Thirty years!

In 2014 we proudly celebrated three decades of providing a loving, caring “home away from home” for families of seriously ill children. Much has changed since we opened our doors in 1984:

- Four new United States presidents have taken office
- Seven Summer Olympic Games have been held
- The Internet and social media have transformed how we communicate with the world

We could go on and on, but you get the idea. At Ronald McDonald House Charities of Kentuckiana, we too have experienced changes, including two Ronald McDonald House expansions – growing from nineteen to thirty-six guestrooms and the opening of three new Ronald McDonald Family Rooms at area hospitals.

While much has changed, some important things have remained the same:

- Our commitment to serving families with sick children, regardless of their ability to pay, during the toughest times of their lives. Since opening in 1984, we have served more than 30,000 families.
- Our reliance on volunteers. While our staff has grown some over the years, we remain a volunteer-driven organization, with over 200+ volunteers serving more than 15,467 hours in 2014.
- The support of our community. Whether it’s McDonald’s and its customers or other individuals, companies and foundations, Kentuckiana has given generously to help us serve families for thirty years.

In this report, we salute all of you: families we serve, volunteers and donors. We are grateful to be a part of your lives.

Cheers!

Please read this report then flip it over and enjoy some photos from the past 30 years!
2014 Board of Directors
Ronald McDonald House Charities of Kentuckiana

Executive Committee

President – Chris Katakis, UPS (Retired)
Imm. Past President – Bob Hausladen, Jr. – New Horizons PCS
Vice-President – Sal Bertolone, M.D., University of Louisville
Vice-President – Cis Gruebbel, Kosair Children’s Hospital
Vice-President – James Hickman, CHAN Healthcare
Vice-President – Ben Murr, Churchill Downs, Inc./United Tote
Vice-President – Gary Owen, Allegra Print and Imaging
Vice-President – London Roth, Humana
Vice-President – Stephanie Young, McDonald’s
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Secretary – Nancye Olt, Commonwealth Bank and Trust

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KentuckyOne Health
ResCare
Sypris Solutions, Inc.
McDonald’s (Retired)
Norton Women’s and Kosair Children’s Hospital St. Matthews
Community Volunteer
Bandy Carroll Hellige
McDonald’s
ActionCOACH
General Electric
Community Volunteer
Dinsmore and Shohl
LG&E
JP Morgan Chase
The Perrone Group, Morgan Stanley Smith Barney
Community Volunteer
Louisville Frame and Fender
Wyatt Tarrant & Combs, LLC
Community Volunteer
Within walking distance of Louisville’s downtown hospitals, Kentuckiana’s Ronald McDonald House has 36 rooms staffed 24 hours a day, 365 days a year. Our private bedrooms, comfortable living rooms, vibrant play areas and fully-stocked kitchens offer a “home away from home” for families of seriously ill children.

Volunteers from our Adopt-A-Meal program offer a warm meal nearly every day at 6 p.m. and brunch on Saturdays and Sundays for the families staying with us. Volunteers also prepare guest rooms, bake goodies and treats, and help us make our House a home. For three decades, we have provided warmth, comfort and security for more than 30,000 families of seriously ill children.

Our Ronald McDonald House opened its doors in 1984 with 19 guest rooms. In 2003, the House grew to 29 guest rooms, increasing our overall capacity by more than 50 percent.

In June 2007, Kosair Charities provided a $1.25 million grant to Ronald McDonald House Charities of Kentuckiana, allowing us to expand our facility in 2009 to our current capacity of 36 guest rooms.

Who Can Stay at our House?

- Families with children ages 21 or younger who are receiving medical care in the Louisville area.
- A qualifying family must live outside of Jefferson County, Ky.; as well as Clark and Floyd counties in Indiana.
- Each family must be referred by a physician, nurse or social worker from the hospital where the child is being treated.

We ask guest families to contribute only $15 a day to help cover some of the costs associated with their stay. However, no one is turned away if they are unable to pay.
After years of trying to conceive a child, we found out we were pregnant! The summer of 2013 was wonderful; at every check-up my sweet baby boy was healthy and growing. He was expected to arrive on March 5th, and it couldn’t get here soon enough, but then it did. On Sunday, December 15th I went to bed with horrible pains in my back. By Monday morning we headed out to our local hospital in Glasgow, KY on the advice of our doctor. We stayed overnight doing testing and Tuesday morning I was sent to Norton’s, Downtown Louisville with preeclampsia. Our lives had just turned to an unknown tomorrow.

My husband, Whitney, was able to be by my side the entire time and that helped, but we were both scared to death. They managed to hold Levi in until that Friday, but then our stats began to plummet. Here we were in a new town, at a hospital two hours away from our family, and preparing to deliver our 29 week old son. Miraculously, Levi was born healthy weighing in at 2lb 11ozs. Levi was then transferred to the NICU at Kosair Children’s Hospital where we would start our two month journey to grow our baby boy.

We were still scared to death of what lie ahead of us knowing we lived so far away. How were we going to afford a hotel, meals, and gas to drive back and forth from home every day? That’s when our prayers were answered and our awesome nurses in the NICU suggested we call the Ronald McDonald House. We had heard of this “house” for years. We always threw our extra change in the donation box at McDonald’s, but never thought that this house would one day be our home.

After being discharged from Norton’s on Christmas Day, we walked one block away to the RMH not knowing what to expect. Let me just say we were blown away as soon as we stepped inside. Tiffany introduced us to staff and volunteers and gave us a tour. From that moment, our stress was relieved knowing that the people in that house had just welcomed us into a place we could call home. Over the next two months we met many amazing people. People that we talked to, ate our meals with, prayed with, and even cried with. Many of whom we still talk to today.

Without the RMH, it would not have been possible for Whitney and me to have been by Levi’s side every day. It takes a lot to run the house and without the professional staff, the volunteers, (that even showed up on snowy days) and the donors we would have been lost. Levi has had a minor surgery since we left, but is doing great now! The McGuire family will forever remember the impact the Ronald McDonald House of Kentuckiana played in our lives.
Norton Women’s & Kosair Children’s Hospital
St. Matthews

This Ronald McDonald Family Room, located in the Plaza 1 Building on the 2nd floor, serves families with a baby in the Neonatal Intensive Care Unit. There are four private sleeping rooms, Internet/email access, restrooms with shower facilities, a lactation room, a kitchenette stocked with snacks, a living room and a laundry room. We are always seeking volunteers to help us at this location.

Kosair Children’s Hospital

Located within the oncology unit, this Ronald McDonald Family Room serves families with a child receiving a bone marrow transplant. For infection control purposes, this location is away from other waiting rooms and has sleeping quarters for up to three families at a time, a restroom with a shower facility, a kitchenette and a living room.

Frazier Rehab Institute

Located on the pediatric floor of Frazier, this Ronald McDonald Family Room is a relaxing resting spot for families who are not allowed to be present while their child receives rehabilitation therapy. We offer access to a living room with cable TV, a restroom with a shower and an eating area stocked with snacks.
While our second daughter was in the NICU the Ronald McDonald Family Room at Norton Women’s & Kosair Children’s Hospital-St. Matthews became a second home. Vivian was born at 23 weeks weighing 1 lb 8 oz. It was very touch and go for a long time… we were not sure if she was going to survive. Being able to stay so close to our baby, without having to pay for a hotel, while she fought for her life was a huge weight off our shoulders. There were times that I didn’t run home for days and the amenities the RMFR made available made it much easier to take care of myself. Even on days when we chose not to stay the night the living room, laundry room, and showers were available to us. There were books about preemies, the NICU and stories of NICU graduates to help support you and give you hope. The lactation room was also very convenient and they even provided a pump. It was also nice to have the opportunity to meet other NICU parents staying there and to offer support and to talk about the ups and downs of having a sick little one. Our sweet miracle stayed 94 days in the NICU before going home healthy. I know that part of what got us through the stress of juggling a toddler at home with a newborn in the NICU was having this home away from home available to us.
Where our families came from and the total number of nights they stayed at our House.

2014 House Stats

Total Families Who Stayed at our House: **1,635**

Longest Stay by a Family: **196 nights**

Average Stay by a Family: **7.2 nights**
Our mission is to provide a “home away from home” for families of children receiving healthcare at area medical facilities while also lending support to other organizations who aid children.
Volunteering

376 meals and a total of 15,467 hours donated

Volunteers who donated 100 or more hours in 2014

My name is David Stermer. I have volunteered at the house in Louisville for 5 years. I was introduced to the House when helping provide a meal with a group of friends.

During this time, it seems every shift has provided a sense of accomplishment in participating in the things that come up – from providing a jump start to unclogging a drain to folding laundry. I find it rewarding to be involved with the House because of its mission of helping families overcome the health challenges of their children.

The shift managers are the best. They are good at communicating the tasks at hand as well as the freedom to do my regular tasks.

Often my kids come with me to work a shift. It is especially rewarding to see them work out ways to help outside their comfort zone. Thank you for the opportunity to serve here.
For nearly twenty years, Ronald McDonald House Charities of Kentuckiana has proudly partnered with Kosair Charities on the “Just Fore Kids” Golf Tournament at Hurstbourne Country Club. Working together to plan the event, net proceeds of more than $1.5 million since the tournament’s inception are split between our two organizations.

The 2014 event, held on August 25, continued this strong tradition. Twenty-six teams teed off with Kentucky PGA Club Pros in our unique shamble format, with the Dr. Pepper team taking home the first place trophy.

Many of our sponsors and players tell us that this tournament is the most anticipated event on their golfing calendar. They say that the HCC golf course, delicious food, terrific auction, and wonderful gifts are all reasons for looking forward to “Just Fore Kids”. But even more important to them is the opportunity to support two of Louisville’s most respected organizations.

Longtime supporters of the “Just Fore Kids” tournament include:

- Abel Construction
- Coca-Cola
- ConAgra Foods
- Coupe Construction
- Dr. Pepper
- Martin Brower
- McDonald’s
- R.H. Clarkson Insurance
- Tyson Foods
- University of Louisville
- UPS
Ronald McDonald House Charities of Kentuckiana is proud to recognize ConAgra Foods as our 2014 Donor Spotlight, in honor of their longtime dedication to helping provide a “home away from home” for children and families.

ConAgra Foods is one of North America’s largest packaged food companies with branded and private branded food found in 99 percent of America’s households, as well as a strong commercial food business serving restaurants and food service operations globally.

ConAgra Foods acquired Ralcorp Holdings Inc. in 2014, and now ConAgra Foods, have been the Presenting Sponsor of our annual gala, McDazzle, from its inception in 2001. Furthermore, ConAgra Foods participates in our golf tournaments and continues to contribute to capital campaigns. Through their partnership, they have given nearly $300,000 to help sustain our mission. Additionally, ConAgra Foods leaders have served on our Board of Directors, and they have encouraged their employees to volunteer. Special thanks to ConAgra Foods’ local leadership and their employees. Much of ConAgra Foods’ support is a result of their citizenship involvement with RMHCK.

We are deeply grateful for our partnership with ConAgra Foods, a major partner in helping children and families in their time of need.
Our heartfelt thanks go out to the many people who helped make McDazzle 2014 a tremendous success. Our silent auction and our share-a-night donations far exceeded their previous record totals, the flowers and décor were absolutely stunning and more friends and supporters filled the ballroom than ever before. We were honored to host several members of the Founding Board of Directors. It was a pleasure to have them with us as we celebrated our 30th anniversary. We’d also like to extend a special thank you to Jay Duncan and his family for sharing their inspiring story and of course, thank you to ConAgra Foods for being our presenting sponsor.

McDazzle

Twelve years of McDazzling fun!

Proceeds: $188,000+

Attendance: 590

presented by
ConAgra Foods
Food you love

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Twenty-eight teams enjoyed top notch golfing and good company at the prestigious Hunting Creek Country Club this past June. The annual golf scramble has quickly become a must attend event for many of our supporters, and for good reason. Featuring player gifts, snack bags, a full lunch provided by Texas Roadhouse, Blue Bell Ice Cream, frozen margaritas and beer tastings from BBC, there was something for everyone. At the end of the day, guests enjoyed a delicious prime rib dinner while the winning teams were announced. Our congrats to Bluegrass Brewing Company for snagging first place!
To say we were excited to celebrate our 30th anniversary would be an understatement. In fact, we were so excited that we threw ourselves a birthday party! The amazing folks at OLD 502 hosted us at their winery and six of the best bakeries in town come out to compete for the title of Tastiest Cake at the Party. Guests sampled all of the amazing cakes and at the end of the night Q&A Sweet Treats was announced as the winner. The event was sponsored by our friends at U.S. Bank. We had a great night and we are so thankful for everyone who came out to celebrate with us as DJ Dave Drummond, with Odyssey Mobile Entertainment, kept the party going all night.

Attendance: **100+**
Proceeds: **$14,000+**
In 2014, we were so excited to be an official charity partner of the Kentucky Derby Festival Marathon/miniMarathon. We put together a team of amazing individuals, Team RMHCK, and gave them a goal of raising $7,500 for our House. Then the craziest thing happened…our amazing team raised over $10,600! The day was absolutely perfect. You could not have asked for better weather, and everything went well. Multiple runners on our team set new personal records, some ran their first half-marathon, and one even won her age division for the full marathon! Thanks to our awesome sponsors, including McDonald’s Kentuckiana, we were able to offer running hats, tech shirts, and pull-overs as incentives, as well as having special snacks for post-race like chocolate milk and apple slices.
Brookstone Financial Golf Tournaments
Jeffersonville, IN

Brookstone Financial Holiday Party Silent Auction
Jeffersonville, IN

Chase Weaver Sporting Clays Tournament
Brooks, KY

Essential Details/Blooms Sip & Shop
LaGrange, KY

Hanover College Football Apple Pie Eating Contest
Hanover, IN

Nucor Steel Gallatin Annual Golf Tournament
Florence, IN

PGA Championship Golf Tournament
Louisville, KY

Rick Downs Annual Memorial Tab Run
Memphis, IN

Ronald McDonald House Basketball Classic
Buckner, KY

Run for Ronald 5K hosted by Alpha Delta Pi
Bowling Green, KY

Women In Networking 5 Diva Swap
Louisville, KY

Women of Louisville Metal Concert
Louisville, KY
Corporate Donors

YOUR SUPPORT MEANS EVERYTHING
If your company or organization made a gift between January 1 and December 31, 2014 and your name was omitted, misspelled or listed incorrectly, please accept our sincere apologies and contact our Director of Development, Sara Silletto at 502-561-7659 or Sara@rmhc-kentuckiana.org to update our records.

* has given 5+ years
** has given 10+ years

$100,000+
McDonald's Donation Box Contributions**
  McDonald's Kentuckiana Co-Op**

$25,000+
RMHC 365 Donation (McDonald's Happy Meal Donation)**
  McDonald's McHappy Day Donations**
  Nucor Steel Gallatin

$10,000+
Coca-Cola Company**
  ConAgra Foods**
  Dillard’s Inc.*
  Humana Foundation, Inc.*
  IPA Golf Tournament**
  Morgan Stanley Smith Barney, LLC
  Norton Healthcare**

$5,000+
AarhusKarlshamn, USA Inc.*
  Commonwealth Bank & Trust Company**
  EBay Foundation
  IntegrityHR, Inc.*
  Kentucky Kingdom
  KHF Holdings / Dufresne Spencer Group
  Klosterman Baking Co.*
  Kroger
  LG&E and KU Services Company**
  Martin-Brower**
  Padgett Inc.
  PGA of America
  Republic Bank & Trust Company**
  US Bank*
Corporate Donors

$2,500+
A. N. Roth Company*
Bandy Carroll Hellige**
Booth Veneers*
Brookstone Financial, LLC
Churchill Downs**
Coupe Construction Company**
Dr. Pepper
Harshaw Trane*
Heaven Hill Brands*
Holiday World & Splashin’ Safari**
Insurance Auto Auctions
JPMorgan Chase
Manheim Inc
McOpCo**
Midwest Systems & Services, Inc
Perrone Group at Morgan Stanley
Studio Kremer Architects
Wehr Constructors, Inc.
Zoeller Company**

$1,000+
Brewster Roofing LLC
C.H. Robinson International
Capital Access Corporation*
Courier Journal**
DarPro Solutions
Dinsmore & Shohl*
Ecolab, Inc.
FirstMerit Franchise Finance
Gatti & Young McDonald’s**
GCH International*
In-Town Winery LLC
Katakis Consulting LLC
La-Z-Boy
Orr Corporation*
Payne Electric Company**
Scott-Gross Co., Inc
Steel Technologies Foundation
Sypris Solutions
Taylor Enterprises of Ky, Inc.**
The GE Foundation**
Tyson Foods
US Bank
Wells Fargo
Wyatt, Tarrant & Combs*

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* has given 5+ years
** has given 10+ years
Individual Donors

$25,000+
Estate of Joan Wright

$10,000+
Peter Rutledge, in memory of Betty Rutledge**

$5,000+
Art & Judy Davenport**
Brian & Carrie Gerard
Alan & Carrie Loyd
Annette Peter
John & Emily Stewart

$2,500+
John & Robyn Bischoff**
Ross Davison
Daryn & Tanya Demeritt
Mark Donohoo
James & Cheryl Dortch
Karen Kutz Duncan
Kevin & Cindy Fuqua*

$1,000+
Bob & Karen Hausladen
Marylynn Hibdon
Chris & Karla Katakis*
Sam & Mary Moseley
Rick & Michelle Peter**
Ken & Brenda Reiss
Steve & Robin Stratton**

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* has given 5+ years
** has given 10+ years
Organization Donors

$25,000+
Clark Family Foundation Inc.
“Just Fore Kids” Golf Tournament**
Kosair Charities**

$10,000+
Ronald McDonald House Charities of TriState**

$5,000+
Alpha Delta Pi Foundation, Inc.**
Community Health Charities of Kentucky
Hacet Foundation

$2,500+
GE United Way Campaign
Portland Christian School
United Fund Drive of Calvert City**

$1,000+
Alpha Delta Pi - Western Kentucky University
American Classics of Southern Indiana*
Clorox Company Foundation*
Delta Sigma Theta, Inc.
Elva Missionary Baptist Church
Graves County Middle School Jr. Beta Club
Holy Trinity School*
Oldham County High School**
On The River Car Show
The Community Foundation of Louisville, Inc
Women in Networking (WIN) 5

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* has given 5+ years
** has given 10+ years
September 10, 2014 marked the 30th Anniversary of Ronald McDonald House Charities of Kentuckiana. Local McDonald’s Restaurants of Kentuckiana owner/operators showed their support of this milestone through the 30th Birthday Card program.

Friends, families and community members throughout Louisville, Southern Indiana and surrounding counties were invited to create handmade birthday cards for RMHCK. McDonald’s guests were also invited to color a birthday card at any McDonald’s Restaurants of Kentuckiana location.

For every card that was colored and sent to RMHCK, the local McDonald’s owner/operators donated money to the House and its programs. Thousands of cards decorated the walls of the House during the month of September for the families and visitors to enjoy! Total donations from the McDonald’s Restaurants of Kentuckiana 30th Birthday Card program reached $5,000.
McDonald’s restaurants throughout Louisville and Southern Indiana also offered Cheeseburgers at a discounted price of $.70 on September 10, encouraging customers to donate the $.30 savings to RMHCK for their 30th Birthday.

Local McDonald’s owner/operators support Ronald McDonald House Charities of Kentuckiana each year by donating four cents from every Happy Meal sold at all McDonald’s Restaurants of Kentuckiana locations. The owner/operators fully fund the local portion of the RMHCK Grants and Scholarship programs each year through this generous donation. More than $127,600 was donated in 2014.
To help students reach their full potential, Ronald McDonald House Charities of Kentuckiana, along with RMHC Global, offer scholarships to students in financial need who have demonstrated academic achievement, leadership and community involvement.

Funding for our scholarship program generously comes from our local McDonald’s Co-op.

On the right is a list of the 10 students who received a one-time $2,500 scholarship, where they went to high school and where they plan to attend college. For more information, visit rmhc-kentuckiana.org/what-we-do/scholarships/

Stephanie Alcantara, Ballard High School, University of Virginia
Jamila Bland, Dupont Manual High School, University of Louisville
Kendra Ford, Dupont Manual High School, University of Louisville
Merritt Johnson, Lanesville JR-SR High School, Indiana State University
Joshua Kotter, Homeschooled, University of Louisville
Isabelle Martin, Dupont Manual High School, University of Kentucky
Maria Sanchez, Barren County High School, Western Kentucky University
Mary Schaefer, Shelby County High School, University of Kentucky
Vasiliki Wilk, John Hardin High School, Murray State University
Noah Wright, Floyd Central High School, University of Louisville
Grant Recipients

Area non-profits providing programs that help children reach their full potential.

Who can apply for a grant?

Organizations must be classified as a 501(c)(3) to be eligible. Grant applications are available on-line and must be submitted electronically. Visit: rmhc-kentuckiana.org/what-we-do/grants/

2014 Grant Recipients

Americana Community Center, Bluegrass Center for Autism, Boy’s & Girl’s Haven, Cabbage Patch Settlement House, Children’s Hospital Foundation, Feeding America, House of Ruth, Jewish Family & Career Services, Junior Achievement of Kentuckiana, Louisville Metro Police Foundation, Our Lady of Peace, Safe Place Services, Service for Peace, Special Olympics, St. Joseph Children’s Home, Upside Therapeutic Riding
Upside Therapeutic Riding, Inc. provides physical, occupational and speech therapy services to special needs children using hippotherapy, the movement of the horse, as a treatment strategy. Upside provides services to children with diagnoses such as Down Syndrome, Autism, Cerebral Palsy, and Fetal Alcohol Syndrome.

Upside began providing services at Rock Creek Riding and Seneca Park in June 2013. The facility where services had been provided in their first three years was foreclosed in March 2013. Upside’s horses are boarded in Finchville, Kentucky and are trailered back and forth three times a week to Rock Creek Riding Club and Seneca Park.

The number of children to be served in 2014 had doubled from the previous year. Upside had approximately 30 children scheduled for services in the spring and summer of 2014. Upside was in need of a larger horse trailer in order to transport enough horses for therapy. In June 2014, a new 4 horse trailer was purchased through the generous support of our community partners like Ronald McDonald House Charities of Kentuckiana.

RMHCK also purchased one of Upside’s most beloved therapy horses, Topper, in 2009. Topper is a ten year old Haflinger draft pony. Topper is about five feet tall and weighs 860 pounds. He has a double white flowing mane and a white tail that touches the ground. Topper has taken care of hundreds of children over the past six years. He is confident, calm, trustworthy and steadfast. This summer Topper will be making home visits to pediatric cancer patients as well as providing hippotherapy services. Thank you RMHCK for making it possible for Upside to own this incredible therapy horse. Topper has truly made a difference in the lives of so many children.
our „home away from home“

Ronald McDonald House

Looking back at 30 years of
Kentuckiana, this is **YOUR House**

In 2014, McDonald’s and their customers generously provided 22 percent of our budget. We raised the remaining 78 percent thanks to caring people in our community. We do not receive any local or federal government funding and we are not a United Way agency.

### 2014 Audited Revenues: $1,577,708

- **Special Events (Net):** 15%
- **McDonald’s Contributions:** 22%
- **In-Kind Contributions:** 9%
- **Corporate Contributions:** 10%
- **Investment Income (Net):** 11%
- **Fundraising:** 13%
- **Individual Contributions:** 17%
- **Room Revenue:** 7%
- **Organization Contributions:** 8%
- **Other (Ancillary & Interest):** 1%

### 2014 Audited Expenses: $1,345,208

- **Program Services:** 72%
- **Administrative & General:** 15%
- **In-Kind Contributions:** 9%
- **Corporate Contributions:** 10%
- **Investment Income (Net):** 11%
- **Fundraising:** 13%