



RMHC
Greater Chattanooga

Keeping families close®

2020 ANNUAL REPORT

Ronald McDonald House Charities of Greater Chattanooga



LETTER FROM THE President & CEO

Dear RMHC Chattanooga Investors:

2020 – What an unprecedented year! The words pandemic, pivot, zoom, social distancing and masks pretty much cover the everyday way of life for all of us. What we hoped to be a short pause in serving families as usual has transitioned into a new normal for RMHC Chapters around the world. How we can operate is now based on a set of guidelines that accounts for the status of the pandemic in our local area including the rate of vaccinations. As I write this, it's still hard to comprehend all we have faced in the past year. I am grateful to our global RMHC leadership who assembled experts from around the globe to determine the safest way for us to deliver our services and keep families with sick children free from COVID so they could continue to care for their patients. I can't imagine the time and effort it would have taken for us to have done this on our own.

When the pandemic hit in March, the annual Share-A-Night Campaign with Phonathon, had just kicked off and donors generously honored their pledges quickly. It didn't take long to determine the 2020 events of Bug-a-palusa, RMHC Day of Change, and the Autumn Children's Festival could not be held, and this represented a good portion of fundraising revenue. Generous sponsors, who give to the Autumn Children's Festival each year, made it possible for us to have a virtual event. The biggest disappointment, however, was the decision to delay the 30th Anniversary Red Hot Red Striped Gala. The funds from this event were to renovate the original kitchen and dining areas at the House.

We applied for and received the Payroll Protection Plan funds (both times) which has allowed us to keep our entire staff employed. This was a godsend when RMHC Global also paused all volunteer programs. This meant our staff needed to cover our House 24/7 which they did willingly. By September, we were allowed to get our essential volunteer weekend managers back in the facility for which the staff was so grateful. The requirement that all food had to be "to go" and common areas closed made it necessary for us to outfit each guest room with a mini-refrigerator and microwave and to have the evening meal catered. There have been so many wonderful donations of meals, meal delivery, and snacks from individuals, groups, and restaurants alike. This has allowed us to provide for our families every single night.

continued...

Letter from the President & CEO continued:

One casualty of the pandemic was the early retirement of the Ronald McDonald Care Mobile program. Plans to transition to a telemedicine only program were set for the end of the 2021 school year, but with the pandemic, a sick child child was immediately sent home from school. The Care Mobile was returned to RMHC Global in September to be repurposed for another chapter. Children's Hospital at Erlanger will begin the telemedicine only program when school starts in August 2021. I'm grateful for the partnerships with first the dental and then the medical program that helped many children access care they might not have otherwise received.

So much for the downside of the pandemic! Here's what we want to celebrate:

- RMHC **donors** are the most faithful and generous on the planet. What looked to be one of the worst years ever financially, actually ended up being as good as 2019!
- RMHC **Board of Directors** never wavered from their commitment to help navigate all the challenges of a pandemic.
- The **leadership of Children's Hospital at Erlanger** has been a guiding light as new developments and circumstances we didn't know how to handle have come up. They were available to the House even in the midst of their challenging roles in managing a global health crisis. We were happy to loan them the Care Mobile to use as a triage area for children needing outpatient services from April to July 2020.
- **Mission Partners/McDonald's local owners** developed new and innovative ways to fundraise for RMHC while transitioning their own business model to a pandemic version.
- You can help celebrate the **30th Anniversary** at the END of the 30th year . . . it may not be as big but you can do it. AND, our Ronald McDonald Family Room turns 25 to!
- **Families of very sick children** have an extra burden when there's a global pandemic, and YOU have helped make their way a little easier. Thank You!

I wish we could all celebrate the end of the pandemic and life could return to the pre-COVID normal. But even as we publish this report and look back at 2020, we know that we are still in the fight—better than we were but not to the finish line yet. SO, we continue to need your thoughts, prayers, and donations to continue providing families of sick children with everything they need to give their child the best care it needs and deserves. Thank you for being important partners in our mission.

Jane L. Kaylor



President and CEO

"More than ever, we are reminded of the importance of our mission and how critical the human factor has been in accomplishing our goals."

LETTER FROM THE Chairman of the Board



The COVID-19 pandemic has led to significant upheaval in what constitutes "normal" operations for any industry, and nonprofits are no different. However, the RMHC mission is to provide families with the care and resources they need when their child is sick or facing a medical crisis. This year, our mission was needed more than ever and the RMHC response revealed the importance of the human factor. Staff, donors, and volunteers shifted gears during this unprecedented time to make sure that families facing unimaginable tragedies would receive the best possible resources, facilities, and services.

With the strong leadership of our CEO, RMHC staff duties were realigned to meet COVID-19 operations. The goal was to keep servicing as many families as possible under the new pandemic restrictions. Inspiringly, the staff responded with ingenuity, dedication, fearlessness, and compassion. Even though many fundraising events had to be cancelled, donors responded faithfully with their generosity and staff adjusted expenditures to ensure good stewardship. Volunteers quickly stepped up to fill new roles towards mission delivery.

As we move to the "new normal," we are inspired by the courage and love our families demonstrate every day. More than ever, we are reminded of the importance of our mission and how critical the human factor has been in accomplishing our goals. The board remains dedicated to sustainability and flexibility to address our future challenges and I am certain that the RMHC human factor will continue to successfully drive the organization in meeting those challenges.

Kara West

A handwritten signature in blue ink that reads "Kara West".

Chairman of the Board

2020-2021 Board of Directors & RMHC Staff

Members at Large

James Anderson
Dr. Dave Bhattacharya
Sallie M. Brooks
Kim Coffey
Betsy Conroy
Ellen Tucker Dowling
Julie Fisher
Wendy Gibson
Dr. Lindsay Hathcock
Jayne Holder*
Art Holekamp*
Kerry Hoyle
Marcia Kling*
John Loetscher
Melissa McKown
Jill O'Daniel
Beth Painter*
Brad Phillips
Ashley Raymond
Pat Roza
Dr. Stephanie Stegall
Kimberly Swafford
Larry Vinyard*
Nick vonWerssowetz
Dan Walsh
Kristina Welke
Jay Wilkinson
Amy Yacoubian

*Active Lifetime Members

Executive Committee

Kara L. West
Chairperson

Jimmy Scotchie
Past Chairman*

Mary Lynn Wilson
Vice Chair

Tracy Hightower
Secretary

Nicole Jeppesen
Treasurer

2021 Incoming Board Members

Brianda Ayala
Lindsey Blazek
Melanie Farrell
Erin Henderson
Gautam Roy
Jane Stahl
Jeffery Wiese

RMHC Staff Members

Jane Kaylor
President & CEO

Josh Dempsey
Director of Operations

Tiffany Commons
Director of Development

Development Team

Laurette DeLoach, Executive Assistant
to the President & CEO
Wendy Evans, Development Associate
Joyce Lloyd, Development Officer
Mary Pike, Event Coordinator
Bethany Ramsey, Communications Coordinator

Operations Team

Michele Loyd, Family Coordinator
Tonya West, Volunteer Coordinator
Ricky Robbins, Family Room & Facility Functions
Charlie Hughes, Night Manager
Garland Sherman, Maintenance Specialist
Jackie Griffin, PM Environmental Associate
Tannesha Garth, Environmental Specialist
Chantelle Hayes, Environmental Specialist
Erica Turner, Environmental Specialist

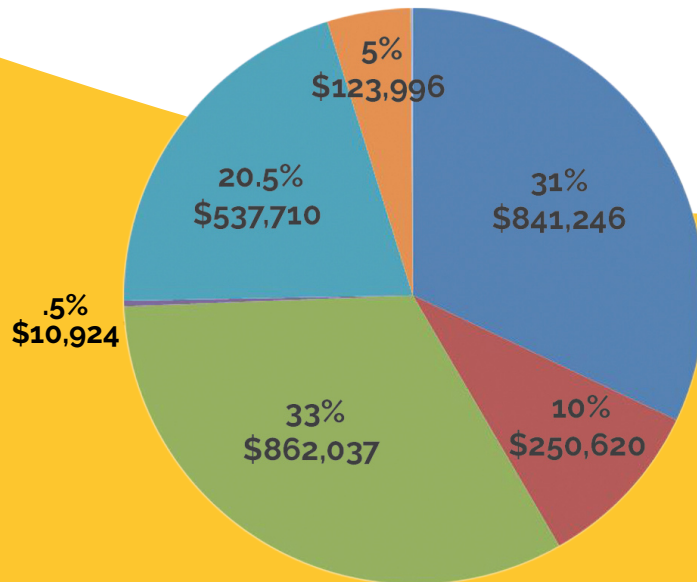
2020 FINANCIAL SUMMARY

Net Assets December 31, 2019 - \$7,881,673

Net Assets December 31, 2020 - \$8,906,232

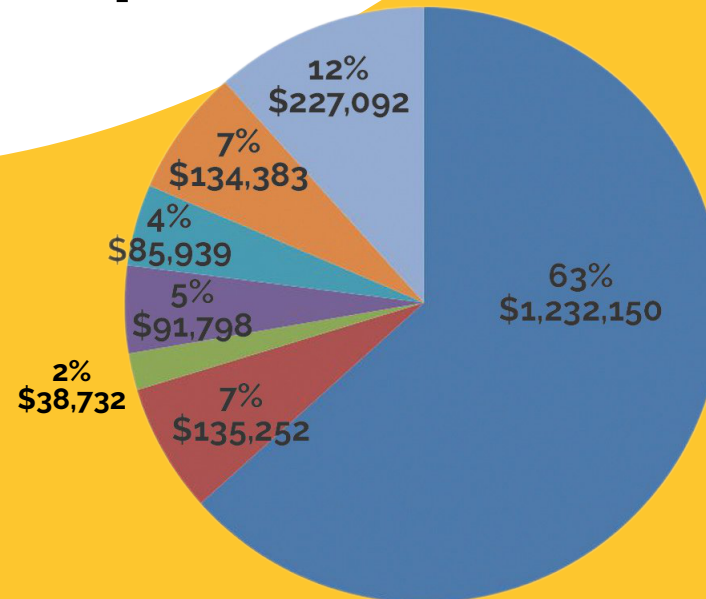
- Special Events and Fundraising Activities
- McDonald's Promotions
- Direct Support
- Program Services Revenue
- Gain on Investments
- Net assets released from restrictions

Income - \$2,626,053



- Ronald McDonald House
- Ronald McDonald Family Room
- Ronald McDonald Care Mobile
- Scholarships and Other Programs
- Cost of direct benefits to donors
- Management and General Administration
- Fundraising

Expense - \$1,945,346





AUTUMN CHILDREN'S FESTIVAL: AT HOME EDITION

October 2020

\$51,453
DOLLARS RAISED

2020 EVENTS



RMHC GOLF CLASSIC

October 2020

\$59,255
DOLLARS RAISED



RUN4KIDS

January 2020

\$20,975
DOLLARS RAISED



The Greater Tennessee Valley Operators Association, Chattanooga Area, provided annual support for the programs of RMHC Chattanooga during 2020 as follows:

Donation Box Income (net of expenses) - \$59,979.96

Round-Up for RMHC (net of expenses) - \$42,397.89

Donations through the Global Mobile App - \$203.25

Penny Per Happy Meal - \$15,136.08

Penny Per Pound of French Fries - \$18,094.91

Sale of Hearts - \$30,262

Sale of Flags - \$46,644

Sleeves for Support Sale - \$23,601.94

Rock City Marketing Partnership - \$12,890



**2020 MCDONALD'S
OWNER/OPERATORS**

**Congratulations to the Athens, Tennessee
McDonald's for being #1 in total
RMHC Fundraising efforts!**





KEEPING FAMILIES CLOSE

YOUR SUPPORT MADE AN IMPACT IN 2020



\$430,650

saved by families staying at the
Chattanooga Ronald McDonald House



1,229

CHILDREN CARED
FOR via the RMH
PROGRAM

15,234:00

total number
of bedside
hours for 2020



longest stay provided
for an RMH family

**99
nights**



2,871

nights provided to
families in 2020

***The infographics reflect 2020. Numbers do not represent a typical year due to COVID.*



**Ronald McDonald
House Charities®**
Greater Chattanooga

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