



Ronald McDonald
House Charities®
Atlanta

Keeping Families Close™

Since 1979, Atlanta RMHC has helped nearly 80,000 families.

The Andrews Family, guests since 2022



The mission of Atlanta Ronald McDonald House Charities is to provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

Learn more at armhc.org

*In family surveys, caretakers speak of nights spared from sleeping in a car,
of meals not skipped but savored, and of the comfort they found within our walls.*

The Atlanta Ronald McDonald House Program



In 2023, the Atlanta House Program provided 25,265 nights of rest.

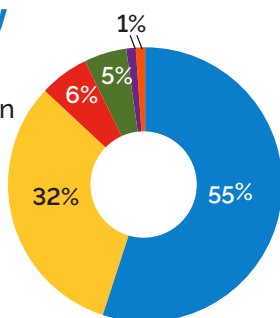
Atlanta RMHC operates two Ronald McDonald Houses – a 50-guestroom House near Children's Healthcare of Atlanta at Egleston and a 31-guestroom House near Children's Healthcare of Atlanta at Scottish Rite.

The Houses provide private accommodations, daily meals, transportation to and from the hospital, laundry facilities, and a sense of community for families who travel 50 miles or more to Atlanta for pediatric healthcare.

When the Houses are full, local hotel rooms are provided to ensure access to care.

House Program Diversity

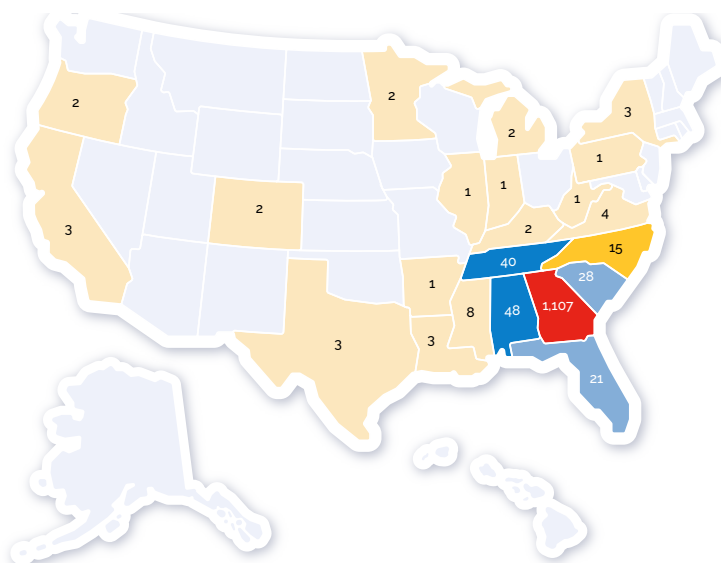
- 55% White/Caucasian
- 32% Black/African American
- 6% Hispanic/Latino
- 5% Multi-Racial
- 1% Asian American/Pacific Islander
- 1% Other/Unreported



Families traveled from all over Georgia, the United States, and the world.

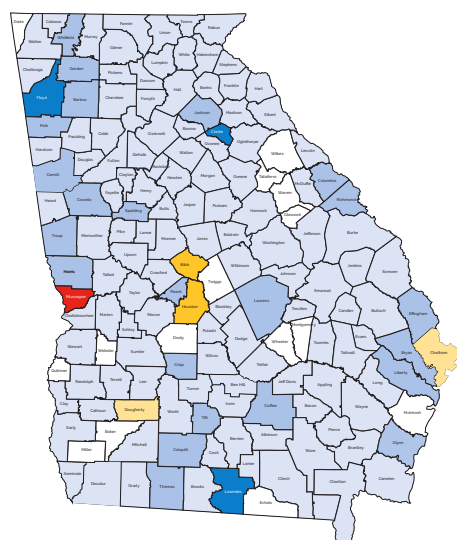
They hail from 22 states, including Georgia.

1-10 families 11-20 21-30 40-50 1,000+



1,107 families call 143 Georgia counties home, with 55 hailing from Muscogee County.

- 51-60 families
- 41-50 families
- 31-40 families
- 21-30 families
- 11-20 families
- 1-10 families



One family traveled from Nigeria to Atlanta for medical treatment.



*Families can breathe easier and focus solely
on their child's health and well-being.*

2023: A Year of Unprecedented Demand



Home and Healing for the Henry Family

On March 11, Spencer Henry was airlifted to the hospital for an emergency craniotomy. After four weeks in the PICU, Spencer was discharged to the comprehensive inpatient rehab unit. Through this time, the Henry family found a home-away-from-home at the Atlanta Ronald McDonald House near Scottish Rite.

"Though a long road ahead, we are so thankful for what the House has done for us during this time. It allowed for our family to be close, which kept us present throughout Spencer's care," says Danielle Henry, Spencer's mom.

Spencer's little sister, Gianna, loves riding around in the little red wagons, while the family enjoys mealtimes most, Danielle says.

"It's a wonderful place to be during hard times and I'm so thankful that it exists. The House allows you to focus solely on your patient because it has everything else covered," Danielle says.

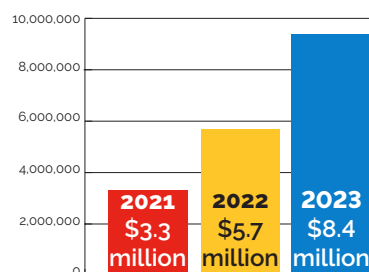
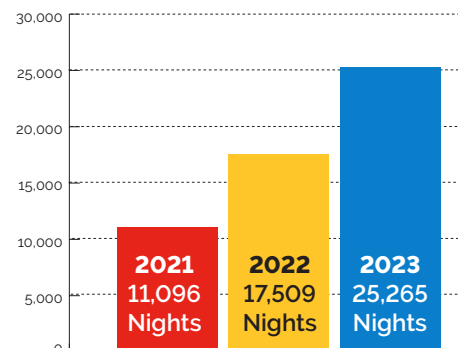
**Scan to learn more about
Spencer and his family.**



3,033 Family visits housed through the Atlanta Ronald McDonald Houses and hotels, a **45%** increase over 2022

25,265

nights of rest,
compared with
17,509 nights
in 2022, a **44%**
increase



\$8.4 million

saved in lodging,
transportation, and
food costs through
the Houses, a **47%**
increase over 2022

88% Families cannot afford to make a contribution toward their stay

62% Families were low-income based

531 Families housed in hotels,
a **36%** increase over 2022

242 nights Longest stay by **1** family

\$160 to house a family for **one** night
at an Atlanta Ronald McDonald House

8 nights Average stay

Top Diagnosis: Hematology/Oncology

The space, amenities, staff, and volunteers create a comfortable space for families to rest and recharge just steps away from their child's bed.

The Ronald McDonald Family Room Program

The Ronald McDonald Family Room is located within the Children's Healthcare of Atlanta Scottish Rite Hospital on the Aflac Cancer Center Floor. The Family Room provides comfort and a network of support to families when their child is undergoing cancer treatments.



Meet the Panter Family

"I never had to worry about what time the cafeteria closed or if I was going to miss the doctor coming in because the Ronald McDonald Family Room was so close," said mom, Lauren Panter from Fayetteville, Georgia. "I never was too far from my baby."

Lauren's youngest, Piper, was 4 months old when she was diagnosed with Stage MS Immediate Risk Neuroblastoma and immediately sent to Children's Healthcare of Atlanta at Scottish Rite.

During Piper's treatment, Lauren and Piper's older siblings enjoyed the Family Room. "There is just a happy air in the Family Room," Lauren said. "Our big kids always tell people about getting snacks in the Family Room when they visit their little sister. ... It provides a true respite."

Scan to learn more about Piper and her family.



53,579 Visits to Ronald McDonald Family Room at Scottish Rite, compared with **43,416** in 2022, a **23.4%** increase

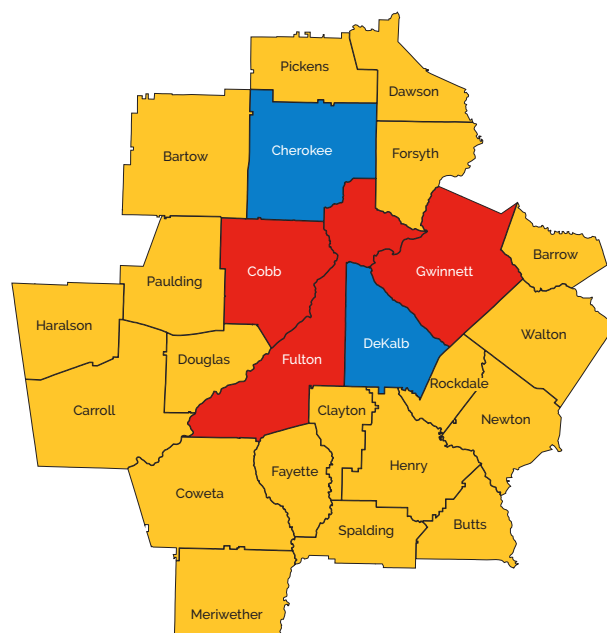
\$1 million in food costs saved by families

1,269 Families served

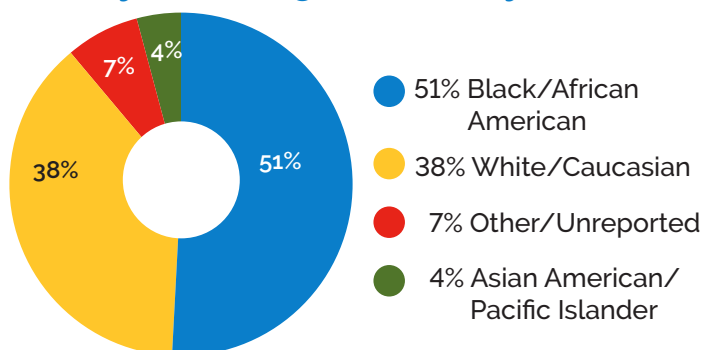
358 Meals provided

64 Georgia counties represented, including **24** Metro Atlanta counties

● 1-50 Families ● 51-100 ● 151-200



Family Room Program Diversity



"I love the convenience of the Care Mobile and that we can bring care to children who might not be able to go to the doctor." —Katrina Robinson, Ronald McDonald Care Mobile Driver

The Ronald McDonald Care Mobile Program

1,196 Ronald McDonald Care Mobile visits to treat **1,148** patients at Atlanta and Fulton County schools and area McDonald's

79% Patients do not have an established medical care team

482 Vaccinations, **42%** of patients

193 Well child/medical visits

75 Asthma visits and sports physicals

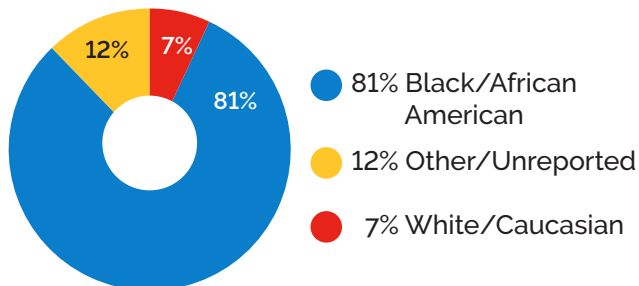
33 Atlanta Public and Fulton County schools and **11** McDonald's served

Reducing barriers to life-changing care, the Ronald McDonald Care Mobile, a 40-foot mobile clinic, is an outreach program between Atlanta RMHC and Children's Healthcare at Hughes Spalding. The Care Mobile brings medical services, including

- accessible asthma care,
- well-child visits and primary care,
- immunizations,
- sports physicals, and
- eye and dental screenings,

to elementary, middle, and high school-age children in metro Atlanta neighborhoods, where the greatest risk has been identified.

Care Mobile Program Diversity



"I'm so grateful to have been invited into the Atlanta Ronald McDonald House and to be able to continue to serve and to help families." — Bob Ward, Longtime Volunteer and former Board of Directors Member

Ways To Help

Donate Today

armhc.org/donate

Support-A-Stay

It costs \$160 to host a family for a night but no gift is too small at armhc.org/support-a-family

Adopt-A-Room

Help maintain guest rooms and transplant suites
armhc.org/adopt-a-room

Become a House Hero

Set up a recurring gift at armhc.org/become-house-hero

Join the Hearts & Hands Society by donating \$1,000 or more at armhc.org/heart

Leave a Legacy

Through an estate gift, impact future families at armhc.org/legacy

Sponsor an event or host a fundraiser at armhc.org/events

Collect and donate items on our Wish List at bit.ly/49FVT3s

Volunteer at armhc.org/volunteer

Collect Pop Tabs at armhc.org/poptabs

Volunteer Program Highlights

1,133 meals

donated by volunteers across all programs

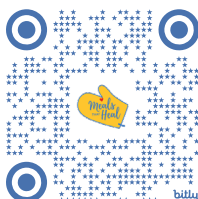
\$258,878

Saved by the ARMHC through volunteer donated meals



The Meals That Heal Chef-Led Experience allows volunteer groups to prepare and serve meals to families with ease. The chef plans the menu, provides all ingredients, and guides you through preparing a meal for families returning from the hospital.

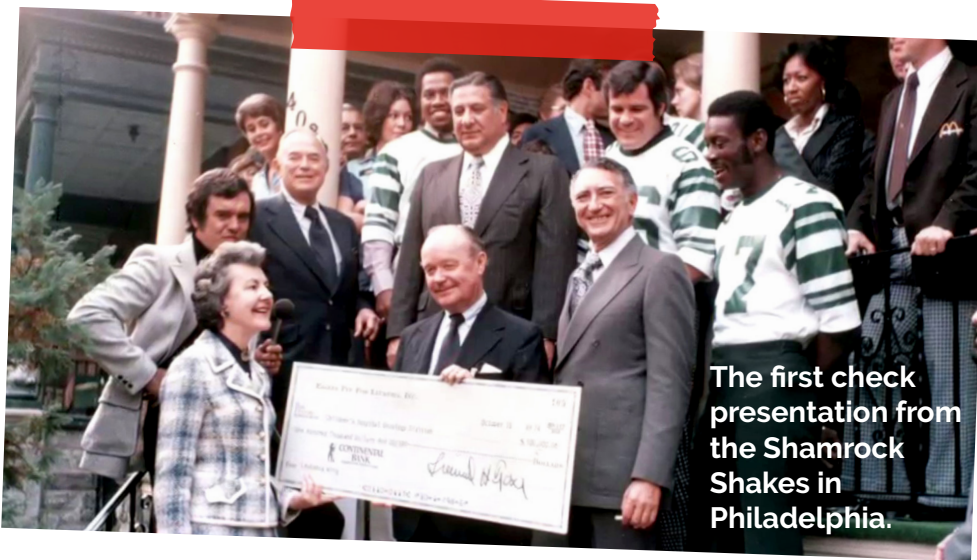
To participate, groups make a \$400 donation to support the meal program, which covers the cost of dinner. Afternoon and evening shifts are available.



Scan to learn more about Meals That Heal

From the moment the doors opened at the first Ronald McDonald House in Philadelphia, the McDonald's System of owner/operators, suppliers, employees, and customers have called RMHC's mission their own.

McDonald's & Atlanta History



The first check presentation from the Shamrock Shakes in Philadelphia.

In 1969, Fred Hill was a Philadelphia Eagles tight end, when doctors said that his 3-year-old daughter had acute lymphatic leukemia.

As Hill's story spread, he met Dr. Audrey Evans at the Children's Hospital of Philadelphia. Dr. Evans shared with Fred the need for short-term lodging near the hospital for young cancer patients and their families.

The next year, Eagles general manager Jim Murray arranged for quarterback Roman Gabriel to promote Shamrock Shakes with the local McDonald's in exchange for all the profit to fund this dream. The first Ronald McDonald House opened in 1974 in Philadelphia.

IN ATLANTA

In 1979, the original Atlanta Ronald McDonald House on Houston Mill Road opened, becoming the fourth House in the world.

The relationship with McDonald's continues today, through local owner/operators.

Atlanta RMHC receives generous support from the Greater Atlanta McDonald's Owner/Operator Association, which covers approximately 20% to 25% of the annual budget in support of two Atlanta Ronald McDonald Houses, the Ronald McDonald Family Room, and the Ronald McDonald Care Mobile. The remaining expenses are covered by community supporters.



Houston Mill House

Attend An Upcoming Event



Thursday, September 12

Wine & Fries

Brasfield & Gorrie

Nothing's better than America's favorite fries paired with the perfect wines. Learn more at armhc.org/24-wine-fries



Saturday, October 5

15th Annual Gala

The Foundry at Puritan Mill

Celebrate Atlanta RMHC's mission and dance the night away. Learn more at armhc.org/24gala



Thursday, February 13, 2025

8th Annual Handbag HULLABALOO!

Cobb Energy Performing Arts Center

Play to win designer handbags in support of the families who rely on the Ronald McDonald Houses. Learn more at armhc.org/24handbag

"The new House comes at a time when the need is acute, and it will greatly increase our capacity to serve families by about 40% annually," —Tracey B. Atwater, Atlanta RMHC President & CEO

Growing to Meet Unprecedented Demand



In December 2023, Atlanta Ronald McDonald House Charities broke ground on a new Ronald McDonald House to serve the vital needs of families traveling to Atlanta for pediatric care.

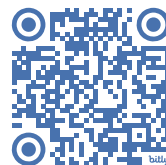
The new House will be on the Children's Healthcare of Atlanta North Druid Hills campus, near the Arthur M. Blank Hospital at North Druid Hills Road and Interstate 85. It will open in late 2025.

It will include approximately 127,631 square-feet, featuring 92 guest rooms and 18 transplant suites. Naming opportunities are available.

Families and children will find respite in 20 acres of green space, miles of trails, an abundance of trees, and views of Atlanta's skyline and Stone Mountain just outside their front door. Intentional spaces, such as light-filled rooms, an indoor playspace, and an expansive outdoor Discovery Garden, will help create special memories.

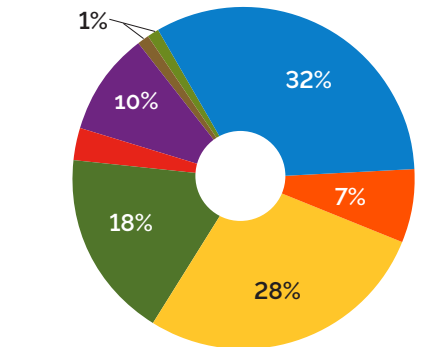


Scan to
learn more



Financial Snapshot

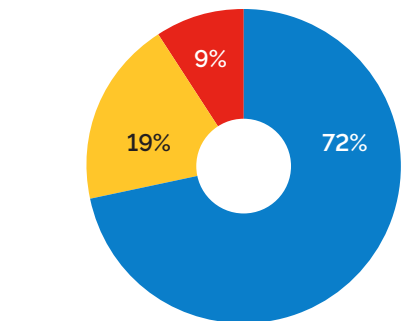
2023 Revenue



- 32% Individuals
- 28% McDonald's Owner/Operators/Customers
- 18% Special Events
- 10% Corporate/Civic
- 7% Foundations
- 3% Government Funding
- 1% Guest Families
- 1% Other

2023 financials excluding investments, depreciation, capital campaign, in-kind, discount on future pledges and insurance proceeds.

2023 Expenditures



- 72% Program
- 19% Fundraising
- 9% Administrative

The projected 2024 Expense Budget: \$6,347,600

Connect with Atlanta RMHC



@AtlantaRMHC



@ARMHC



@Atlanta Ronald
McDonald House Charities

