Who could have imagined when a pediatric oncologist teamed up with the Philadelphia Eagles and McDonald’s that the Ronald McDonald House would become what it is today? What started in Philadelphia back in 1974 as a temporary home for families, has grown into a worldwide community of care with more than 365 Houses in 43 countries around the globe.

In 2019, we marked many milestones in our history. We opened the expansion of the Chestnut Street House, celebrated our 45th anniversary, formally changed our name to Ronald McDonald House Charities of the Philadelphia Region to better reflect our impact, and of course—continued to provide for the needs of more than 1,500 families facing childhood illness.

It has been a monumental year and we are so grateful to each and every person who is part of our community of comfort and hope. Thank you for giving of your time, energy, and donations.

Throughout the year, we hosted numerous events which brought together thousands of our friends to raise funds in support of the families we serve. Our biggest events included the 11th Annual Plane Pull presented by Allstate, the Hit ‘Em for the House Golf Outing, the Audi Quattro Cup, the Philalympics, and our social-media birthday celebration of Show Your Stripes.

In August, Ronald McDonald Camp welcomed 242 campers, 127 volunteer counselors, and 20 volunteer medical staff to the Pocono Mountains for a week of summer camp magic. Ronald McDonald Camp is a one-week overnight camp that offers children with cancer and their siblings an opportunity to experience the adventures of a traditional camp while receiving the specialized care and support they need. Everyone at camp knows what it is like to be the one with cancer or the sibling of a someone with cancer, and that bond of understanding allows campers the freedom to explore, laugh, and enjoy being a kid.

After years of planning and fundraising, we were overjoyed to open the Jill and Alan B. Miller Tower with a ribbon-cutting ceremony in our beautiful outdoor garden on May 15, 2019. Throughout the rest of the year hundreds of families were able to stay in comfortable new guest rooms, enjoy delicious meals prepared in our state-of-the-art kitchen, and gather together to support one another in beautiful outdoor spaces. The expansion is nearly complete, with more common areas and the updating of older rooms to be finished next year. If you would like to make a donation to help us finish the expansion, please learn more at PhilaRMH.org/MakeRoom.

The Chestnut Street House is growing—from 45 to 127 guest rooms—and now we are prepared to provide vital services to more than double the number of families we could in the past. To meet the needs of our guest families, we have expanded our Family Services Department and established a robust Food Services Program under the direction of skilled culinary professionals.

In October, a historical marker was placed in front of the Chestnut Street House by the Pennsylvania Museum and Historical Commission to commemorate our 45th anniversary as the first Ronald McDonald House in the world. This unveiling followed our 45th Anniversary Gala held on September 28. More than 1,100 people—including House co-founders Dr. Audrey Evans and Jimmy Murray, donors, former and current staff, and families who have been impacted by our programs over the years—gathered together to celebrate our past, honor our present achievements, and look forward to a bright future for Ronald McDonald House Charities of the Philadelphia Region.

It is a great joy to be part of this community. I want to acknowledge the dedication of our phenomenal board of directors, staff, and volunteers. Your hard work and kindness make all we do possible. I will also be eternally grateful to our owner’s representative WatchDog, architectural firm Ewing Cole, and construction management team PAgnes for their efforts as we near completion of the Chestnut Street House expansion.

Finally, and most importantly, I must thank our families. On top of the stress of caring for their children, they have patiently and graciously dealt with commotion of the expansion. It is our mission to create a community of comfort and hope for our families and we are honored to do so each and every day.

I hope you will take great pride as you read the following pages, knowing that your involvement with Ronald McDonald House Charities of the Philadelphia Region make our community a strong one. Your contributions are responsible for all of the successes we have achieved this year.

With gratitude,

[Signature]

Susan Campbell
CEO
Meet one of our Families

THE HOUCK FAMILY

When Danielle Houck’s 4-and-a-half month-old Samuel Houck began crying in a frightening way she had never heard before, she quickly called 9-1-1. After visiting the ER, an ultrasound revealed something doctors had missed during Samuel’s previous check-ups—Samuel had a mass on his kidney. A CT scan further revealed a ruptured tumor.

“He was bleeding out,” says Danielle. “They didn’t know if he would survive 24 hours.”

Chemotherapy began the following day. His diagnosis was clear-cell sarcoma of the kidney and had to undergo surgery a month later. He then continued with chemotherapy and began radiation treatment.

The discovery of a bad intestinal infection meant the possibility of more surgeries, and it sparked a two-month hospital stay. Samuel immediately began taking food through a tube and received chemotherapy and IV nutrition through a port. Samuel finished chemotherapy and radiation by his first birthday, strong and in remission. Yet a little over a year later the nightmare for the Houck family returned. They learned their son had relapsed. This time, doctors found a lesion on his brain.

With clear cell sarcoma in the brain and having only one kidney, the doctors said they would not be able to provide Samuel with the treatment he needed. They were encouraged to seek treatment on the east coast. So the Houcks, including their two-month-old daughter, Adrianna, packed up and moved from Hawaii to Washington D.C.

Samuel restarted chemotherapy, and was informed he had to have a stem cell harvest and bone marrow transplant. After two rounds of chemotherapy, the tumor was not responding, and a biopsy revealed metastatic clear-cell sarcoma with a brain lesion. Samuel’s next course of treatment was a rare proton brain radiation that the Houcks learned only a handful of hospitals could provide. This brought them to the University of Pennsylvania, which would provide Samuel the treatment through the Children’s Hospital of Philadelphia (CHOP).

Far from home, the family needed a place to stay. The Houcks were excited to know that they would be able to stay at the Philadelphia Ronald McDonald House, and avoid the high costs of staying in a hotel while having more space for their kids to play.

“Sammy could have an area and play with other kids and not have to be alone and cramped into a little space,” says Danielle. “It was definitely something that he needed for his treatment to help him get through it just so that he could be a kid.”

At the House, the Houcks could focus on Samuel’s health and forget about other details. “The House was a relief for my family—always having warm meals was one less thing we had to worry about in between appointments, and the activities and trips to places such as the aquarium allowed her son to get out and have fun. Someone is always ready to help with anything you need, whether it is staff or other families. And with transportation to the hospital, toiletries and food, families do not have to worry.”

Danielle describes her son as a “social butterfly” who is always playing with his friends in the House. “He’s strong and he’s just a very resilient kid,” Danielle said. “I think all kids are resilient and we’ve seen that here.”

Another brain scan will follow additional weeks of chemotherapy and radiation to determine what comes next. For now, Samuel is doing well.
Our Impact in 2019

2,384
Family stays

369
Longest number of consecutive nights for one family

14
Nights in the average family stay

2,245
Family requests we could not accommodate because we were full.

590
Most turnaways in a single month.
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

99%
Families who agree that staying at the House allowed them to spend less time traveling and more time by their children’s side

99%
Families who agree that staying at the House helped to reduce their stress levels

99%
Families who agree that sleeping at the House is more restful than at the hospital

TOP HOSPITALS SERVED

Chestnut Street
- Children’s Hospital of Philadelphia
- Children’s Hospital of Philadelphia/Hospital of the Univ. of Pennsylvania
- Children’s Hospital of Philadelphia/Wills Eye Hospital
- Other

91%

Front & Erie
- Shriners Hospital
- St. Christopher’s Hospital for Children
- Children’s Hospital of Philadelphia
- Other

63%

TOP HOSPITAL DEPARTMENTS

Chestnut Street
- Oncology: 29%
- Neonatology: 16%
- Cardiology: 13%

Front & Erie
- Orthopaedics: 62%
- Oncology: 5%
- Surgery: 5%
DOMESTIC FAMILIES SERVED

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

INTERNATIONAL FAMILIES SERVED

Afghanistan  Dominican Republic  Lebanon  Saint Lucia
Antigua & Barbuda  Ecuador  Mexico  Senegal
Australia  Gambia  Nepal  Sweden
Bahamas  Guatemala  New Zealand  Trinidad and Tobago
Barbados  Haiti  Nigeria  United Kingdom
Belize  Honduras  Pakistan  Uruguay
Canada  India  Peru  
Croatia  Ireland  Puerto Rico  

OUR IMPACT IN 2019

CONTINUED
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.

13,324 Total visitors at our three Family Rooms

91% Families who agreed that the Family Room helps them maintain their well-being while their children receive care

95% Families who agreed that the Family Room helps to reduce their stress levels while at the hospital

---

Ronald McDonald Family Room at Children’s Hospital of Philadelphia

---

VOLUNTEERS IN ACTION

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.

333 House and Family Room Volunteers

230 Community Service Groups

145 Volunteer Camp Staff

667 Family Activities

793 Guest Chef Meals

10,530 Shuttle Van Trips
OUR IMPACT IN 2019 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.

242
Total Campers

155
Patient Campers

6
Leaders in Training

91
Junior Campers age 7 to 12

69
New Campers

79
Sibling Campers

2
Counselors in Training

143
Senior Campers age 13 to 17

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

97%
Parents who agreed that Camp has a positive impact on their child’s wellbeing

95%
Parents who agreed that Camp has helped their child build confidence and become more independent

98%
Parents who would recommend Camp to other families with children with cancer

97%
Parents who agreed that Camp is a valuable resource to the siblings who attend
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 had our grand opening in the second quarter of 2019.

The expansion created 104 bedrooms and we are currently 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

Chestnut Street House Expansion

127 total number of rooms at the Chestnut Street House
84 New standard family bedrooms
12 Fully wheelchair-accessible guest bedrooms
8 New bedrooms for immunocompromised patients
Standard bedroom

New kitchen and seating areas

Rooftop garden

Welcome center

More FUN Coming Soon!

Arts, Crafts, and Education Center

Philadelphia Sports Teams Activity Zones

Health and Wellness Center

Theater Lounge

Sliding Board Fun

Parents Perch

Youngsters Playroom

Theater and Activity Center

Outdoor Playground
Financial Highlights for Year Ended December 2019

**ASSETS AND LIABILITIES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Assets</td>
<td>$39,419,803</td>
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<tr>
<td>Liabilities</td>
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<tr>
<td>Net Assets</td>
<td>$32,031,905</td>
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**EASING FINANCIAL HARDSHIPS**

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

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suggested Guest Fee Per Night</td>
<td>$15</td>
</tr>
<tr>
<td>Actual Cost of Providing Services Per Night</td>
<td>$149</td>
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</table>

**ANNUAL OPERATING EXPENSES**

- Programs: 81%
- Fundraising: 12%
- Administration: 7%

**SUMMARY OF REVENUES AND EXPENSES**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Contributions*</td>
<td>$8,280,080</td>
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<tr>
<td>Investment Revenue</td>
<td>$178,749</td>
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<tr>
<td>Guest Fee Revenue</td>
<td>$199,129</td>
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<tr>
<td>Other Revenue</td>
<td>$94,242</td>
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<tr>
<td>Total Revenue</td>
<td>$8,752,200</td>
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<tr>
<td>Total Expenses</td>
<td>$8,961,550</td>
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<tr>
<td>Excess Revenue over Expenses</td>
<td>$(209,350)</td>
</tr>
</tbody>
</table>

**IN-KIND**

Total In-Kind Contributions* $71,578

*Contributions include annual operating donations and capital campaign pledges.

**TOTAL PROGRAM SERVICES**

- Houses: 92%
- Camp: 5%
- Family Rooms: 2%
- Care Mobile: 1%

**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.

RMHC of the Philadelphia Region is a 501(c)(3) non-profit organization that receives less than 10% of its annual revenue from 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.
Our Annual Operating Donors

VISIONARIES $25,000+
The Children’s Hospital of Philadelphia
Comcast Corporation
David R. Clare & Margaret C. Clare Foundation
Jim and Carol Ditkoff
Faro Blanca Invitational Tournament
Robert and Penny Fox
I.F.S.E.A. - Philadelphia Branch
Estate of Shirley C. Kane
Mike Kelly and Alison Saifer
Mechanical and Service Contractors Association of Eastern PA
The Alan and Jill Miller Foundation
National Dog Show - The American Benefactor Foundation
Race 4 the House
Suzanne Root
Emerson Group
Subaru of America
Jack and Phyllis Surdoval
The Turner Family
Penny Weiner

AMBASSADORS $10,000-$24,999
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Allstate Insurance Company
American Amusement Machine Charitable Foundation
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Dolly and Lou Blanco
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Kramer Holding Corp
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McDonald’s Lehigh Valley All-Star Classic
MassMutual Greater Philadelphia
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Michael and Amy Menkowitz
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Montco Metals
Montufar Family
John Moran
P. Agnes
Penn Power Group
Persinger Cookie Throwdown
Pfizer
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Christopher and Amy Roak
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Shriners Hospitals for Children-Philadelphia
The Snider Foundation
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The Smart Foundation
Tri-State Toyota Dealers Association
Turner Family Foundation
UAS
United Way of Greater Philadelphia and Southern New Jersey
Frank Unterwald
Clarence J. Venne Foundation
Wafra, Inc.
Marlene Weinberg
Fred and Barbara White
Steve and Jen Wright
ZAP Family Foundation
Zurich North America

COMPANIONS $5,000-9,000
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American Solutions for Business
Dan and Edwina Amoroso
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Argosy Credit Management, LP
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Berje, Inc.
Richard L. Henry Memorial Fund of Berks County Community Foundation
Deanna and Jordan Berman
Leonard and Ellen Bernstein
Pat Bianculli
Employees Community Fund of The Boeing Company
The Brian Seibert Memorial Fund
Michael and Christie Bronstein
Broughton Foundation
Caddick Utilities, LLC
William and Carol Callanan
Campus Apartments
Caro’s Sweethearts
Casey Doolin Memorial Foundation
CDW
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Chickie’s and Pete’s
Children’s Surgical Associates, Ltd.
Clarence A. Rowell Trust through the PNC Charitable Trusts Grant Review Committee
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Contemporary Staffing Solutions
Michael A. Corbo
Core States
Denny Parisan and the County Corvette Toy Drive
Joseph and Barbara Delaney
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Di Bruno Bros.
Drexel Central
Jonathon and Michaelene Durst
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The Eden Charitable Foundation
Elliott-Lewis
The EMSS Foundation, Inc.
ERT
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The Famous 4th Street Cookie Company
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GCM Built
Gemini Bakery Equipment
Sandra Goodstein
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Sarah and Mark Herndon
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Marjorie and Jeffrey Honickman
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IBEW Local 98
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J.P. Morgan
Jack Miller Family Foundation
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The June and Steve Wolfson Family Foundation
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Jan and Pete Albert
Donald Alf
Timothy and Jean Allen
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Meredith Altman
AmazonSmile Foundation
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Harvey and Rosalie Goldberg
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Rob Molique
Joseph Montesano
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Anne O’Connor
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Perelman Jewish Day School
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Philadelphia College of Osteopathic Medicine (PCOM)
Philadelphia Department of Prisons
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Philadelphia Insurance Companies & TMNA Services
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Nicole Rich
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Foundation
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Mindy and Greg Scheier
Mr. Bruce Loversidge and Ms. Marylou Schmidt
Schnader Harrison Segal and Lewis
Marnie Schneider
The Schoenholz/Stern Family
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Maggie Schultz
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Mrs. Diana Scott
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Sea Isle City Beach Patrol Alumni
Second Peak
Seer Interactive
Ronald and Maureen Sereny
Manish Shah
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