Ronald McDonald House Charities® of Northeast Ohio gives a family with a sick child what they need most — each other.
The mission of Ronald McDonald House Charities® of Northeast Ohio, Inc. is to enhance the healthcare experience for families and children through comfort, care and supportive services.

Dear Friends,

As we look back on what we accomplished in 2021, we want you to know that we could not have done it without your support. While still riding the waves of the pandemic, you helped us navigate them with the power and passion of our now united organization.

We continued to serve families safely, accepting more guests at the Akron and Cleveland Ronald McDonald House and Family Room programs in our partner hospitals. When COVID precautions prompted modifications, we innovated to meet family needs. Our expanded boxed lunch program, for example, helped to feed more families than ever—when and where needed. To foster community when indoor common areas were closed or limited, we launched new activities for families to gather, connect, and play in outdoor spaces.

The resolve of our families, staff, volunteers, and partners through all of this change is reflected within the pages of our Impact Report. As you read, you’ll see that we not only coped and responded, but significantly impacted lives and proactively laid paths embracing a new normal.

A new three-year strategic plan was developed and approved, along with a new vision statement to propel RMHC Northeast Ohio forward. With your support, we are steering toward this unified vision.

To inspire hope when and where families need it most.

We also renewed our commitment to shared values of compassion, excellence, inclusion, innovation and trust. On the foundation of these values, we are building a future strengthened by six strategic pillars, detailed in the Looking Forward section of this report.

As a supporter of RMHC Northeast Ohio, your involvement and commitment to our vision and mission is key. We invite you to learn more about our 2022-2024 Strategic Plan and how you can help. We look forward to another year of doing all that we can to enhance the healthcare experience for families and children through comfort, care and supportive services.

With gratitude,

Craig Wilson
Chief Executive Officer

Fritz Berckmueller
President, Board of Directors
2021 AT-A-GLANCE

Funding
Community support is vital to the families we serve.

- 42% Individuals/Corporations
- 21% Foundations/Grants
- 14% McDonald’s Northeast Ohio
- 9% Signature Events
- 6% In-Kind Contributions
- 6% Investments/Rent

22,494 FAMILIES SERVED IN 2021

AT THE HOUSE
- 795 Family Visits
- 620 Families Served
- 12,025 Family Nights
- Average Family Night 22 nights
- Average Family Donation $6.23/night

AT THE HOSPITAL
- 2,069 Families Served
- 10,215 Visits
- Ronald McDonald Family Room® programs

IN THE COMMUNITY
- 632 Families Served
- 13 Countries
- 39 States

WHERE RONALD MCDONALD HOUSE® GUESTS CAME FROM
- 59 Ohio Counties
- 32.6% Out-of-State Residents
- 64.4% Ohio Residents
- 3% International

OUR VOLUNTEERS
- 267 Individual Volunteers
- 12,400 Hours
- $353,896 Value

ONLINE
- 18,373 People used RedTreehouse.org, the Ronald McDonald Family Resource Link.
- 79% increase

Our meal program saved families more than $600,000 in dining-out costs

www.RMHCneo.org
Make a difference with us today.

WHERE RONALD MCDONALD HOUSE® GUESTS CAME FROM
- Top 8 Ohio Counties (by number of families served)
  - Stark 33
  - Summit 25
  - Wayne 25
  - Mahoning 21
  - Trumbull 21
  - Huron 17
  - Columbiana 16
  - Lorain 16

IN THE COMMUNITY
- 632 Families Served

ONLINE
- 18,373 People used RedTreehouse.org, the Ronald McDonald Family Resource Link.

Online: $353,896 value
- 79% increase
- Ronald McDonald Care Mobile®

Families served in 2021:
- 22,494

Average Stay: 22 nights

Average Family Donation: $6.23/night

Community support is vital to the families we serve.
Our House programs in Akron and Cleveland provide families of ill or injured children a welcoming, supportive and safe place to stay near the hospital. As COVID continued throughout 2021, we worked closely with RMHC Global and our local hospital partners to monitor the situation and increase the number of families we could safely host. As we found more ways to serve families while maintaining social distancing and limiting indoor gatherings, our beautiful outdoor spaces became an even more important haven of community and support. Outdoor activities gave families a much-needed sense of normalcy, recreation and the camaraderie of interacting with others in similar situations.

After a life-saving bone marrow transplant, Wyatt Brown uses his newfound energy to enjoy the snow at our Akron House.

Josefine and her family stayed at the House for 819 nights so she could receive life-saving cancer treatment. During that time and despite her illness, Josefine and her family made friends, took part in activities, celebrated family milestones and even welcomed a new baby girl! Josefine touched many hearts with her strength and joyful nature, and frequently hammed it up for the camera, even playing a role in RMHC Global’s 2021 ad campaign. As with many who stay with us, we miss seeing Josefine at the House, but are humbled and honored to have been here for her family when they needed us most.

Four long-term families returned home, after a total of 3,093 nights. The longest stay was 1,163 nights.

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As of the end of 2021, both the Akron and Cleveland House programs are accepting new volunteers! Volunteers play a vital role in keeping our House programs running and serving our families with compassion and care. Their presence was dearly missed when they could not be onsite, and we were thrilled to be able to welcome volunteers in all House positions back in Akron. Meet & Greets for new volunteers resumed in November, and our first new volunteer at the Akron House in almost two years began service in December.

Our Cleveland House began accepting applications for new volunteers in July. By year’s end, we had received ninety-two applications and thirty-four new volunteers had begun service.

Cleveland House

Art Room: Jointly funded by Jersey Mike’s and Color Your World, this renovation includes new lighting, furnishings, framing and art supplies, giving families an even better space to express themselves!

Loads of Love: Our laundry room was outfitted with twelve new stacking dryers, six new washers, upgraded plumbing, electrical and venting, new furnishings, and artwork, all funded by The Catherine L. & Edward A. Lozick Foundation.

At the Hospital

Embrace Pet Insurance sponsored our family firepit nights every Tuesday from March to Halloween, even providing a weekly outdoor dining experience!

Out-of-State Residents:
- % Families: 32.8
- % Room Nights: 20.0

International:
- % Families: 3.0
- % Room Nights: 8.5

174 families, or 26% of those served, came from 8 Ohio Counties:
- Stark: 33
- Trumbull: 21
- Summit: 25
- Huron: 17
- Wayne: 25
- Columbiana: 16
- Mahoning: 21
- Lorain: 16

Average Family Donation: $6.23/night

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Room Sponsorships are a wonderful way to pay tribute, make a philanthropic statement, and inspire hope when families need it most. A single Annual Room Sponsorship covers the operating costs of a room for fifty nights and saves an estimated $10,000 in hotel and food costs that families would otherwise have to pay.

Permanent Room Sponsorship ensures a legacy of support, guaranteeing that families can have a nurturing place to stay, regardless of their income, well into the future.

The comradery and support that come with staying at a Ronald McDonald House are priceless.

Every year, families list our Meal Program as their most-appreciated amenity. The pandemic made the availability of meals even more critical to serving families with medically fragile children.

In response, we created new systems to safely prepare and serve nutritious dinners. Breakfast items, snacks, fresh fruit, and baked goods were individually packaged and made available at grab-and-go stations.

Community refrigerators were stocked with individually prepared boxed lunches and salads.

As the need to sustain our re-envisioned meal program became apparent, we solidified plans for a new Cleveland House kitchen. This will give us greater capacity to serve families when and where they need it most.

NEW IN 2021: BOXED LUNCH PROGRAM

In June, we launched our new Boxed Lunch Program, relieving families of the logistical and financial burdens of leaving their hospitalized child’s area to find something to eat.

Fresh, individually boxed lunches are now delivered regularly to our four hospital-based Family Room programs and families at Akron Children’s Hospital.

The program was an immediate success, and we have received dozens of emails, letters, photos and social media posts from grateful families.

“…and contributions from Majestic Steel USA, SITE Centers, Sirna and Sons.

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95 Guest Rooms 69 Annual Room Sponsorships 43 Permanent Room Sponsorships

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February 8th marked the 15-year anniversary of the opening of our first Ronald McDonald Family Room at UH Rainbow Babies & Children's Hospital.

Opened in 2006, the Family Room at Rainbow was the first of its kind in Ohio. It was created to meet the need for comfortable spaces and support for families staying with their hospitalized children.

The Room was an immediate success, with almost 19,000 visits in the first year. By year’s end discussions had begun with other area hospitals that wanted similar services. Since then, our Hospital-Based Programs have grown to help thousands of families each year.

Our Ronald McDonald Care Mobile, in partnership with UH Rainbow Babies & Children’s, brings dental service and health education to children right in their communities.

Pediatric dental disease, also known as childhood tooth decay, is the #1 chronic childhood disease in America. If left untreated, the effects on a child’s health and wellness can be devastating. Though still limited by COVID restrictions, our Care Mobile served a significant number of families in 2021.

Our four Family Room programs provide a place for families to rest and recharge just steps from their child’s hospital room.

Throughout 2021, restrictions on the number and frequency of visitors made these programs even more critical to families with hospitalized children. With the risk of COVID remaining high, we successfully implemented new procedures and found new ways to serve families right on the pediatric unit, when and where they need it most.

Since parents could no longer come and go throughout the day, the food we made available became even more important. We stocked up on grab-and-go snacks, fruit and microwaveable items and in June launched the boxed lunch program, delivering fresh, healthy meals on select days.

We brightened children’s days with gifts of stuffed animals, craft kits, art supplies, pajamas and toys. Families were also able to celebrate special occasions right in the hospital, with treats and gifts for winter holidays, Valentine’s Day, Mother’s Day, Father’s Day, Halloween and more.

By year’s end, all Family Room locations were open and are now accepting new volunteers.

FAMILY ROOM PROGRAM TURNS FIFTEEN

“...this bear from there...her face just lit up! That room brought so much joy and comfort in scary times! The staff was amazing and very kind!”

—Kaylin Geisige

Our Ronald McDonald Care Mobile got an update with our new RMHC Northeast Ohio logo!

Make a difference with us today.
Managing a child’s ongoing medical care and needs can be complicated and finding the right resources can be time consuming. RedTreehouse.org is a curated collection of 6,000+ resources to help families find the support they need.

In addition to resource listings, RedTreehouse.org houses a collection of original Helpful Guides, which offer information and compilations of resources on a variety of topics relevant to the families we serve.

2021 was a year of growth for RedTreehouse.org. Site usage increased by 69% over the previous year, while the number of individual users increased by 73%. Much of this growth came from our increased social media outreach. We worked with parents and professionals to share site resources with their networks, which helped us reach families who were seeking support from their peers online.

RedTreehouse.org also allowed us to maintain volunteer engagement when opportunities for service were limited by COVID-related restrictions.

Donations of goods and services help keep our facilities in tip-top shape and make sure we have things we need, right when we need them. In 2021, in-kind contributions provided many services and thousands of needed items including snacks, toys, cleaning supplies and even appliances!

Collecting pull tabs is a fun and easy way for people of all ages to support families. Groups large and small enjoy collecting pull tabs, and deliver them by the bag, container, box, or even truckload!

We recycle the tabs for our Family Fund, to pay for things like celebrations of family milestones and gifts for kids who have birthdays while staying with us.

In 2014, Theresa Forlini-Petrey’s daughter, Mahrianna, was born at just 26 weeks, weighing 2 lbs, 5 oz. She would spend three months in the NICU, her family milestones and gifts for kids who have birthdays while staying with us.

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RMHC NEO events are a great way to engage with other supporters and showcase your involvement, all while funding critical programs and services.

4th Annual Red Tie Affair
net proceeds: $101,597
More than 100 guests viewed our virtual event broadcast and participated in the online auction. At-home watch parties with our Red Tie Host Kits, and our new Stock-the-Bar raffle were a huge success.

42nd Annual Pro-Am Golf Tournament, presented by Truline Industries
net proceeds: $258,034
88 amateur golfers paired with touring and local pros at Mayfield Sand Ridge Club. The day included a tribute to Michael Clegg, RMH Cleveland and Pro-Am founder.

The Emerging Leaders are a group of young professionals dedicated to raising awareness, promoting volunteerism and generating financial support for RMHC NEO. The group strives to develop the next generation of professionals to serve RMHC NEO families through ongoing engagement and potential board leadership.

Leadership
Chair: Leah Sardiga
Vice-Chair: Bill Ambrogio
Secretary: Hunter Aims

Committee Chairs
Red Events: Christina Lograsso, Kelsey Zebrowski
Gold Events: Katie Bible, Matt Gabele
Marketing: Allison Forhan, Tanya Reynolds
Volunteerism: Justin Hamlin

UPCOMING 2022 EVENTS!

Red Tie Affair May 20, 6 PM
43rd Annual Ronald McDonald House Pro-Am June 27, 8 AM
Pulling Together for Kids October 1, 8 AM
Wine Women & Shoes October 22, 11 AM

www.RMHCneo.org/events

39 third-party events raised $104,207 to support families served by RMHC NEO!
Each year, dozens of individuals, groups and corporations find creative and fun ways to raise funds for RMHC NEO.

8th Annual Pulling Together for Kids
net proceeds: $77,280
This sold-out Sporting Clays Pro-Am took place at the world-class Hill ‘n Dale Club. A new online auction and peer-to-peer fundraising efforts generated amazing results.

7th Annual Wine Women & Shoes, presented by SITE Centers
net proceeds: $93,061
Highlights included a virtual fashion show with members of our Board and Trustees, and a live broadcast with WKYC’s Joe Cronauer announcing raffle winners and crowning the King of Sole, Jim Neville.

2021 SIGNATURE EVENTS

www.RMHCneo.org

2021 Signature Events

$603,474 Raised

RMHC NEO events are a great way to engage with other supporters and showcase your involvement, all while funding critical programs and services.

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EMERGING LEADERS OF RMHC NEO

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Emerging Leaders added 6 new members in 2021, growing to 52 members.

$23,200 Raised
Golf Outing: $17,700
Superbowl Squares: $2,900
Donations: $1,938
Cavatelli for a Cause: $655

Make a difference with us today.
2021 DIGITAL IMPACT AND SPECIAL HIGHLIGHTS

NEW WEBSITE LAUNCHED
The new merged organization website went live in early 2021. After thorough audit and consolidation of content from the previous Akron, Cleveland and RMHC-NEO websites, we created www.RMHCneo.org in a new platform and theme endorsed by RMHC Global.

The site features improvements in:
- Navigation, with a more intuitive and robust user interface
- Adaptability to incorporate upgrades created and tested by RMHC Global
- Access for those with disabilities, following ADA digital accessibility guidelines
- Security with daily site backups and scans for malicious activity
- Integration of third-party platforms, functioning as part of our website. This avoids pop-up blockers, extra clicks, and steering users away from our site. Examples: Social media feeds, job listings, donation platform, and volunteer portal.

New additions include a searchable story archive, a robust event listing tool, prominent homepage buttons to learn how to stay at each House, and featured Chapter news and events.

Lights, Camera, Action!
Hollywood came to Cleveland during the last week of August! RMHC Northeast Ohio was one of only two Chapters to serve as sites for filming of RMHC Global’s new marketing creative.

You can see our families, volunteers and pet therapy partners showcased in ads, social media, videos and photos used across the nation. New videos that tell the story of RMHC core programs were filmed in the Cleveland House, Family Room at UH Rainbow Babies & Children’s and our Care Mobile.

Long-time champion of RMHC NEO, pro golfer Dicky Pride finished atop the leaderboard on the PGA Champions Tour in May 2021. Pride has generously contributed his time and talents to our annual Pro-Am for twenty-two years, helping raise millions of dollars to support families.

It’s fitting that Dicky now proudly represents RMHC Global on tour through a sponsorship. In honor of Dicky’s achievements, dedication and contributions, the RMHC NEO Pro-Am Committee sponsored a guest room at our Cleveland Ronald McDonald House in his honor. Wanting to make a regional impact, Dicky and his family in turn sponsored a room at our Akron House. Now that’s a win-win-win!

McDonald’s: Our Founding Mission Partner
Contributions from McDonald’s Owner/Operators of Northeast Ohio and their customers totaled $804,732 in 2021. We are grateful for the generosity of McDonald’s Owner/Operators, team members, and customers!

Round-Up for RMHC initiatives were piloted in Tomtreyco, Inc.’s stores, which helped increase donations by 79%! Thanks to the success of the pilot, we’re working with other McDonald’s owner/operators across our region to implement the program.

“Our McFamily—our crew—helps to raise funds in our restaurants all year to support RMHC NEO... It’s especially meaningful to do something special for families of sick and injured kids...”
—Carl Blickle, McDonald’s NEO Co-Op President

Round Up for RMHC
$804,732 Raised From
$102,060 Donation Boxes and McDonald’s App
$135,794 Product Sales
$566,878 Happy Meals
Medium and Large Fries
Shamrock Shakes and Oreo Shamrock McFlurries
Slushies and Frozen Carbonated Beverages

Social Media Engagement
22,763 Followers as of December 31, 2021 on these platforms

Facebook: 14,592
Instagram: 3,575
Twitter: 3,896
LinkedIn: 573
YouTube: 127

McDonald’s 2021 U.S. Supplier of the Year. Anderson-DuBose consistently supplies us with ingredients used in our Family Meal Program.

Pictured is Warren Anderson, founder and CEO of The Anderson-DuBose Company, Inc. with the prestigious award trophy.

www.RMHCneo.org
Make a difference with us today.
THREE-YEAR STRATEGIC PLAN

In 2021, we engaged in a strategic planning process to define our focus for the next three years. The process, which involved key staff, board members, trustees and community partners, resulted in a three-year plan based on six strategic pillars.

KITCHEN PROJECT HIGHLIGHTS

New Kitchen Infrastructure: New electrical, plumbing, HVAC and fixtures will accommodate commercial-grade equipment, increased use and new environmental regulations.

Commercial-Grade Equipment: New freezers and refrigeration will allow us to store more food at optimal temperatures. High-capacity ranges, ovens, mixers, and other tools will increase the number of meals we can prepare to meet growing needs.

Group Volunteer Center: This will be a designated space for meal groups to check in, meet, plan, and receive orientation and training.

Family Nutrition Center: A specifically designated area of the dining room will give families 24/7 access to healthy, self-serve hot or cold meals, snacks, and beverages.

Kitchen Patio Expansion: Additional seating, new patio flooring, privacy plantings, a family pizza oven and grill with full access to the kitchen will provide more opportunities for families to gather outdoors and connect with each other.

Commercial Transportation Vehicles: These will improve our ability to deliver meals safely and efficiently to our hospital Family Room programs, pick up donations in the community, and provide local transportation to guests when needed.

To fund this necessary project, we have set a Capital Campaign goal of $1.54 million.

RONALD AND PAULA RAYMOND FOUNDATION GIFT PROPELS CAMPAIGN

A $400,000 leadership grant from the Ronald and Paula Raymond Foundation kicked off funding efforts for the much-needed renovation of the Cleveland House kitchen. An additional $100,000 grant was committed by the foundation to fund a new energy-efficient generator to replace the dated generator at the Akron House.
Make a difference with us today.

Akron Ronald McDonald House
141 West State Street, Akron, OH 44302 | 330.253.5400

Cleveland Ronald McDonald House
10415 Euclid Avenue, Cleveland, OH 44106 | 216.229.5757

www.RMHCneo.org