Dear Friends,

2016 was a truly transformational year for the Philadelphia Ronald McDonald House. In many ways, it was one of the most critical years in our 43 year history, because it was over the course of those twelve months that we carefully and strategically laid the foundation for our future—preparing for the construction of our new eight-story tower at our flagship Chestnut Street House that will begin in 2017.

This meant identifying and assembling the key building blocks to ensure that we can successfully expand our capacity to meet the ever-growing need for our services by more than doubling that House’s size—while also growing our other programs and continuing to serve families in a comfortable, supportive environment, despite being in the midst of an unprecedented transition.

We took several essential steps throughout 2016 to make sure that when the shovels go in the ground, we will be ready to take on the challenge of building, operating, and sustaining a multi-story tower, taking our room count from 45 to 111 and enabling us to accommodate hundreds of additional families each year.

First, through much research and analysis, we finalized plans for the new building. These plans were the result of months of hard work by our architectural and engineering teams, who continued to develop and refine our drawings to make certain that the building will best meet the needs of the families we serve when we open in 2018—and in the many, many years to follow. These plans were also informed by thoughtful feedback from our families, staff, volunteers, board members, and hospital team members, who took time to answer surveys, participate in focus groups, and visit mock room setups so that the building design would align with best practices and be reflective of and responsive to the family experience. The design includes separate kitchens for our families and Guest Chef groups, a movie theatre, a dedicated arts and crafts center, and significant outdoor green space, as well as a floor of eight bedrooms specially designed to meet the needs of families with immunocompromised children.

Next, we focused on making strategic operational updates to prepare for this significant organizational change, ensuring that our internal structure and capacity will allow us to successfully manage a larger facility and effectively serve many more families. These changes included expanding the number of van runs offered each day for families, adapting our staffing structure, developing and implementing a new technology strategy, and identifying a new guest management system. And, because our plans require that we demolish an outdated 12-bedroom section of our facility to make room for the new tower—making us smaller before we get bigger—we also partnered with the Sheraton University City to lease a floor of their building for the next 18 months. This long-term lease, offered at a deeply discounted rate, will allow us to house ten families a night at the Sheraton during construction, and in 2016 we began piloting this satellite location by opening three rooms.

Finally, as this project will cost approximately $50 million, we reached far and wide in 2016 during the silent phase of our capital campaign to connect with our broad community of supporters—and to engage new supporters like you, who understand why it is critically important to expand our facility, so that we no longer have to turn away so many families. Last year alone, we turned away 5,306 family requests. While we still have a long way to go, so many of you answered the call to be there for families during their child’s health crisis that we are already more than half way towards this goal. As this large project requires us to creatively identify new funding sources, in 2016 we also pursued and were successfully awarded $6 million in funding through the New Markets Tax Credits program—a federal initiative designed to encourage investment in low-income areas—that will be critical to our success.

With this groundwork carefully in place—and our hopes and dreams for an expanded House finally coming to fruition—2017 promises to be another monumental year for the Philadelphia Ronald McDonald House. In 2017, we will break ground on this project and begin construction, and we will begin the public phase of our capital campaign. Apart from our expansion, we have several other exciting developments slated for 2017, such as the opening of a new Ronald McDonald Family Room at St. Christopher’s Hospital for Children, and the continued growth of our Ronald McDonald Camp. These successes would not be possible without the support of so many who believe deeply in our mission and in the importance of this expansion project, and I truly cannot thank each and every one of you enough, along with everyone else in our network who has contributed towards our work at this pivotal time.

I also want to thank our incredible staff, board of directors, and volunteers who have worked so hard over the past months to keep this project moving forward while also making sure our day-to-day operations continue to function at the highest level for our families—as you will see illustrated by the enclosed statistics.

Most importantly, I want to thank our families, who have patiently waited for this dream to become a reality as they’ve struggled with unbelievably long wait lists and the stress of finding somewhere else to stay while we are full. Soon, we will be there for you, and that day cannot come soon enough. Here’s to another year of progress in 2017.

My warmest wishes,

Susan Campbell
Executive Director
In October of 2016, Amanda and David Kane elatedly celebrated the news that they would be having a second child. However, just a few months later, their new baby bliss quickly turned to fear and anxiety when their unborn child was diagnosed with Spina Bifida in January of 2017. Doctors referred the Kane’s, who lived in Virginia at the time, to the Children’s Hospital of Philadelphia’s Center for Fetal Diagnosis and Treatment, so that Amanda could undergo prenatal surgery. They had made arrangements to live with a host family as they had to remain close to the hospital and were grateful to have a comfortable place to stay during Amanda’s recovery. As Amanda and David settled into their new home and began preparing themselves for the long weeks ahead, they were notified that their host family had a family emergency and they would need to find a new place to stay. Fortunately, that same day, they received a call from the Philadelphia Ronald McDonald House and were informed that there was a room available for them.

David shared, “The House was a phenomenal support and it took away the worries of everyday activities. We loved being able to socialize with the other families and other fetal surgery moms. We developed some amazing friendships and it was important to have support from friends who understood what we were going through. The staff and volunteers were incredible—just having someone to talk to was such a great help—but they did even more than that. The House was the single greatest thing anyone has ever done for us. From the van rides, to the meals, to even having snacks in the kitchen—it was incredible.”

Andrew Kane was born on May 29, 2017 and was discharged a week later. The Kane’s are happy to be settling back home as a complete family!
THE YEAR IN REVIEW 2016 – HOUSE PROGRAMS

OUR HOUSES

In 2016, 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.

- **2,355** Family stays
- **8.8** Nights in the average family stay
- **266** Longest number of consecutive nights for one family
- **5,547** Family requests we could not accommodate because we were full

TOP HOSPITALS SERVED

<table>
<thead>
<tr>
<th>Hospital</th>
<th>Chestnut Street</th>
<th>Front &amp; Erie</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s Hospital of Philadelphia (CHOP)</td>
<td>94%</td>
<td>2%</td>
</tr>
<tr>
<td>CHOP/Wills Eye Hospital</td>
<td>1%</td>
<td>8%</td>
</tr>
<tr>
<td>Wills Eye Hospital</td>
<td>2%</td>
<td>37%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>53%</td>
</tr>
</tbody>
</table>

TOP HOSPITAL DEPARTMENTS

<table>
<thead>
<tr>
<th>Department</th>
<th>Chestnut Street</th>
<th>Front &amp; Erie</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oncology</td>
<td>29%</td>
<td>52%</td>
</tr>
<tr>
<td>Cardiology</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>Neonatology</td>
<td>11%</td>
<td>5%</td>
</tr>
<tr>
<td>Gastroenterology</td>
<td>7%</td>
<td>5%</td>
</tr>
<tr>
<td>Neurology</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Orthopedics</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oncology</td>
<td></td>
<td>7%</td>
</tr>
<tr>
<td>Surgery</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Neonatology</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>Cardiology</td>
<td></td>
<td>4%</td>
</tr>
</tbody>
</table>
While we opened our doors for 2,355 family stays, there were 5,547 requests that 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.

We served families from 45 states with the majority traveling from PA, NJ, and NY.

- 32% Chestnut Street
- 18% Front & Erie
- 10% Combined
- 5% No stays

Most families turned away in a single day:

- **36** Chestnut Street
- **9** Front & Erie

We served families from 19 countries and one U.S. territory, including:

- Australia
- Bahamas
- Bulgaria
- Canada
- Costa Rica
- Curaçao
- Dominican Republic
- Ecuador
- El Salvador
- Grenada
- Guatemala

- Haiti
- Iceland
- Ireland
- Jamaica
- Mexico
- Puerto Rico
- Saint Lucia
- Sweden
- United Kingdom

We served families from 45 states with the majority traveling from PA, NJ, and NY.
SHERATON UNIVERSITY CITY HOTEL PARTNERSHIP

In order to construct our new tower, we must first demolish a portion of our existing property, including the Carriage House section of our facility comprising 12 rooms. This means that during construction, our Chestnut Street House will have even fewer rooms to host families.

In turn, we have partnered with the Sheraton University City Hotel to lease a 10-room floor of their building for 18 months during construction, until our new tower is opened. Families staying at the Sheraton, located just four blocks away from our Chestnut Street House, have full access to all of the amenities provided by the House. This includes home-cooked meals, social worker assistance, therapeutic evening activities, and more. Families also have the benefit of being located on a floor dedicated only to those coping with their child’s medical care. While the demolition of the Carriage House will take place in mid-2017, in 2016 we started to house a limited number of families, in up to three rooms a night, at the Sheraton. We did this to better accommodate families on our extensive waitlist, while also refining the program before the full rollout.

All of the patients were being treated at CHOP. 11 of the stays were Oncology families (58%), and 5 were Neonatology families (26%). The remaining three stays were for Orthopedics, Rheumatology, and Endocrinology.

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 in the hospital where families can rest and recharge. They are 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.

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. The Kiosk provides complimentary healthy snacks, beverages, and other amenities to families in order to help improve their overall hospital experience.

VOLUNTEERS IN ACTION

Whether they are 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 28 full-time and 29 full-time staff and make what we do possible every day of the year, and for that we are truly grateful.
RONALD MCDONALD CAMP

Our one-week overnight Ronald McDonald Camp, located in the Poconos, provides an opportunity for children with cancer and their siblings to experience the joys of summer camp each August.

- **245** Total campers
- **165** Patient campers
- **80** Sibling campers
- **165** Unique families
- **101** Junior campers age 7 to 12
- **130** Senior campers age 13 to 17
- **69** New campers
- **9** Leaders in training
- **5** Counselors in training

CAMPERS SERVED BY GEOGRAPHIC ORIGIN

In 2016, 65% of campers came from Pennsylvania and 33% came from New Jersey. The remaining 2% came from New York and Virginia. The majority of campers came from the Greater Philadelphia Region.

CAMP’S IMPACT

- **99%** Parents who would recommend Camp to families with children with cancer
- **99%** Parents who agree Camp helps their children develop new friendships
- **97%** Parents who agree that Camp has a positive impact on their child’s well-being
- **96%** Parents who agree that Camp has helped their child build confidence and independence
**FINANCIAL HIGHLIGHTS FOR YEAR ENDED DECEMBER 2016**

**ASSETS AND LIABILITIES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assets</td>
<td>$34,855,212</td>
</tr>
<tr>
<td>Liabilities</td>
<td>$998,138</td>
</tr>
<tr>
<td>Net Assets</td>
<td>$33,857,074</td>
</tr>
</tbody>
</table>

**EASING FINANCIAL HARDSHIPS**

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

- **Suggested Guest Fee Per Night**: $15.00
- **Actual Cost of Providing Services Per Night**: $139.69

**ANNUAL OPERATING EXPENSES**

- **76.55%** Programs
- **8.22%** General Administration & Management
- **15.23%** Fundraising

PRMH is more than doubling our capacity to serve more families. In preparation for the expansion, the fundraising costs have increased to meet the needs of the capital campaign in development, fundraising, marketing, and communications.

**SUMMARY OF REVENUES AND EXPENSES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions*</td>
<td>$6,883,245</td>
</tr>
<tr>
<td>Investment Revenue</td>
<td>$85,114</td>
</tr>
<tr>
<td>Guest Fee Revenue</td>
<td>$141,791</td>
</tr>
<tr>
<td>Other Revenue</td>
<td>$72,449</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$7,182,599</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>$4,946,474</td>
</tr>
<tr>
<td><strong>Excess Revenue over Expenses</strong></td>
<td>$2,236,125</td>
</tr>
</tbody>
</table>

**IN-KIND**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total in-Kind Contributions*</td>
<td>$732,786</td>
</tr>
</tbody>
</table>

*Contributions include annual operating donations and capital campaign pledges.

**TOTAL PROGRAM SERVICES**

- **90.03%** Houses
- **7.57%** Camp
- **2.40%** Family Rooms

**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, that opened on October 15, 1974. After 42 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.

**ROOM IN OUR HEARTS: CAMPAIGN FOR EXPANSION**

Once complete, the new and improved Chestnut Street House will include:
- A new 93,000 sq. ft. tower that will house 88 bedrooms
- A new Welcome Center and Reception Area to welcome families to the PRMH community
- A newly constructed Cooking and Dining Center
- Library and Quiet Lounges on each floor
- 80 new family bedrooms, and 8 patient protected bedroom suites
- 12 fully wheelchair-accessible guest bedrooms
- Indoor and outdoor play areas for children of all ages
- A beautiful rooftop garden, featuring a walking path and quiet reflection areas
1830 Family Foundation
A & W Pharmacy Inc.
Aberdeen Asset Management Inc.
Madlyn Abramson
ACN
Richard J. Adelizzi
Adelphia Metals, Inc.
The Alan & Jill Miller Foundation
Allstate Insurance Company
Alpha Delta Pi Foundation, Inc.
Amber Nicole Trowbridge Memorial Foundation
The American Benefactor Foundation
American Board of Internal Medicine
American Heritage Federal Credit Union
American Solutions for Business
Daniel & Edwina Amoroso
Anonymous
Christine Antonelli
Aramark Corporation
Max Paul’s Ardmore Toyota & Central City Toyota
Alexa C. Artis Memorial
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James & Janet Averill
Bakers Club of Philadelphia
Bakeware Coating Systems
Bamit Foundation
The Barra Foundation, Inc.
Barry L. Bush Memorial Fund
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The Benevity Community Impact Foundation
Berje Inc.
Berkshire Hathaway HomeServices Fox & Roach/Trident
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The Boeing Company
Breakin’ Clay for the Cure
The Brian Seibert Memorial Fund
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Caroline J. Sanders Trust #2
Cars.com
Gerald & Amy Cassidy
Bob & Lynda Chambers
Stacy & Jay Chatley
In honor of Vicki Chatley
Checking for Cancer
Chickie’s & Pete’s
Children’s Hospital of Philadelphia
Sam Christie
Kevin Church
CJR Memorial Foundation
Coca-Cola Company
David & Barbara Cohen
Coldwell Banker Preferred Cares
Colorcon, Inc.
Comm Solutions
Cecelia Conroy Memorial
Construction Financial Management Association
Contemporary Staffing Solutions
Geneile Coote
Copabanana
Denny Parisan & the County Corvette Toy Drive
Crowley Chemical Company, Inc.
CSL Behring
CVS Caremark
D & D Securities
The Dale L. Reese Foundation
Kathryn & Dries Darius
John A. Dawkins IV Memorial
DayBlink Consulting
Peter & Mimi Degnan
Joe & Barbara Delaney
Delaware Valley Big League Baseball Association
Howard Delfiner & Julie Stern-Delfiner
Sarah Delucas
Di Bruno Bros.
Dietz & Watson, Inc.
DLL
Employees of DLL
Dominic V. DiCicco Memorial Trust
Marybeth Donohoe Memorial
DoubleTree by Hilton Hotel - Philadelphia Center City
Downingtown East High School - Mr. East Event
The Eden Charitable Foundation
Edwards-Freeman Nut Company
Thomas & Andrea Elliott
Endo International
Employees of Endo International
Employees of Pfizer, Inc.
Louis & Nina Eni
Enterprise Holdings
Ernst & Young LLP
ERT
Established Traffic Control, Inc.
F.A.O. Schwarz Family Foundation
McDonald’s Faro Blanco Invitational Tournament
William Feeley
Thomas & Maryann Fenerty
Don & Mibs Follett
The Don & Mibs Follett Family Charitable Fund
Malcolm Fox
Fox Rothschild Attorneys at Law
Carl H. Franklin Memorial
Jerry & Brenda Frebowitz
Future Business Leaders of America (FBLA) - PA State Chapter
Lynn & William Garbose
The Garfield Group
Neil Gelb
Gemini Bakery Equipment Co.
GlaxoSmithKline Navy Yard
Bruce & Nadine Goldenberg
The Goldenberg Group
Golden-Sylvania BGP Link No. 50
Goodies for Good, Inc
Mike Missanelli Golf Outing
Guidi Homes, Inc.
James & Maryanne Gutknecht
Gail Henderson
The Heroes Tournament
Jonathan Hoffman
Holman Automotive Group, Inc.
Hudson Group
Stephen & Susan Huntington
The Huron Foundation
I.B.E.W. Local Union 98
IBM Employee Services Center
Independence Blue Cross
J&J Snack Foods Corporation
Jack Miller Family Foundation
Jackson Cross Partners, LLC
Philip & Sonya Jacobsen
Jako Enterprises (Kicks USA)
Jazz Pharmaceuticals
Jersey Shore Harley Owners Group - Peach Benefit
Employees of Johnson & Johnson
Johnson & Johnson - Matching Gifts Program
Edward Jones
The Joseph Plumitallo Memorial Foundation
JPMorgan Chase & Co.
JS Benefits Group, Inc.
Melissa Juska
Just Born Quality Confections
K2 Kids of the Community Foundation
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Kelsey Family Foundation
In honor of J. Kevin Kenny
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Mark D. Mattson
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McDonald’s of the Philadelphia Region
McDonald’s Women’s Leadership Network
Mechanical & Service Contractors Association of Eastern PA
Medsurant Holdings, LLC
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Michael & Amy Menkowitz
The Merck Foundation
Michael’s Way
Stephen & Salli Mickelberg
Martin & Terri Micklin
Jill & Alan Miller
Chuck & Jo Montufar
John P. Moran in honor of Stephen Rosenfield
National Time Systems
Bernie & Sandy Nelson
Network For Good
New Century Club of Chester
NFL Alumni Philadelphia Chapter
North Penn Charitable Foundation
Donald F. O’Brien Memorial
Jim & Deena O’Connor
Orion General Contractors, Inc.
OTG Management LLC
Philip E. Pace
William J. Parkes, II Memorial
Jeffrey Parker
Max & Sandi Paul
Jan & Jacob Pecarsky
Pediatric Brain Tumor Foundation
Mark & Leslie Pellegrino
Pennsylvania Trust Company
Permalith Plastics, LLC
PeroxyChem
Pfizer, Inc.
Philadelphia Business Travel Association Holiday Party Fundraiser
Philadelphia Eagles
Philadelphia International Airport
Philadelphia Police Department
Phils Medical Capital
PNC Institutional Asset Management
Eric Poe
Richard & Beth Probinsky
Race 4 Ronald’s House
Racing to Register
Ram Racing - Hot Chocolate Run
Joseph & Christina Rawden
Reed Smith, LLP
James & Beth Reeves
Jill & Neil Reiff
RELX
Sherry & Kenneth Resnik
Michael & Denise Riley
Ronald McDonald House Charities - Global
Ronald McDonald House Charities of the Philadelphia Region
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Suzanne Root Esq.
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Shawn Rupp
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Lynette Schiavoni
Pam & Tony Schneider
Schwartz Foundation
Brent Senseny & Linda D. Cluck
Shoreline Harley-Davidson
Shriners Hospitals for Children Philadelphia
Becky & Eric Sitarz
Soros Fund Charitable Foundation
Matching Gifts Program
The Arrowhead Newspaper, Souderton Area High School
St. Christopher’s Hospital for Children Philadelphia
Stradley Ronon Stevens & Young, LLP
Subaru of Cherry Hill - Share the Love Event
Suminoe Textile of America
Jane & Jim Sutow
The Fun Dept.

WE THANK OUR SUPPORTERS FOR THEIR GENEROSITY.

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.
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Joshua Stern
Eric Trumbower
Kashana Waples
The Philadelphia Ronald McDonald House supports families of seriously ill children by creating a community of comfort and hope.

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