



RONALD MCDONALD HOUSE® OF SAN FRANCISCO

Providing a safe haven for critically ill children and their families

Annual Report 2013



Thank You for supporting Ronald McDonald House® of San Francisco in 2013. Your generosity allowed us to provide assistance to hundreds of families facing critical pediatric illnesses. Your support enables our House to continue serving the families and children who need us most.



**San Francisco
Ronald
McDonald
House**

Ronald McDonald House of San Francisco
1640 Scott Street
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Core Programs

Mission

Ronald McDonald House® of San Francisco (RMH-SF) provides a home-away-from-home and supportive community for critically ill children and their families.

Those We Serve

Our caring staff and volunteers have been helping critically ill and injured children and their families since 1989. Families are stronger when they are together, and their presence helps a sick child heal faster and cope better. As an independent, not-for-profit organization, we rely on the community and our generous donors for essential funds.

Ronald McDonald House

RMH-SF provides temporary housing, home-cooked meals and supportive services for families while their children receive specialized treatment in a San Francisco hospital. The House offers a home-like environment where family members find comfort through supportive staff, volunteers and other families in similar situations.

Child's Bedside Program

The RMH-SF Child's Bedside Program is held in UCSF Benioff Children's Hospital. Our volunteers visit young patients and their families in the hospital, bringing beverages, supplies, a listening ear and a caring heart. Through this program, the RMH-SF seeks to serve families who are camping out at their child's bedside due to the enormous need to remain close to their child.

Parent Support Events

The Parent Support Events were developed in collaboration with UCSF Benioff's Family Advisory Council to help parents of critically ill children get to know each other and build a supportive community within the hospital. These peer support events include a simple meal and supportive conversation, during which RMH-SF and UCSF staff, including social workers and child-life specialists, are available to assist parents.



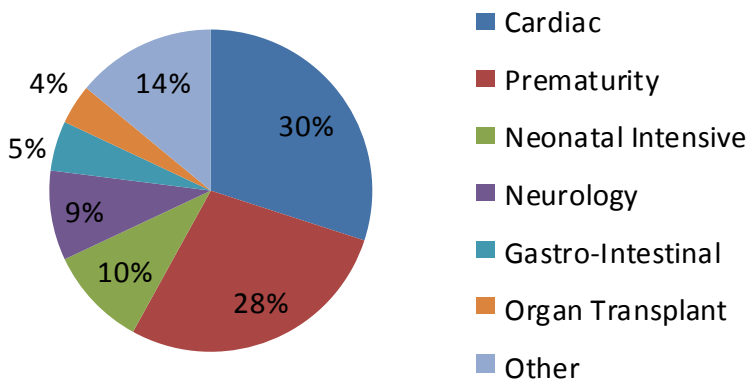


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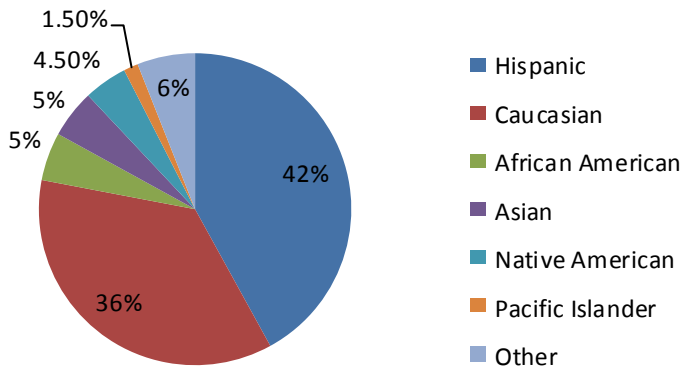
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2013 Demographics & Occupancy

Medical Diagnosis



Ethnicity



At the House: Lodging & Supportive Services

Nights of lodging	3,215
Occupancy rate	95%
Families served	137
Family members served	397
Average days stayed	23
Volunteer-prepared meals	6,873

Child's Bedside Program

Family members served	18,816
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Parent Support Events

Family members attending	840
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Guest Survey

98% rated their room well-stocked, organized & clean

86% used the free UCSF shuttle

69% used the free Kaiser parking garage

83% used the community kitchen

100% rated the kitchen well-stocked, organized & clean

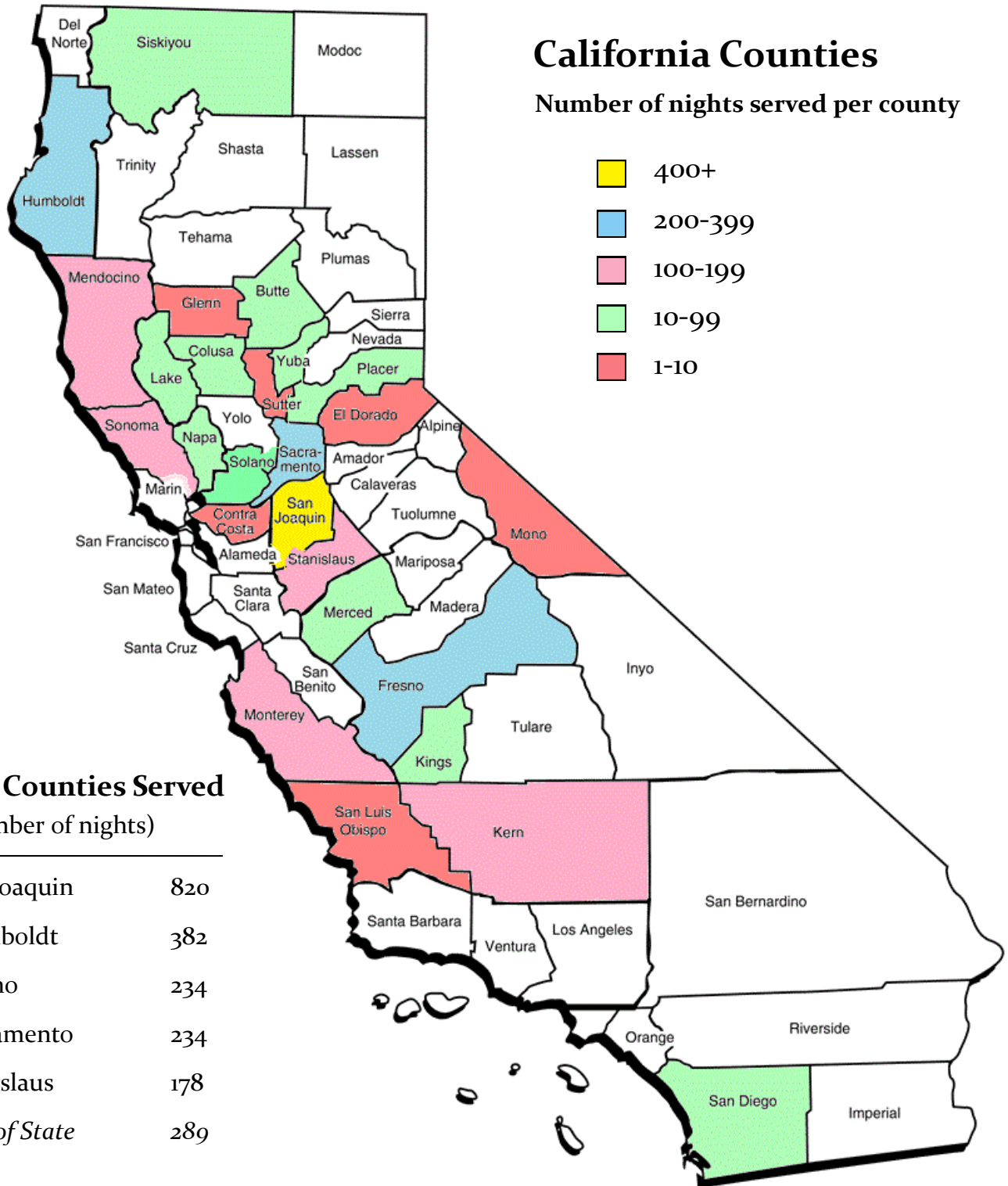
79% attended one or more volunteer-prepared meals



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2013 California Counties Served



Top Counties Served
(Number of nights)

San Joaquin	820
Humboldt	382
Fresno	234
Sacramento	234
Stanislaus	178
<i>Out of State</i>	289



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Hearts & Hands Campaign



Our Challenge

As San Francisco's medical facilities continue to expand their specialized pediatric care services, particularly at the new UCSF Benioff Children's Hospital at Mission Bay, a growing number of families continue to seek the services of Ronald McDonald House.

However, a major roadblock threatens our ability to provide families with a home-away-from-home: Ronald McDonald House of San Francisco (RMH-SF) is forced to turn away families for lack of space.

Our Solution

Leaders of RMH-SF have launched *Hearts & Hands*, a comprehensive fundraising campaign enabling RMH-SF to triple the number of families served. Through *Hearts & Hands*, RMH-SF will open a second House inside UCSF Benioff Children's Hospital, complete needed upgrades of the current House on

Scott Street, support the growth of our beloved hospital-based programs, and cover the cost of operating two facilities.

Your generosity keeps families together at this difficult time and lightens their financial load. Family members draw comfort and hope from the House's caring community of volunteers, staff, and fellow families coping with the critical illness of their child. They are awed by the realization that wonderful supporters of the House are standing beside them and helping them through this challenging time.





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Hearts & Hands Campaign

Plans for a Second House

The new house *inside* the new UCSF Benioff Children's Hospital at Mission Bay opening February 1, 2015 will enable RMH-SF to triple the number of families served, reaching more than 6,000 families in its hospital-based programs.



The eleven sleep rooms (*above left*) in the new Ronald McDonald House will provide the opportunity for families to rest and relax. Families taking a break in the dining room (*above right*) can watch a snack or meal being prepared for them, while, through a glass window, keeping an eye on their laundry in the washers and dryers in the adjacent laundry room.

Scott Street House Upgrades

After 25 years of providing a home-away-from-home, our Scott Street House is in need of some major renovations. We were fortunate in 2013 to have our carpeting replaced with wood floors and our lighting systems upgraded. While we still have the need for major repairs, fantastic progress was made this year.





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Hearts & Hands Campaign

It has been another successful year for the *Hearts & Hands* comprehensive campaign. As our third year came to a close, we had raised 70% of the five-year target of \$8.2 million. Our 2013 annual fundraisers set an all-time record, raising a combined total of nearly \$600,000. The Patrick Marleau Golf Classic sold out, and 275 supporters dined and danced the night away at the Home-Away-From-Home Gala. To all of our generous supporters who donated throughout the campaign—thank you for your commitment and compassion for the families we serve.

A Special Thank You to our Top Supporters

ACN International, Inc.	Heritage Bank of Commerce	Bob Piecuch, MD** & Michael
Alexander M. & June L. Maisin	Gerry Hinkley, Esq & Allen Briskin**	Shank(+)
Foundation of the Jewish	Ty & Jennifer Hix*	Ellen & Peter Raboin*
Community Federation and	International Brotherhood of	Recurrent Energy
Endowment Fund	Electrical Workers, Local 6	Rodrick Foods
Amgen Foundation	Joseph & Mercedes McMicking	Ronald McDonald House® Charities
Anonymous (7)	Foundation	of the Bay Area
Anshen + Allen, part of Stantec	Katherine & Lawrence Dalgero Trust	San Jose Sharks Foundation
Architecture	KMD Architects	Lee & Laurie Schneider*
ARUP	Peter Kocks & Kate Webster Kocks	Albert L. & Janet A. Schultz(+)
ARYZTA Fresh Start Bakeries	Scott & Karen Lamson**	Frank J. & Paula Carien Schultz**
Michael Ashman*	Alex & Mia Leonard*	James & Tracey Silva
Baker Street Foundation	Loveall Foundation for Children	Anthony Siri & Valerie Kilduff Siri
Parvin Brodtkin	Lumber Liquidators	and Robert & Linda Kilduff
Calvary Foundation	Steve Masarik*	Southwest Airlines
Cargill	May and Stanley Smith Charitable	Studley, Inc.
The Coca-Cola Company	Trust	Taylor Farms
Crescent Porter Hale Foundation	McDonald's of Napa	Torys, LLP
Definitive Capital Management	McDonald's of the Pacific Sierra	UCSF Benioff Children's Hospital
Frazier Maestrelli Charitable Fund	Region	United Brotherhood of Carpenters,
Fremont Bank	Mark & Christina Miles*	Local 9144
Harvey Freedman, MD & Deana	Mollie Stone's Market	Wells Fargo Foundation
Freedman**	Kathleen Mulligan(+)	Wetherby Asset Management
Genentech	Sharon Naraghi	Laurie Whetstone*
George H. Sandy Foundation	Orrick, Herrington & Sutcliffe, LLP	Tim & Sally White**
Golden Arches Advertising Fund	Craig & Julie Pampeyan	William G. Gilmore Foundation
(personal gifts from local	The Pepp Family	
McDonald's owners)		

*RMH-SF Board Member / **RMH-SF Advisory Council Member / (+) Deceased



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Get Involved

Volunteer

Our volunteers make sure Ronald McDonald House runs smoothly each and every day. These committed volunteers perform essential data entry, answer phone calls, keep our shelves stocked with



supplies, cook nutritious meals and, most importantly, they welcome our families with their big hearts.

We have an array of important positions for both individuals and groups. Volunteers are strong partners in the work we do. We welcome corporate teams, office groups, schools, service organizations, alumni groups, associations, families, fraternities, sororities and religious organizations. Volunteers are an essential part of making our house a home.

Join our Child's Bedside Program

Volunteers visit families in eleven major units at the hospital where they distribute beverages and treats to parents who remain next to their child's bedside. They also engage in friendly conversation with families who want to talk.

Host a Fundraiser

Rally your resources to create fun events that can generate much-needed funds for RMH-SF. Arrange golf outings, neighborhood car washes, supply drives or garage sales. Contact us to let us know of your efforts and to request additional information.

Donate

Drop your change in the collection canisters when you visit your local McDonald's restaurant, sponsor one of our upcoming events, donate your old automobile, purchase an item off our wish-list, or provide funding for general operating.

2013 Volunteer Statistics

	<i>Individuals</i>	<i>Hours</i>
House volunteers	54	683
Fundraising events	167	968
Family Meal Program	1,092	4,266
Child's Bedside Program	11	980
Parent Support Events	11	180
Pilot Parent Respite	2	22
Total volunteers/hours	1,337	7,099



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Financial Statements

Profit & Loss and Balance Sheet for the year ending December 31, 2013

REVENUE	2013*	2012
Contributions and Grants	1,155,498	889,385
Special Events	497,689	270,359
Investment Income, Net	335,261	338,692
Other Income (Loss)	85,169	39,944
Total Revenues, Gains (Losses) Support	2,073,617	1,538,380
EXPENSES	2013*	2012
Program Services	743,562	674,072
Cost of Direct Benefits to Donors	166,112	123,531
Management and Administrative	149,730	143,609
Fundraising	208,879	225,063
Total Expenses	1,268,283	1,166,275
ASSETS	2013*	2012
Cash and Cash Equivalents and Short Term Investments	980,711	532,508
Property and Equipment	482,584	556,121
Investments	3,855,973	3,418,055
Other Assets	317,858	339,615
Total Assets	5,637,126	4,846,299
LIABILITIES AND NET ASSETS	2013*	2012
Accounts Payable and Accrued Expenses	100,566	115,073
Net Assets (Unrestricted)	3,360,825	2,705,491
Temporarily Restricted	1,694,485	1,544,485
Permanently Restricted	481,250	481,250
Total Liabilities and Net Assets	5,637,126	4,846,299

*Unaudited year-end figures

Note: In 2011 Ronald McDonald House of San Francisco launched the Hearts & Hands Comprehensive Campaign, a five-year campaign dedicated to raising the \$8.2 million in capital and operating funds needed for its current House and its second House currently under construction *inside* the new UCSF Benioff Children's Hospital at Mission Bay. The revenue we raise over and above our annual operating expenses are the funds we are raising now, through that campaign, to cover the cost of our expansion in the coming years.



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Iris Rivera, *Guest Service Representative*
Claudia Russo, *Guest Service Representative*
Laura Serrano, *Development Associate*



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