After 18 months of planning, the four RMHC-affiliated organizations serving areas of Northeast Ohio united as Ronald McDonald House Charities® of Northeast Ohio (RMHC® NEO) in July 2020.

Governing and Staffing Structure

RMHC NEO adopted a new governance structure that ensures representation from its geographic areas, boards of the former entities, hospital partners and founding mission partner, McDonald’s.

The staffing structure also evolved, and the leadership team welcomed Judy Hubbard as Chief Operating Officer. Judy has served on committees and boards of directors for both Ronald McDonald House Charities of Northeastern Ohio and Ronald McDonald House of Cleveland dating back to 1996.

RMHC NEO BOARD OF DIRECTORS

Officers & Executive Committee

President & Chair, Executive Fritz Berckmueller
Café, Peters & Grivold LLP
Vice President: Troy Bennett
Bak & Knoll Co., LP
Secretary: Ronald L. Kahn
Ulmer & Baroni LLP
Treasurer & Chair, Finance: Nick Fanous
Newman & Co., CPAs
Chair, Audit: Kevin Ryan
KeyBank
Chair, Facilities & Operations: Tom Charek
Welty Development

Chair, Fund Development: Barry Holti
PNC Bank, N.A.
Chair: Governance: Michael Novak
Wells Fargo Financial Advisors
Chair, Marketing & Communications: Donna Rhodes
First Congregational Church of Akron
Chair, HR Task Force: Margarette Walz
Core Connections, Partners, LLC
Chair, Greater Cleveland Community Trustees: Salvatore Mislit
Ernst & Young, LLP
Chair, Greater Akron/Canton Community Trustees: Joanne Chadsey
Office of the Ohio Secretary of State

Board Members

Sanjay Ahuja, MD
UH Rainbow Babies & Children’s Hospital
Trina Bediak
New Horizons Baking Co.
Cara Donimian
The Sherwin-Williams Company
Jeff Hord, M.D.
Akron Children’s Hospital
Tom Locke
Tom Locke, Inc., McDonald’s Owner/Operator
Michelle Marks, D.O.
Cleveland Clinic Children’s
Kim McFarlane
Jones Day
Kevin Myers
NCA Financial Planners
Pam Patsouras
McDonald’s Owner/Operator
Craig Richmond
The MetroHealth System
Keith Strauss
Sales Concepts, Inc.
Kristin Susick
First Energy Corporation
John Williams
Alpha Phi Alpha Fraternity

Charities® of Cleveland, Inc.
East 1979

Chief Operating Officer

Greater Akron/Canton
Chair: Joanne Chadsey
Office of the Governor, Secretary of State
Vice-Chair: Jim O’Neill
Retired

Security
Shari Raper-Comernisky
General Electric
Chair, Nomination
Andrea Wilczyn
BVG Akron
Kyla Bittner
Huntington National Bank
Beth Carr
Akron Children’s Hospital
Denise Speer
University Hospitals
Leah Sandiga
Guessman Companies
Mike Scanlan
John Carroll University
KathySoltz Watson
Frankel, Schickler & Seitz, LLP
Brian Sherk
The Sherwin-Williams Company
Denise Spear
Cleveland Clinic Fairview Hospital
April Thompson
Wild Thyme Personal Chef Service
Michael Vahovc
University Hospitals
John Wargo
Quicken Loans

Ronald McDonald House Charities of Northeast Ohio
2020 IMPACT REPORT

COMMUNITY TRUSTEES

Greater Akron
Chair: Joanne Chadsey
Office of the Governor, Secretary of State
Vice-Chair: Jim O’Neill
Retired

Secretary
Sharri Raper-Comernisky
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John Wargo
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Ronald McDonald House Charities® of Cleveland, Inc.
Est. 1979

Ronald McDonald House Charities® of Northeast Ohio, Inc.
Est. 1988

Ronald McDonald House Charities of Mahoning Valley and Western Pennsylvania, Inc.
Est. 1993

Ronald McDonald House Charities of Akron, Inc.
Est. 1985

Chair, Greater Akron/Canton Community Trustees: Joanne Chadsey
Office of the Ohio Secretary of State

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John Williams
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The new organizational structure creates many efficiencies and streamlines relationships, including with our founding mission partner McDonald’s Owner/Operators of Northeast Ohio. Our shared experience and expertise better position us to manage and expand programs in response to needs of families and children in the region. It also made us stronger in addressing the unexpected challenges of 2020.

The pandemic arrived in 2020, changing all our lives and halting many experiences we previously took for granted. But childhood illness and injury did not stop. The need for families to be together and supported during the most stressful times of their lives did not stop. And we did not stop, thanks in no small part to your generous support.

Faced with the challenges of serving families safely, we pivoted. We revised, re-purposed, re-invented and re-imagined our services. You were there every step of the way. You donated money to our meal program to help us provide what volunteer groups could not. You supported our fundraising event transitions from in-person to virtual, or modified and masked. Staff learned new roles to provide essential services that individual volunteers could not. When our hospital-based programs had to shut their doors, we delivered snacks, activities and encouragement to the units for patients, families and health care staff.

The stories, photos and memories shared in these pages reflect our united resilience and resolve. Our gratitude for the part you played, and continue to play, cannot be overstated. As we move into 2021 and phases of re-opening, we are optimistic, inspired and stronger together.

With Gratitude,

Craig Wilson
Chief Executive Officer

Fritz Berckmueller
President, Board of Directors
At the House

BY THE NUMBERS

Family Nights: 12,242
Family Visits: 545
Families Served: 457
Hotel Nights: 99
Families Served: 457
Family Visits: 545
Family Nights: 12,242

Ronald McDonald House® programs in Akron and Cleveland give families a welcoming place to stay so they can focus on caring for their children. Comfortable rooms, meals, inviting common areas and landscaped grounds are a safe and welcome retreat from the hospital setting. Families also benefit from the comradery and community they find at our Houses.

At full capacity, we can accommodate 97 families per night.

40-long term families returned home after a total of 9,822 nights, an average of eight months per family!

2-year-old Cameron Peete’s family stayed together at our Cleveland House for 261 nights during his cancer treatment. This allowed his mom, Adelaida Brown, and his grandparents to be there for him, while still caring for his four siblings.

“I don’t think I could have gone through what I went through without the Ronald McDonald House... It’s an amazing place for families.”
— Adelaida Brown

59 Room Sponsorships provided $331,048 to help keep families together and near the care their children need!

New Annual Room Sponsors

The Steve and Maureen Harris Family Charitable Fund

INSIGHT 2 PROFIT (sponsoring two rooms)

Kaiden Kareas, Inc.

Bentwood Solutions

Tomtreyco, Inc.

The Colin Schectz Family Foundation added a second room to their sponsorship

Steve and Debbie Gratto

COMPASSIONATE CUISINE

Meals are an essential part of our services, nourishing the bodies and souls of the families staying with us. Due to restrictions prohibiting group volunteers from preparing meals and limiting dining area capacity, our teams successfully pivoted and created a Quarantine Edition of our Family Meal Program. In both the Akron and Cleveland House, this still meant providing three meals a day: continental breakfast, individually packaged lunches and hot dinners (with room service). More than 200 meals were donated by groups who could not cook in person.

- 50,000+ individual meals provided for House families
- More than 200 meals donated by groups who could not cook in person
- Snacks, beverages and 40 meals delivered to hospitals for families and healthcare staff

Wish List drives brought over $24,500 of things we needed, right when we needed them!

While SITE Centers employees worked from home and the company cafeteria was closed, Executive Chef Mickey Venditti prepared and delivered gourmet lunches to the House for 8 weeks, totaling 3,420 individual meals. The company also donated a new oven and a warming cart.

Everstream contributed 1,650 catered dinners from 18 local restaurants from May-June 2020. $5,500 worth of Wish List items and monetary donations. When volunteers were able to return, employees resumed their service. Pictured: Office Manager Jara Antin.

Kaiden, who survived open-heart surgery at just three months of age, cuts the ribbon to the room sponsored by Kaiden Kareas, the nonprofit that shares his name.

“A we know we wanted to sponsor a room because we know having a place to rest your head is the last thing you should have to deal with when you are taking care of your sick child.”
— Christine Gardner, Kaiden’s mom

MCDONALD’S: OUR FOUNDATION MISSION PARTNER

Contributions from McDonald’s Owner/Operators of Northeast Ohio and their customers totaled more than $506,000, making up 10% of RMHC NEO’s 2020 operating budget.

To help RMHC NEO promote the Drive-Thru Round-Up for RMHC competition between McDonald’s regions, Lamar Advertising donated digital billboard space in 26 prime locations for 18 weeks—a value of $195,000.

Round-Up for RMHC public service announcements featuring Clark Kellogg promoted drive-thru purchases on social media and broadcast airtime donated by WKYC Studios.

A MENU OF SUPPORT

McDonald’s operators made financial contributions and donated a portion of sales from Happy Meals, fries and promotions like Shamrock Shakes. Their customers donated through the mobile ordering app. Round-Up for RMHC and restaurant donation boxes.

McDonald’s restaurants and suppliers, such as New Horizons Baking and Anderson-Dubose, contributed food items and meals to help stretch the meal program budget.

MCDONALD’S: OUR FOUNDATION MISSION PARTNER

Trumbull, Cuyahoga, Lorain, Stark, Mahoning, Top Counties:

Ohio Residents: 66.7 %
International: 2.4 %

We never turn away guests for an inability to pay:

• Countries: 10
• States: 73
• Top States: OH, WV, PA, MI, NY, VA, IL, FL
• Ohio Counties: 56
• Top Counties: Stark, Mahoning, Trumbull, Cuyahoga, Lorain, Summit, Columbiana

MCDONALD’S: OUR FOUNDATION MISSION PARTNER

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During the shutdown, Hospital-Based Programs staff filled essential roles in our House Programs and found new ways to continue serving at the hospitals:

- Over 2000 gifts and necessary supply items were delivered to frontline healthcare workers, beginning on April 2, 2020.
- Snacks, beverages and 40 safely hosted meals were provided for families and healthcare workers.
- Family Room and STAR Center Staff took front desk shifts, helped with meal preparation, disinfected and assisted families at the Cleveland House.
- All Family Room and STAR Center staff continue to serve families in the absence of volunteers through our phased reopening of Family Room programs, which began on August 24, 2020.

When our Family Room at Cleveland Clinic Children’s reopened, this mom was able to do laundry just steps from her child’s hospital room. Here she is receiving a bag donated by Stancato’s Italian Restaurant.

**HOLIDAYS AT THE HOSPITAL**

We were grateful to provide Thanksgiving dinner for parents of hospitalized children and healthcare staff at all four of our Family Room locations.

- **A Taste of Excellence** has donated the Thanksgiving meal at UH Rainbow Babies & Children’s Hospital since 2011 and Cleveland Clinic Fairview Hospital since 2015.
- **The Intercontinental** has donated the Thanksgiving meal at Cleveland Clinic Children’s Family Room since 2015.
- **The Ritz-Carlton** has donated the Thanksgiving meal at MetroHealth Medical Center since our Family Room opened in 2010.

A generous donation from Majestic Steel provided all four Family Room locations with Christmas dinner from Stancato’s Italian Restaurant.

**By The Numbers**

<table>
<thead>
<tr>
<th></th>
<th>Dental Visits: 949 children</th>
<th>Dental Hygiene &amp; Health Education Visits: 624 children</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locations</td>
<td>47</td>
<td>79</td>
</tr>
<tr>
<td>Days of Operation</td>
<td>79</td>
<td></td>
</tr>
</tbody>
</table>

The Red Treehouse team is working with Act Early Ohio to distribute children’s books and resources to families of children ages 0–5. The resource materials are from the program and are designed to help caregivers track their child’s developmental milestones and take action by bringing any potential concerns to their pediatrician. You can find all of the Act Early resources on RedTreehouse.org.

Lukas Lehde reads Amazing Me: It’s Busy Being 3

**Virtual Mission Moment**

On Children’s Grief Awareness Day (11/19/2020), Red Treehouse social media channels shared resources designed to support children as they cope with loss. In just hours, over 3700 individuals engaged with the tools that were shared. Dozens of comments emerged from parents, grandparents, and others who were grateful to be pointed towards this resource. The father of a 9-year-old who lost his mother took the step of sharing the resource with his son’s teachers who had been looking for ways to better communicate with the grieving child.

“Really like the Helpful Guides. There is so much useful information provided.”

“So many wonderful resources in one place.”

**BY THE NUMBERS**

| Number of Different Locations: 47 |
|---------------------------------|-----------------------------|--------------------------------------------------------|
| Days of Operation: 79                                      |
**Embracing Innovation: Signature Events & Fundraisers**

*THIRD-PARTY EVENTS*

Third-party events raised $174,084 for RMHC Northeast Ohio.

- **CycleBar Charity Ride**
- **Super Bowl Squares**
- **Virtual Yoga Class**
- **3rd Annual Golf Outing at Big Met**
- **Member Dues & Adopt-a-Family Program**

**Net Proceeds:** $18,929

**EMERGING LEADERS**

**Fundraisers**

The Emerging Leaders group consists of young professionals with diverse backgrounds whose mission is to raise awareness, promote volunteerism and generate financial support to advance the mission of RMHC NEO.

- **Pull Tabs: 6 million Acts of Kindness**
  - We adjusted the way we received in-kind contributions, which allowed the community to continue donating pull tabs throughout 2020. More than 200 individuals, businesses, and groups donated 5,889 lbs. of pull tabs resulting in more than $2075 for our Family Fund! With 1 lb. = 1,000 pull tabs, almost 6 million acts of kindness were made in support of RMHC NEO.

  - **Pull Tabs: Jake’s Family & Friends Foundation**
    - Donated 280 lbs of pull tabs. With this contribution they reached one million tabs donated, earning their place on the Morgan Stock Collect-a-Million-Club plaque.

  - **Pull Tabs: Julie & Brylee Parks**
    - Delivered three large buckets of tabs. The Parks family stayed at the Akron House multiple times for Brylee’s surgeries, and frequently return to the House to drop off pull tabs.

  - **Pull Tabs: Lake Erie Silver Dolphins**
    - Donated $1200 raised from their annual swim meet.

  - **Pull Tabs: The Portage Lakes Polar Bear Jump**
    - Raised $95,000. The jump, which benefits us every other year, is hosted at Portage Lakes in February. Teams gather to jump in the lake to raise money for their cause. The water was FREEZING, but we had a record number of jumpers in 2020.

  - **Pull Tabs: Ryan & Cyndi Foster**
    - Stayed at our Akron House with kids Carson, Karrington, and Crew, who has a congenital heart defect. They created Crew’s Crusaders to raise awareness and give back. In 2020, they hosted their 5th annual golf outing and donated close to $5,000.

**3rd Annual A Red Tie Affair**

The quick transition from a scheduled May 30 in-person event to a virtual gathering running August 4-8 did not stop the fun. Nearly 100 guests participated in the online auction and viewed the program broadcast. The versatile event generated net proceeds of $81,362.

**6th Annual Wine Women & Shoes**

Joe Cronauer and Sara Shookman of WKYC 3News kicked things off in spectacular fashion on October 22. Attendees heard from CEO Craig Wilson, were inspired by guest families, and took part in fabulous raffles and auctions. The event raised net proceeds of $78,301.

**41st Annual Pro-Am Golf Tournament**

CEOs and Pros alike remained steadfast to Northeast Ohio’s most prestigious charity golf event. Their support culminated on June 29, 2020 at Mayfield Sand Ridge Club in a day of celebration and comradery on the course, resulting in net proceeds of $139,380.

**Chair:** Leah Sardiga  
**Vice-Chair:** Bill Ambrogio  
**Secretary:** Hunter Aims  
**Red Events Committee Chairs:** Christina Lograsso, Kelsey Zebrowski  
**Gold Events Committee Chairs:** Kate Bibble, Matt Gabele  
**Marketing Committee Chairs:** Allison Forhan, Tanya Reynolds  
**Volunteerism Committee Chair:** Justin Hamlin

**Make a difference with us today.**

www.RMHCneo.org
Volunteers: the Heart of the House

Many things changed for us all during the pandemic. For RMHC Northeast Ohio, finding ways to maintain our meal program was critical to caring for the families staying with us. Serving those meals meant staff needed to innovate and re-imagine our kitchen facilities. Dining in the kitchen was not an option due to social distancing measures. We pivoted to a room service model, delivering dinners directly to families’ rooms. Individually packaged lunches and healthy snacks to-go gave families safety and convenience—eating at the hospital, in their rooms, or outdoors.

By mid-2020, it was evident that the safety of our guests and sustainability of the meal program demands more permanent changes.

We must redesign kitchens and dining areas in both Akron and Cleveland to accommodate:

- New food-handling safety protocols
- Adequate space for volunteer groups, vital to our program, to prepare meals
- Improved spacing and flow for guest families

Guest surveys underscore the significant impact our meals make for families caring for their sick child. Those using hospital Family Room programs could greatly benefit from meals provided more regularly.

GIVING OPPORTUNITIES

$5,000 Boxed lunches for all locations, one month

$10,000 Catered meals during kitchen construction, one month

$50,000 24/7 Self-Service Family Nutrition Center

$100,000 Day Respite Room

$250,000 Family Kitchen renovations

$500,000 Commercial Kitchen Conversion

$1,000,000 Full renovation of Cleveland and Akron House kitchens, dining and serving areas

To discuss an investment in the family meal program or facilities, contact:

Tim O’Callahan
Chief Development Officer, North
216-229-5727 x1129
tocallahan@rmhcneo.org

Aristea Tzouloufis
Chief Development Officer, South
330-253-5400 x1109
atzouloufis@rmhcneo.org

www.RMHCneo.org

Make a difference with us today.
Make a difference with us today.

Ronald McDonald House Charities
Northeast Ohio

10415 Euclid Avenue | Cleveland, OH 44106 | 216-229-5757
141 West State Street | Akron, OH 44302 | 330-253-5400

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