Message from the Executive Director

Dear Friends,

As we reflect on the past year, one fact stands out: the incredible diversity of all of the families who have come through our doors. While each family’s experience that led them to our House was unique, what brought them all together was their need for holistic support that would enable them to be there for their seriously ill child. The stories and statistics contained in this year’s annual report highlight this diversity of experience, as well as our impact. Whether families stayed for a few days or a few months, or came from near or far, we were there for them. We were also there for them through our Family Room and Camp programs which extended this support beyond the walls of our Houses, creating a true, far-reaching community of comfort and hope.

The statistics in this report also make clear that the demand for our services continues to grow, and that today we are needed more than ever. In 2012, we experienced a record high occupancy rate, record long average length of stay, and a record number of families we could not accommodate because we were full. As these numbers show, your commitment really does make a difference for so many families when they need it most and for that we sincerely thank you.

In addition, when you support the Philadelphia Ronald McDonald House, you are not only helping the families we serve through our programs but also affirming the value of the Ronald McDonald House model around the world. This ever-growing network—now comprised of 322 Houses in 32 countries—makes sure that more and more families each year have a supportive place to stay during their child’s medical care, no matter how far they have to travel for treatment.

We truly couldn’t do what we do without you. With your help, we will continue to expand our impact though new and enhanced programming in the year to come, working towards a day when no family ever has to worry about how they’ll stay by their child’s side. On behalf of all of the families we served in 2012 and will continue to serve in 2013 and beyond, we thank you again for your steadfast and generous support.

Warm Regards,

Susan Campbell

Susan
Helping Families Near... 

At first, Shakira Wesley thought her four-year-old daughter Ayana was just being a little clumsier than usual. “She was tripping over her feet, dropping her food. She would be at the dinner table and just drop her plate,” Shakira says. Then Ayana started bumping into walls, and her teacher noticed that she wasn’t using her leg muscles as much at school. A trip to the emergency room in their hometown of Irvington, New Jersey revealed that Ayana had hydrocephalus—water on the brain—caused by a brain tumor.

Ayana underwent emergency surgery in New Jersey to remove the tumor that initially left her unable to walk or talk. “That was devastating,” says Shakira. “I was so used to her voice.” When test results revealed that Ayana’s tumor was a very rare form of cancer—an atypical teratoid rhabdoid tumor, known as AT/RT—the family transferred to The Children’s Hospital of Philadelphia so that she could begin chemotherapy and then radiation treatment. For the past five months, Shakira has been at the Philadelphia Ronald McDonald House.

“I can’t even begin to explain the things you go through when your child is sick,” says Shakira. “I am so thankful to the Ronald McDonald House.” Having a quiet room to come back to after long days at the hospital has helped Shakira to rest and recharge so that she could be there for her daughter. Staying here has also made it possible for her to study at night so that she could successfully pass her licensing exam—rescheduled to Philadelphia—to become a nurse.

All of the other amenities have helped make a challenging journey a little more manageable as well. “Being able to do your laundry, having the meals, having the Social Worker here to talk to—those are all great aspects of being here,” Shakira says. “I can’t think of anything offered that hasn’t been beneficial to me.” Being at the House has also enabled Ayana’s two older sisters—Auriel, 10, and Azia, 16—to come and visit on the weekends.

Two months after her surgery, Ayana started to talk again and continues to regain the ability to walk. After nearly half a year in the hospital, she has now joined her mother at the House as she receives outpatient radiation. Shakira doesn’t know what she would do without the House. “It is all about getting Ayana well,” she says. “I am so grateful that I am able to stay here and do that.”

...And Far.

It was a typical Saturday afternoon when Shivani Arora noticed that her son Pranav had an unusual lump near his neck. By Monday, the six-year-old was diagnosed with acute lymphoblastic leukemia and the family’s world was turned upside down. The Aroras, originally from India but living in Malaysia for Pranav’s father Amit’s work, first traveled to nearby Australia to begin chemotherapy but soon transferred to The Children’s Hospital of Philadelphia so that Pranav could receive a much-needed bone marrow transplant with cells donated from his one-year-old sister Rhiya. The family has now been at the Philadelphia Ronald McDonald House for more than three months.

“There was a point in time where we were so distressed wondering how are we going to do all this,” explains Shivani. “It was very difficult with a child not being in remission, needing a bone marrow transplant, not knowing how we would get bone marrow for him. The how, where, and what, financially and logistically. It was crazy. We have gone through a very, very tough time.”

However, from the evening activities that Pranav looks forward to each night to the fully-stocked kitchen space where Shivani can prepare her son’s favorite meals, staying at the House has made a difficult time a little easier. “It has been amazingly helpful,” Shivani says. “It reduces so much of our effort and we can concentrate on Pranav because we have this support.”

Getting to know other families has been especially meaningful to Shivani and her husband. “When we meet other people, listen to other stories, and talk to other parents, that big eternal question that was burning inside of me – ‘why my child?’ – settles down, because I am not alone,” she says.

Based on their experience here at the House, the Aroras hope to help other families struggling with their child’s illness back in India one day. “That is very close to my heart,” says Shivani. For the Aroras, they couldn’t imagine coping without everything that the Philadelphia Ronald McDonald House offers. “This is the place to be for a family like ours who are battling in a new continent, in a new country, in a new culture. There couldn’t have been more support,” she says. “With everything going on in our lives, this has been a real high. I couldn’t imagine a better place.”
THE YEAR IN REVIEW 2012—HOUSE PROGRAMS

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.

**FAMILY STAYS**

- **2,396** Family stays
- **8.8** Nights in the average family stay
- **2,973** Families we could not accommodate because we were full
- **278** Longest number of consecutive nights for one family

**INTERNATIONAL FAMILIES SERVED**

We served families from 18 countries including:
- Bolivia
- Brazil
- Canada
- China
- Costa Rica
- Egypt
- England
- Ghana
- India
- Ireland
- Liberia
- Libya
- Nigeria
- Peru
- Puerto Rico
- Singapore
- Ukraine
- Uruguay

**DOMESTIC FAMILIES SERVED**

We served families from 44 states with the majority traveling from PA, NJ, and NY.

- **37%**
- **20%**
- **8%**
- **5%**
- **4%**
- **2%**
- **1%**
- **0%**

**TOP SERVICE DEPARTMENTS**

- Orthopedics: 24%
- Oncology: 24%
- Neonatology: 13%
- Cardiology: 11%
- Other: 11%
- Surgery: 3%
- Gastroenterology: 3%
- Pulmonary: 3%
- Neurology: 3%
- Otolaryngology (ENT): 3%
- Endocrinology: 2%

*Other* represents over 20 additional service departments.

**TOP HOSPITALS SERVED**

(by number of family stays)

- The Children’s Hospital of Philadelphia (CHOP): 1,234
- Shriners Hospital: 479
- St. Christopher’s Hospital for Children: 469
- Wills Eye Institute: 63
- CHOP/Wills Eye Institute: 51
- CHOP/Hospital of the University of Pennsylvania (HUP): 44
- Wills Eye/Thomas Jefferson University Hospital: 26
- HUP: 14
- Thomas Jefferson University Hospital: 6
- Temple University Hospital: 5
- Pennsylvania Hospital: 4
In 2012, our Houses experienced a record high occupancy rate, record long average length of stay, and a record number of families we could not accommodate because we were full. A look at our three year trends shows just how much our Houses continue to be needed.

### NEEDED NOW MORE THAN EVER

#### Average Length of Stay

- **Combination**
  - 2010: 7.2
  - 2011: 7.9
  - 2012: 5.8
- **Chestnut Street**
  - 2010: 8.3
  - 2011: 7.2
  - 2012: 5.3
- **Front & Erie**
  - 2010: 8.8
  - 2011: 10.8
  - 2012: 5.9

#### Average Occupancy Rate

- **Combination**
  - 2010: 90%
  - 2011: 92%
  - 2012: 84%
- **Chestnut Street**
  - 2010: 90%
  - 2011: 92%
  - 2012: 84%
- **Front & Erie**
  - 2010: 93%
  - 2011: 95%
  - 2012: 89%

#### Turnaways

- **Combination**
  - 2010: 1464
  - 2011: 1576
  - 2012: 2413
- **Chestnut Street**
  - 2010: 1236
  - 2011: 249
  - 2012: 560
- **Front & Erie**
  - 2010: 229
  - 2011: 249
  - 2012: 560

### Our Houses

- **98%**
  - Families who agree their ability to stay close by **improved** their child’s experience in the hospital.

- **97%**
  - Families who agree that staying at the House made it **easier** to access treatment.

- **98%**
  - Families who agree staying at the House **reduced** their stress levels.

- **99%**
  - Families who agree that staying at the House helped them **maintain** their well-being.

*Data taken from guest family surveys.*
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, complete with comfortable seating, televisions, kitchen access, complimentary meals and beverages, activities, and more.

### RONALD MCDONALD FAMILY ROOMS

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Family Rooms at The Children’s Hospital of Philadelphia</td>
</tr>
<tr>
<td>98</td>
<td>Patient Rooms Served Each Day</td>
</tr>
<tr>
<td>19%</td>
<td>Families Utilizing the Family Rooms That Are Also Staying at Our Houses</td>
</tr>
<tr>
<td>98%</td>
<td>Families Who Agree The Family Rooms Provided a Comfortable Environment for Their Stay</td>
</tr>
<tr>
<td>95%</td>
<td>Families Who Agree the Family Rooms Were a Valuable Resource During a Difficult Time</td>
</tr>
</tbody>
</table>

### FAMILY ROOM USAGE BY DISTANCE

- **31%** Live 1–25 Miles Away
- **14%** Live 26–50 Miles Away
- **14%** Live 51–75 Miles Away
- **14%** Live 76–100 Miles Away
- **11%** Live 100+ Miles Away
YEAR IN REVIEW 2012—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.

**RONALD MCDONALD CAMP**

- **196** Total Campers
- **130** Patient Campers
- **66** Sibling Campers
- **129** Unique Families
- **106** Junior Campers (Age 7 to 12)
- **90** Senior Campers (Age 13 to 17)
- **65** New Campers
- **6** Counselors In Training

**CAMPERS SERVED BY GEOGRAPHIC ORIGIN**

In 2012, 67% of campers came from Pennsylvania and 31% came from New Jersey. The remaining 2% came from Virginia, New York, and England. The majority of campers came from the Greater Philadelphia Region.

- **15%** Pennsylvania
- **12%** New Jersey
- **11%** Virginia
- **9%** New York
- **7%** England
- **3%** Others

**CAMP’S IMPACT**

- **100%** Parents who agree that Camp has a positive impact on their child’s well-being
- **100%** Parents who would recommend Camp to other families with children with cancer
- **94%** Parents who agree that Camp has helped their child build confidence and become more independent
- **95%** Parents who agree Camp helps their children develop new friendships
Whether checking in families, preparing meals, driving the shuttle van to the hospital, hosting a Family Room activity, volunteering at an event, dedicating a week of summer vacation as a counselor, or helping in an endless number of other ways, our volunteers are truly the heart of our organization. Hundreds of volunteers complement the work of our 19 full-time staff members and make what we do possible every day of the year.

We are so thankful for the service of all of our dedicated volunteers in 2012.
FINANCIAL HIGHLIGHTS
(For year ended December 31, 2012)

ASSETS AND LIABILITIES

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets</td>
<td>$14,529,993</td>
</tr>
<tr>
<td>Liabilities</td>
<td>$97,126</td>
</tr>
<tr>
<td>Net Assets</td>
<td>$14,432,867</td>
</tr>
</tbody>
</table>

EASING FINANCIAL HARDSHIPS

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suggested Guest Fee Per Night</td>
<td>$15.00</td>
</tr>
<tr>
<td>Actual Cost of Providing Services Per Night</td>
<td>$89.18</td>
</tr>
<tr>
<td>Average Actual Guest Fee Per Night Because of Waived or Reduced Fee for Financial Hardship</td>
<td>$6.59</td>
</tr>
</tbody>
</table>

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

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. After nearly four decades, Ronald McDonald House Charities (RMHC) and our local McDonald’s owner/operators remain committed to supporting our programs.

Each year, the Philadelphia Ronald McDonald House receives 10 percent of its annual budget from the local chapter of RMHC—RMHC of the Philadelphia Region. RMHC of the Philadelphia Region is a 501(c)(3) non-profit organization that receives its support from the owners/operators of the more than 300 McDonald’s Restaurants in the region (including the greater Philadelphia area, Southern New Jersey, and Delaware). This funding comes from in-store canister donations, Shamrock Shake sale proceeds, and other promotions and annual gifts.

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

- McDonald’s owner/operators participate as members of our Board of Directors.
- McDonald’s owner/operators and suppliers raise money and awareness through promotional and fundraising events.
- Local McDonald’s employees serve as dedicated volunteers.

The remaining 90 percent of our annual budget comes from the generosity of individuals, corporations, and foundations.

<table>
<thead>
<tr>
<th>Revenues and Expenses</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$3,460,729</td>
</tr>
<tr>
<td>Investment Revenue</td>
<td>$336,187</td>
</tr>
<tr>
<td>Guest Fee Revenue</td>
<td>$138,284</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>$11,803</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$3,504,270*</td>
</tr>
<tr>
<td>Excess Revenue Over Expenses</td>
<td>$442,734</td>
</tr>
</tbody>
</table>

* Included in total expenses is our depreciation expense of $589,979 for both of our property locations.

IN-KIND

<table>
<thead>
<tr>
<th>Total In-Kind Contributions</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$732,501</td>
</tr>
</tbody>
</table>

ANNUAL OPERATING EXPENSES

80% Programs
10% Fundraising
10% General Administration & Management

TOTAL PROGRAM SERVICES

89% Houses
4% Family Rooms
7% Camp
CIVIC, CORPORATE, FOUNDATION AND INDIVIDUAL DONORS

$100,000+
Estate of Dorothy A. Fessler
Estate of Frances M. Cox
Philadelphia Insurance Companies
Ronald McDonald House Charities of the Philadelphia Region

$50,000 to $75,000
The Children’s Hospital of Philadelphia
Lehigh Valley All-Stars Football Game and Owner/Operators of the Lehigh Valley

$25,000 to $49,999
ACE Charitable Foundation
Anonymous
Coca-Cola USA
The Ferro Family—Hope Brings Strength
The Ron Krancer Family
McDonald’s Faro Blanco Invitational Tournament
St. Christopher’s Foundation for Children
United Way of Southeastern Pennsylvania

$15,000 to $24,999
Aberdeen Asset Management, Inc.
Amoroso’s Baking Company
Brie’s Buddies
Denny Parian and the County Corvette Toy Drive
Ellie Koerner Leukemia Foundation
Kat’s Krusaders
Louis and Bessie Stein Foundation
McLean Contributionship
Mr. and Mrs. Alan Miller
Philadelphia magazine

$10,000 to $14,999
CSL Behring LLC
Mr. and Mrs. Francis Gallagher
Harley Davidson of Long Branch
Johnson & Johnson—Matching Gifts Program
Mr. and Mrs. Nicholas Karamatsoukas
Mr. and Mrs. Joseph Lee
Mr. and Mrs. Stephen Mickelberg
Ronald McDonald House Charities
Mr. and Mrs. Mark D. Turner
United Way of Greater Philadelphia and Southern New Jersey
Mrs. Marlene Weinberg

$5,000 to $9,999
Anonymous
Anthony & Sylvan Pools
Aramark Conference Centers
Ascensus
Anne C. Scardino—Belle Maison Design, LLC
Bentley Homes
Bob Palmer Memorial Fund
B-Stong Foundation
Bucks County Farm Bureau
Camp Timber Tops
Ms. Stacy Chatley
Children’s Surgical Associates, Ltd.
Mr. and Mrs. Dries Darius
Lynn Deming Memorial
Dr. Pepper/Seven Up, Inc.
The Edzen Charitable Foundation
Elliott-Lewis
Estate of Frances Bonikowski
Firsttrust Bank
Mr. and Mrs. William Garbose
I.B.E.W. Local Union 98

Jacobs Music Company
Jersey Shore Harley Owners Group
The Karen and Herbert Lotman Foundation
Keystone Foods Corporation
KPMG
Mr. and Mrs. Gary Lassin
Mr. and Mrs. Ronald Lassin
Louis N. Cassett Foundation
Marsh
Mealey’s Furniture
Medical ID Marketplace by Hope Paige
Merck Employee Giving Campaign
Montco Metals, Inc.
Motorola Mobility Foundation
National Time Systems
Calix Regenski Memorial Foundation
Ronald Cup
Rutgers Preparatory School
Sanford-Brown Institute—Trevose
Sean M. Morris Memorial Golf Benefit
Mr. Brent Senseny and Ms. Linda D. Cluck
Soros Fund Charitable Foundation—Matching Gifts Program
St. Christopher’s Hospital for Children
Mr. and Mrs. James R. Sutow
Today Media Charitable Foundation
Turner Investment Partners
UAS Inc.
University of Pennsylvania
Wharton School of Business
UPS—Metro Philadelphia Office
Clarence J. Verne Foundation
Mr. and Mrs. Paul Wendolowski
Mr. and Mrs. Sydney G. Willson III

$2,500 to $4,999
The 1830 Family Foundation
Mr. and Mrs. Leonard Abramson
Adopt-A-Pig
Sue Andreades Memorial
Anonymous
Audi Willow Grove
Bakers Club of Philadelphia
Dr. and Mrs. John J. Baldwin
Mr. and Mrs. Richard Berman
Mr. and Mrs. Leonard Bernstein
Employees Community Fund of The Boeing Company
Broughton Foundation
Dorothy Coccoaro Memorial
D & H Realty Associates, LLC
Joel and Matt Damron
Delmac
Mr. George E. Deming Ill
Dolfinger-McMahon Foundation
Drexel e-Learning, Inc.
Mr. and Mrs. John Durante
Mr. and Mrs. Michael J. Emmi
B. Enebish and Tuya Ukhia
Enterprise Holdings Foundation
Mrs. Paula H. Epstein
Estate of James Murray
Mr. and Mrs. Steve Feldhamer
Mr. and Mrs. Mike Ferro
Fox Rothschild Attorneys At Law
John Gillaspy Memorial
The Goldenberg Group & People Helping People Foundation
Goodman Properties
Guardian Insurance Company
Guidi Homes, Inc.
Ms. Gail Henderson
Mr. and Mrs. Harvey Hoffman
Mr. Jonathan Hoffman
IBM Employee Services Center
ING Giving Station
Joseph Plumbalito Memorial Foundation
Mr. and Mrs. Dean Kanefsky
Ms. Cynthia M. Keaveney
Mr. and Mrs. Robert E. Keith
Anonymous
KT Family Foundation
La-Z-Boy of Philadelphia
Mr. and Mrs. Bruce Leven
Mr. and Mrs. Robert Lewis
Lincoln Financial Group Foundation, Inc.
Gary Lukasiewicz Memorial
Mr. and Mrs. Michael McAleer
McDonald’s Charitable Giving Campaign
Microsoft’s Giving Campaign
Mr. and Mrs. Norm Miller
MK Mechanical
Mr. and Mrs. John R Moran
Morgan Stanley Smith Barney LLC
Morphotek, Inc.
Ms. Mariah E. Murphy
Joseph Green and Robert J. Shafer—Moustache Fundraiser
Mr. and Mrs. David Niggemann
Northwestern University SPSC #326
NSM Insurance Group
Mr. and Mrs. Harvey Ostroff
Mr. and Mrs. Grover E. Paxton
Mr. and Mrs. Stuart S. Peltz
Pemalith Plastics, LLC
Pfizer, Inc.
Pilot Air Freighter
Psi Upsilon Union College
Dr. and Mrs. Kenneth S. Resnik
Mr. and Mrs. Mark Rosenberg
Mr. and Mrs. Brad S. Rude
Heather Sartori Memorial
Marylo Schmidt Retirement Tribute
Mr. and Mrs. Milton Schneider
Shultz & Williams
Souderton Area High School
Sturdivant & Co. Inc
Mr. and Mrs. Richard G. Taylor
Thomson Reuters—My Community Program
United Way of Portland
UPS Foundation, Inc.
Van Aken Family Foundation
West Chester Area School District
Katherine “Katy” Wolgin Memorial
Mr. and Mrs. Norman Wolgin
Young Lawyers Association of Delaware County
Mr. and Mrs. Leo Zamparelli Wedding Tribute
Mr. and Mrs. Tony Zuzio

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.
PHILADELPHIA RONALD MCDONALD HOUSE BOARD OF DIRECTORS
(For year ended December 31, 2012)

Chairperson Emeritus
Audrey E. Evans, M.D.

President
Marlene Weinberg

Honorary Life Members
Madlyn Abramson
Jimmy Murray

Vice Presidents
Peter Degnan
Christopher Roak

Treasurer
Michael McAleer

Secretary
Connie Willson

Directors
Mike Anton
Darwin Beauvais
Leonard Bernstein
Judy Boreham
Chris Chong
Marian Conicella
J. Drew Coyle
John Durante

Jon Hitchcock
Abbie Hoffman
Cynthia Keaveney
Michele Lloyd
Tom Mann
Peter Maruca
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Salli Mickelberg

Charles Montufar
William Parkes
Elizabeth L. Reeves
Anne Scardino
Mark Turner
Susan Wenger
Kenneth Youngblood

PHILADELPHIA RONALD MCDONALD HOUSE STAFF
(For year ended December 31, 2012)

Executive Director
Susan Campbell

Administrative Team
Jeanette Woehr, Executive Assistant
Sally Courant, Accounting Manager
Eileen Filipone, Bookkeeper

Development Team
Chris Callanan, Special Events & Communications Manager
Jennifer Shipman, Special Events & Communications Manager
Kelly O’Connor,
Grants & Special Projects Manager
Jennifer Donlevie,
Database Administrator

Operations Team
Barry Owen, Facilities Manager
Linda Parry, Volunteer Director
Lori-Anne Miller, Volunteer Assistant

Chestnut Street
Patty Vesper, House Manager
Tim Lewoc, Resident Manager
Helen Reese, Social Worker

Front & Erie
Carolann Costa, House Manager
Maurice Taylor, Resident Manager
Tara Duffy, Social Worker

Suzie Crandall, Ronald McDonald
Family Room Coordinator
Cindy Candela-Ryan, Ronald McDonald Camp Director

Housekeeping & Maintenance Team
William Cheyney
Martha Moore
Robert Pounce
Myriam Rivera
Brenda Robinson
Irene Small
Hirity Teweldeberhan
Frank Webster
Kay Welding
Bill Wilkinson

Weekend Management Team
Ashley Mapp
Michele Merdinger
Nicole Pender
Linda Pusatere
Joshua Stern
Anthony Stover
Eric Trumbower
FACES OF  THE PHILADELPHIA RONALD MCDONALD HOUSE 2012
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: