%
- 3%
- 2%
- 1%
- 0%
HOSPITAL REFERRALS (by number of family stays)

<table>
<thead>
<tr>
<th>Hospital Name</th>
<th>Number of Family Stays</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Children’s Hospital of Philadelphia</td>
<td>1,731</td>
</tr>
<tr>
<td>Shrine’s Hospital</td>
<td>474</td>
</tr>
<tr>
<td>St. Christopher’s Hospital</td>
<td>464</td>
</tr>
<tr>
<td>Wills Eye Institute</td>
<td>84</td>
</tr>
<tr>
<td>Jefferson Hospital</td>
<td>18</td>
</tr>
<tr>
<td>Hospital of the University of Pennsylvania (HUP)</td>
<td>11</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
</tr>
</tbody>
</table>

FAMILY STAYS

- **2,787** family stays
- **1,576** families we could not accommodate because we were full
- **267** longest number of consecutive nights for one family
- **7.2** nights in the average family stay

96.5% Families who agree that staying at the House made it easier to access treatment for their child.

96.3% Families who agree that staying at the House improved their child’s experience at the hospital.

98.9% Families who agree that staying at the House helped maintain their well-being during their child’s treatment.

99.3% Families who agree that staying at the House was a valuable resource during a difficult time.

Data taken from guest family surveys.
In 2011, 72% of campers came from Pennsylvania, 27% came from New Jersey, and less than 1% came from New York and Texas. The majority of campers came from the Greater Philadelphia region.

From our Family Room Families

“The Ronald McDonald Family Room is our quiet, comfy retreat.”

“Everyone is extremely caring and sensitive and strives to meets all of the needs of the patients and families.”

“The Ronald McDonald Family Room is doing a wonderful job for all of the families here at CHOP.”

“I am amazed by the food donations and the generosity and comfort.”

“Having the Family Room makes the stay in the hospital so much nicer.”
VOLUNTEERS IN ACTION

Our volunteers are truly the key to the success of the Philadelphia Ronald McDonald House. In addition to our 18 full-time staff, hundreds of volunteers keep our five programs working smoothly for all of the families we serve. Volunteers staff the front desks of our Houses, check in families, drive our shuttle vans, lead tours, prepare meals through our Guest Chef programs at our Houses and Family Rooms, host evening activities, serve as Ronald McDonald Camp counselors, help at special events, perform administrative and maintenance tasks, and do so much more.

We are so thankful for the service of all of our dedicated volunteers in 2011.
FINANCIAL HIGHLIGHTS
(For year ended December 31, 2011)

ASSETS, LIABILITIES, AND ASSETS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Assets</td>
<td>$14,479,650</td>
</tr>
<tr>
<td>Liabilities</td>
<td>$489,516</td>
</tr>
<tr>
<td>Net Assets</td>
<td>$13,990,134</td>
</tr>
</tbody>
</table>

SUMMARY OF REVENUES AND EXPENSES

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$2,559,304</td>
</tr>
<tr>
<td>Investment Revenue</td>
<td>$150,369</td>
</tr>
<tr>
<td>Guest Fee Revenue</td>
<td>$145,711</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>$29,272</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$3,311,031</td>
</tr>
<tr>
<td>Excess Expenses Over Revenue</td>
<td>$(426,375)</td>
</tr>
</tbody>
</table>

Included in total expenses is depreciation expense for both of our House property locations. This expense of $609,796 significantly affects our expense totals.

IN-KIND

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total In-Kind Contributions</td>
<td>$748,806</td>
</tr>
</tbody>
</table>

EASING FINANCIAL HARDSHIPS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Suggested Guest Fee/Night</td>
<td>$15.00</td>
</tr>
<tr>
<td>Actual Cost of Providing Services/Night</td>
<td>$85.13</td>
</tr>
<tr>
<td>Average Actual Guest Fee/Night Because of Waived or Reduced Fee for Financial Hardship</td>
<td>$7.28</td>
</tr>
</tbody>
</table>

Families are never turned away due to inability to pay and the majority have the nightly fee waived or reduced.

ANNUAL OPERATING EXPENSES BY FUNCTION

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Programs</td>
<td>82%</td>
</tr>
<tr>
<td>Management &amp; General Administration</td>
<td>11%</td>
</tr>
<tr>
<td>Fundraising</td>
<td>7%</td>
</tr>
</tbody>
</table>

TOTAL PROGRAM SERVICES

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Houses</td>
<td>87%</td>
</tr>
<tr>
<td>Family Rooms</td>
<td>10%</td>
</tr>
<tr>
<td>Camp</td>
<td>3%</td>
</tr>
</tbody>
</table>

HOW DOES MCDONALD’S HELP?

McDonald’s played a vital role at the inception of the Philadelphia Ronald McDonald House, the first Ronald McDonald House in the world, which opened on October 15, 1974. Today, the Philadelphia Ronald McDonald House receives 10 percent of its annual budget from Ronald McDonald House Charities (RMHC) of the Philadelphia Region. RMHC of the Philadelphia Region is a non-profit 501(c)(3). After 37 years, RMHC and our local McDonald’s Owner/Operators remain committed to supporting our programs. The remaining 90 percent of our annual budget comes from corporations, foundations, and generous individuals.

The McDonald’s Owner/Operators of the Greater Philadelphia Region involvement extends beyond monetary support:

- McDonald’s owner/operators participate as members of our Board of Directors.
- McDonald’s owner/operators and suppliers work to raise money and awareness through promotional and fundraising events.
- Local McDonald’s employees are dedicated volunteers.
CORPORATE, FOUNDATION, CIVIC, & INDIVIDUAL DONORS

$100,000+
Estate of Frances M. Cox
Ronald McDonald House Charities of the Philadelphia Region

$50,000 to $75,000
Estate of Barbara C. Blossom
Estate of Dorothy A. Fessler

$25,000 to $49,999
Anonymous
The Children’s Hospital of Philadelphia
Faro Blanco Invitational Tarpan Tournament
Katie’s Krusaders
Mr. and Mrs. Ronald A. Krancer
Louis and Bessie Stein Foundation
United Way of Southeastern Pennsylvania

$15,000 to $24,999
Delmac
Mr. and Mrs. Don S. Follett
Harley Davidson of Long Branch
Lincoln Financial Group Foundation, Inc.
Oscar H. and Ida Iucker Memorial Fund of The Philadelphia Foundation
Philadelphia magazine
Weathertrends International

$10,000 to $14,999
The Abramson Family Foundation
The Alan B. Miller Family Foundation
Mr. and Mrs. William Avery
Clarence J. Venne Foundation
County Corvette Toy Drive Fundraiser
CSL Behring LLC
Ellie Koerner Leukemia Foundation
Mr. and Mrs. Francis Gallagher
Mr. and Mrs. Herbert Lotman
Lynn Deming Memorial Fund
Reuben and Mollie Gordon Foundation
Mrs. Marlene Weinberg

$5,000 to $9,999
Anonymous
Anthony & Sylvan Pools
Bacco Restaurant Group
Bob & Ron’s Worldwide Stereo
Brie’s Buddies
B-Strong Foundation
Bucks County Farm Bureau
Camp Timbertops
Colorcon, Inc.
Drexel E-Learning, Inc.
Mr. and Mrs. John Durante
The Eden Charitable Foundation
Employees of UAS, Inc.
Engle Foundation
Estate of Edith B. Panzer

$2,500 to $4,999
Adopt-A-Pig
Alexine D. Kunz Memorial Fund
Anonymous
Anonymous
Aon Risk Services
Bakers Club of Philadelphia
Mr. and Mrs. Louis Barson
Broughton Foundation
Caleb Regenski Memorial Foundation
Mr. and Mrs. William A. Callanan
Comcast Interactive Media
Mr. Joseph D. Coyle
Matt and Joel Damron
Mr. Dries Darius
Deanna Fountaine Memorial Fund
D’Lauro & Rodgers, Inc.
Dolfinger-McMahon Foundation
In Honor of Elizabeth Goodman
Ellen E. Crooke Memorial Fund
Mr. and Mrs. Michael J. Emmi
Mrs. Paula H. Epstein
Mr. and Mrs. Steve Feldhamer
Fox Rothschild Attorneys At Law
Mr. and Mrs. Peter S. Friedman
Gerald R. Cohen Memorial Fund
Mr. and Mrs. Morey Goldberg
Mr. and Mrs. Bruce Goodman
Goodman Properties
The Guardian Life Insurance Company of America
Hillside Avenue School
Mr. and Mrs. Harvey Hoffman
Mr. Jonathan Hoffman
IBM Employee Services Center
John Snyder Memorial Tournament
Ms. Cynthia M. Keaveney
Mr. and Mrs. Robert E. Keith
Land Rover Monmouth
Mr. and Mrs. Joseph Lee
Mr. and Mrs. Bruce Leven
Mr. and Mrs. Bill Lloyd
Mr. and Mrs. Kevin Maher
Mr. John M. Makara and Ms. Katherine E. Patterson
Mr. and Mrs. Frank T. Mara
Mr. James Marr
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McDonald’s of Cedar Crest
Montco Metals, Inc.
Mr. and Mrs. John P. Moran
Peter’s Europa House
Pincus Family Foundation
Rainbow Landscaping
Reid Pany Management, Inc.
Riley Noss Memorial Fund
Riverbend Environmental Education Center
Mr. and Mrs. Mark Rosenberg
Mr. and Mrs. Milton Schneider
SMPS Philadelphia Chapter
Somerset Nursery- Art in the Garden
In Memory of Walter T. Dozer
S.R.B. Design/Build, Inc.
SRM Entertainment, Ltd.
Wawa, Inc. Corporate Charities Committee
West Chester East High School Music Club
Young Lawyers Association of Delaware County

While every donation is very important to us, only gifts of $2,500 or higher are listed due to space limitations.

Although every attempt is made to accurately report all of our donors, errors can occur.

We apologize for any misspelling or omission. Please contact Jennifer Donlevie at 215.387.8406 or jennifer@philarmh.org with corrections.
The Philadelphia Ronald McDonald House supports families of seriously ill children by creating a community of comfort and hope.

3925 Chestnut Street, Philadelphia, PA 19104 • philarmh.org

Check us out on: