Ronald McDonald House Charities®

Annual Report 2016

RMHC®
Northwest Florida

"The Ronald McDonald House was our home for six months while our little one fought for his life. They were there for us in more ways than they will ever know. We will be forever grateful for the love that was shown to our family."

— Felicia Leslie

During the first six months of his life, Kannon Martin endured more medical procedures than most people face in a lifetime. He was born with major brain bleeds and other complications associated with premature birth. At just four weeks old, he underwent multiple emergency surgeries as doctors worked to keep him alive through necrotizing enterocolitis (intestinal tissue death), brain swelling, seizures and a rare infection covering his skin. By the time he was released from the NICU, Kannon had braved eight surgeries, an ostomy bag, a brain shunt and countless IVs.

Through it all, Ronald McDonald House was there for Kannon's parents, Felicia Leslie and Derrick Martin. "The House gave us unlimited access to our child and a peaceful environment to escape the emotional rollercoaster of having a baby in the NICU," said Felicia.

Kannon's siblings were welcomed with open arms, too. "The staff and volunteers were ALWAYS friendly and went out of their way to make the House feel like home. One volunteer even folded Kannon's laundry. Little things like that made our day," remembered Felicia.

The family was also able to take advantage of activities and outings offered by the House to give guest families quality time together away from the stress and anxiety of caring for a sick child.

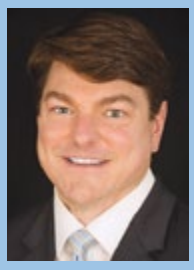
Kannon is now a year old and doing great. He is army crawling and building up his strength, cutting teeth, and "babbling non-stop" as he learns to speak. He loves toys, especially those that make noise or music.

LETTER FROM THE BOARD PRESIDENT

When I was asked to take over for long-term board member and Ronald McDonald House champion Steve Williams, I was incredibly honored. At my first meeting as Board President, we began the way we always do, by meeting a family staying in the House and talking to them about their experience with a critically ill child. Their gratitude for the kindness they were shown in the House convinced me (and continues to remind me) why it's such an important responsibility to build on the legacy of the many RMH visionaries who came before us.

Those life-long supporters laid the foundation for tremendous growth over the past few years. In 2016, we cared for 1,126 families and more than 3,000 family members. For the first time since the "new" House was built in 2010, the number of families that had to be put on a waiting list to get a room climbed above 300.

Because so many families are in need, we know it is time to expand our services. Mapping a new direction for growth is exciting and humbling. When I think about our future and hear stories like Kannon's, I am thankful for our staff and volunteers who fought for this family while their baby son was fighting for his life. Blessedly, their story has an ending we wish for all of our families. We thank you for your commitment to keeping them together.



Daniel Rentz
President, RMHC of NWFL
Board of Directors 2017

Ronald McDonald House Board of Directors

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Lakeview Center, Inc.

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Adam White
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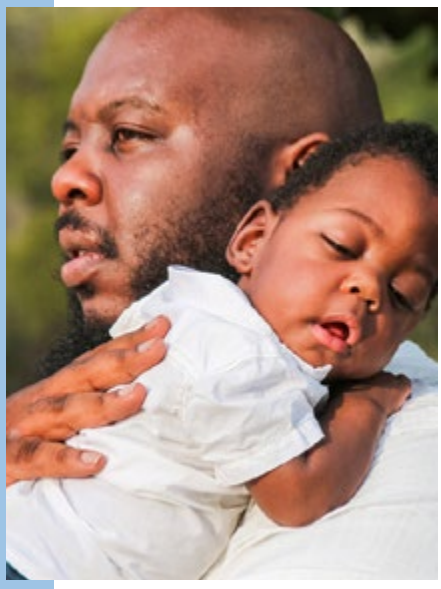

Our House becomes a family's home for days, weeks, and even months while their child is battling an illness, recovering from surgery, or coping with serious health issues. In the middle of their most challenging times, families have a comforting place to call home at the Ronald McDonald House…a place to find other families facing similar circumstances, a place where they can be close to their child, and a place where families can stay together.

For families facing these challenges, even the smallest acts of kindness make a significant impact.

A mother who found herself pouring her heart out to a staff member who had been a stranger a few moments before had this to say, "Every person who helps out at this House, I appreciate you. I never imagined myself being able to have kids and now I am blessed with one. He was premature and I can't explain the blame I put on myself. I feel like I must be the cause of his struggles. You keep me from stressing so much because you understand and I know someone cares for me and my son. Bless You."

Know that small acts of kindness shown by our donors and volunteers, like lending a shoulder to cry on, have a big impact on our families.

Judy Burns

Judy Burns,
RMHC Executive Director

Board of Governors

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Mr. Mike Wright

Our Volunteers

Our volunteers make up the heart of our home by giving their time and easing the burdens of our families. Volunteers help around our House by cleaning, cooking, helping at events, and greeting our families with smiles at the front desk. In 2016, 2,516 volunteers cooked 561 meals and logged a total of 25,889 hours to help relieve stress and comfort our families in their time of need.

"Hope came from knowing that there was a wonderful place to go and have people really care about your situation and family in the hospital. I want to thank everyone for their amazing hospitality and warm loving comfort towards my family."

–Marti Maldonado

If you want to make a difference at our House,
here are a few ways you can volunteer:

Help around the House

Volunteers give our families a break on their assigned daily chores by helping with day-to-day cleaning around the House.

Prepare a Meal

Volunteers purchase groceries and prepare breakfast, lunch or dinner in our fully stocked, community-style kitchen!

Host a Family Activity

Volunteers coordinate family activities like ice cream socials, movie nights or bingo.

Help with Special Events

We always need group volunteers for our special events! For a list of annual fundraisers, visit the "Events" page on www.rmhc-nwfl.org.

Hold a Wish List Drive

Volunteers collect much-needed items for the House from our Wish List.

Collect Pop Tabs

Save your pop tabs from aluminum cans! The House recycles them to help offset utility bill costs.

Signature Events

2016 KAPS 4 KIDS

Thousands throughout the Panhandle joined in for our largest annual fundraiser, Kaps 4 Kids (K4K). Businesses, groups and individuals participated by wearing their K4K gear including t-shirts, caps, visors and socks to show their support for our families. Our Kaps 4 Kids "casual day" took place on April 22nd and concluded with a celebration at the Pensacola Bayfront Stadium Blue Wahoos game on April 24th.

Presenting Sponsor

Hill-Kelly Dodge Chrysler Jeep Ram

Sponsors

Alorica Corporation

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Burklow Pharmacy

Cumulus Media Pensacola

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Greenhut Construction

Gulf Coast Community Bank

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West Florida Hospital

Landrum Human Resources

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Miss Kathy's
Early Learning Center

Navy Federal Credit Union

Nemours Children's Clinic

Okaloosa County Teachers
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Parris Construction Company

Pensacola News Journal

Service Pro Pharmacy

Spotless Logistics

The Studer Family Children's
Hospital at Sacred Heart

Tony Del Gallo
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Underwood Anderson
& Associates, Inc.

WEAR-TV – WFGX

2016 FIRECRACKER 5K

Our annual Firecracker 5K was held on July 2nd in downtown Pensacola, where more than 1,000 runners/walkers sported their most patriotic attire for the Ronald McDonald House. Our "Rock Our Socks" Kid's Fun Run concluded the event, where our youngest runners joined in on all the fun. We would like to extend a special thank you to all our sponsors, volunteers and participants who helped make our 2016 Firecracker 5K a success!

Presenting Sponsor

Hill-Kelly Dodge Chrysler Jeep Ram

Kids Fun Run Sponsor

Peaden Air Conditioning, Plumbing & Electrical

Sponsors

ALSCO

Cat Country 98.7

Climate Control of Pensacola Inc.

Coca-Cola

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First United Methodist Church – Learning Enrichment Program

Gulf Power

Jackson Hewitt

Lewis Bear Company

Orangetheory Fitness

Run for Joy

Seville Quarter

The Studer Family Children's Hospital at Sacred Heart

WEAR-TV

Community Partnerships

2016 COMMUNITY EVENTS

We are very appreciative of the support we receive throughout the Panhandle through a variety of events which benefit the Ronald McDonald House. Each event raises funds that allow us to continue keeping families close to their little ones in the hospital and providing a home-away-from-home. The events listed below are the top fundraisers for 2016.

Big Mac Classic Fishing Tournament

Dillard's Southern Living Christmas Cookbook Sale

The Blake at Gulf Breeze Bake Sale and Silent Auction

Gulf Power Fishing for Families

Big Mac Classic Poker Run

Big Kahuna's VIP Day

Alpha Delta Pi Lion's Share Challenge

Gulf Coast Regional Mustang and All Ford Show

Bill Hargreaves Fishing Rodeo

Breakwater Inshore Fishing Tournament

Johnstone McDonald's Sundae Sales

Run for Joy

KidsFest

Lucky Leprechaun 5K

BRIDGE THE GAP PARTNERS

Thinking of the hardships our families face, our business community donated a multitude of goods and services for them, including entertainment, transportation and medical services. We would like to extend a heartfelt thank you to each one of these businesses for opening their hearts to our families in 2016.

Gulf Coast Vision Center
Vision Care

Marcus E. Paul, DMD
Dental Care

AMC
Movie Passes

Salon San Carlos
Hair Care

Sport Clips
Hair Cuts

Yellow Cab
Transportation

Cordova Lanes
Bowling Passes

Skateland
Skating Passes

Spanish Trail Veterinary Hospital
Pet Lodging

Pediatric Associates, P.A.
Health Care

Spanish Trail Dentistry
Dental Care

YMCA
Summer Camp Passes

Fast Eddies Fun Center
Day Passes

Painting with a Twist
Painting Sessions

Good Dog K-9 Training
Sundae Training

Crown Health Care Laundry Services
Laundry Services

Adult & Child Mental Health Care, LLC
Family Counseling Sessions

Other Donated/Discounted House Services

Sacred Heart Health System
Maintenance and Security Services

Terminix
Pest Control Services

Waste Management
Refuse Pickup

Bob Brown Heating and Air
Repair Services

Joe Schmo the Lock Pro
Installation and Repair Services

Environmental Security
Pest Control Services

Elite Services
Floor Cleaning

Marcone Appliance
Parts and Service

Nelson's Appliance Repair
Parts and Service

Superior Termite & Pest Management:
Panhandle Pest Control
Pest Control Services

Catalyst CRE Facilities Management
Maintenance Services

Gulf Breeze Painting, LLC
Painting Services

ShamPoochies
Sundae's Groomer

Bereavement Arrangement Partners

Alyce's Floral Design

Katie's House of Flowers

McLean's Florist and Gifts

Beach House Florist

Destin Floral Designs

Blinging Up Daisies

Artistic Designs Unlimited

Plant & Flower Boutique

Hotel Partners

Red Roof Inn

Quality Inn

La Quinta Inn

Hampton Inn

Hyatt Place – Pensacola Airport Location

Hilton Garden Inn – Pensacola Airport Location

A Special Thank You to McDonald's

McDonald's Owner/Operators and their employees have become a part of our family here at Ronald McDonald House of Northwest Florida. The Ronald McDonald House (RMH) has been designated as McDonald's charity of choice since the very first House opened in 1974. We would like to extend a heartfelt thank you to McDonald's for their dedication and support each year. Our House has become a home for our families because of their continued giving.

We are honored to work with the McDonald's team in a variety of ways at the House. Team members serve on our boards and committees, host events to help raise money for the House, and volunteer. Along the Gulf Coast, donation canisters are placed at every McDonald's location and serve as a steady reminder of our mission at RMH.

Recognition wouldn't be complete without the contributions of McDonald's Advertising partners, Appleyard Agency and Moroch Agency. Both companies help the House with media opportunities and building relationships in Northwest Florida. We are grateful to work with amazing partners and we appreciate their continued support of the House, along with all of the McDonald's on the Gulf Coast.

FAMILIES SERVED

1,126 Families served in 2016
3,230 Family Members
7,332 Room Nights

WHERE WERE THEY FROM?

The majority of families we served were from the Florida Panhandle and other areas around Florida. 197 traveled from Alabama and other states.

Our mission partners, McDonald's,® have provided their generous support since the first Ronald McDonald House opened in 1974. A special thank you to our local owner-operators and the entire McDonald's Family.

STATEMENT OF ACTIVITIES

Revenue

Contributions *(includes Gifts, Grants, Memorials)*	$633,266
In-Kind Donations	$398,382
RMHC Events	$101,249
Community Events	$177,300
Total Revenue	**$1,310,197**

Expenses

Program Services

Family Services	$658,418
In-Kind Supplies	$395,386
Depreciation	$129,452
Total Program Services	$1,183,256
Management and General	$59,952
Fundraising	$177,514
RMHC Global	$37,268
Total Expenses	**$1,457,990**

STATEMENT OF FINANCIAL POSITION

Current Assets

Cash and Equivalents	$581,945
Restricted and Other Investments	$2,066,570
Unconditional Promises to Give	$260,800
Prepaid Expense	$21,355
Other Assets	$10,403
Total Current Assets	$2,941,073
Property and Equipment, Net	$3,543,368
Total Assets	**$6,484,441**

Liabilities and Net Assets

Current Liabilities

Payroll Liabilities	$40,209
Accounts Payable	$18,140
Total Current Liabilities	$58,349

Net Assets

Unrestricted	$5,306,458
Temporarily Restricted	$74,228
Permanently Restricted	$1,045,406
Total Net Assets	$6,426,092
Total Liabilities and Net Assets	**$6,484,441**

RMHC®
Northwest Florida

rmhc-nwfl.org

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Photographs of Kannon Martin, Felicia Leslie and Derrick Martin by Alaina Hirras
alainahirras.com

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