

 **Annual Report** 2009



♥ **OUR MISSION**

To provide a warm and caring home-away-from-home for ill children receiving treatment at area hospitals and clinics and their families.

“I bet you could do something for someone today who’d remember it for the rest of their life. In a good way. On your mark, get set...”

MIKE DOOLEY’S NOTES FROM THE UNIVERSE

**I love a good quote.** For inspiration and motivation, to reevaluate our days and seek peace at night, the right quote at the right time is a blessed thing. This one, in particular, makes me smile because every day at the Ronald McDonald House of Mid-Michigan we witness people doing things for others that will literally be remembered for the rest of their lives.

The number of people sharing their time and talents to create a warm and caring home-away-from-home for children and their families during medical crises is astounding...from our on-site volunteers that come in to help with day-to-day operations and provide a kind word or much-needed hug to our many guests, to the behind-the-scenes volunteers and supporters, like those on committees or just on-call to offer advice and expertise, working to make our organization as strong as it can be financially and structurally through meticulous budgeting and

accounting, great marketing and public relations initiatives, strategic planning and more.

It is only because of the more than 100 people that volunteer with us each and every month—in these capacities and more, sharing love and talents openly and generously—that the 233 families that visited the Lansing area in 2009 for medical treatment had a clean, private and serene place to rest, relax and recharge during their stays.

Of course, the old give-and-you-shall-receive adage could never be more true than here at the Ronald McDonald House. We are touched deeply by each and every one of the families that spends time at our House, whether it’s for a night or many months. The grace, strength and kindness exhibited by our guests, in spite of the challenges they face, are unforgettable and have had a lasting effect on each and every one of us.

If you have received this annual report, you likely fall into one of the above groups: someone who’s done good things with your time or resources for the families that we serve or someone we’ve had the honor of caring for during your time of crisis. Either way, thank you. The gifts you’ve given us live on and will forever be remembered. If you’re reading this and do not fall into either category, we invite you to become part of our work, our passion and our mission. We will be better for it, and I promise, so will you.

Please read on for more information about the Ronald McDonald House of Mid-Michigan. You’ll find facts, figures, successes, and yes, even quotes from those that know us best: our supporters and guests. Thank you for being part of our story and ten amazing years of miracles, memories and making our House a Home.

Between our opening day on June 22, 2000, and December 31, 2009, 2,454 families stayed at the Ronald McDonald House of Mid-Michigan for a total of 17,784 nights.

# Open Doors +

Many families travel far from home to get treatment for their seriously ill or injured children. The treatment may last a day, a month, or even longer. It's a long time to be away from home, or to divide a family.

The Ronald McDonald House of Mid-Michigan offers families a way to stay together, in proximity to the treatment hospital, and be comfortable and cared for during their stay.

## Allowing families to face the weight of illness together

Families are stronger when they are together, which helps in the healing process. By staying at the Ronald McDonald House, parents also can better communicate with their child's medical team and keep up with complicated treatment plans when needed.

## Allowing children to get the best care

When your child is sick, you want the best care possible—even if it is hundreds or thousands of miles away. The Ronald McDonald House allows families to access specialized medical treatment in Lansing by providing a place to stay for little or no cost.



### Our House Features

**7 guest bedrooms with private baths**

**1 weekend manager room with private bath**

**Community dining room with seating for 16**

**Community kitchen**

**Playroom, teen lounge, library**

**Playground and garden**

**Free laundry facility**

**Free Wi-Fi**

**Home-cooked meals**



### 2009 Guest Family Information

**233 families spent a total of 1,599 nights**

**Longest stay: 126 nights**

**Shortest stay: 1 night**

**Most common diagnoses: Premature Birth & Cancer**



### Staffing + Leadership

**2 full-time employees: Executive Director and Resident House Manager**

**1 part-time employee: Operations Manager**

**Volunteer Board of Directors: Consisting of leaders from the business and medical communities, McDonald's and Ronald McDonald House Charities, and volunteer and parent advocates**

# Open Hearts

## Finding new ways to make our guests comfortable

In 2009, we held a customer service training in conjunction with our annual volunteer appreciation event. Shelley Davis-Mielock of Mieshel Image Consulting led us through new ways to make the people we come in contact with—the families we serve—feel special. We also worked to make nights as restful and relaxing as possible for our guests by investing in all new sheets for our beds. This “small” project was actually a huge investment, and one we’re very proud of! In addition, we took a giant step and added satellite TV capabilities in all of our guest rooms. DSN-DIRECTV generously donated the installation and our first year of service, along with a new TV for parents to watch while their young children enjoy our playroom.

## Improving the way we do business

We’ve gone high-tech! More accurately, we’re on our way, learning more every day about how to use our new, cutting-edge software to track donors, manage finances and record guest information. We’re still working on inputting more than a decade of information, but are nothing short of thrilled about the opportunities for tracking and monitoring information that’s important to us.

## Using the Internet to share our story

Our web site continues to win awards for design and functionality—this time, we won Best Non-Profit Web Site in Lansing! One of our favorite new features: now most of our events have on-line registration, saving time and paper. We’ve also begun using Twitter to publicize events, thank donors and get messages out to the public quickly and easily. Find us using our Twitter handle: @lovethouse.

## RMHMM supporters unite!

In 2009, approximately 1,000 people came out to support our mission and participate in or cheer on runners and walkers at our annual Run for the House 5K. In one year, participation more than doubled, but our appreciation for our supportive community truly increased exponentially! At press time, estimates for participation at our 2010 Run for the House 5K are even higher than last year’s.

## Going green

While our mission is generally our only, and most important, focus, we recognize the need to be good community and Earth citizens. In 2009, we continued to roll out new green initiatives, inviting guests to be part of the solution by reminding them to reduce, reuse and recycle while they stay with us. More plans are in place to do our part in using less, wasting less and learning more about being environmentally conscience in our daily work.

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## Board of Directors

### Julia Griffith

BOARD CHAIR  
Director of Medical Resource &  
Quality Management, PHPMM

### Heather Badder

Volunteer Advocate

### Patty Baldwin

Volunteer Advocate

### Renee Draves

McDonald’s Owner/Operator

### Rick Fellows

TREASURER

VP, Compliance Office, Sparrow Health System

### Sarina Gleason

Market Manager, TDS

### Tammy Golden

General Assembly Area Manager, GM

### Anne Hornak, Ph. D.

Assistant Professor, CMU

### Darlene Karns

McDonald’s Owner/Operator

### Eric Lockwood

PR/Community Relations/Marketing Consultant

### Susan Moran

Director, Medicaid Program Operations Bureau,  
MDCH

### Harman “Hack” Nagler, MD

Executive Medical Director, SPHN

### James Nowak

VP Marketing, GreenStone Farm Credit Services

### Robert Potter

Managing Director, UHY Advisors MI

### Theda Rudd

BOARD CHAIR EMERITUS

Associate Director, MSU Career Services

### Kevin Smith

Field Service Manager, M&M Restaurant Supply

### Todd Spero

Senior Practice Manager

Sparrow Health System

### Jason Vanderstell

Account Executive, Adams Outdoor Advertising

Owner, Tunes Are Us

### Kellie Dean

Dean Tours & Trailways

### Stephen Guertin, MD

Director, Pediatric ICU, Sparrow Health System

## Staff

**Lisa Gnass** Executive Director

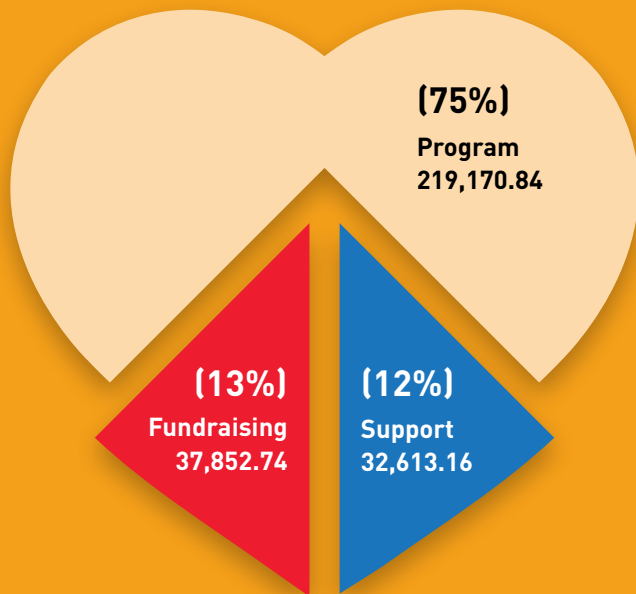
**Ruth Lumbert** Resident House Manager

**Susan Schwaderer** Operations Manager

# Financials

## 2009 Expense Ratios

TOTAL 289,636.74



## 2009 Income

Donations/Grants	70,500.46
Ronald McDonald House Charities of Outstate MI	74,000
Golf for the House	48,180.00
Run for the House	31,666.89
Caring Hearts Campaign	14,277.50
Other fundraising	23,649.68
*Lodging	6,246.85
Other Income	2,055.52
Investment Income	41,794.65
<b>TOTAL</b>	<b>312,371.55</b>

## 2009 Expenses

Fundraising	37,852.74
Payroll and taxes	76,020.77
Mortgage	71,349
Utilities	38,819.49
Other Program Expenses	32,981.58
Support Expense	32,613.16
<b>TOTAL</b>	<b>289,636.74</b>

# 2009 Donors

That we are able to share our passion for our mission with so many people fills our hearts with joy and thanks. In late 2009 the Ronald McDonald House of Mid-Michigan, for the first time ever, went high-tech with a new, specialized donor database. Because we accept no less than perfection from ourselves in our donor tracking and reporting efforts, we have chosen to continue tweaking our information and to display it on our web site at [www.rmhmm.org](http://www.rmhmm.org) when it is ready. Please visit our site if you would like to see our 2009 Donor List, and if you notice that we have made any mistakes or have left you or someone you know off that list, please blame it on our heads (and this complex transition) and not our hearts. And please, accept our apologies and let us know so that we can correct our records!

\*The generosity of volunteers and donors make this all possible. In return, families are asked to make a donation up to \$10 per night, however, it is our policy that families are never turned away; if it's not possible to pay, the fee is waived. The actual cost to provide a room to a family for one night is more than \$113.





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“People should never underestimate how many lives the Ronald McDonald House touches.”

♥ ASHLEY JOLIN

# Jolin Family

Tucker Michael Jolin was born on Halloween, 2009, approximately four months before he was due. After a complicated pregnancy filled with many procedures, bed rest, hospital stays and much prayer, it was time for Tucker to come out into the world at just twenty-four weeks.

Being a “micro-preemie” meant that he would be born via c-section and would immediately be whisked up to the regional neonatal intensive care unit at Sparrow Hospital. Tucker weighed one pound six ounces and was twelve inches long. He weighed just a touch more than a can of pop and was able to fit inside of our hands.

The next four months were, and still are, a complete blur. The emotions that accompany having a sick newborn are very complex. You are happy, excited,

nervous, anxious, sad, angry and exhausted...all at the same time.

I can say with the utmost certainty that we would not have been able to survive had it not been for the Ronald McDonald House of Mid-Michigan. Our stay at the House—which lasted 101 days—offered us much peace. We were able to be close to Tucker and help him be strong enough to grow and overcome all of the challenges he faced. When all of our energy was put towards our son and the hospital, it was nice to not have to think about matters of the home. We were able to eat, get rest and do laundry all right next door. We felt connected to the hospital at all times, and that alone allowed us to sleep. Though the convenience of the house was wonderful, it was the friendships

made and support given from the people inside that truly carried us through. It was a cup of coffee and a chat with Sue in the morning, a late-night snack and chat with Ruth, a delicious dinner made by and with Josh, or the many table-to-table chats with other parents that gave us time to breathe and become normal... if only for a few minutes at a time. We have formed lifelong friendships with other parents who were going through the same things we were and we will be forever grateful for the opportunity to gain this support group.

I am still amazed at the amount of love, work and volunteerism that goes into creating such a warm and welcoming home. We will be forever grateful to all that made our stay possible. The Ronald McDonald House truly is a house that LOVE built!



“Thankfully, the Ronald McDonald House was there to offer us with a beautiful and comforting place to stay.”

♥ CORTNEY TOSTEVIN

# Tostevin Family

Late in the summer of 2004 our lives turned upside down. Our son, Lane, who was 9 months old at the time, was in the hospital with a life-threatening illness. Our baby was lying hooked up to monitors while we looked on helplessly and asked questions that the doctors had no answers for. What exactly was this tumor? Could they fix it? What did this mean for Lane, for us, for the dreams we had for him?

Five excruciatingly long days later Lane went in for surgery to remove the tumor, which was his only option for survival. It was the longest ten hours of our lives. Immediately following the surgery we were informed that Lane had a Vascular Malformation. Words can't explain what it felt like to see and hold Lane after surgery. We went back to the pediatric intensive care unit and didn't ever want to let him go.

During Lane's stay at the hospital life seemed completely crazy. We couldn't even imagine going back home and being away from him. Thankfully, the Ronald McDonald House was there to offer us with a beautiful and comforting place to stay; a place where we could get away for a moment to re-group and take care of ourselves, which is so important when you are caring for a sick child. The staff and volunteers at the Ronald McDonald House never cease to amaze me. Everyone is always friendly and so giving of their time to ensure that every little detail is taken care of. They aren't just providing meals and a place to stay; they are providing support and friendship during a very daunting time.

Lane has since had five additional brain surgeries. He is now a healthy, active 6-year-old boy and it has been almost four years since his last surgery! We are

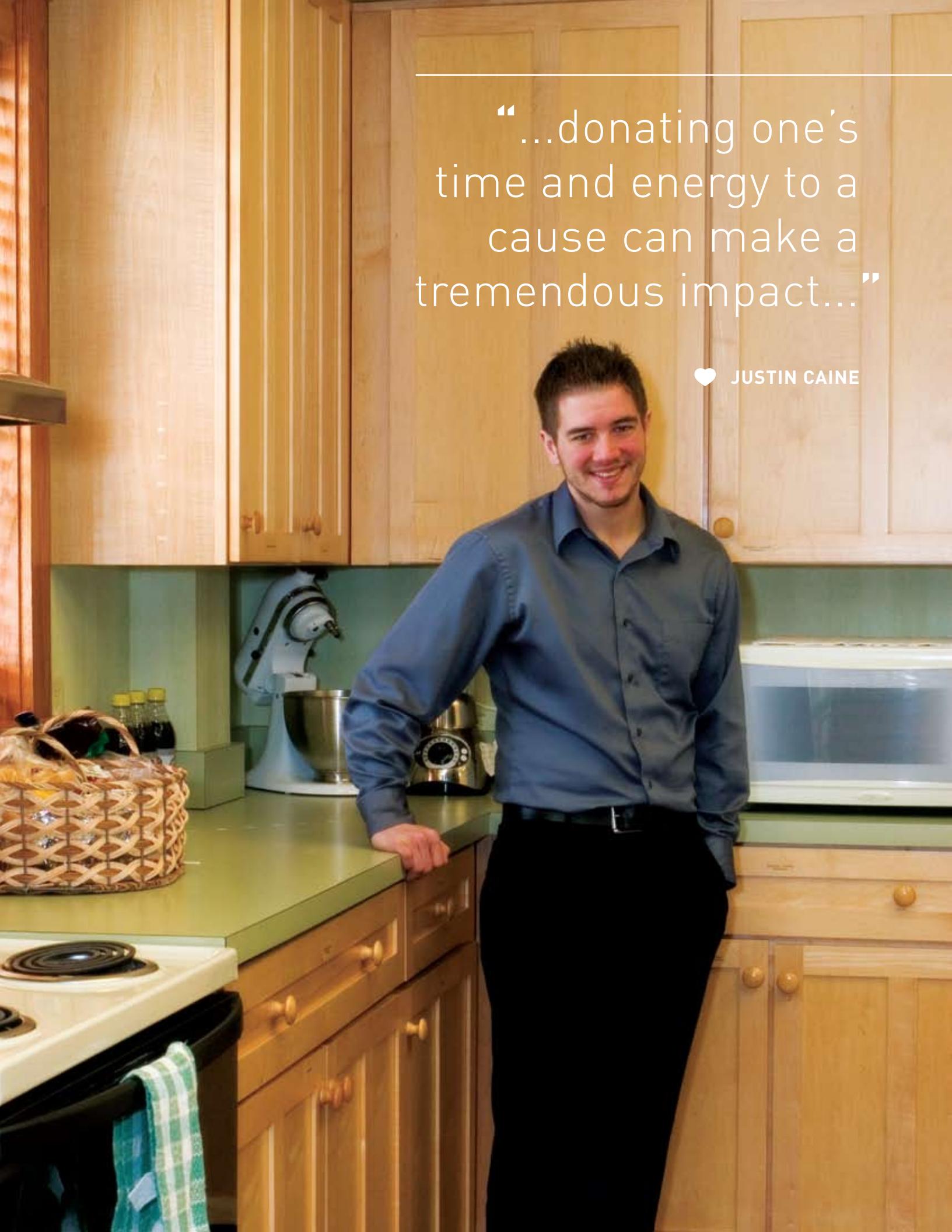
well aware that his prognosis is one to be grateful for and that our family has been truly blessed in so many ways. Lane is a handsome boy with such a beautiful soul; his laugh is infectious and his grin will melt your heart. He loves his family and friends and brightens so many lives in so many ways. We can't imagine our life without him.

Lane just recently celebrated his 5-year anniversary since his very first surgery with a party surrounded by his family and friends. In lieu of gifts our family and friends chose to donate money to the Ronald McDonald House. We were so thrilled that we are able to truly pay it forward to the Ronald McDonald House and in some small way thank them for all that they have done for our family and countless other families.

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“...donating one’s  
time and energy to a  
cause can make a  
tremendous impact...”

♥ JUSTIN CAINE



# Justin Caine

For Justin Caine, it's not about just supporting a cause monetarily, but having the ability to give back to the community with some "sweat philanthropy"—that's the term Justin uses to describe what it means to be a good corporate citizen.

"Everyone thinks that the only way to make a difference is by making a monetary contribution," states Justin, co-owner of Good Fruit Video in East Lansing. "For many, that's absolutely a great way to show support, but donating one's time and energy to a cause can make a tremendous impact too."

For the past few years, Justin has done both to help the Ronald McDonald House and the families we serve. Together with business partner Kraig Westfall, Justin has donated many hours of his professional skills and resources, filming and producing videos

that help share the story and mission of the Ronald McDonald House. Outside of his professional gifts, Justin has become one of our biggest evangelists in the community, working hard to personally share our story and encourage and inspire new supporters, even coordinating other young professionals to take time off one Thursday lunch hour to come in and make lunch for our guests. It drew such support and enthusiasm that a new movement was born, right there in the kitchen of the Ronald McDonald House: "Lunch with a Purpose" now draws a large number of young professionals each Thursday, who get together to volunteer for a charity during their lunch hour. Their charity of choice changes each week—chosen by Justin and co-coordinators (former MSU/NFL standout) TJ Duckett and Justin Sailor—but very often they choose to come right back to our kitchen, where it all began, a purely philanthropic (and

very fun) idea all inspired by Justin and his passion for the Ronald McDonald House.

So, why does he support our House? "It's a natural fit," he states. In 1993, Justin suffered a massive brain hemorrhage in his cerebellum. With less than a 50 percent chance to live, Justin had emergency brain surgery and days later, found himself unable walk, talk or even swallow. His fight to regain his abilities with the support of family, friends and community helped him become a 1994 Miracle Child for the Children's Miracle Network. "There wasn't a House 17 years ago, so my parents slept on the floor or on cots while staying at the hospital. Supporting the Ronald McDonald House here in Lansing today is a great reassurance for families who are going through what my family went through so many years ago. It truly is an amazing cause."



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“I find the House gives me more than I give the House.”

♥ PATTY BALDWIN

# Patty Baldwin

Ronald McDonald House of Mid-Michigan has its share of long-time friends—kind and generous people who have been an active part of our mission since even before we opened in June 2000. But only one has been an integral part of almost every aspect of our organization, happily performing all tasks with the same zeal, positivity and kindness, whether it's a basic cleaning duty or making a top-level board decision.

Patty Baldwin has been volunteering at the Ronald McDonald House of Mid-Michigan since the spring of 2000, shortly before we opened our doors to guests. Having retired two years earlier, "I gave myself two years to play," says Patty. "I was ready to give back to the community."

An ad in the paper advertising the need for volunteers for our new Ronald McDonald House piqued the interest of this former special education teacher, who spent her career working with children with hearing losses and as an Early On educator for children ages birth to three with special needs. "I had been working with families in crisis and this would be a continuation of that work."

When the House opened Patty settled into a weekly all-day shift each Friday. Her passion for caring for our guests instantly endeared her to us all, while her insight, work ethic and expertise quickly became an invaluable resource in our day-to-day operations and planning for the future. It wasn't long before Patty was invited to join the Board of Directors, where she's been an active and important member for seven years.

These days, you're as likely to find Patty cleaning out our refrigerators (one of her many "jobs" at the House) as leading a Public Relations Committee meeting or poring over financial reports. And while the task may differ, her energy and goodhearted nature never wane. That's because her passion and love for the families we serve is as strong today as it was ten years ago. And as often happens, Patty feels she benefits personally by volunteering her time.

"I find the House gives me more than I give the House. Each family is unique," Patty explains. "Each has their own strengths and no matter how difficult the situation is, they survive and pull through, even though they don't think they will. To see that evolution is wonderful."



MID-MICHIGAN

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