Ronald McDonald House® of Cleveland, Inc., a nonprofit organization, supports families whose children receive treatment at area medical centers by providing a home-like environment and essential resources and services. We serve thousands of families each year through our 55-family House, Family Rooms in four local hospitals, outpatient facility STAR Centers and family resource link www.redtreehouse.org.

Board President Keith Strauss has a personal reason for his involvement with the Ronald McDonald House. When he and wife Jeanette were expecting their first child, they traveled to Illinois to spend the holidays with Jeanette’s family. While there, Jeanette went into premature labor. Their son Morgan was born and immediately life-flighted to St. Louis, where he remained in the NICU for the next three weeks.

Alone in an unfamiliar city while their child clung to life, Jeanette and Keith found comfort and support at the Ronald McDonald House. Jeanette recounts, “It was more than a warm bed and a hot shower at the end of a long day—we had a family through the caring volunteers, attentive staff and countless other families who could empathize with us...we imagine if we had gone back to a hotel room and it had been just the two of us.” They stayed at the House until Morgan was stable enough to be life-flighted home to Cleveland, where he spent another 2½ months in the NICU.

The Strausses were deeply touched by their Ronald McDonald House experience, and became dedicated supporters of RMH in Cleveland. Since 2007, Keith and Jeanette have participated as Committee Members, event attendees, sponsors and goodwill ambassadors. Keith joined the RMH Board of Directors in 2011 and became Board President in December of 2017. Morgan had a normal childhood with two younger brothers and is now a grown man. Each year, the family sponsors a room at RMH in his name.

Parker, Xavier, Keith, Morgan and Jeanette Strauss

www.rmhcleveland.org
Dear Friends,

2019 was a year of looking back and moving forward.

We remembered our rich 40-year history and honored our founders, while celebrating those who keep their legacy alive and thriving today. We revisited the House’s transformation through the years and we continued to make significant organization-wide improvements. We are proud of where we began, where we are today and our accomplishments of the past year as we continue to provide crucial comfort and support to families who need us.

AT THE HOUSE

2019 saw a 7.5% increase in occupancy with the largest number of families in our history. We provided more fresh and nutritious meals than ever before through our revamped Family Meal Program. Key common areas were refurnished and the security systems were extensively upgraded.

AT THE HOSPITAL AND OUTPATIENT CENTERS

We celebrated milestones as the Family Room at Cleveland Clinic Fairview marked ten years of service and our outpatient facility STAR Centers completed their first full year of operations. Our respite rooms were used 941 times, providing critical overnight rest to caregivers of the most vulnerable patients.

ONLINE

RedTreehouse.org began reaching more audiences with new contracts in the areas of mental health, addiction services and trauma-informed care as well as a grant-funded geographic expansion into areas of Pennsylvania and West Virginia.

Just as families depend on RMH, we depend on our volunteers, donors, and corporate and community partners. In 2019, a record number of individuals and groups gave their time, merchandise, services and money to carry on our founders’ mission of helping families. And as we looked back, we remembered the families we’ve helped, welcomed new arrivals each day and laid foundations for a future of serving more people in more ways than ever before.

Sincerely,

Craig Wilson
Executive Director

Keith Strauss
President, Board of Trustees

Sanjay Ahuja, MD
Director, Hemophilia Program,
UH Cleveland Medical Center

Rita Cavanaugh
National Sales Manager, WKYC Media

Tom Charek
Sr. Vice President, Pride One Construction

Christopher Clegg
Senior Vice President, F.N.B. Corporation

Greg Coutris
Owner/Operator, McDonald’s

Don Grassi
Co-Founding Partner, ViewPoint Wealth Partners

Judy Hubbard
Senior Director of Operations, Athersys

Daniel Lorber
VP, Assistant Controller, Signet Jewelers

Kevin Myeroff
President and CEO, NCA Financial Planners

James Neville
Principal, RDL Architects

Shawn Payne
Owner/Operator, McDonald’s

Meredith Rachek
Project Manager, Taussig Cancer Institute Cleveland Clinic

Donna Rhodes
Director of HR & Organizational Effectiveness, COTSWORKS, LLC.

Denise Speer
Director of Women’s and Children’s Service Cleveland Clinic Fairview Hospital

April Thompson
Executive Chef and Owner Wild Thymez Personal Chef Service

John Wargo
Director of Mortgage Banking, Quicken Loans

Make a difference with us today.
2019 At-a-Glance

97% OF OUR FUNDING COMES FROM DONATIONS

79% OF OUR REVENUE GOES DIRECTLY INTO PROGRAMS

AT THE HOUSE

7.5% Occupancy Increase over 2018
Family Visits: 1435
Families Served: 914
• Countries: 14
• States: 43
• Ohio Counties: 64
• Ohio Residents: 50%
• International: 2%
Average Stay: 13 nights
We never turn away guests for an inability to pay
• Room Cost: $100
• Requested Nightly Donation: $20
• Average Nightly Donation: $9.54
• Unable to Pay: 52%

AT THE HOSPITALS

Family Room Locations:
UH Rainbow Babies & Children’s
Cleveland Clinic Children’s
MetroHealth Medical Center
Cleveland Clinic Fairview
Individual Visits: 57,381
Happy Wheels Servings: 7900
Full Meals Served: 169
Gifts Distributed: 4576
Overnight Guest Visits: 941

AT OUTPATIENT CENTERS

STAR Center Locations:
UH Rainbow Center for Women & Children
Cleveland Clinic Children’s Outpatient Center
Children Served: 7077

REDTREEHOUSE.ORG

Individual Sessions: 14,277

79% OF OUR REVENUE GOES DIRECTLY INTO PROGRAMS

Individual Volunteers: 355
(Not including events)
Hours: 33,099
Value: $862,446

Volunteer Groups: 808
Meals Served: 588
Chores & Activities: 220

www.rmhcleveland.org
Since opening on September 25, 1979, thousands of families have found comfort and strength at the Ronald McDonald House of Cleveland. A passionate group of parents, medical professionals and friends worked tirelessly to create this legacy of love. 2019 was a very special year of paying tribute to our founders and recognizing those who keep their vision going strong.

The 40th Anniversary Celebration and Annual Meeting was held on June 6, 2019 at Judson Manor. Program highlights included:

- Premier of the short film *Creating a Legacy of Love: The Ronald McDonald House of Cleveland Founders’ Story*
- Panel discussion *Perspectives on 40 Years of Serving Families*
- Pillar of the House Awards presentations

Guests came **Home to the House** on September 25, 2019 to discover, enjoy, learn, share and be inspired by:

- House and garden tours
- Archive and video viewings
- RMH story sharing and filming
- Program information and updates
- Family Meal Program demonstrations

Joanne and David Berkovitz came **Home to the House** and shared the endearing and enduring story behind one of our most beloved features, Aaron’s House.

Our short film *Creating a Legacy of Love: The Ronald McDonald House of Cleveland Founders’ Story* was accepted into the Chagrin Documentary Film Fest, the Short. Sweet. Film Fest 2020 and was a segment topic on WKYC’s **Live on Lakeside**.

Make a difference with us today.

**RONALD McDonald HOUSE FOUNDERS**

- Michael and Susan Clegg
- Edward and Eileen Davis
- Sam Gross, M.D.
- Ronald and Susan Kahn
- Albert and Nancy Kirchner
- Phillip and Mary Jo Py
- Donald Smith
- Ronald and Roberta Watson
- Stephen and Betty Zayac
With up to 55 families each night, something is always happening at the Ronald McDonald House. Daily meals, spacious common areas, fully equipped kitchens and laundry facilities help guests feel at home. Beautifully landscaped grounds and a playground offer a welcoming retreat. But the thing guests appreciate most is the people. 2019 was no exception as our volunteers, donors and corporate and community partners contributed more than ever to make the House a place of comfort and support.

Happy Returns: Giving with Gratitude

Former guests often stay connected to RMH, returning to “give back” to the House.

Kelly Carmack Mata and her son John stayed at the House for three months so he could go through intensive treatment for a condition that was causing him to be malnourished. John is now thriving and Kelly has volunteered at the House, spoken on our behalf and shared their experience for appeals, stories, and on the 3News show, It’s About You.

Wish List Drives help the House get items it needs, right when it needs them.

In 2019, 1285 wish list drives provided $324,354.13 worth of food, supplies and other items.

220 Activity and Chore Groups kept the House clean and homey

“Our chore group worked hard and got so much done! When we saw one of the kids play with the toys we just disinfected and she had her mask on, it really set in just how much each act we do helps the families.”

–Sara Wojtowicz, OEC

House occupancy was up 7.5% over 2018

There are no distance or income requirements to stay at the House

Rooms were occupied a total of 14,958 nights

Of 730 freshly prepared meals 588 (80%) were provided by volunteer groups.
COMPASSIONATE CUISINE

Last year at the Ronald McDonald House, we made a commitment to provide continental breakfast and two hot meals each day. Our Family Meal Program became Compassionate Cuisine and new options made it easier than ever for groups to participate:

NEW! Book & Cook by Sysco: Book a date and make a donation to cover food costs; we’ll have everything ready when you arrive to cook your meal.

NEW! Sweet Deeds: A small donation and a couple hours of time is all it takes to bake enough goodies for everyone at the House.

Shop & Share: Experienced groups plan their menu, purchase the ingredients and share the meal they create in our kitchen.

RISE & Dine: Prepare and serve a meal alongside a professional chef. A donation and a couple hours are all it takes to provide a gourmet feast for everyone to enjoy.

HOME IMPROVEMENT

Many upgrades, both visible and behind-the-scenes took place in 2019, making our House more comfortable and secure than ever.

- The front lobby was completely updated with new furniture and accessories, made possible by the generosity of our donors and substantial discounts from La-Z-Boy.

- The sunroom was thoughtfully reappointed with beautiful custom furniture and décor thanks to the generosity of Majestic Steel USA.

- Our security system was extensively upgraded with new state-of-the-art hardware and software, with funding provided by The Kaplan Foundation.

- Village Green generously added twenty-four mature arborvitae to the pergola garden area.

Pet Therapy Partners visited over 250 times to comfort our guests.
Partners include:
13 humans
12 dogs
2 bunnies
2 mini-horses

47 Room Sponsorships provided $276,875 to help keep families together and near the care their children need!
New guest room sponsors:
Bill Busy
Constant Aviation
OEC

Friends and family from new room sponsor Constant Aviation at their ribbon-cutting ceremony

Make a difference with us today.
Ronald McDonald Family Rooms® offer families of pediatric patients a comfortable space to rest and recharge within the hospital, just steps away from their child’s treatment room.

Erin’s Journey
Angela Jordan’s third child, Erin, was born with a heart defect that would require surgery within her first year. Initially strong enough to go home, the tiny infant soon started having blue spells and was admitted to the hospital, where she has been since early October 2019.

For local families, even a short distance can be too far away from their hospitalized child. Since arriving at the hospital, Erin has had two cardiac arrests and several open-heart procedures, her condition so fragile that her grandmother, Lori, has spent every night by her side. Angela splits her time between the hospital, working and caring for Erin’s siblings Sammy and Jamie.

Their faith and the support of the Ronald McDonald Family Room have kept the family strong. “I can go to the Family Room and take a shower and get something to eat without leaving the area” says Lori, who takes Sammy and Jamie to the Room when they get restless. “We give them a break in the Family Room and don’t feel like we have to leave the hospital. They love the room.” Angela appreciates that she can have more time with Erin, knowing her other children are in a welcoming and supportive place.

Even with her difficulties, Erin’s personality is emerging. She is expressive and quick to reach for objects or grasp a finger. Now more stable, she likes to be propped up and greet visitors with a smile and inquisitive eyes. Doctors are hoping she is soon strong enough for a complete heart repair. Until then, Lori, Angela and her siblings will remain by Erin’s side, with a little help from the Ronald McDonald Family Room.

“The volunteers have all been great, and I love that I get to meet and talk with other families. They encourage me, and I encourage them. I’m often here by myself and the Family Room helps me feel less lonely. It’s special to me … It’s comforting.”

—Erin’s grandmother Lori
Ohio State Bar Foundation grant activities that began in 2017 came to a close. Local legal interns researched and published more than 40 helpful guides and added hundreds of resources to the site. Four live educational webinars were conducted and are available for viewing on the site.

The support of the Ronald McDonald House extends beyond walls through our online Family Resource Link. RedTreehouse.org supports the well-being of families and children with challenges, disabilities and health care needs by linking them to resources in their community. Site visitors can find organizations, tools, helpful guides and events to meet their needs.

RedTreehouse.org resources became available on the Ohio Department of Mental Health and Substance Abuse’s new youth-led online community site, HeyImHere.org.

A $50,000 RMHC® Remarkable Impact Grant, funded by AbbVie, enabled RedTreehouse.org to expand into Pennsylvania and West Virginia in collaboration with RMHC of Pittsburgh and Morgantown.

Through a contract with the Ohio Attorney General’s office, RedTreehouse.org is serving as the online resource directory for the Linking Systems of Care for Ohio’s Youth (LSCOY) project. The project goal is to improve the response to children and youth who are victims of violence and/or impacted by trauma.

The STAR Centers at Cleveland Clinic Children’s Outpatient Center and the UH Center for Women & Children both completed their first full year of operations, serving over 7,000 children.

The STAR Center at UH (bottom photo) was among the partners to bring San Diego Zoo Kids closed-circuit television adventure channel to the Center. The channel allows children to connect with wildlife and provides educational content for lessons.

Ohio State Bar Foundation

At Outpatient Centers and Online

Providing Support, Teaching, Awareness, and Resources, Ronald McDonald STAR Centers offer a fun and welcoming learning environment for children while their family members receive focused outpatient care. This enables caregivers to focus their full attention on the patient while the children visiting the Center are given activities and mini-lessons to promote healthy habits and well-being.

Volunteers Jane (seated) and Helen Rapp review the Red Treehouse website.

Legal interns with project director, Jeanine Carroll (3rd from right), left to right: Ricardo Vidal, Helen Rapp, Shannon Meyer, Tia Garcia, Jack Maib

Make a difference with us today.
The RMH mission would not be possible without our dedicated volunteers. Ronald McDonald House, Family Rooms and program volunteers were recognized for their contributions at the Annual Volunteer Appreciation Brunch on November 2, 2019. Guests gathered for a delicious meal and award ceremony at the Agora Ballroom, birthplace of the phrase “Rock ‘n Roll”. Recognition of volunteers by years of service, from one to thirty, was followed by presentations for Volunteers of Merit and the Willa Jones Award.

Willa Jones Award Honoree: Michael Sardinsky, front desk
RMH’s very first volunteer, Willa Jones “showed up” to volunteer before the original House opened and served for 28 years, “retiring” at the age of 93. The Willa Jones Award recognizes a volunteer who, like Willa, is steady and unwavering in their commitment to our mission. This person serves families with soft and caring conviction, has a positive demeanor, trusts the decisions of RMH staff and Board and eagerly takes on new roles when need arises.

A volunteer since 2012, Michael stands out for his kind, loving, helpful nature. He greets all visitors, volunteers and families warmly, jumps up to help with the door or get a wheelchair or luggage cart, asks friendly questions and remembers conversations and names from week to week, gives excellent tours to families and donors, and anticipates needs of others. Michael’s humble approach to service is remarkable, whether he is at the front desk, Family Room at Cleveland Clinic or serving as a Shoe Guy at Wine, Women & Shoes.

Barbara Fisher 40-Year Service Award
Fitting for the celebration of RMH’s 40th Anniversary, Barbara Fisher became the first recipient of the 40-Year Service Award, named in her honor. Barb has worked her front desk shift since answering the first ad for House volunteers in 1979. She also volunteers at the Family Room at Cleveland Clinic Children’s and has served on the RMH Board of Trustees and several committees.

www.rmhcleveland.org
Each year, the Ronald McDonald House of Cleveland presents its most distinguished award to companies, groups, and individuals who have given quietly, generously, consistently and thoughtfully on a long-term basis. This award recognizes the commitment and constant support provided by these corporate and community partners, allowing us to sustain our mission.

**The Ackerman Family**
Tom “Tall” Ackerman was generous, thoughtful, kind and an avid golfer—traits he shared with his family. For the seven years since his passing, they have celebrated his birthday and honored his memory with the Tom Ackerman Memorial Golf Outing, donating all of the proceeds from the outing to RMH for the sponsorship of Room 219 and other House necessities.

**Kim Beidler**
Since 2011, Kim has gifted the House with her dedication and unique artistic talent in countless ways. She prefers to work in the background: cleaning the kitchen, preparing a meal, designing raffle baskets or providing professional-level event decor, but is always available when a family needs someone to listen. Serving others at RMH is Kim’s way of “showing gratitude for all that I have in my life.”

**Court Durkalski of Truline Industries**
Court’s deep passion to make a positive impact on the world is shown by his many contributions to RMH. For nine years, the CEO of Truline Industries has supported our mission with sponsorships, event tickets for families, and personal involvement. The inspiration for Court’s service to RMH is a shared dedication to provide “loving and nurturing care to families during vulnerable times.”

Make a difference with us today.
Signature events are a vital part of our fundraising efforts, consistently bringing in about 14% of our yearly net revenue and helping build community awareness of RMH services. Last year’s events were no exception.

6th Annual A Night at the Races presented by SITE Centers
400 attendees enjoyed an exhilarating evening of filmed horse race excitement, food and drink on April 12, 2019 at the Holiday Inn in Independence. The sell-out event generated net proceeds of $33,523.

5th Annual Wine Women & Shoes presented by Majestic Steel USA
A wonderful day of wine, fashion and pampering took place on October 26, 2019 at the Hilton Cleveland Downtown. 500 well-heeled attendees helped raise net proceeds of $190,884.

40th Annual Pro-Am Golf Tournament presented by Truline Industries and University Hospitals
The largest and longest-running event to support RMH, Northeast Ohio’s most prestigious charity golf event was held on June 24, 2019 at the Mayfield Sand Ridge Club. This exclusive outing, born the same year as the House, brought in an impressive net of $206,428.

For events visit www.rmhcleveland.org/events
Pull Tab Palooza
Collecting pull tabs is a fun and easy way to support the House. Pull-Tab Palooza is a free, outdoor celebration that welcomes people to deliver their pull tabs and mingle with RMH staff and guests in our beautiful yard.

This year’s Palooza was bittersweet as we celebrated the life and legacy of our friend and avid pull tab donor, Morgan Stock, for whom our Collect-A-Million Club is named. Morgan passed away on May 9 at the age of 22. Friends, family and community brought more than 3,660 lbs. of pull tabs to the event, and several monetary donations were made in Morgan’s memory.

13,600 lbs of pull tabs were donated in 2019, totaling 13.6 million acts of kindness and $4,700 for the House.

1 lb. = 1000 pull tabs

Emerging Leaders
Emerging Leaders, formerly known as the Ambassador Council, are an enthusiastic group of young professionals whose mission is to raise awareness, promote volunteerism and generate financial support to advance the mission of RMH.

EMERGING LEADERS FUNDRAISERS
CycleBar Charity Ride
Super Bowl Squares
A Night Out at Nano Brew Cleveland
2nd Annual Golf Outing at Big Met
12 Bars of Charity Bar Crawl
Member Dues & Adopt-a-Family Program
Net Proceeds: $26,640

Chair: Meredith Rachek
Vice-Chair: Leah Sardiga
Secretary: Hunter Aims
Events Planning Committee Chairs:
Bill Ambrogio
Elizabeth Burright
Engagement Committee Chairs:
Justin Hamlin
Katie Bible
Marketing Committee Chairs:
Elizabeth Burright
Allison Forhan
Tanya Reynolds
Membership: 49

Make a difference with us today.

THIRD PARTY
Third party events raised $115,102 for the House!

Former House guest Kodi Pride delivered over $5,000 raised at the 9th Annual Total Healing F.A.I.T.H. Walk held in memory of her daughter, Lorelle Faith.

Aidan and Ava raised $120 at their lemonade stand.

Chloe Weaver brought RMH $1,500 that she raised by holding a fundraiser for her Willard High School senior project.
The original Ronald McDonald House of Cleveland had rooms for 26 families, some common spaces and a shared kitchen. In 1994, a new 36-family House was opened with beautiful grounds, more shared spaces and a kitchen that could accommodate meal groups and families who wished to cook. Expanded in 2013 to 55 rooms, the House helps more families than ever stay strong to focus on the most important thing—their children.

In 2019, RMH launched the 40th Anniversary Campaign for updates to serve families well into the future. The goal is to raise $2.1 million for projects including:

**New Kitchen**

The kitchen is central to our community of love and support, and now serves 1085 meals per year, up from 436 when it was last upgraded.

**Renovation plans include:**
- Commercial equipment that is more efficient and can handle the number of meals provided
- Increased ability to comply with newer food safety requirements
- Increased space for larger groups who come to prepare family meals
- Upgraded family kitchens for those who want or need to cook their own meals
- Updated serving and seating areas, with more efficient traffic flow

**Increased Laundry Capacity**

The RMH laundry room is used by families and also for the countless loads of bed linens, towels and other items needed to keep the House running. Renovating the space and purchasing new, stackable units will double capacity while saving on utility costs and increasing convenience for our families.

**Day Room**

Renovation plans include converting current utility space into a Day Room for families who are not staying overnight at the Ronald McDonald House, but still need our support and a quiet place to get away from the hospital during the day.

“Our time here has been an absolute blessing and we have taken nothing for granted. While Emma spends her days learning ways to cope and live again, I am busy writing thank you cards with sincere gratitude for everyone involved at the Ronald McDonald House, from the milk donation, to the washer and dryer company.”

—Sarah Markley, pictured with daughter Emma

www.rmhcleveland.org
Dear Friends,

On these pages, you’ve read and seen the stories and the statistics that make Ronald McDonald House of Cleveland, our Family Rooms, STAR Centers and online resource, RedTreehouse.org such incredible assets to this community. The number of families cared for, the number of meals served, the activities that provide normalcy in the midst of a vulnerable and chaotic time...they make this House a home.

Supporting it all is YOU: Our donors...volunteers...staff...friends.

Your gifts, your time, your compassion are the heart of this House. For that, we THANK YOU. The families who stay with us every day THANK YOU.

Our success for the past 40 years is truly only possible because of the commitment of this community and the incredible people who make it up, those in Cleveland and far away. As we position ourselves to serve more families, and to provide more of what they need for the next 40 years, we will continue to rely on you.

We have every confidence that we will be able to do so because of the overwhelming support you have given in the past.

Our goals in the year ahead include renovating our kitchen and laundry rooms, the most used areas of the House. We will be upgrading our technology and security infrastructure to better serve each family. And of course, we will continue to enhance our grounds and magnificent gardens which provide such a beautiful respite to all who visit. We welcome your help in this campaign to raise $2.1 million.

THANK YOU for your financial gifts, your time and your expertise. They are critical to our success.

Most importantly, THANK YOU for your heart. Your partnership with us means the world to the families we serve.

Gratefully,

Timothy G. O’Callahan
Director of Development

PEACE OF MIND

Ronald McDonald House of Cleveland has partnered with FreeWill to give you an intuitive online resource that helps you write a legally valid will online. This free resource can help you create your legacy in 25 minutes, ensuring the peace of mind that comes with having a plan for you and your loved ones. Just go to freewill.com/rmhclevealand to get started.

WAYS TO GIVE

HONOR & MEMORIAL GIFTS
ROOM SPONSORSHIP
HOSTING A FUNDRAISING EVENT
PROVIDING A MEAL
FULFILLING A WISH LIST
VOLUNTEERING
VEHICLE DONATION
COLLECTING PULL TABS
Make a difference with us today.

Ronald McDonald House®
Cleveland

Celebrating 40 Years

10415 Euclid Avenue, Cleveland, OH 44106 | 216.229.5757

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