



Ronald McDonald House
Central Valley
9161 Randall Way
Madera, CA 93636



RMHC[®]
Central Valley

rmhccv.org

2016

ANNUAL REPORT

Ronald McDonald House Charities[®] of the **Central Valley**

BOARD DIRECTORY

Abbate, Sabra <i>Board Member</i>	Cuttone, Gina <i>Board Vice President</i>	Larsen, Doug <i>Board Member Legal</i>
Agostini, Mike <i>Board Treasurer</i>	Davis, Danny <i>Board Member</i>	Leu, Matt <i>Board Member</i>
Benneyan, Shelley <i>Board Secretary</i>	Gonzales, Philip <i>Board Member</i>	Lucido, Julie <i>Board Member</i>
Blade, James <i>Board Treasurer Elect</i>	Henry, Mike <i>Board Member</i>	Rutowicz, John <i>Board Member</i>
Bodden, John III <i>Board Member</i>	Kirk, Brad <i>Board Member</i>	Waddell, Gabriel J. <i>Board Member Legal</i>
Crater-Ragsdale, Luanne <i>Board President</i>	Lamb, Guy <i>Board Member</i>	

STAFF DIRECTORY

Kent Karsevar, Ed.D. <i>Executive Director</i>	Sven Hamilton <i>Volunteer Coordinator</i>	Dominique Alvarez <i>Guest Services Associate</i>
Marisa Wheelock, M.B.A. <i>Director of Development & Communications</i>	Janie Hernandez <i>Family Services Coordinator</i>	Ariana Grijalva <i>Guest Services Associate</i>
David Ashjian <i>Director of Promotions</i>	Joni Fisher <i>Family Services Coordinator</i>	Diego Garcia <i>Guest Services Associate</i>
Frank Venegas <i>Director of Operations</i>	Raiehanna Espinoza <i>Processing Coordinator</i>	Max Ramirez <i>Guest Services Associate</i>
Desiree Garcia <i>Executive Assistant</i>	Vanessa Sonora <i>Administrative Assistant</i>	Lucy Vasquez <i>Hospitality Assistant</i>
Gary L. Pigg, M.B.A. <i>Bookkeeper</i>	Crystal Gordon <i>Administrative Assistant</i>	Olivia Lopez <i>Hospitality Assistant</i>
Mia Muñoz <i>Development Officer</i>	Deisy Lemus-Ceballos <i>Intake Coordinator</i>	Rose Ortega <i>Hospitality Assistant</i>
Sam Ziolkowski <i>Special Events & Communications Coordinator</i>	Francis Torres-Garcia <i>Guest Services Associate</i>	

LUANNE RAGSDALE

President's Message

It is an honor to serve as the Board Chair of the Ronald McDonald House Charities of the Central Valley.

Our Board of Directors remains committed to making a difference for families of the Central Valley in need of services provided by Valley Children's Healthcare. We are also focused on expanding our services to meet the growing demand from our 9 county service area.

As a Board member these past few years, I've been able to see the impact we make for children and their families first hand. This past year we were pleased to embrace the expansion of three new programs: The Happy Wheels Hospitality Cart, The Hotels from the Heart, and the recently expanded Meals from the Heart. The need to stay at a Ronald McDonald House can happen to any of us with young children at any time and when least expected and no one is ever prepared for such an occurrence; however, it is during those times that the value of this organization is truly realized.

Our ability to respond to families that find themselves in a challenging set of circumstances would not be possible without our partnerships with donors, sponsors, and other stakeholders within our community. Thank you for all that you do and I would also ask for you to consider even getting more involved with the Ronald McDonald House Charities. There are always volunteer opportunities and we sincerely appreciate the support received from our events and other fundraising activities.

On behalf of our entire organization, I thank you for your continued support.

Sincerely,

Luanne Crater-Ragsdale



Luanne Crater-Ragsdale
President, Board of Directors

As a Board member these past few years, I've been able to see the impact we make for children and their families first hand.



Executive Director's Message

This year our organization celebrates 33 years of service in the Central Valley! Since we opened our doors in 1984, we have served thousands of families from across the Valley and Central Coast. Each year we strive to do more.

We are constantly looking for new and innovative ways to serve those in need. Two thousand sixteen was a year of change for our House. I started my journey as the Executive Director just over a year ago. It is an honor to have been chosen to lead Ronald McDonald House Charities and the staff, who tirelessly dedicate their time to fulfilling our mission.

This year we are proud to share with you, the creation of three new programs that will allow us to serve additional families. Through a collaborative effort, our House worked with Valley Children's Hospital to establish the "Happy Wheels Hospitality Cart". The program's core objectives are to provide a moment of relief and comfort to families at Valley Children's Hospital, raise awareness about Ronald McDonald House among families and hospital staff, and promote the Ronald McDonald House Day Room Program.

The second program we are excited to share with you is our "Hotels from the Heart Program". We are at 100% occupancy every single night. It breaks our hearts to turn away hundreds of families in need each year. In 2016, 540 families stayed with us in one of our 18 bedrooms and 695 were turned away because our House was full.

In September 2016, we teamed up with a nearby hotel in Fresno to house the families on our waiting list. Through generous donations from the Baptie Family, Wells Fargo, and now our McDonald's Central Valley Owner Operators, we were able to provide a hotel stay for 20 families until a room became available at our House.

Lastly, in 2016 we expanded our "Meals from the Heart" Program. Having a child in the hospital can be challenging for any family. Cooking a meal for themselves is the last thing they want to think about after sitting by their child's bedside all day. Coming back to a home cooked meal is something our families greatly appreciate. When our volunteers serve a meal, they get to experience the togetherness of our House and the thankfulness of our families.

As you can see, we have been very active since last year. Serving more families is important to us. We will continue to strive to fulfill our mission. Thank you for all that you do for our families.

Sincerely,

Kent Karsevar, Ed.D.



Kent Karsevar, Ed.D.
Executive Director

We have served thousands of families from across the Valley and Central Coast.



Ronald McDonald House Charities



ABOUT THE HOUSE

The first Central Valley Ronald McDonald House opened in Fresno in 1984 to provide a home away from home and resources to hospitalized children and families who had a child staying at a Central Valley medical facility.

As Valley Children's Hospital grew, so did the need for a larger Ronald McDonald House. In 2001, we expanded to an 18 bedroom House adjacent to Valley Children's Hospital. In 2016, 540 families were served, staying an average of 15 days. Of the nine counties the House serves, Kern (28%), Tulare (19%), Merced (14%), and Kings (11%) Counties led the way, making up nearly three quarters of our intake.

DAY ROOM

The Ronald McDonald House Day Room provides a mental and physical break from the stressful hospital environment, giving families use of the space for up to eight hours per day to take care some of their daily needs. In 2016, 722 families used the Day Room to rest, eat, do laundry, take a shower, and just get a general break from the intense environment surrounding the care of their hospitalized child.

HAPPY WHEELS

The Ronald McDonald House and Valley Children's Hospital have partnered together to establish the Happy Wheels Hospitality Cart, a new and innovative program that brings comfort and care to children and families at Valley Children's by serving them various snacks, beverages, hygiene items, and toys/activities. The cart is staffed by Valley Children's and RMHC volunteers when it goes out to the various units at the hospital, and is made possible through Fresno State's Humanics Program, with support from Fresno State's Masters in Public Health Cohort 20. Of the 994 total people served by Happy Wheels in 2016, 194 were children, 744 were adults, and 53 were staff members.

HOTELS FROM THE HEART

Because our Ronald McDonald House has only 18 bedrooms, we are at 100% capacity nearly each and every night – which means we turn away more families than we are able to serve. In an effort to minimize the number of families we turn away, we created the Hotels from the Heart program, which uses a discount rate to place some of the overflow families into rooms at our partner hotel, TownPlace Suites in Fresno. Because of the Hotels from the Heart program, we were able to serve an additional 19 families in 2016. Without this program, many families would have been forced to sleep in their cars or in cramped hospital rooms. Others may have had to stay home completely, missing valuable time to be with their sick or injured child.

House Stats

*Registered Guests

540 TOTAL FAMILIES SERVED

695 TOTAL FAMILIES TURNED AWAY

100%
Occupancy Rate



Hotels from the Heart

19 FAMILIES <3

AVERAGE STAY
15 days



23%
OTHER

11%
KINGS

Counties
Served

28%
KERN

14%
MERCED

19%
TULARE



197 GRAND TOTAL OF CHILDREN SERVED

744 GRAND TOTAL OF ADULTS SERVED

53 GRAND TOTAL OF STAFF SERVED

Happy Wheels Stats

*From October 2016

994 Grand Total
of Everyone
Served

Meals from the Heart

GIVE OUR FAMILIES

A Taste of Home

Having a child in the hospital can be challenging for any family. Cooking a meal for themselves is the last thing they want to think about after sitting by their child's bedside all day. Coming home to a home cooked meal is something our families greatly appreciate. When you're serving a meal, you get to experience the togetherness of our House and the thankfulness of our families.

Hosting a meal is not only a fun way to give back, it's a fantastic bonding experience for any group! Bring your friends, family, co-workers, church groups, or community group and be what makes our House a Home.



Here's How it Works

- 1 Visit rmhccv.org/serve-a-meal and review our Meals From The Heart guidelines
- 2 Check the calendar online for availability
- 3 Submit the Request Form online
- 4 Take a tour of the House & kitchen
- 5 Serve a meal for our families!



For questions or more information, contact our Volunteer Coordinator, **Sven Hamilton**, at **559-261-3667** or at sven@rmhccv.org

Volunteer Support

TOTAL VOLUNTEER HOURS
12,789

EVENT VOLUNTEER HOURS
1,700

HOUSE VOLUNTEER HOURS
5,769

MEALS FROM THE HEART VOLUNTEER HOURS
5,320

VALUE OF VOLUNTEER HOURS
\$144,445.00

NUMBER OF VOLUNTEER MADE MEALS
380

NUMBER OF FAMILY ACTIVITIES
58

RMHCCV

Awards

GOLDEN HEART AWARD
Karen Lindquist

VOLUNTEER OF THE YEAR
Carrie Conlee Craft

HELPING HANDS AWARD
Cargill

Volunteers of the Month

JANUARY
Carrie Conlee Craft

FEBRUARY
Patti Robinson

MARCH
Jan Walters

APRIL
Sylvia Echeverria & Elizabeth Peña

MAY
Paul Schramm

JUNE
Ashwin JayaKumar

JULY
Michael Stafford

AUGUST
Francis Torres-Garcia

SEPTEMBER
Kenneth Seim

OCTOBER
Steve Mueller

NOVEMBER
John Goss

DECEMBER
Lisa Hall

Wish List

HOUSEHOLD ITEMS

Toiletries

Shampoo, Conditioner, Toothpaste, Toothbrushes, Soap, Feminine Hygiene Products, Nursing Pads & Diapers (Newborn-Toddler)

Paper Goods

Plates, Cereal Bowls, Paper Towels, Napkins, Facial Tissues, Ziploc Bags, Coffee Filters, Plastic Wrap & Foil

Garbage Bags

13 & 30 gallon size

Plastic Forks, Knives & Spoons

FOOD ITEMS

Fresh Fruit & Vegetables

Coffee, Tea, Sweet' N Low, Sugar Packets, & Creamer

Snack Foods | "Grab & Go" Snacks

Granola Bars, Top Ramen, Cup of Noodles, Individual Packaged Snacks, Juice Boxes, Dried Fruit, Individual Crackers & Cookies

Frozen Foods

Frozen Burritos, Uncrustables, & Dinners

Milk & Eggs

Meat & Lunch Meat
Fresh or Frozen

Cases of Bottled Water

Thank you so much for supporting our families & providing them with the items needed to make our House a Home.

CLEANING SUPPLIES

Laundry Soap, Fabric Softener, Dryer Sheets & Bleach

Dishwasher Soap & Dishwashing Liquid

Lysol Wipes

Air Freshener

Swiffer Pads (Wet & Dry)

ADDITIONAL WISH LIST ITEMS

Towels

White Wash Cloths, Hand Towels & Bath Towels

Blankets

Cream or White Fleece Blankets

Toys

New Small Sized Toys, Coloring Books, & Crayons (Happy Wheels Hospitality Cart)

All donations can be delivered to our House

9161 Randall Way
Madera, CA 93636

TAX ID# 94-2864490

For more information,
please contact us
at info@rmhccv.org



Red Shoe Society

The 3rd Annual Rockin' With Ronald took place in October at Toca Madera Winery.



Previously known as PRO, our young professionals guild rebranded to The Red Shoe Society of the Central Valley in 2016! The new Red Shoe Society ties in with other chapters and the Ronald McDonald House brand as whole.

The 3rd Annual Rockin' With Ronald took place in October at Toca Madera Winery. The members were welcomed onto KSEE's Central Valley Today for their continued support in promoting our events! At the event, guests enjoyed local live music by Rachel & The Chill and Sam Fragoza of #MoreThanRules which paired nicely with Toca's tasty vino! Fresno local favorite food trucks Meltdown Bistro and Jay's Specialty Ice Cream cooked up tasty lunch for the guests while they enjoyed the great company and entered in exciting raffle prizes. Casa del Tabacco also joined the festivities by providing a top notch selection of cigars. Red Shoe Society raised a total of \$4,505 at Rockin' With Ronald and are excited to bring new events to the game in 2017. The members kicked off their quarterly meals for our families by cooking a taco and nacho bar complete with all the fixings, sweet treats, and beverage station. It was a very nice beginning to many dinners in the future. Our guild has welcomed a handful of new members for 2017 and can't wait to keep the momentum going!



This year, we raised a total of \$4,505 at Rockin' With Ronald

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CENTRAL VALLEY
**RED SHOE
SOCIETY**

Supporting RMHC® #KeepingFamiliesClose

Annual Sporting Clays Classic

The 11th Annual Sporting Clays Classic, the largest philanthropic shoot in the United States, was a huge success in 2016.

Ah shoot, what a great event! Each year, we host our Annual Sporting Clays Classic at the beautiful Sun Mountain Gun Club in Coarsegold, CA. The owners of the gun club wanted to start the event after the Ronald McDonald House helped them while their Grandson Brenton was being treated at San Francisco Medical Center. They know first-hand how valuable the Ronald McDonald House is to the community. The shoot featured 333 participants shooting for a cause, a gun raffle, and breakfast burritos donated by Ruiz Foods. The Friday night dinner was held at the San Joaquin Wine Company and featured both a silent and live auction as well as a gun raffle.



AM WINNERS

NSCA Shooter - Score 89
Brian Pierce

Hunter Class - Score 89
Rod Sabbatini

PM WINNERS

NSCA Shooter - Score 98
David Patten

Hunter Class - Score 85
Jerry Dillard



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FORE! The House

Hosted by Cargil and held at Fort Washington Country Club, the 5th Annual FORE! The House Golf Tournament was another gigantic success!

The sold out tournament featured 36 teams teeing off for a worthy cause. The day started off with delicious breakfast burritos, an 18 hole scramble tournament, raffle, and concluded with an awards luncheon. Congratulations to team RLMK Delph on taking home the winners trophy. Thank you everyone who participated!



Annual Events

THIRD PARTY FUNDRAISERS

Raiders Cruise for a Cause

The House was fortunate to be selected as the beneficiary of the 4th Annual Raiders Cruise for a Cause, hosted by Lowery's Travel, in partnership with Carnival Cruise Lines.

The Cruise featured several former Oakland Raiders players, including Kenny King, Jeff Barnes, and Rod Martin – all multiple Super Bowl winners with the Silver & Black. Members of Raider Nation booster groups from Fresno, Bakersfield, and Las Vegas boarded the ship and sailed the sea to help raise more than \$4,800 for our worthy cause. The 2016 Cruise was so successful, that we were once again chosen as beneficiaries for the 2017 Cruise!



Fill the Boat Toy Drive

The 2nd Annual Fill the Boat Toy Drive, held in the Walmart parking lot in Modesto, had a record haul in 2016, bringing our families a little extra joy during a difficult Christmas time.

The Drive, hosted by the US Coast Guard Auxiliary Flotilla 10-02 and coordinated by Tom Hoisington, brought in more than 620 new, unwrapped toys and more than \$500 in monetary donations! Community partners, including iHeart Radio, Stanislaus County Sheriff's Department Deputies, Civil Air Patrol, Coca-Cola, a local Fire Station that brought their truck, and, of course, Mr. and Mrs. Claus, helped make this event an unqualified success!

2nd Annual Wish List Run

The 2nd Annual Wish List Run went off without a hitch.

This annual event was hosted by Monique "Runner Moe" Jacques. Monique is the only female runner to complete the '135 to the House' ultra-marathon. Mixing pleasure with philanthropy, the fun run is a great opportunity to bring the community together and collect items on the House's Wish List. Starting at Woodward Park, the group of more than 100 runners loaded Wish List items into wagons and strollers, many decorated as Christmas sleighs, before running, jogging, and walking them to the House. In all, more than 5,000 Wish List items – essentials that help support our families – were collected.



THIRD PARTY FUNDRAISERS

Annual Car Drawing

Our annual car drawing is the largest fundraiser for our chapter. Each year we search for highly desired collector cars and sell tickets, giving our donors the opportunity to win cars most people can only dream of owning.

We started selling tickets in January and the lucky winners were selected on Dec 16, 2016. The Ronald McDonald House staff had a great time calling the winners on speakerphone, congratulating and thanking them for their support. The reactions of the winners was priceless!



1963 CORVETTE STING RAY
Ron Elliot from Coldspring, TX



2016 CORVETTE Z06
Michael Sweeney from Downingtown, PA

One of the collector cars we offered was a 1963 Corvette Sting Ray.

The beautiful Riverside Red paintjob is sure to turn heads at any car show or going down the road on a Sunday afternoon drive. Under the hood is a 327ci engine pushing out 300 horsepower. 1963 was the first and only year the Corvette featured the split rear window, making it one of the most desirable Corvettes ever produced.

If a new car suits you better, we also gave away a 2016 Corvette Z06 Convertible.

The car is covered in beautiful Laguna Blue Tintcoat paint. Pictures do not do this car justice. You have to see it in person to fully appreciate it. Under the hood is a 6.2L V8 supercharged LT4 engine, pushing out a whopping 650 horsepower. Other features included a heads up display, carbon fiber ground effects, and the all new 8-speed automatic transmission.

The last car we offered was a Superformance Cobra Replica.

Superformance Cobra's are the only replicas built under license from Shelby American. The replica is a perfect blend of old and new. The Guardsman Blue paint with Wimbledon White stripes gives the Cobra the original look of the mid 60's, but it performs more like a modern muscle car. Under the hood featured a ROUSH 427ci engine, pushing out 480 horsepower.



SUPERFORMANCE COBRA
Jeff Parma from Redding, CA

We are very excited for 2017.

With the amazing cars we are offering this year, we are confident 2017 will be one of our most profitable years yet. With the hopes of expanding our services even more in the near future, now is as important of time as ever to support this great Charity. Take your chances at winning a 1965 Corvette Sting Ray, 2017 Corvette Z06, or a Backdraft RT3 Cobra. Your support makes all the difference for the parents, siblings, and patients who need our services.

We can't do it without you!

PURCHASE TICKETS AT WWW.RMHC-CAR.COM

Donations

Gifts of \$25,001 +

Cargill Meat Solutions	VF Outdoor
McDonald's Central Valley Owner Operators	RMHC Global

Gifts of \$15,001 - \$25,000

Rob Baptie & "The Hate Dust Project"	Cargill McDonald's Business Unit
Barthuli & Associates	Cargill
Martin Brower	

Gifts of \$10,001 - \$15,000

Insurance Auto Auctions
Lyons Magnus
United States Cold Storage

Gifts of \$5,001 - \$10,000

Aramark	Central California Women's Facility	Charitable Limited Trust
Alia Corporation	The Fresno Bee	PG&E
WDS Inc.	William D. Pine, CPA	RLMK
Wells Fargo	Coca-Cola	
The Torres Family	D Hampton & N Papavasiliou	

Gifts of \$2,501 - \$5,000

Valley Children's Hospital	The Giannola Family	Harris Construction
Dayka Hackett Worldwide	Murphy Bank	Lowery's Travel Consulting
Dr. Pepper Snapple Group	Wasco State Prison	12 Cottages, LLC
Central Valley Community Foundation	PCA	Bender/Agostini Organization
Macy's	PSSI	Red Shoe Society
California State University, Fresno Foundation	Marketing Plus	
	Valley State Prison	

Gifts of \$1,000 - \$2,500

3M/Veritiv	ID Technology	Lyons Transportation
Astellas US	CSU Stanislaus SNA	Almond Tree Hulling
Bank of the Sierra	Forkner Elementary School	Land Value Management
Donald & Shirley Bastady	Grassland Water Fund	Meyers Farming
California Teacher's Association-Merced Mariposa Uniserv Council	Knight's Services	Eurodrip
Charity Golf	MSI	R Pac Almond
McDonald's USA	Komatsu	Parreira Almond Processing
Westside Auto Club	Energys	Ruiz Foods
The Abbate Family	Marel	Golden Valley Grape Juice & Wine
AEP	PAPE	Central California Women's Conference
Foster Parker Insurance	Pitman Farms	Carnival Cruise
Fresno Grizzlies	Praxair, Inc.	Michael N. Habibe M.D. Inc.
Bank of America/ Merrill Lynch	Provisur Technologies	Mr. & Mrs. Patrick Murhpy
Bianchi Builders	The Ragsdale Family	Norman Wright - Duckworth
CH Robinson	Sealed Air	Save Mart Supermakrkets (SHARES)
Chukchansi Gold Resort & Casino	Toyota Material Handling	Gabe & Katie Waddell
Cintas	Wild Electric	Schafer Ranch Inc.
Crystal Creamery	Horizon Nut Company	Ken Samarian
	KY Farming	






Financials

ASSETS, LIABILITIES & NET ASSETS

Total Assets	Total Liabilities	Net Assets
2016		
9,522,394	193,936	9,328,458
2015		
8,592,839	49,404	8,543,435

*Excess revenue over expenses is restricted to our Comprehensive Capital Campaign toward the building of our future facility.

SUMMARY OF REVENUE & EXPENSES

	2016	2015
 Contributions	861,337	713,943
 Investment Revenue	443,625	(26,821)
 Other Revenue & Events	1,910,738	1,715,597
 Total Expenses	(2,411,226)	(1,711,452)
 Excess Revenue Over Expenses	804,474	691,267

Ronald McDonald House Charites
of the Central Valley, Inc.

9161 Randall Way | Madera, CA 93636
Phone 559.447.6770 | Fax 559.447.6778
www.rmhccv.org | info@rmhccv.org

TAX ID: 94-2864490

Ronald McDonald House Charites Mission:

To provide a “Home
away from Home” &
resources to children
& their families.