

Keeping **MORE** Families Close

550 S. First Street · Louisville, KY 40202 | 502-581-1416 | RMHCK.org

Keeping More Families Close Campaign

A Bigger and Better Ronald McDonald House

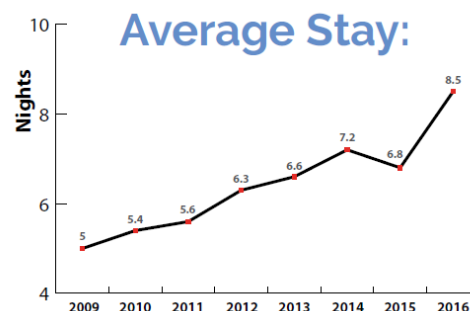
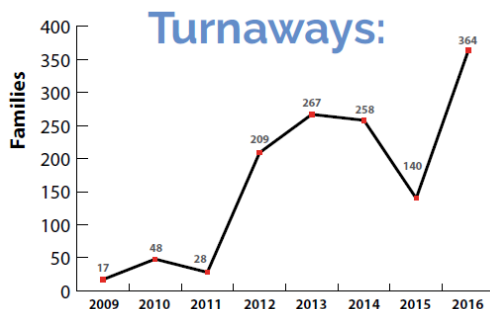
- 56 new & renovated guestrooms adding en-suite bathrooms
- New, larger kitchen and dining room
- Indoor and outdoor play areas
- Quiet rooms for families to get away
- Living rooms and family business center

Where?

After thoroughly examining several options, it was determined that our best opportunity was to acquire the building immediately adjacent to ours and renovate it, along with renovations to our existing building. It is crucial that we stay within 1/3 mile of the downtown hospitals so our families are just steps away from their child.

Why now?

"Norton Children's Hospital recognizes its important partnership with Ronald McDonald House and its role in helping us deliver family-centered care for seriously ill children and their families. As the hospital expands its services to children in our region it is important for the Ronald McDonald House to expand, as well." -Thomas D. Kmetz, (Retired) Norton Healthcare Division President, Women's & Children's Services and Norton Children's Hospital



The Cost

- Property Acquisition \$ 3,600,000
- Renovations & Upgrades to Newly Acquired Property: \$ 8,400,000
- Renovations to Existing Building, & Adding Restrooms: \$ 2,100,000
- Adding up to 20 Additional Guestrooms: \$ 2,200,000
- Increased Operating Costs Post-Expansion \$ 4,000,000
- Other Project Costs: \$ 900,000
- Total \$21,200,000

Campaign Chairs

- **Dr. Sal Bertolone** – Chair, U of L Department of Pediatric Hematology/Oncology (Retired)
- **John Bischoff** - Executive VP & Chief Supply Chain Officer, Nonni's Foods LLC (Retired)
- **Art Davenport** - McDonald's Restaurants of Kentuckiana Owner/Operator

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Ronald McDonald House Charities of Kentuckiana

History

- Opened in 1984 at 550 S. First Street with 19 guestrooms
- Founded by Jef Conner, Hunt Rounsavall, Dr. Sal Bertolone, Kentuckiana McDonald's Owner/Operators, and countless community members after Jef and Hunt's daughter, Christine, was diagnosed with Neuroblastoma
- Ronald McDonald House expanded in both 2003 and 2009, growing to 36 guestrooms

Mission

The mission of Ronald McDonald House Charities of Kentuckiana is to provide the home and support that allows families to stay together while they focus on the healing of their sick children at a critical time.

Board of Directors

- President: Phil Longmeyer, Dinsmore & Shohl
- 28 Members

Staffing

- 11 Full-time
- 5 Part-time

Current Footprint

- \$1,600,000 Annual Operating Budget
- 28,000 Square Feet
- 36 Guestrooms
- 21 Restrooms

2016 & 2017 Statistics

- 2,947 Families Served
- 8,883 Individuals Served
- 23,551 Room Nights Provided
- 89% Average Occupancy Rate
- 554 Times Families were Turned Away Due to Full Occupancy
- 8 Days – Average Length of Stay

2016 & 2017 Satisfaction Survey Results

- 91% of respondents rated Friendliness of Staff & Volunteers as Excellent
- 89% of respondents rated Comfort of House as Excellent



Ronald McDonald
House Charities®
Kentuckiana