Between a surprise visit from Sylvester Stallone and the progress that we made on the expansion of the Chestnut Street House, 2018 was a transformational year filled with triumph and transition at the Philadelphia Ronald McDonald House.

Throughout the year, we also hosted numerous popular events, bringing together thousands of members of the PRMH community in support of the families we serve. Our biggest events included the 10th Annual Plane Pull presented by Allstate, the Hit ‘Em For The House Golf Outing, the Audi quattro Cup, the Philalympics, the Champions of Hope Awards Dinner, and, needless to say, our far-reaching, lively Show Your Stripes birthday celebration.

In August, we welcomed 232 campers, 112 volunteer counselors, and 19 volunteer medical staff to Ronald McDonald Camp in the Pocono Mountains. Ronald McDonald Camp is one week of overnight camp that offers children with cancer and their siblings an opportunity to experience the joys and adventures of a traditional summer camp while receiving the specialized care and support that they need. In a nurturing, supportive environment, our campers can talk openly about cancer and feel welcomed by other children who understand their experiences.

In November, we opened a new Ronald McDonald Family Room in the Children’s Seashore House, our second Family Room at Children’s Hospital of Philadelphia. This new Family Room offers adult family members and visitors a quiet respite away from the stresses of the hospital, just steps away from their children who may be undergoing rehabilitation, participating in a feeding program, or receiving some other form of life-changing treatment at the Seashore House.

Last year in June, after years of planning, budgeting, and fundraising, we broke ground on the new eight-story Jill and Alan B. Miller Tower at our Chestnut Street House. With the addition of the Miller Tower, we will be able to welcome more than double the number of families we currently serve—from approximately 800 to an estimated 1,900 annually. Our available room nights will increase from 16,000 to more than 40,000 per year. In combination with the completion of the renovation and reconstruction of our current facilities, our families will have more amenities than ever before.

Construction has been steady since groundbreaking and we anticipate holding a grand opening of the Miller Tower in the spring following the landscaping of our outdoor dining area, food forest, and green rooftop. I am grateful to our devoted construction project team for their continued management as this much-anticipated expansion project has forged ahead. Our robust relationships with our owner’s representative WatchDog, architectural firm Ewing Cole, and construction management team P. Agnes have been crucial for our success as we near completion.

Our fantastic year filled with milestones would not have been possible without the kindness and generosity of the many people and organizations who believe in our mission. There is no easy way to sufficiently convey my appreciativeness, but please accept my sincere THANK YOU to each and every one of you. You supported us not only monetarily, but also with your time and energy.

I want to acknowledge our phenomenal board of directors, staff, and volunteers. You have worked so hard over the past year to keep this House running in the midst of construction. Through all of the construction noise and commotion, the closing of existing spaces inside, and the relocation of staff offices, you have not slowed down.

Lastly and most importantly, I wish to thank our families. On top of their daily struggles of caring for a seriously ill child in an unfamiliar city, they have patiently waited for an available room and dealt with the stress of finding somewhere else to stay while we are full due to our extremely long waitlists.

And with that, I hope you will take great pride as you read the following pages because your incredible contributions are responsible for all of the marvelous things we have achieved this year.

My warmest wishes,

Susan Campbell, Chief Executive Officer
Meet our Families

The Bonn Family

Two years ago, when Owen Bonn was turning just 2 years old, his parents realized that he was losing his eyesight. Doctors in his hometown of Hershey diagnosed him with retinoblastoma—a form of eye cancer—and Owen and his family came to Philadelphia seeking treatment. They now come to Philly more than once a month. Fortunately, they have been able to stay at the Philadelphia Ronald McDonald House.

His mother shares, “The financial burden that the House lifts is just a small part of what is offered, and that alone is a stress relief. The staff and volunteers are so kind, and it is uplifting to talk to other parents in other situations. I always feel more positive going into our appointments after staying at the House.”

Owen loves dancing to music played from the jukebox, playing with the dogs during pet therapy, and having fun during art therapy at the Philadelphia Ronald McDonald House. He’s even made friends with another child with retinoblastoma.

His mother shares, “Cancer is life changing—it can make you bitter or better. We are so thankful for the Philadelphia Ronald McDonald House because it continues to help us through dark times.”

The Tomczyk Family

At the age of 12, sports-loving Jami Tomczyk suffered a serious concussion during a volleyball game, which gave her excruciating pain throughout her entire body. The pain would not go away, and after two years, doctors realized her ailment was more complicated and she was diagnosed with amplified musculoskeletal pain (known as AMP). She was then accepted at a one-month program at the Children’s Hospital of Philadelphia, which gave her a comprehensive and individualized treatment.

Jami is from Yardley, PA, and she would have been unable to drive back and forth between her home and the hospital to take part in the program. Fortunately, Jami and her mother, Chris, were able to stay at the Philadelphia Ronald McDonald House—just minutes from the hospital. Chris shares, “Her days of treatment were grueling and she was extremely exhausted at the end of them. The Philadelphia Ronald McDonald House was perfect for Jami’s recovery. We were so close to CHOP, so we could either walk or use the shuttle service that they offered. It was so nice to be in a home-like setting after a long day at the hospital. The room was so cozy and clean, the staff was so kind, and the meals were amazing. We are so grateful that Jami had a comforting place to rest after a hard day”.

Although Jami still experiences some pain and other side effects due to her concussion, she is a happy teenager who participates in several dance classes throughout the week.
Our Impact in 2018

OUR HOUSES

2,137
Family stays

365
Longest number of consecutive nights for one family

12.1
Nights in the average family stay

7,715
Family requests we could not accommodate because we were full.

NEEDED NOW MORE THAN EVER

While we opened our doors for 2,137 family stays, there were 7,715 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.

Turnaways:

<table>
<thead>
<tr>
<th>Location</th>
<th>Requests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chestnut Street</td>
<td>7,152</td>
</tr>
<tr>
<td>Front &amp; Erie</td>
<td>563</td>
</tr>
</tbody>
</table>

Most turnaways in a single month:

<table>
<thead>
<tr>
<th>Location</th>
<th>Requests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chestnut Street</td>
<td>876</td>
</tr>
<tr>
<td>Front &amp; Erie</td>
<td>113</td>
</tr>
</tbody>
</table>
**FAMILY SURVEYS**

**99%**
Families who agree that because of the House, they were better able to maintain their well-being while their children received care

**98%**
Families who agree that staying at the House allowed them to spend less time traveling and more time by their children’s side

**96%**
Families who agree that staying at the House provided them with support that they would not otherwise have received during their children’s care

**98%**
Families who agree that sleeping at the House is more restful than at the hospital
DOMESTIC FAMILIES SERVED

We served families from 47 states with the majority traveling from PA, NJ, and NY.

INTERNATIONAL FAMILIES SERVED

We served families from 29 countries and one U.S. Territory including:

- Australia
- Bahamas
- Bolivia
- Canada
- Croatia
- Cyprus
- Dominican Republic
- France
- Greece
- Guatemala
- Haiti
- Honduras
- Iraq
- Kenya
- Mexico
- Nepal
- New Zealand
- Nigeria
- Pakistan
- Philippines
- Puerto Rico
- Rwanda
- Saint Lucia
- Singapore
- Sudan
- Tonga
- Trinidad and Tobago
- United Kingdom
- Uruguay

32%
19%
9%
2-4%
<2%
N/A
In order to construct our new tower, we first demolished a portion of our existing property, including the 12-room Carriage House section of our facility. This means that during construction, our Chestnut Street House has had even fewer rooms to host families. To help us make up for the deficit, we partnered with the Sheraton University City Hotel to lease a 10-room floor of their building 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.

All of the families staying at the Sheraton had children being treated at CHOP.

The top three hospital departments where the patients were treated were Neonatology (36%), Oncology (23%), and Cardiology (15%).

Our Ronald McDonald Family Rooms, two at the Children’s Hospital of Philadelphia—one serving the Oncology Unit and one at the Seashore House—and one serving the Critical Care Unit of St. Christopher’s Hospital for Children, extend the comfort and support of our Houses into the hospital by offering quiet and comfortable respite spaces where families can rest and regroup away from the bedside.

Whether they are preparing meals, driving the shuttle vans 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 30 part-time staff and make what we do possible every day of the year, and for that we are truly grateful.
OUR IMPACT IN 2018 CONTINUED

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.

CAMPERS SERVED BY GEOGRAPHIC ORIGIN

In 2018, 67% of Campers came from Pennsylvania, 30% from New Jersey, 1% from Virginia, 1% from Delaware, and 1% from Maryland. Children coming from Philadelphia and the surrounding six-county region made up 62.5% of all campers.

PARENT SURVEYS

99%
Parents who agreed that Camp has a positive impact on their child’s wellbeing

99%
Parents who agreed that Camp has helped their child build confidence and become more independent

100%
Parents who would recommend Camp to other families with children with cancer

100%
Parents who agreed that Camp is a valuable resource to the siblings who attend

232 Total Campers
156 Patient Campers
5 Leaders in Training
83 Junior Campers age 7 to 12

55 New Campers
76 Sibling Campers
4 Counselors in Training
143 Senior Campers age 13 to 17

832 Total Campers
143 Senior Campers
55 New Campers
76 Sibling Campers
5 Leaders in Training
83 Junior Campers
83 Counselors in Training
143 Senior Campers
To decrease the number of turnaways at our Chestnut Street House, we began the Room in Our Hearts campaign for expansion. On June 29, 2017 we celebrated the groundbreaking ceremony and we are looking forward to completion in the first quarter of 2019.

Detailed architectural plans are in place to add 104 bedrooms while modernizing others—more than doubling our capacity to house, feed, and nurture families through social work and other supportive services. With the addition of the 8-story tower and the renovation of areas in the existing facility, this expansion will enable us to go from serving approximately 800 families annually over the past three years to an estimated 1,900 families, and it will increase our available room nights from around 16,000 to more than 40,000 per year.

- A new welcome center and reception area to welcome families to the PRMH community
- Newly constructed first floor kitchens for Guest Chef and family use and seating for 200 guests
- Quiet, tranquil, rooftop green space for family use
- New indoor and outdoor play areas for children of all ages
More FUN Coming Soon!

- Standard bedroom
- New kitchen and seating areas
- Rooftop garden and open areas
- Welcome center

Features:
- Philadelphia Sports Teams Activity Zones
- Arts, Crafts, and Education Center
- Health and Wellness Center
- Theater Lounge
- Sliding Board Fun
- Parents Perch
- Youngsters Playroom
- Outdoor Playground
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 44 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.
$25,000+
Anonymous
The Alan and Jill Miller Foundation
Allstate Insurance Company
The Children’s Hospital of Philadelphia
Commonwealth of Pennsylvania
Eden Bridge Foundation
McDonald’s Faro Blanco Invitational Tournament
Kisses for Kyle Foundation
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Penny Weiner

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