Message from the Executive Director

Dear Friends,

Philadelphia is a city of firsts. The first United States Capital. The first post office. The first fire company. And, the first Ronald McDonald House.

That’s right: four decades ago, in 1974, the dream and determination of our co-founders Dr. Audrey Evans and Jimmy Murray led to the inception of the very first Ronald McDonald House in the world, on a tree-lined street in West Philadelphia. Today—as we prepare to celebrate 40 years of supporting families with seriously ill children—there are more than 338 Houses in 35 countries around the world, thanks to a vision that started right here in our city of firsts.

Philadelphia continues to be a groundbreaking and innovative city and, over the years, has grown into a true mecca for children’s health care, filled with world-class hospitals and doctors who draw thousands of families from throughout Pennsylvania and the world each year. These families come to Philadelphia for cutting-edge treatment that’s not available where they live, or for specialists who understand their son or daughter’s rare and frightening condition. They come for the glimmer of hope that our city’s hospitals provide, and the best chance for another birthday for their child.

The fact that so many families—from Bucks County to Curaçao—are forced to uproot their lives and travel to Philadelphia for their child’s lifesaving medical care means that our two Houses continue to be an invaluable resource for families who have nowhere else to turn, enabling them to get their child much-needed treatment. And while our hospital partners provide the best care possible, we strive to provide the best and most responsive service—and the most gracious hospitality—we can, offering not just a place to sleep close to the hospital but also a true community of holistic support rooted in our values of comfort and care.

This commitment to our families’ overall wellbeing led us to focus on enhancing and expanding our programming in 2013—with our new programming informed by the feedback and suggestions of our families. These new programs include our Healthy Breakfast Program at our Chestnut Street House, our Creative Play Art & Music Therapy Program at our Front & Erie House, and our Hospitality Kiosk for families on the Critical Care Units of St. Christopher’s Hospital for Children. Growing our therapeutic and wellness-centered offerings will continue to be a priority for 2014.

As we continue to expand our programming over the next year, we will also actively pursue plans to expand the number of families we can serve at our Chestnut Street location. While we opened our doors for 2,379 family stays from 46 states and 20 countries in 2013, there were 2,888 more families we could not accommodate because we were full—a devastating statistic that both highlights the demand for our services and compels us to find a way to be there for the families who need us.

Reflecting on the past twelve months and looking forward to the year ahead, I am filled with deep gratitude and awe for all of our wonderful supporters—past and present, from within the Philadelphia community and beyond—who make what we do possible. Supporters who embraced the nascent idea for the first Ronald McDonald House forty years ago because they saw the dire need of families spending night after night in the hospital. Supporters who’ve been there for us as we’ve grown from a seven-bedroom House on Spruce Street to two Houses, a Ronald McDonald Camp, two Ronald McDonald Family Rooms, and a Hospitality Kiosk, all to complement the outstanding care our partner hospitals provide. And supporters who encourage and inspire us as we embark on the next forty years of fulfilling our mission. On behalf of all of the families who have called our Houses their home since 1974, and all of the families who will come through our doors in the years ahead, I cannot thank you enough.

Warm Regards,

Susan Campbell
Susan
Helping Families Near…

Jeff Bekos speaks with emotion about the day his family’s life changed forever. It was July 5, 2013, at their home in Doylestown, PA. He was in the kitchen with his 13-year-old daughter, Hailey, who was off for the summer and volunteering at an animal rescue. She was sitting at the table reading a local news story aloud. “Suddenly, her voice and words became slurred,” he recalls. “I thought she was having a stroke.” He drove her to the emergency room and waited with wife Liz. Within minutes of arriving at the hospital, Hailey had her first of many seizures. A subsequent spinal tap showed that Hailey’s white blood count was extremely high. She was transferred to The Children’s Hospital of Philadelphia the next day. The physicians diagnosed her with a rare and life-altering disease that attacks the immune system, Anti-NMDA Receptor Encephalitis. The disease destroys brain cells to the point that patients cannot speak, walk, recognize those around them, or control their movements. Of the 50 cases that The Children’s Hospital of Philadelphia has treated, Hailey’s was one of the most severe.

The Philadelphia Ronald McDonald House on Chestnut Street opened its doors to the Bekos family and would become the family’s home for nearly nine months. The family was in a state of shock. Life as they knew it in Doylestown, just 30-miles away, went on hold as Hailey’s medical team worked to stabilize her condition. The Bekos family would spend their days at the hospital, then come home to the Ronald McDonald House and talk with other families who were going through their own medical crises. “The other families understand what we are going through; we support one another. The families and staff have been the only stable part of our lives for the last 200+ days,” Jeff explains.

After a few steps back, and then some major steps forward, a significant turn in Hailey’s recovery was apparent. “She began to come out of the coma, and we could see small parts of her old self coming back,” Jeff says. Hailey also began an aggressive physical, occupational, and speech therapy regimen. To date, Hailey has met or exceeded her physical and occupational therapy goals. She will continue to need aggressive speech therapy. She pushes herself hard and is highly focused and determined to beat her disease.

“The Philadelphia Ronald McDonald House has been so wonderful and kind,” Jeff says. “Our story, as horrific as it is, is not unlike what so many families go through here every day. As much as we’ve received, we want to give back. We’ve met some really great people and made some friendships that I know will be long-lasting.”

Hailey is making medical history. Her prognosis is good, and her family and doctors hope that she will fully recover.

And Far.

Justin Penso, now age 12, began alerting his parents that something was wrong back when he was in nursery school. Doctors told his parents that his continuous stomach issues were everything from a gluten allergy to an inflamed colon. Despite being treated for these conditions, Justin grew thinner. In May 2008, Justin’s stomach problems worsened. An X-ray showed a stage 3 neuroblastoma tumor on his side. The next day, Justin and his parents flew from their home in Curacao, an island in the southern Caribbean Sea, to Amsterdam, while their daughter Alyssa went to stay with her grandparents. This was the beginning of their medical journey.

Justin underwent chemotherapy, oral radiation to shrink the tumor, and ultimately surgery at the hospital at the University Medical Center Groningen, one of the largest hospitals in the Netherlands. After recovering, Justin continued to have yearly checkups, which showed his condition had stabilized. However, in August 2013, he began having strong pain in his right leg, and his abdomen began to swell—a new tumor had grown where the old one had been and was causing compression on his leg. His doctors and social worker arranged for him to be admitted to The Children’s Hospital of Philadelphia, far from their home in Curacao.

A room opened up at the Philadelphia Ronald McDonald House on Chestnut Street, and Justin, Ryan, and Geraldine left immediately for Philadelphia. “It’s been fantastic to stay at this facility so close to the hospital,” says Geraldine. She adds, “It has allowed us to form a family. We are not alone. Everyone has their own story, yet we are the same.”

Justin has had the second tumor removed at The Children’s Hospital of Philadelphia and is currently taking oral chemotherapy while he stays at the Ronald McDonald House with his family. He has formed friendships with many of the other children at the Ronald McDonald House. Like Justin, Geraldine has made many friends at the Philadelphia Ronald McDonald House, too, and has come to rely on social worker Helen Reese for emotional support. “People are very strong here. If you have a rough day, there is always someone to talk to. The best part is you see that miracles still happen.”
In 2013, our two Ronald McDonald Houses together served up to 63 families each night, enabling families to stay close by their children in the hospital at little to no cost while offering an array of supportive services.

**FAMILY STAYS**

- **2,379** family stays
- **2,888** families we could not accommodate because we were full
- **365** longest number of consecutive nights for one family
- **8.8** nights in the average family stay

**DOMESTIC FAMILIES SERVED**

We served families from 46 states with the majority traveling from PA, NJ, and NY.

**INTERNATIONAL FAMILIES SERVED**

We served families from 20 countries including:

- Bermuda
- Bolivia
- Bosnia
- Canada
- China
- Curacao
- Costa Rica
- Croatia
- Dominican Republic
- Ecuador
- India
- Jamaica
- Peru
- Poland
- Puerto Rico
- Singapore
- Spain
- Syria
- Uruguay
- Venezuela

**TOP HOSPITALS SERVED**

(by number of family stays)

- The Children's Hospital of Philadelphia: 1,196
- St. Christopher's Hospital: 514
- Shriners Hospital: 470
- Wills Eye Institute: 111
- Hospital of the University of Pennsylvania (HUP): 57
- Thomas Jefferson Hospital: 12
- Pennsylvania Hospital: 11
- The Renfrew Center: 3
- Temple University Hospital: 1

**TOP SERVICE DEPARTMENTS**

- Oncology: 26%
- Orthopedics: 24%
- Cardiology: 11%
- Neonatology: 9%
- Other: 9%
- Pulmonary: 5%
- Gastroenterology: 4%
- Neurology: 3%
- Surgery: 3%
- Otolaryngology (ENT): 2%
- Endocrinology: 2%

Other represents over 20 additional service departments.
OUR SERVICES ARE NEEDED NOW MORE THAN EVER

While we opened our doors for 2,379 family stays from 46 states and 20 countries in 2013, there were 2,888 more families we could not accommodate because we were full—a devastating statistic that both highlights the demand for our services and compels us to find a way to be there for the families who need us.

**OUR HOUSES’ IMPACT**

- **97%**
  - Families who agree their ability to stay close *improved* their child’s experience in the hospital

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

- **99%**
  - Families who agree staying at the House *reduced* their stress levels

- **100%**
  - Families who agree that staying at the House helped them *maintain* their well-being

- **98%**
  - Families who agree that staying at the House allowed them to *spend* more time by their child’s side

- **97%**
  - Families who agree that staying at the House provided *support* they would otherwise not receive

Data taken from guest family surveys.
YEAR IN REVIEW 2013—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, complete with comfortable seating, televisions, kitchen access, complimentary meals and beverages, activities, and more. The Ronald McDonald Family Rooms enable us to extend our reach to local families who are not able to stay at our Houses because they live within a 25-mile radius.

RONALD MCDONALD FAMILY ROOMS

- 2 Family Rooms at The Children’s Hospital of Philadelphia
- 98 Patient Rooms Served Each Day
- 14% Families Utilizing the Family Rooms That Are Also Staying at Our Houses
- 31% Live 1–25 Miles Away
- 96% Families Who Agree The Family Rooms Provided a Comfortable Environment for Their Stay
- 86% Families Who Agree the Family Rooms Were a Valuable Resource During a Difficult Time

HOSPITALITY KIOSK

In March of 2013, the Hospitality Kiosk at St. Christopher’s Hospital for Children opened to serve families with children on the critical care units. Located in the critical care unit waiting room, the Kiosk provides complimentary healthy snacks, beverages, and other amenities to families in order to help improve their overall hospital experience.

- 3,178 Times the kiosk was accessed by individuals
- 73 Patient rooms served each day
- 95% Individuals who agree that the Hospitality Kiosk made it easier to access healthy food and beverages while in the hospital
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

- **Total Campers**: 203
- **Patient Campers**: 132
- **Sibling Campers**: 71
- **Unique Families**: 130
- **Junior Campers**: 97
  - Age 7 to 12
- **Senior Campers**: 96
  - Age 13 to 17
- **New Campers**: 53
- **Counselors In Training**: 10

### CAMPERS SERVED BY GEOGRAPHIC ORIGIN

In 2013, 68% of campers came from Pennsylvania and 30% came from New Jersey. The remaining 2% came from Virginia, New York, Massachusetts, and Maryland. The majority of campers came from the Greater Philadelphia Region.

- **Montgomery**: 15%
- **Bucks**: 9%
- **Chester**: 7%
- **Camden**: 5%

A majority of the campers meet at The Children’s Hospital of Philadelphia on the morning of the first day and take one of the arranged buses to Camp. 71% of campers travel on the bus, while the remaining 29% are transported to and from Camp by their parents or guardians.

### 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
- **100%**: Parents who agree that Camp has helped their child build confidence and become more independent
- **97%**: Parents who agree Camp helps their children develop new friendships
VOLUNTEERS IN ACTION

Whether checking in families, preparing meals, driving the shuttle van to the hospital, hosting an activity at the Family Rooms, volunteering at an event, dedicating a week of summer vacation as a camp 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 20 full-time staff members and make what we do possible every day of the year. For that we are truly grateful.

We are so thankful for the service of all of our dedicated volunteers in 2013.

- 324 Regular House and Family Room Volunteers
- 27,612 Annual House Volunteer Hours
- 95 Community Service Groups
- 1,101 Meals Provided by Guest Chef Groups to Houses and Family Rooms
- 3,640 Van Shuttle Trips to the Hospital Driven by Volunteers
- 113 Volunteer Camp Counselors and Medical Professionals
- 619 Evening Activities Provided by Volunteers
FINANCIAL HIGHLIGHTS
(For year ended December 31, 2013)

ASSETS AND LIABILITIES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets</td>
<td>$24,466,436</td>
</tr>
<tr>
<td>Liabilities</td>
<td>$130,923</td>
</tr>
<tr>
<td>Net Assets</td>
<td>$24,335,513</td>
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</tbody>
</table>

EASING FINANCIAL HARDSHIPS

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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</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>$97.18</td>
</tr>
<tr>
<td>Average Actual Guest Fee Per Night Because of Waived or Reduced Fee for Financial Hardship</td>
<td>$6.99</td>
</tr>
</tbody>
</table>

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

SUMMARY OF REVENUES AND EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions</td>
<td>$12,911,021*</td>
</tr>
<tr>
<td>Investment Revenue</td>
<td>$605,646</td>
</tr>
<tr>
<td>Guest Fee Revenue</td>
<td>$146,191</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>$9,783</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$3,769,995</strong></td>
</tr>
<tr>
<td><strong>Excess Revenue Over Expenses</strong></td>
<td><strong>$9,902,646</strong></td>
</tr>
</tbody>
</table>

* Included in contributions is a 10 million dollar restricted pledge for the sole purpose of future capital expansion plans.
** Included in total expenses is our depreciation expense of $567,896 for both of our property locations.

IN-KIND

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total In-Kind Contributions</td>
<td>$749,257</td>
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ANNUAL OPERATING EXPENSES

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising</td>
<td>12%</td>
</tr>
<tr>
<td>General Administration &amp; Management</td>
<td>10%</td>
</tr>
<tr>
<td>Programs</td>
<td>78%</td>
</tr>
</tbody>
</table>

TOTAL PROGRAM SERVICES

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Houses</td>
<td>88%</td>
</tr>
<tr>
<td>Camp</td>
<td>8%</td>
</tr>
<tr>
<td>Family Rooms</td>
<td>4%</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. 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 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.
$50,000+
The Alice H. and Joseph W. Campbell Fund of the Philadelphia Foundation
The Children’s Hospital of Philadelphia
EcoMedia - CBS
Estate of Dorothy A. Fessler
Ronald McDonald House Charities Innovation Award
Ronald McDonald House Charities of the Philadelphia Region

$25,000 - $49,999
The Estate of Barbara C. Blossom
Denny Parisan and the County Corvette Toy Drive
Estate Of Robert C. Wells
Katie Kirlin Fund
Katie’s Kursaders
Mr. Ron Krancer and Family
McDonald’s Faro Blanco Invitational Tournament
The Alan B. Miller Family Foundation
Philadelphia magazine
United Way of Greater Philadelphia and Southern New Jersey

$10,000 - $24,999
2013 U.S. Open
97.5 The Fanatic
Aberdeen Asset Management
Anonymous
Anthony & Sylvan Pools
CSL Behring, LLC
Family Dermatology Group
Mr. and Mrs. Francis Gallagher
Harley Davidson of Long Branch
Jersey Shore Harley Owners Group
Mr. and Mrs. Nicholas Karamatsoukas
Mr. and Mrs. Joseph Lee
Mr. and Mrs. Herbert Lotman
Lehigh Valley All-Stars Football Game
and Owner/Operators of the Lehigh Valley
The Lombard Estates & Rittenhouse Estates
Louis and Bessie Stein Foundation
Montco Metals, Inc.
PROM Management Group, Inc.
Reuben and Mollie Gordon Foundation
St. Christopher’s Foundation for Children
United Way of Portland

$5,000 - $9,999
Mr. Richard J. Adelizzi
American Endowment Foundation
AmeriHealth Caritas
Aramark Corporation
Alexis Artis Memorial
The Bloomingdale’s Fund of the Macy’s Foundation
Employees Community Fund
of The Boeing Company
The Brian Selbert Memorial Fund
Brie’s Buddies
Oden Brown Memorial
Mr. and Mrs. Robert Brown
Ms. Lorraine F. Brut
Bucks County Farm Bureau
Mr. and Mrs. William A. Calnanan
Mrs. Donna Calvert
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Charles River Laboratories
CornaWells Elementary School
Crowley Chemical Company
Mr. Dries Darius
Mr. Peter J. Degnan and Ms. Maureen Gardner
DoubleTree Hotel
McDonald’s Team Northeast
Dr. Pepper Snapple Group
The Eden Charitable Foundation
Ellie Koerner Leukemia Foundation
Elliott-Lewis Corporation
ERT - eResearch Technology
Festa DiSan Cataldo
Firstrust Bank
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Gemini Bakery Equipment Co.
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The Jonathan Grant Meyers Legacy Foundation
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Soros Fund Charitable Foundation
Matching Gifts Program
Souderton Area High School
St. Christopher's Hospital for Children
The Stephen Colbert Americome Dream Fund
Suzi and Scott Lustgarten Family Foundation
Torcon, Inc.
Mr. Michael S. Tornvall
Truist

$2,500 - $4,999
The 1830 Family Foundation
Mr. Dustin J. Achey
Adminovate
Adopt-A-Pig
Ardmore Toyota
Mr. Amit Arora
Astra Zeneca
Mr. Omer Aziz
Mr. Edward Baim and Mrs. Jill Segal
Beazley Group
BFF Friendship Foundation
Mr. Rick Blatstein
Broughton Foundation
Mr. Brent Butler
Capital One
Caroline J. Sanders Trust
Mr. Francis Carroll
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Coca-Cola - McDonald’s Division
Cocktails Against Cancer
Comcast Spectator
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GlxosmithKline Foundation
Mr. and Mrs. Morey Goldberg
The Goldenberg Group & People Helping People Foundation
Mr. and Mrs. William Goldstein
Goodies for Good, Inc
Goodman Properties
James F. Grondin Memorial

Turner Investments
UAS, Inc.
Van Aken Family Foundation
Clarence J. Venne Foundation
ViroPharma, Inc.
Mrs. Marlene Weinberg
Mr. and Mrs. Paul Wendolowski
In honor of Howard Wertman’s retirement
Wharton School of Business
Widener Memorial Foundation in Aid of Handicapped Children
Wills Eye Hospital
Mr. and Mrs. Sydney G. Willson III
Wylie’s Day Foundation
Young Lawyers Section of the Delaware County Bar Association
Zarwin Baum DeVito Kaplan Schaer Toddy PC.
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Turtle’s Trail Foundation
Uncle Oogie’s Pizzeria
Mr. and Mrs. Stephen Wanner
West Chester Area School District
Ms. Jodi Wheeler
Mr. and Mrs. Glenn White
The William Penn Foundation
Mr. and Mrs. Thomas Ziemak

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.

A GREAT BIG THANK YOU TO OUR SUPPORTERS
PHILADELPHIA RONALD MCDONALD HOUSE BOARD OF DIRECTORS
(For year ended December 31, 2013)

Chairperson Emeritus
Audrey E. Evans, M.D.
(Co-Founder) photo on left

Honorary Life Member
Jimmy Murray
(Co-Founder) photo on left

Honorary Life Member
Madlyn Abramson

President
Marlene Weinberg

Vice Presidents
Peter Depnan
Christopher Roak

Secretary
Connie Willson

Treasurer
Michael McAleer

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Jill Miller
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Anne Scardino
Mark Turner
Susan Wenger
Kenneth Youngblood

PHILADELPHIA RONALD MCDONALD HOUSE STAFF
(For year ended December 31, 2013)

Executive Director
Susan Campbell

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

Development Team
Chris Callanan, Director of Events & Corporate Development
Jennifer Donlevie, Database Administrator
Lawrence Jacobson, Director of Leadership Giving
Kelly O’Connor, Director of Grants & Special Projects
Jennifer Shipman, Director of Marketing & Communications

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

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

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

Maintenance & Housekeeping Team
William Cheyney
Terence Graham
Rhonda Inge
Martha Moore
Robert Pouncy
Myriam Rivera
Brenda Robinson
Irene Small

Hirity Teweldeberhan
Frank Webster
Bill Wilkinson

Relief Management Team
William Ezzo
Ashley Mapp
Michele Merdinger
Karen Nickens-Kelly
Nicole Pender
Linda Pusatere
Joshua Stern
Anthony Stover
Eric Trumbower
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: