Dear Friends,

As we celebrate forty years as an organization, we are filled with a tremendous sense of pride. What started as a single idea—to keep families with sick children together—has since impacted the entire world, and the way we approach caring for a sick child and his or her family as our House now serves as the model for more than 349 Houses in 38 countries around the world. And with that pride, we also carry a unique set of responsibilities to continue our work of providing innovative programming to not only serve families in the greater Philadelphia area, but also families from all over the country and world who come to the City of Brotherly Love for the opportunity to hear a doctor say, “I can help your child.”

Philadelphia has become the epicenter of the world’s best healthcare—providing second chances and renewed optimism that draws families from near and far to our partner hospitals—hospitals that are practicing cutting edge medicine and pioneering treatments that were once thought impossible. And when a family uproots their lives for that second chance, the Philadelphia Ronald McDonald House is there to support them every step of the way. In many cases, children whose families stay at Ronald McDonald Houses tend to be the sickest, have traveled the furthest distances for care, and spend the longest time in the hospital, according to an impact study conducted by Ronald McDonald House Charities® (RMHC).

Over the past forty years, our programming has expanded to accommodate the growing needs of families with sick children who come to our city’s medical facilities, and we are privileged to operate two Ronald McDonald Houses, a Ronald McDonald Camp, two Ronald McDonald Family Rooms, and a Hospitality Kiosk to aide in supporting the excellent care given at our partner hospitals. Our commitment to the well-being of families is our top priority and shows through our continued adoption of, and belief in, a holistic approach to children’s healthcare—an approach that Dr. Evans and Jimmy Murray believed in forty years ago when they founded our House. In fact, the impact study conducted by RMHC confirms the benefits of providing comprehensive care for sick children and their families. Studies prove that Ronald McDonald Houses help their guests strengthen coping abilities by keeping families together. In addition, in a survey of 250 families, researchers found that children and their parents who stayed at a Ronald McDonald House had a better perceived quality of life than expected for children with chronic diseases.

Yet, our efforts to provide an all-inclusive sanctuary for families with seriously ill children are sadly not enough, and year after year we are forced to turn away families due to insufficient space in our two Houses. This year alone, we had 2,194 family stays, but had to turn away 3,241 families that desperately needed our services. And again, we are confronted with the devastating statistic that both highlights the need for our services and compels us to find a way to be there for the families who need us.

Our 40th year proved to be a pivotal one for our organization, as the Board of Directors and I solidifi ed plans to expand our services so that we never have to say “no” to another family who needs the Philadelphia Ronald McDonald House. Despite the challenges that lie ahead in our plans to grow, we are confi dient that in the coming years, we will increase our capacity to accommodate each and every family who requests a room at our two Houses—eliminating our staggering turn away rate altogether. And with our continued growth, we endeavor to keep the original mission and vision of our Co-Founders at the forefront.

To our valued supporters, who encourage us on this journey to help families in their greatest time of need, my hope is that this message not only deepens your belief in our House and its rich history, but that it emphasizes that there is still so much for us to accomplish together. Forty years ago there was no place like the Philadelphia Ronald McDonald House, but now we can all say that there is one place like home.

With Gratitude,

Susan Campbell

Nothing could have ever prepared Christine Weideman to hear the words: Your son has brain cancer. At one-and-a-half years old, Christine’s son, Nicholas, was just beginning his life—a life his mother envisioned filled with opportunity, happiness, and most importantly, health. That day in November 2012 marked the beginning of a long road ahead laden with uncertainty as Christine, a single mother, vowed to do everything in her power to fight for her son’s life.

Since day one of his diagnosis, Nicholas has been receiving care at St. Christopher’s Hospital for Children and, like many parents, Christine remained in the hospital with her son as he received treatment for his tumor. “Since Nicholas was only one-and-a-half years old, I wanted to stay with him in the hospital because it was an extremely stressful situation. However, it got to a point where it was very difficult to sleep bedside with him when we were woken up every four hours for vital signs and medication. I realized that I wasn’t able to care for him the way I needed to because I wasn’t getting any sleep,” says Christine. That is when the Philadelphia Ronald McDonald House at Front & Erie came into the picture, offering Christine a clean, comfortable, and home-like place to stay, just minutes from the hospital so that she could still remain close to her son during treatment. “Although we live in Doylestown, Pennsylvania, which is just under an hour away from St. Christopher’s Hospital, I just couldn’t imagine having to drive back and forth each day—I was physically and mentally exhausted. Not only did I get adequate rest at the House, but I got the support of other people who were going through the same thing I was. Each day I would return to the hospital feeling refreshed and ready to continue our battle, and it was also a much-needed break from the reality of what I was going through.”

For three weeks, Christine stayed at the Front & Erie House and when Nicholas was strong enough for outpatient treatment, he joined his mother. With time, Nicholas and his mother were able to return home only to discover that the tumor came back, so the family checked in to the House once again for Nicholas to receive additional medical treatment. For 58 weeks total, Nicholas endured chemotherapy and every week, the night before his treatments, stayed at the House. “The House became a place that we looked forward to going to, and although you don’t look forward to going to chemotherapy, we kind of did. We looked forward to our Monday nights, and attending music therapy, and to knowing that we had a place where everyone knew us and were excited to see us week after week—the House helped us escape from what we were really there for.”

In October 2014, Nicholas relapsed for a second time and is undergoing chemotherapy again. He and his mother come to the House before each treatment, where they are always greeted with open arms. “Everyone knows Nicholas’ name and is excited to see him,” Christine says. And while there is no doubt that Nicholas enjoys his time at the House playing with other children, watching movies, participating in music therapy, and much more, his mother has gained a support system in the volunteers, staff, and other families that provides comfort and understanding when it matters most. “As a single mother, I’ve been going through this alone, but I never feel alone at the House because the Philadelphia Ronald McDonald House has become like family to us,” Christine says.

““The House became a place that we looked forward to going to, and although you don’t look forward to going to chemotherapy, we kind of did.””
— Christine Weideman, Nicholas’s Mom
Nine-year-old Cheyenne was just like most kids her age, enjoying the thrills of childhood, attending elementary school, dreaming of the day when she would become both a chef and a magician, and spending time with her beloved family—until life took an unexpected turn.

Over the course of several months, Cheyenne’s parents, Demetris and Stacy Moses, noticed their daughter was rapidly losing weight, appeared lethargic, and eventually stopped speaking and eating. “Her spirit was gone...her personality was gone,” says her father. Worried about the well-being of their daughter, Cheyenne’s parents took her to their local hospital to seek medical advice. It was discovered that Cheyenne’s blood sugar levels were dangerously low, so low in fact, that she was rushed to Children’s National Hospital in Washington D.C., where doctors performed a CT scan and discovered a large mass on her pituitary gland, known as a germinoma. This type of tumor commonly affects young patients, 90% of which are younger than 20 at the time of their diagnosis.

After months of uncertainty, Cheyenne and her family finally had an answer to their medical mystery and worked with doctors to implement an aggressive treatment plan. Cheyenne started chemotherapy and immediately began to experience the difficult side effects of treatment. Despite the long road ahead, Cheyenne fought through her initial treatment and on June 24, 2014, accompanied by her mother, began radiation at The Children’s Hospital of Philadelphia and came to stay at the Philadelphia Ronald McDonald House on Chestnut Street. “In person, the House is amazing and you don’t miss your home as much because you feel like you’re home when you’re at the Ronald McDonald House,” says Cheyenne’s mother.

As Cheyenne undergoes radiation, the House provides a place of solace for both her and her parents as they take the final step towards recovery. The Moses family has greatly benefitted from the daily interactions they have with the staff, volunteers, and other families staying at the House. The activities provided for families to enjoy—such as meals, arts and crafts, and Cheyenne’s personal favorite, visits from the therapy dogs—serve as much-needed diversions from everyday stressors. “The House keeps your mind off of what’s really going on,” says Cheyenne’s father. “It’s our home away from home, and it’s great for Cheyenne because she doesn’t have to worry. It relieves us as parents because we don’t have to worry about our child when she’s here.” From transportation, to nutritious home-cooked meals, to friendship, and assistance navigating the often difficult world of healthcare, the Philadelphia Ronald McDonald House takes great pride in ensuring that every family has the support they need to see their loved ones through their toughest days.

Cheyenne is on the fast track towards recovery and as her parents expressed, it is due in large part to the support they have received during their stay at the House. “The Philadelphia Ronald McDonald House is something for our daughter to look forward to every day. The environment has helped her a lot on this medical journey,” says Stacy.
In 2014, our two Ronald McDonald Houses together served up to 65 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**
- **2,194** family stays
- **9.87** nights in the average family stay
- **365** longest number of consecutive nights for one family
- **3,241** families we could not accommodate because we were full
- **93%** average occupancy rate

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

- **35%**
- **22%**
- **9%**
- **5%**
- **3%**
- **2%**
- **1%**
- **0%**

**INTERNATIONAL FAMILIES SERVED**
We served families from 18 countries and 2 U.S. territories including:
- Anguilla
- Bermuda
- Canada
- Curacao
- Colombia
- Costa Rica
- Dominican Republic
- Greece
- Haiti
- Honduras
- Mexico
- Netherlands
- Paraguay
- Peru
- Puerto Rico
- Russia
- Uruguay
- Venezuela
- U.S. Virgin Islands

**TOP HOSPITALS SERVED**
(by number of family stays)
- The Children's Hospital of Philadelphia: 1,050
- Shriners Hospital: 510
- St. Christopher's Hospital for Children: 474
- Wills Eye Institute: 77
- Hospital of the University of Pennsylvania: 71
- Jefferson University Hospital: 6
- Temple University Hospital: 3
- Hahnemann Hospital: 2
- Pennsylvania Hospital: 1

**TOP SERVICE DEPARTMENTS**
- Orthopedics: 28%
- Oncology: 23%
- Cardiology: 12%
- Neonatology: 8%
- Other: 8%
- Pulmonary: 6%
- Gastroenterology: 4%
- Surgery: 4%
- Neurology: 3%
- Endocrinology: 2%
- Neurosurgery: 2%

Other represents over 20 additional service departments
Families who agree that staying at the House provided support they would otherwise not receive

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

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

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

98%
Families who agree that staying at the House helped reduce their stress levels

96%
Families who agree that staying at the House allowed them to spend more time by their child’s side

NEEDED NOW MORE THAN EVER
While we opened our doors for 2,194 family stays from 44 states, 18 countries and 2 U.S. territories. In 2014, there were 3,241 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

Families who agree that staying at the House

96%
provided support they would otherwise not receive

97%
improved their child’s experience in the hospital

99%
spent more time by their child’s side

98%
helped them maintain their well-being

97%
made it easier to access treatment

MAKING A DIFFERENCE

TURNAWAYS

<table>
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<th>Chestnut Street</th>
<th>Front &amp; Erie</th>
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<td>10.8</td>
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<td>2013</td>
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<td>2014</td>
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AVERAGE LENGTH OF STAY

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<th>Chestnut Street</th>
<th>Front &amp; Erie</th>
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<tr>
<td>2012</td>
<td>8.8</td>
<td>5.9</td>
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<tr>
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<tr>
<td>2014</td>
<td>9.87</td>
<td>6.02</td>
<td>13.2</td>
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Families Turned Away

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<th>Total</th>
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<th>Front &amp; Erie</th>
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<td>2013</td>
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<td>2,887</td>
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<tr>
<td>2014</td>
<td>3,241</td>
<td>2,887</td>
<td>354</td>
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AVG. LENGTH OF STAY

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<tr>
<th>Year</th>
<th>Average</th>
<th>Chestnut Street</th>
<th>Front &amp; Erie</th>
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<tr>
<td>2013</td>
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<tr>
<td>2014</td>
<td>9.87</td>
<td>6.02</td>
<td>13.2</td>
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</table>
2014 YEAR IN REVIEW — Ronald McDonald Family Rooms

Our two Ronald McDonald Family Rooms, located on the Oncology 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
- **9%** Families utilizing the family rooms that are also staying at our Houses
- **30%** Live 1–25 miles away
- **97%** Families who agree the Family Rooms were a valuable resource during a difficult time
- **95%** Families who agree the Family Rooms helped them maintain their well-being while their child was in the hospital

**HOSPITALITY KIOSK**

In March of 2013, the Hospitality Kiosk at St. Christopher’s Hospital for Children opened to serve families with children in 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.

- **3,035** Times the kiosk was accessed by individuals
- **73** Patient rooms served each day
- **100%** Individuals who agree that the Hospitality Kiosk made it easier to access healthy food and beverages while in the hospital
2014 YEAR IN REVIEW – 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**

- **Total Campers**: 205
- **Patient Campers**: 139
- **Sibling Campers**: 66
- **Unique Families**: 138
- **Junior Campers Age 7 to 12**: 101
- **Senior Campers Age 13 to 17**: 92
- **New Campers**: 59
- **Counselors In Training**: 12

**CAMPERS SERVED BY GEOGRAPHIC ORIGIN**

In 2014, 64% of campers came from Pennsylvania and 32% came from New Jersey. The remaining 4% came from New York, Virginia, Massachusetts, and Maryland. The majority of campers came from the Greater Philadelphia Region.

- **19%**: 8%
- **10%**: 6%
- **8%**: 3%
- **6%**: 5%

**CAMP’S IMPACT**

- **99%**: Parents who agree that Ronald Camp has a positive impact on their child’s well-being
- **99%**: Parents who would recommend Camp to other families with children with cancer
- **99%**: Parents who agree that Camp has helped their child build confidence and become more independent
- **99%**: 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 24 full-time staff members and make what we do possible every day of the year. For that we are truly grateful.
Philadelphia Ronald McDonald House is a proud champion of the holistic approach to children’s healthcare — an approach that our Co-Founders, Dr. Audrey Evans and Jimmy Murray believed in forty years ago when they founded our House. The Ronald McDonald House program, which is a core program of Ronald McDonald House Charities®, helps families worldwide stay close to their children while receiving hospital care, increasing the caregivers’ ability to spend more time with their child, interact with their clinical care team, and participate in medical care decisions — all while allowing siblings and other family members to be present and engaged. This data, provided by Ronald McDonald House Charities®, statistically confirms the benefits of keeping families together as they undergo medical treatment — an idea that started at the Philadelphia Ronald McDonald House four decades ago.

**Program Impact**

Ronald McDonald Houses worldwide help 8,000 families a night stay close to their children when they are receiving treatment at the hospital. RMHC® help families save more than $700 million each year in accommodation costs when they must travel long distances for their child’s medical care.

Why do families stay at a Ronald McDonald House?

Children, whose families stay at Ronald McDonald Houses, tend to be the sickest, have traveled the furthest distances for care and spend the longest time in the hospital.

89% of top children’s hospitals RMHC is the World’s Leading NGO supporting the accommodation needs of families with children receiving treatment at a hospital. At least one RMHC core program provides care for families being served at 89% of the top children’s hospitals worldwide.

More than 40% of families served at Ronald McDonald Houses have children in the neonatal intensive care unit (NICU).
In a survey of 250 families, researchers found that children and their parents, who stayed at a Ronald McDonald House, had a better perceived quality of life than expected for children with chronic diseases.¹

The Ronald McDonald Houses’ proximity to hospitals provides important benefits for children and their caregivers, such as improved psychological well-being and better perceptions of their child’s recovery.²

Parents whose children have longer hospital stays benefit from higher quality sleep at a Ronald McDonald House compared to parents who slept at their child’s hospital bedside.⁵

Ronald McDonald Houses provide spaces to play. Playing with other children experiencing similar situations can help these children cope with trauma.⁶

Ronald McDonald Houses can provide an alternative for patients who need to remain close to the hospital for extended periods but do not require active daily medical care.⁷

27% of parents experienced post-traumatic stress symptoms several months after their child’s discharge³ from a hospital stay, but Ronald McDonald Houses help their guests strengthen coping abilities by keeping families together.⁴

References
1. Sanchez et al. Archivos Argentinos de Pediatría (2014)  
FINANCIAL HIGHLIGHTS
(For year ended December 31, 2014)

ASSETS AND LIABILITIES

<p>| | |</p>
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SUMMARY OF REVENUES AND EXPENSES

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<tr>
<td>Contributions</td>
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<td>Excess Revenue Over Expenses</td>
<td>$105,433</td>
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IN-KIND

| Total In-Kind Contributions  | $741,830 |

EASING FINANCIAL HARDSHIPS

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<td>Actual Cost of Providing Services</td>
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<tr>
<td>Per Night</td>
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<tr>
<td>Average Actual Guest Fee Per Night</td>
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<td>Because of Waived or Reduced Fee</td>
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<tr>
<td>for Financial Hardship</td>
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Families are never turned away due to inability to pay and the majority have the nightly fee waived or reduced.

ANNUAL OPERATING EXPENSES

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<td>General Administration &amp;</td>
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<td>Management</td>
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TOTAL PROGRAM SERVICES

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<tbody>
<tr>
<td>Family Rooms</td>
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<tr>
<td>Camp</td>
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<tr>
<td>Houses</td>
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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 40 years, 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 work to raise money and awareness through promotional and fundraising events.
- Local McDonald’s employees are dedicated volunteers.

The remaining 90 percent of our annual budget comes from the generosity of individuals, corporations, and foundations.
<table>
<thead>
<tr>
<th>Amount Range</th>
<th>Donors</th>
</tr>
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<tbody>
<tr>
<td>$100,000+</td>
<td>The Lotman Family, Mr. and Mrs. Alan B. Miller, Ronald McDonald House Charities, Ronald McDonald House Charities of the Philadelphia Region</td>
</tr>
<tr>
<td>$50,000 - $99,999</td>
<td>The Children’s Hospital of Philadelphia, Richie Nelson Celebration of Life Golf Outing</td>
</tr>
<tr>
<td>$10,000 - $24,999</td>
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MEET OUR FAMILIES

1 Throughout the year, Olya and her mother stayed at the Front & Erie House multiple times as Olya received treatment for arthrogryposis at Shriners Hospitals for Children. She and her mother Stacy greatly benefited from the support and encouragement of the staff and volunteers at the House and as her mother says, “Hospital brain makes you kick into survival mode, so it’s nice to not have to worry about anything at the Ronald McDonald House.”

2 Born with a congenital heart defect, Jorge Lucas required heart surgery to correct his complex condition, and on New Year’s Eve he underwent heart surgery at The Children’s Hospital of Philadelphia. “We lived in the hospital for nearly three weeks straight and my husband and I promised our son that we would stay with him the entire time and we wouldn’t walk out of those hospital doors without him. Having the Ronald McDonald Family Room helped us keep our promise to our son,” says Jorge’s mother, Marcela.

3 Sara and her mother Angie stayed at the Chestnut Street House for five weeks while Sara underwent radiation treatment for brain cancer. Angie shares, “I hate the idea that there are other families going through what we are going through, but my wish is that every family has the opportunity to stay at a Ronald McDonald House if they are enduring a medical hardship like my family. As a mother, the support of other moms is fantastic and much-needed.”

4 Traveling from faraway Curacao, Justin and his family have been coming to the Chestnut Street House for Justin’s treatment for neuroblastoma since 2013. His mother Geraldine says, “It’s been fantastic to stay at this facility so close to the hospital and it has allowed us to form a family. We are not alone. Everyone has their own story, yet we are all the same.”

5 Battling leukemia since 2012, Ronald McDonald Camper, Hannah, has gained invaluable experiences from her time at Camp. As her mother, Rachel, shares, “Camp offers an environment where everyone knows, to some degree, what Hannah has been through. It offers a week of freedom from being a child with thoughts of cancer looming overhead.”

6 Friends, Joseph (pictured on left) and Giovanni, have stayed at the Front & Erie House with their families multiple times throughout the year while undergoing treatment for arthrogryposis. Both of the boys are from out of state, and they can’t wait for their visits to Philadelphia in anticipation of seeing one another. Because of that, their families stay in touch and coordinate appointments so the boys can continue to gain this valuable support from their friendship.

7 Wes and his mother, Heather, stayed at the Chestnut Street House for four weeks as Wes underwent immunotherapy for acute lymphoblastic leukemia (ALL). “You know when you think of a home away from home and you think of something home-like and warm? The Philadelphia Ronald McDonald House is just that. The people here are always friendly, there’s always someone to hang out with, and I don’t have to worry about my surroundings. That’s why I like the House. It’s like a home away from home. Plus, I love the pool table,” says Wes.
The Philadelphia Ronald McDonald House supports families of seriously ill children by creating a community of comfort and hope.