



Ronald McDonald House®
New York

2020 ANNUAL REPORT





Our Mission

Ronald McDonald House New York provides temporary housing for pediatric cancer patients and their families in a strong, supportive, and caring environment which encourages and nurtures the development of child-to-child and parent-to-parent support systems.

LETTER FROM LEADERSHIP



To describe 2020 as a challenging year is an obvious understatement; the COVID-19 pandemic impacted the entire world and every aspect of life at Ronald McDonald House New York. But failure was not an option for us. For more than 40 years, families from across the country and around the globe have relied on the House to keep them safe and secure as their children received cancer treatment. Our mission became even more urgent and vital during the global health crisis.

The fear and uncertainty caused by the pandemic were disconcerting, but we soon realized that the House's strong foundation had prepared us to navigate the new reality imposed by COVID-19. Although our Board had approved RMH-NY's strategic plan before the pandemic, it provided us with two essentials for adjusting to life in the time of COVID-19: security and flexibility. Confronting each COVID-19 challenge with intention and creativity, we were pro-active in charting our way forward so that the House's future would be decided by us instead of for us.



Pivoting wasn't always easy, but with some fine-tuning, the House continued to provide our families with a seamless circle of support. As you read through these pages, you'll encounter countless examples of how the RMH-NY team adapted to the demands of social distancing. From hosting our programs and events digitally instead of in person to providing our residents with COVID Care Kits, we implemented each change with the intention of easing the burden of the families we serve and keeping them safe.

The pandemic also prompted RMH-NY to focus more intently on meeting the needs of a broader population, specifically families living in New York City. For example, we have eliminated the criteria that families must reside a minimum of 50 miles away to qualify for temporary lodging at the House. We have always nurtured strong relationships with our hospital partners, but in 2020 we reinforced RMH-NY's status as valued partners in addressing the social determinants of health. By providing our partners with services that they were unable to offer during the pandemic, RMH-NY was recognized not only as a place to stay but an essential element of the treatment protocol for children with cancer.

Caring for the families that entrust RMH-NY with their physical and emotional well-being has always been a privilege and a 24/7 commitment. 2020 reminded us that every moment and action mattered and could often have a monumental impact. We hope that a global pandemic like COVID-19 will be a once-in-a-lifetime occurrence. We mourn the lives lost around the world and for life as we knew it. However, we are motivated by our board and staff's resilience, the unwavering support of our donors and volunteers, and the ineffable courage of the families that we serve. Because of them, Ronald McDonald House New York is more than a building; it is a powerful movement and change agent. Thank you for your continued support during the tough times and for investing in our brighter future.

Ruth C. Browne, SD
President & CEO
Ronald McDonald House New York

Steve Bensinger
Chairman of the Board,
Ronald McDonald House New York

JANUARY

- Director of Operations informs RMH-NY leadership team of COVID-19 via an update from Memorial Sloan Kettering
- Human Resources sends a critical update to inform all staff of Coronavirus and updated policies to reduce risk within the organization

FEBRUARY

- Family Support team contacts each of the hospital partners' infectious control teams to understand their current COVID-19 policies
- Educate all family members on the importance of cough etiquette, frequent hand washing, and appropriate removal and careful handling of contaminated items (tissues, toys, clothing, linens)

MARCH

- RMH-NY crisis activation plan activated; all nonessential foot traffic halted
- Start delivering Programs To-Go and wellness care packages to in-House caregivers
- First Caregiver Support Group session starts, taking place three times a week for an hour facilitated by two RMH-NY employees

APRIL

- Kitchens close
- First Digital Drop-In Program: SLIME SQUAD debuts
- First Breath In, Breath Out meditation video posted on RMH-NY's YouTube channel
- Family support team partners with other nonprofits to provide financial aid to families at the House impacted by COVID-19

MAY

- Volunteer team launches their first Virtual Five Boro Bike Tour, fundraising a total of \$27K
- RMHC finalizes framework for safe reinstatement of program operations. Mission Renewal team is created to outline current processes
- Digital Drop-In program, Martial Arts with Master Molloy begins

JUNE

- Updated COVID-19 policies distributed to guests, staff, and RMH-NY community
- Playroom Picks program begins. Volunteers bring safe fun to each family's door by sanitizing, sealing, and delivering games, toys, and construction sets

2020 IN REVIEW



JULY

- Hospitality To-Go program launches in partnering hospitals, bringing thoughtfully selected snacks and refreshments to caregivers twice per month
- Volunteer team launches their first Virtual Dinner Party, taking the meal program virtual, with the support of community groups to provide dinner and virtual fun

AUGUST

- Health and Hospital Isolation Hotel program formalized to mitigate the spread of COVID-19. The hotel program provides caregivers a place to self-isolate free of charge. Support includes meals and transportation for up to 14 days

SEPTEMBER

- Ride Health goes live
- Virtual Wellness Workshops channel is added to RMH-NY's YouTube page, providing content created by wellness volunteers tailored to busy caregivers
- Hospitality To-Go and Programs To-Go both expand to HSS, bringing total number of hospital partners for each program to five

OCTOBER

- Electronic temperature monitoring screen implemented at entrance requiring each person entering the building to complete a screening questionnaire
- Two new special monthly Digital Drop-In Programs debut: Art of the Heart and Art of the Scientist

NOVEMBER

- Wellness, Family Support and Hospital Outreach teams deliver first round of monthly Caring Crates containing essential oil diffusers, warm winter accessories, self-care journals and more to provide comfort and stress relief for families staying long term
- GO SNACK packs (mini hospitality boxes for pediatric patients) introduced at SIUH

DECEMBER

- Launch of 25 Days of Holiday Cheer: Volunteers, Operations and Programs teams host a month of cheer leading up to the holidays
- Miracle on 73rd Street event hosted in partnership with the FDNY and NYPD
- First round of monthly Wellness To-Go care packages delivered to Elmhurst and Kings County Hospitals

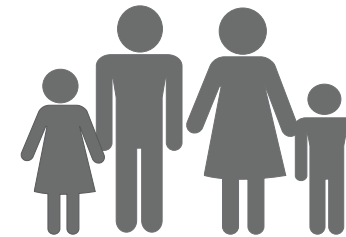
OPERATIONS

Like every home, the House requires maintenance and tender loving care, but for us, it's more than aesthetics; it's about keeping families safe. Families with a child undergoing cancer treatment have unique needs, and RMH-NY's operations team is meticulous in its mission of maintaining a clean, comfortable, and cheerful space. More than just a building, the House is a place to heal, stay connected, and face the challenges of pediatric cancer care treatment in a supportive community setting. Keeping the House in immaculate shape has always been a 24/7 commitment, and the COVID-19 pandemic presented a new set of challenges that our team faced with tenacity and creativity.

While each family has its own living quarters, the heartbeat of the House has always been the communal spaces where families gather for meals, playtime, conversation, and events. Due to RMHC, city, and state mandates for communal settings, our operations team was required to close those shared spaces, including the playroom and cafeteria, and find safe and effective ways to deliver services to families in their rooms. For example, families at the House have always had access to a communal kitchen to prepare their meals. Our volunteers team quickly pivoted to a model of delivering three meals a day and snacks directly to rooms. Given the diversity of our families, this was no easy task, but the volunteers and family support team developed an efficient system that took dietary needs and restrictions into consideration. In addition to enhancing the House's cleaning regimen, staff regularly distributed COVID Care Kits containing PPE, sanitizer, soap, and cleaning products. To further safeguard the health of all guests and staff, any residents that became infected with COVID-19 were provided with hotel accommodations in partnership with New York City's Test & Trace Corps.

RMH-NY's operations team not only kept the building running during an unprecedented health pandemic, but they also provided our families a cocoon of support and safety.

477



TOTAL FAMILIES SERVED

(738 total patient referrals made but 261 were canceled due to COVID or other extenuating circumstances)

1,326

TOTAL INDIVIDUALS SERVED

"We came to NYC for our son's surgeries because of their specialists. He isn't easy to travel with because of his mobility and the amount of equipment he needs. It's also very expensive. Our stay at RMH took a huge burden off of us and helped us to provide a calm, relaxing environment for him prior to surgery."

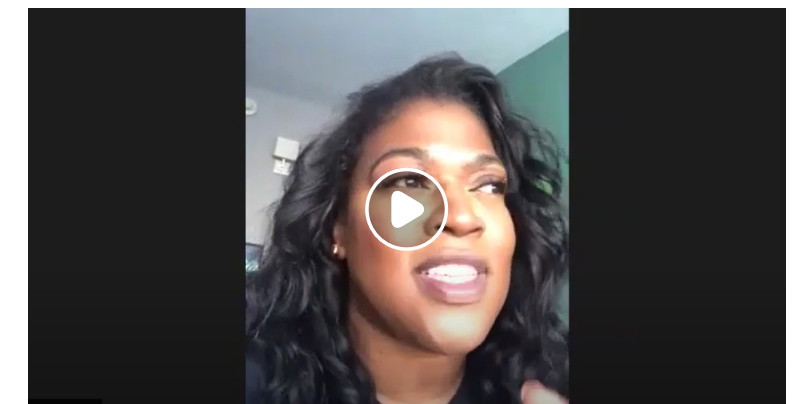
- Parent staying at the House



FAMILIES FROM 30 COUNTRIES 10 DIFFERENT LANGUAGES

10,506

TOTAL NIGHT STAYS



See how your generosity impacted two families staying at the House

EVENTS

In true New York fashion, RMH-NY is renowned for our creative calendar of special events that appeal to diverse audiences. More than social gatherings, our events raise essential unrestricted revenue that supports every aspect of the House. Our highly anticipated annual gala, bike tours, golf tournaments, walk/runs, motorcycle rides, ice skating with hockey legends, and an array of unique events have always cultivated a strong connection between the House and our board, donors, and volunteers. COVID-19 dramatically changed many of our meticulously planned events.

As the pandemic spread and social gatherings became untenable, the House's special events team adjusted accordingly. We did cancel some events, but many activities transitioned seamlessly to a virtual format. For example, our 22nd Annual Kids Fun Run was reimagined as a virtual event. Instead of congregating in a central location, children ages 4–17 were encouraged to participate from the safety of their homes, backyards, or neighborhood.

Recognizing that our annual gala is an essential and beloved RMH-NY gathering, a cancellation was undesirable. Because of the challenges presented by COVID-19, our community needed an affirming and uplifting celebration more than ever. The 28th annual gala moved from the ballroom to a computer screen, but it did not dim our donors' energy and support. A glamorous and heartfelt display of RMH-NY's resilience, the gala featured an impressive group of honorees, vibrant performances, and celebrity guests.



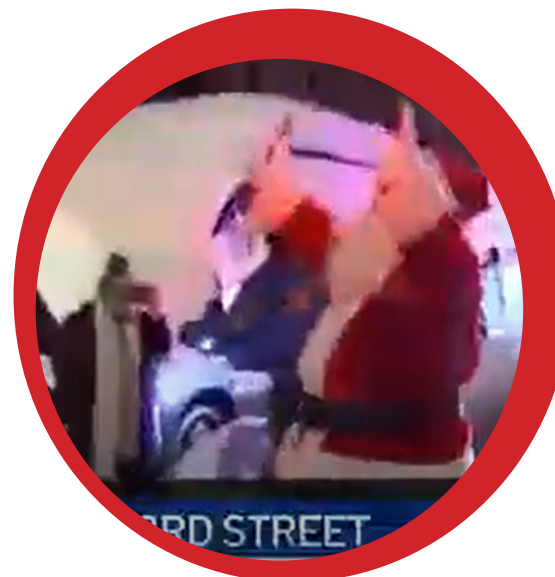
**Greek Division
Walk-A-Thon**



2020 Virtual Gala



Virtual Marathon



Miracle on 73rd Street



Skate with the Greats

VOLUNTEERS

Fulfilling wishes and needs both big and small, volunteers often make the impossible possible at RMH-NY. Enriching the House with compassion, expertise, energy, talent, and other resources, volunteers are valued partners in furthering our mission of serving children undergoing cancer treatment and their families. Whether they were greeting guests at the door, hosting activities, serving meals, leading wellness programs, or raising funds, the House has benefited in myriad ways from the unwavering support of our corporate and individual volunteers. COVID-19 made it necessary to reduce the number of volunteers permitted within the House. In 2020, only two volunteers were allowed in the building, a drastic reduction from the 8,000 volunteers that visited the prior year. Volunteers could not enter the House, but they did not give up on RMH-NY, and they found creative ways to continue supporting our families.

In 2020, volunteers hosted an astounding array of virtual events, including dinner parties, bingo nights, musical performances, magic shows, and other functions that were enjoyed by families in the House and at our partner hospitals. Individual volunteers also selflessly tapped into their networks to organize micro-fundraisers for RMH-NY. Corporate volunteers who previously served meals to families at the House provided generous donations to fund our new 3-meals-per-day delivery service directly to their rooms. Even in the face of daunting challenges, our volunteers still made magic happen.

130 Community Supporters

200 Day of Service Volunteers

345 Meal Volunteers

20 Virtual House Hangout Volunteers

36,203 Meals Served to Families

104 Virtual Dinner Party Volunteers

2020 Meal Donors

886 Taiwanese	Carlito's Wish Foundation	Eagletree Capital	Hale and Hearty	Meghan Burns	NYC Young Professionals	Saint Vincent de Paul	The Little Beet
A La Turka	Centric Brands	EJ's Luncheonette	HATCH Collection	Melt Shop	Kiwanis	Salvatore's of Elmont	Thursday Night Volunteers
AECOM	Chopt	Ess-a-bagel	IBM	Metro Catering	Oda House	Sard Verbinen & Co.	Todd Parr
Alvarez and Marsal	Cindy Gavin	Facebook	Jacob's Pickles	Micheal Governara	OX Verte	Sauce Pizza	Tokio Marine HCC
Alvin Public House	The Cogan Family	Falcon Investment Advisors	Josie & Michelle Events	Mitel	Panda Express	Shake Shack	Tommy and family
Amazon	Cowen and Company	Field Trip	JPMorgan Chase & Co.	Monday Night Volunteers	Panera Bread	Site Centers	Tony's Di Napoli
Amazon Web Services	Credit Suisse-Americas	Fields Good Chicken	Just Salad	MSG	Penske	Slice out Hunger	Trane
Annaly Capital Group	Women's Network	Five Guys	Knights of Columbus	Muslim Volunteers for	Perkins and Will	Sofias Pizza Shop	Tuesday Night Volunteers
Anthony Migliore	Dallas BBQ	Friday Night Volunteers	Komar Cares	New York	Pfizer	St. Vincent de Paul	Two by Twelve
Au Bon Pain	Deborah Miller Catering	Foley	KPMG	NBA	Picnic Basket	Start Elevator	Uber
Backal Hospitality Group	Delizia	Fuel the Fight	Lauren Goldberg & Friends	Neuberger Berman	Project Sunshine	Subway	UTA Foundation
Be Positive Foundation	Deloitte	G-III	Lexington Candy Shop	Neuman's Kitchen	PVH	Suede	Vatic Labs
Beyond Meat	Deutsche Bank	God's Love We Deliver	LIU Cares	New York Delivers	PwC	Summit Trail Advisors	Virtu Financial
Bloomberg	Dill and Parsley	Goldbelly	L'Oréal	New York Eye & Ear Infirmary of Mount Sinai	Ralph Lauren	Sunday Night Team	Wednesday Night Volunteers
BLT Restaurants	Dinner with Bernstein	Good Co. Bike Club	Maggie's Mission	New York Junior League - Cancer Awareness + Support Committee	RBC Capital Markets	T. Rowe Price	World Central Kitchen
Board of Associates	Dinosaur BBQ	Google	Make Your Own Pizza	New York Red Bulls	RCANO	TAO group	Yia Yia's
Bonefish Grill	Donna Murphy	Graduate Student	Mansion Diner	NFL Community	Rica Baluyut	TEKsystems	Zocdoc
Burberry	Dos Toros Taqueria	Org at Columbia Uni	Markel		Roman & Erica	Temple Emanu-El	ZS
Calexico	Dulce Vida	Greek Division	Marsh		Rotary Club of New York	Tenth and Pike	
Candyland	E2 Hospitality	Halal Dinner	Meaden & Moore		Ruby's Cafe	The Instant Group	

PROGRAMS

Programs that nurture mind, body, and soul have always filled the House with a palpable buzz. From playtime to education, wellness to the arts, RMH-NY's program team develops and manages an impressive roster of activities for children undergoing cancer treatment and their families. Cancer treatment is often physically and emotionally rigorous, and free time is an especially precious commodity for House residents. For this reason, each program is designed with a purpose, developed to be meaningful, and measured by the impact it has on the lives of families.

RMH-NY's programs have always served a dual purpose of meeting each individual's needs and fostering a sense of community. For example, children of all ages are enchanted by the playroom at RMH-NY. Colorful and vibrant, the playroom is not only filled with toys and musical instruments, but it also serves as the setting for many of our group programs. COVID-19 required us to cease gathering in the playroom, but it did not stop our mission. Families could no longer come to the playroom, so we brought the playroom to them.

Now affectionately nicknamed the Play Factory, we transformed the playroom into a fulfillment center that delivers joy directly to our House residents. Our team successfully pivoted to offering new digital programs that families can join in from the safety of their rooms. Not only did we assist our families in navigating this new technology, but we also provided all of the supplies they needed to have a hands-on experience for each activity. Program leaders appeared on Zoom from the playroom to give children a welcome sense of familiarity as they joined in activities from their rooms. These innovative experiences generated great excitement throughout the House and showed our families that our community remains united. The temporary closure of our public spaces failed to thwart the program team's commitment and creativity.



142 Digital Drop-In Programs

904
Program Packages
delivered in-House

1,532

Caregivers
served through
Hospitality To-Go



1,287

Children at the House and 5 partner hospitals served through
Programs To-Go: Enrichment Programs

SOCIAL WORK

RMH-NY eases the burden of pediatric cancer patients by providing a home away from home for them and their families as they undergo treatment. But our mission would be incomplete without the essential emotional support provided by our social work team. Our dedicated social workers play a pivotal role in helping families access services and resources that improve their quality of care and simplify navigation of the healthcare system.

The House's approach to family support services has always emphasized face-to-face connections that nurture trust and genuine relationships. Although our team was required to follow social distancing protocols that minimized in-person interactions with the families, we preserved the quality of care and depth of emotional support. We continued to provide support services for the families of children who passed away and guided them through the formidable process of making virtual funeral arrangements. When our caregiver support group transitioned to a virtual platform, we expanded to families who no longer resided at RMH-NY. Moving to a virtual center created a strong link for these families to facilitate a powerful connection based on shared experiences.

Prior to COVID-19, our families shared transportation in our vans to go to and from their hospitals. To minimize exposure and adhere to social distancing guidelines, RMH-NY arranged for families to set up their own private car to and from the hospital via Ride Health, a transportation company that partners with healthcare organizations. Our virtual family resource night connected our families with other nonprofit organizations that could guide them towards other vital services. With common areas of the House closed, including the dining room and playroom, our families were spending more time isolated in their rooms. In the spring and summer months, the reopening of the House's terraces provided families with a welcome respite from confinement in a charming and safe setting.

WELLNESS

Motivated by the ethos of "care for the caregiver", RMH-NY's wellness team provides services that maintain the physical and mental health of caregivers. Facing unimaginable stress, caregivers often neglect their own well-being while their children undergo cancer treatment. Although caregivers are fueled by love and devotion, they can be susceptible to self-neglect, which can impair their ability to care effectively for their child. Our wellness professionals advocate for self-care and reassure caregivers that self-care should not cause guilt. In fact, devoting time to wellness can reduce the stress levels of caregivers and improve their capacity to manage the needs of their children.

Prior to COVID-19, our bustling Blavatnik Family Foundation Wellness Center provided approximately 25 wellness programs and activities per week. Wellness volunteers and corporate partners provided caregivers with acupuncture, meditation, haircuts, manicures & pedicures, fitness classes, massage services, and many more activities. While some activities had to be curtailed to meet social distancing protocols, our wellness team did not cease to nurture the mind, body, and spirit of caregivers residing at RMH-NY. Throughout 2020, while restrictions remained in place, virtual wellness sessions such as meditation, mindfulness, and self-massage tutorials were offered throughout the week. Group exercise and yoga classes were offered online to caregivers and one-on-one sessions were available to those who preferred a more individualized approach.

3x

Virtual Guided
Meditation offered
three times a week

127

Virtual Wellness
Program Participants

479

Wellness Care
Packages delivered
to all in-House
families

20

Caring Crates
containing a curated
selection of wellness
materials provided
for families staying
three months
or longer

HOSPITAL OUTREACH

Arriving from states and countries near and far, the children and families staying at the House are not in New York City for vacation; they are fighting for their lives. Leaving behind the comfort of home to seek cancer treatment for a child is an emotional journey, and families are often overwhelmed by the logistics of navigating care. Serving as a liaison between families and health care providers, RMH-NY's Hospital Outreach team works tirelessly to demystify treatment protocols. This transparent approach reduces stress, and studies also indicate that children recover faster when they are empowered with a complete understanding of their treatments.

In addition to providing essential services and support to families living at the House, the Hospital Outreach team brings programs from the House to hospitalized young children and teens. From costumes, games, activities, and YouTube links, our Events In A Bag initiative delivers everything needed for a child to participate in a House event from their hospital room. These festive packages were delivered to our partnering hospitals with care by the FDNY (New York City Fire Department) since April 2020.

In August 2020 the House Hangouts program was created to fill a void for RMH-NY volunteers who missed coming to the House each week. House Hangouts allowed children from the House or a partnering hospital to be partnered with two RMH-NY volunteers to "hang out" on a zoom call in which they played games or talked about school, movies, tv shows and more.

The Musical Magic program also pivoted during the pandemic to provide monthly themed music videos on RMH-NY YouTube channel along with booklets to accompany the videos.

RMH-NY does not forget the burdens facing caregivers. Our "Breathe In, Breathe Out" program offers virtual meditation and mindfulness classes that help caregivers at the House and partnering hospital balance their stress levels.

In response to COVID-19, the caregiver support group pivoted online to sustain the camaraderie and connection for adults bound together by their children's diagnosis and treatment journey.



9 MUSICAL MAGIC DRUMMING SESSIONS UPLOADED TO RMH-NY'S YOUTUBE ACCOUNT AND SENT TO PARTNERING HOSPITALS

121

Caregiver Support Group Sessions



19

"Breathe In, Breathe Out" Sessions

Uploaded to our YouTube account and sent to partnering hospitals

4

Broadway Inspirational Voices Concerts Produced

Children from RMH-NY and partnering hospitals are paired with Broadway composers to write a song and create a music video.



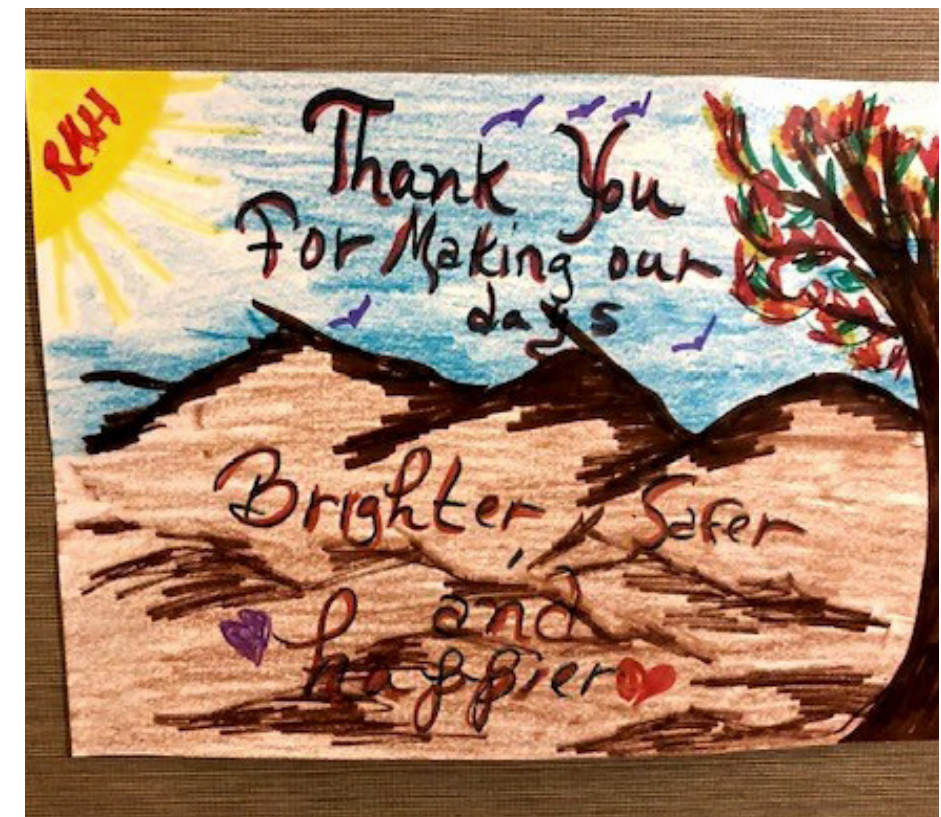
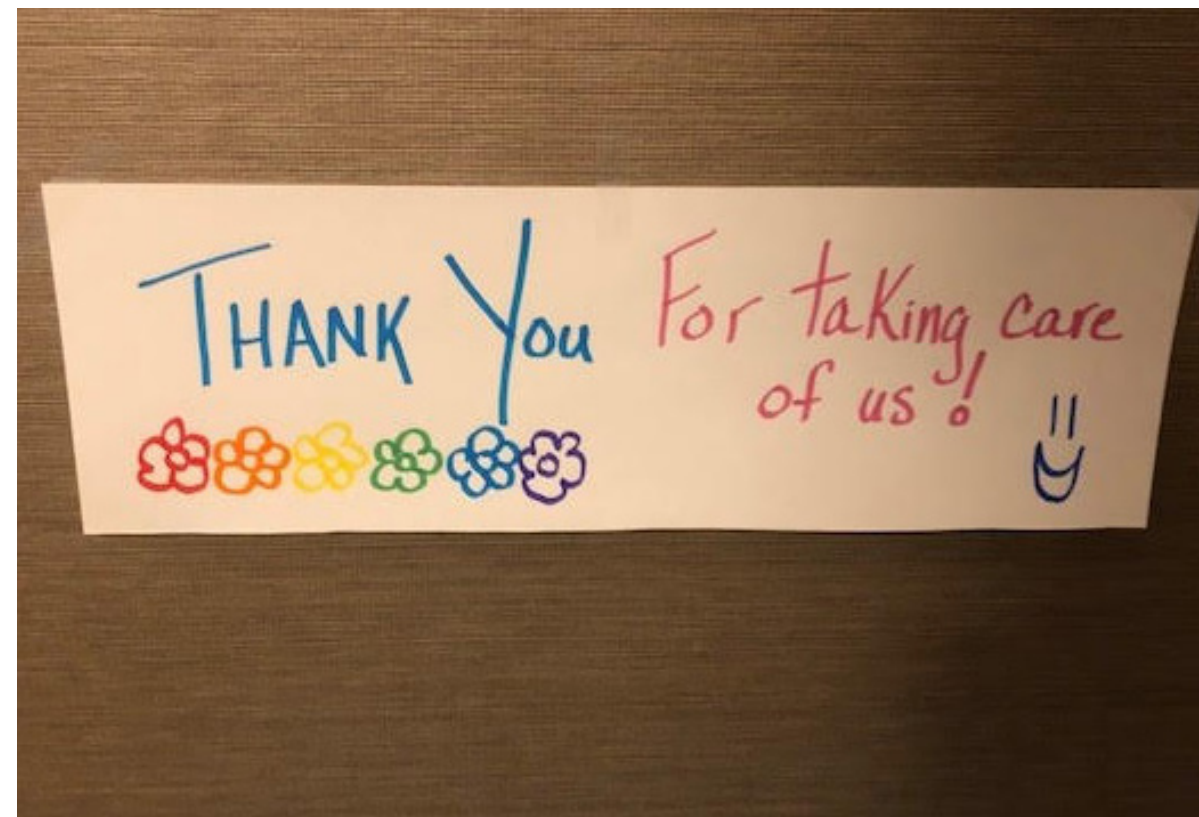
1,532

Events In A Bag delivered to partnering hospitals

NOTES FROM FAMILIES TO RMH-NY STAFF



**Thank you for
everything you
have done and
know that you are
loved by all of us**



THANK YOU TO OUR GENEROUS SUPPORTERS

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\$100,000+

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\$7,500 - 9,999

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\$5,000 - 7,499

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2020 Financials

Balance Sheet

	2020	2019
Total Assets	\$139,787,663	\$132,941,615
Total Liabilites	<u>\$13,330,501</u>	<u>\$11,912,935</u>
Total Net Assts*	\$126,457,162	\$121,028,680

**Net Assets will be utilized for Strategic Planning Purposes*

Summary of Revenue & Expenses

	2020	2019
Contributions	\$13,997,492	\$15,752,256
Investment Revenue (Realized and Unrealized)	\$8,349,460	\$10,902,391
Other Revenue	<u>\$138,857</u>	<u>\$654,572</u>
Total Revenue	\$22,465,809	\$27,309,219
Total Operating Expenses	\$17,037,327	\$17,652,388
<u>Excess Revenue over Expenses</u>	<u>\$5,428,482</u>	<u>\$9,656,831</u>



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