



# GRATITUDE **REPORT** 2017

KEEPING FAMILIES CLOSE



Ronald McDonald  
House Charities®  
Southern Arizona



# What the Kids Taught Me

A few months ago a little boy named JoJo came into my office to show me his courage beads – a very impressive string of colorful beads, each received for having endured a painful procedure to treat bone cancer. I assured him that he did, in fact, seem very courageous and in return, I got a sweet hug from an eight-year-old boy I'd just met.

Later that day, he jumped off his bike to run and open a door for me. And again, I got a hug. I don't know what I did to earn his trust or gain his affection, but I'm grateful for it. I knew, but knew that he didn't, that soon he was scheduled to have an arm amputated. And I tried my best to be courageous.

Clearly JoJo felt at home here. Some days, he would ask the volunteer at the front desk if "the boss was in" and after a positive response, would wander down the hall to say a quick hello to me. I was new in this position and this little boy taught me how important this work is, how important this House is.

Every child who stays at the Ronald McDonald House is special – like Mason, who stopped dancing through the House long enough to read a book with me. Mason comes here with his mom from Sierra Vista to to be treated for Acute Lymphoblastic Leukemia, treatment that may last another three years. He calls us "his people at the Donald House."

Of course, we worry about these children. But we also take some small measure of comfort knowing that somehow we are making their lives a little better. And so should you.

We are able to provide this kind of support to children and their families because of you, our donors and friends. I wish I could share one of their hugs with you, but for now, please know that your kindness makes a positive impact at the Ronald McDonald House – for hundreds of little people and their moms and dads.

*With gratitude,*



**Kate Maguire Jensen**

*President & CEO*

# A Personal Point of View

*Our families tell our story better than any of us ever could.*

In October, Matt Kehrein and his wife, Mayowa Agbaje-Williams, received joyful news – their dream of adopting a baby was coming true. Maybe the baby was excited to meet them too – he decided to show up 10 weeks early, weighing about 3.5 pounds.

Matt and Mayowa drove from Gilbert to meet their baby and named him Iremide, which means “our goodness has come” in Yoruba, one of the native languages of Nigeria, which is Mayowa’s original home.

Like most preemies, Iremide needed time in a Neonatal Intensive Care Unit (NICU) for his lungs to fully develop and to grow a little. And while he did that, mom and dad stayed either near his side or at the Ronald McDonald House.

*Here’s an excerpt from their letter:*

*Matt, Iremide and I are extremely grateful for your kindness and support during our stay at Diamond Children’s Medical Center. Not all families are as fortunate as ours. Some have really sick children and you serve as a haven for them during these trying times.*

*For us, you serve as a wonderful reminder of the beginning of this journey as we grow our family. We imagine that we will not forget for years to come, the role you have played in providing us housing, friendship and support over the past seven weeks as we waited for our son Iremide to be strong enough to come home.*

*With love and utmost gratitude,*  
**Mayowa, Matt and Iremide**



Mikey Morton and his dad, Michael, who are from Whiteriver, have been our guests at the Ronald McDonald House for 433 nights over the past three years.



# About Our Families



Premature/NICU	17.1%
Cancer	8.5%
Leukemia	8.1%
Accident/Trauma	6.6%
Cardiac	5.8%
30 other diseases	53.8%



1-3 nights	63.0%
4-7 nights	16.0%
8-14 nights	7.0%
15-30 nights	7.0%
31-45 nights	2.0%
45+ nights	4.0%

## LOCATION



Cochise County 32.6%

Yuma 11.0%

Maricopa 8.7%

Pima 8.7%

Graham 8.0%

Santa Cruz 6.8%

Pinal 3.0%

Other Counties, States and Countries 21.2%



# More than a House

*The mission of Ronald McDonald House Charities of Southern Arizona is to create, find and support programs that directly improve the health and well-being of children and their families.*

The Ronald McDonald House is our cornerstone. It's a home-away-from-home for families with critically ill children who come to Tucson for medical care. Each year, nearly 600 families call this House home.

**The Ronald McDonald Family Room** – Located within Banner Children's Diamond Children's Medical Center, this is a place for families of pediatric patients to rest and regroup while staying close to their children.

**Ronald McDonald Caring Carts** – Friendly staff from the Ronald McDonald House make the rounds at Tucson Medical Center and Banner Children's Diamond Children's Medical Center offering hospital guests free snacks, books, toys for kids – and smiles.

**Shuttle Program** – A Ronald McDonald House van (staffed by volunteers) gets families back and forth to hospitals, doctor visits and more.

*Everything we do is supported by our generous community and offered at no charge to the families we serve.*

Knowing that the comforts of the Ronald McDonald Family Room were there for us was like a welcome piece of home.

- **Stephanie Noyes**, Mom of Colin





“After visiting the Ronald McDonald House, and even playing with one small child that day, I knew that I had to help all of those children the best way I could. That began my desire to make quilts so they could have something to help on their way to healing, and to feel my life was here to help these children. My love goes into each quilt, so, with my hands and God’s help, may we accomplish this one by one.”

EILEEN PLANCK

*Voyager Quilters I*

*Since 1991, Eileen’s group has created and donated 6,197 quilts to children at the Ronald McDonald House.*



## A Legacy of Love

Sometimes we really do rely on the kindness of strangers. Out of the blue, an attorney called to say that a Phoenix couple had named the Ronald McDonald House in Southern Arizona as a beneficiary of their estate. What an astonishing and generous surprise.

Though we never had the pleasure of thanking them in person, we've spent so much time learning about them and talking to their family members, that now we feel we know them as friends.

Here's the story of Donna and Larry Taddia - whose incredible generosity will change lives for children and families for generations. This is compiled from conversations with Donna's cousin, Michael Popoff; Larry's son, Bob Stewart, and Larry's daughter, Tammy Barrow.

Donna and Larry were two of the nicest people on this planet. And you really couldn't think of one of them without the other. Even though they seemed an unlikely couple, they were clearly destined to be together. They met in August of 1965, were engaged one week later and two months later eloped. They remained soul mates for 49 years.



About them being an unlikely couple – Donna was nearly 6 feet tall, scholarly, classy and elegant. Larry described himself as ‘a tough guy from Detroit’ and was four inches shorter than Donna. He quit school in the 7th grade to feed his family after his father abandoned them. Donna was ahead of her time, earning a master’s degree in industrial engineering in 1984. She was one of few women working as a computer specialist for Goodyear Aerospace Corporation in Goodyear, Arizona.

Larry worked for more than 30 years at the Bureau of Land Management in Phoenix, receiving many awards for his excellent work. He was a volunteer with Big Brothers of the Valley in Phoenix and for many other local causes.

*What did they have in common?* They were as kind and compassionate as two people could be.

**“Larry and Donna chose the Ronald McDonald House Charities because it scores so well as a charity in both accountability and transparency. Larry and Donna knew that almost every penny of every dollar of their donation would actually make it to the ‘front lines’ – helping children heal because their families would be close at hand.”**



Larry and Donna’s foresight was truly their legacy of love. Each year we will use the interest from their bequest to fund special programs to support children and families, with enduring gratitude to this lovely, ‘unlikely,’ compassionate couple.

### **Leave YOUR Legacy of Love**

Much like the Taddia family, YOU can include Ronald McDonald House Charities of Southern Arizona in your estate planning. If you have already included RMHC in your estate plans, please let us know because we would like to thank you.

There are many options to support RMHC that are easy to put in place. Some donors, like the Taddia’s, make RMHC a beneficiary of their wills. Others leave an insurance policy or part of a retirement plan.

*If you would like to talk about the options available for estate planning, please contact Nancy Kirk, RMHC Development Director at (520) 326-0060 Ext.106 or [nkirk@rmhctucson.org](mailto:nkirk@rmhctucson.org).*



## The Kindest Kind of Workers

Ronald McDonald House volunteers make this House a home! Every day of the year, including Thanksgiving and Christmas, we have volunteers working in the House – cooking, cleaning and making our families feel at home. Some volunteers choose specialized jobs – like baking cookies, doing laundry or yard work. Still others are happy to do whatever needs to be done that day to serve our families. There is simply no way we could do what we do without the dedicated volunteers who choose to spend their time here.

**111**

HOUSE AND FAMILY ROOM VOLUNTEERS

**8,206\***

VOLUNTEER HOURS

**\$187,348**

MONETARY VALUE OF VOLUNTEER HOURS

*(based on industry standards)*

**IMMEASURABLE!**

REAL VALUE OF VOLUNTEERS

*\* Calendar year 2016*

“If you’ve witnessed, only once, tears well up  
in a grown man’s eyes in gratitude for something  
you’ve been part of – you are certain that is  
worth whatever you have contributed.  
I’ve seen it more than once.”

BILL GIDEON

*Volunteer, Architect, Chair of RMHC Operations Committee*



“I can’t imagine the stress on the ill children and parents struggling with the illness – and at the same time struggling with staying together and meeting everyday living needs. That’s where RMHC comes in – keeping families close. That’s why I donate my time and money to RMHC. I just wish we could help all families in their time of need.”

**CHUCK GRAY**

*RMHC Board President, McDonald's Owner/Operator*

*Pictured with wife Gloria, co-owner Gray Management*



## McDonald's

*Our Founding Mission Partner*

### **Little by little we can do a lot.**

Our McDonald's family and their customers have rallied around the children and parents staying at the Ronald McDonald House from the moment we first opened our doors.



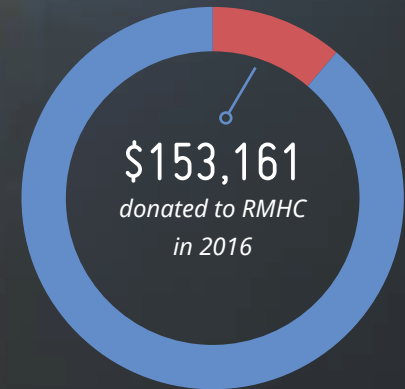
From monetary contributions and volunteerism to cause-related marketing promotions, McDonald's continues to provide valuable resources and support to help us expand our core programs and services.

When you visit a southern Arizona McDonald's you are supporting a local business that reinvests in our own community.

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### ***Did you know?***

*If every person who visited a Southern Arizona McDonald's dropped JUST ONE PENNY in a donation box, an extra \$150,000 would be donated to your Tucson Ronald McDonald House.*



# Eventful Ways to Help the House

## The House Party

*Friday, September 29, 2017 at the Ronald McDonald House*

Good eats, great dancing & music, and the best crowd in Tucson.

Join us for our signature event – The House Party.

## Walk for Kids

*Sunday, December 3, 2017 at the University of Arizona Mall*

The Walk for Kids celebrates five years of “Keeping Families Close.”

Our largest event features the always-popular Kids’ Zone, 3K family walk, and much more.



“I give because I see a place where families with children in need of medical care can come and are treated like family without more stress added to their situation. They get homemade meals, nice, clean, comfortable rooms and a staff that genuinely cares about them, their kids and their path to wellness!”

## Kelly Sollenberger

*Sign-Up Sign Services, Co-Chair RMHC House Party*





# About Our Funding



Public Support	41.8%
Special Events	20.2%
McDonald's	10.6%
Organizations & Corporations	12.1%
Program Income	6.0%
Investment	4.0%
Grants	5.3%



Program	75.4%
Administration	8.8%
Fundraising	15.7%

**100%**  
OF YOUR  
**DONATIONS**  
STAY IN  
**TUCSON**

It costs RMHC \$100 per family per night. Through your continued support, we can provide a loving home for children and their families AT NO COST TO THEM.

\* Calendar year 2017

# How to Help the House

The Ronald McDonald House thrives thanks to community support. Our volunteers, donors and friends give so much to make life easier for the children and families we serve. The opportunities to give are as varied as those who give.

**To find out which options are right for you, visit: [rmhctucson.org/how-to-help](http://rmhctucson.org/how-to-help)**



WishList



- **Cash gift** - visit [rmhctucson.org/donate](http://rmhctucson.org/donate)
- **Arizona State Tax Credit** - increase your Arizona state tax refund or reduce the amount you owe, dollar-for-dollar. Visit [rmhctucson.org/taxcredit](http://rmhctucson.org/taxcredit)
- **Community fundraiser**
- **Appreciated stock**
- **Bequest gift**
- **Beneficiary of a life insurance policy or retirement plan**
- **IRA required minimum distribution rollover**

“I choose to support the Ronald McDonald House because sometimes it takes more than just family to make your home away from home really feel like ‘home.’ It is a truly amazing organization that goes completely above and beyond all expectations to help families in need deal not only with the crisis at hand, but everything that comes along with it.”

**Jon Rauch**

*Owner, Bullpen Garage*

# Board of Directors

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Chuck Gray  
*Gray Management, dba McDonald's*

## **Vice President**

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*Ameriprise Financial*

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*S+S Consulting, Inc.*

## **Member-at-large**

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*CAID Industries*

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Cristie Street  
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Southern Arizona

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