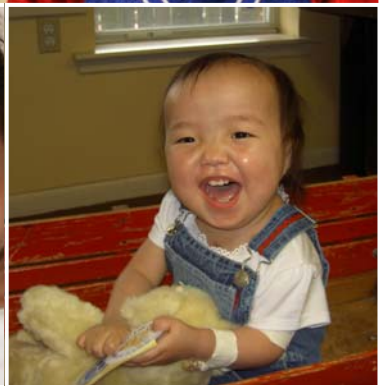


2009 Annual Report



RONALD MCDONALD HOUSE CHARITIES[®]
OF ARKANSAS



Tim Carney, *Board Chair*



It is my honor to present the Ronald McDonald House Charities® of Arkansas (RMHCA) 2009 Annual Report. The stories and statistics you will read over the following pages contain many highlights that took place over the past year. While these figures may represent the success RMHCA enjoyed in 2009, the true achievement cannot be described by data. Once you look past the numbers, you will see the genuine smiles on the faces of the families touched by this organization. You will feel the sense of accomplishment and dedication felt by our wonderful volunteers and staff. And best of all, you will understand how everyone, from donors to parents with a critically ill child, can be inspired by the power of hope.

On behalf of the Board of Directors, we are proud of our past accomplishments, and anticipate this great success to continue in the future. This past year has brought some great changes for the organization including a new executive director, new staff and new Board members; which inevitably bring new ideas. Taking advantage of this momentum will bring more opportunities to help even more families in need in the future.

In 2010, RMHCA is celebrating its 30th Anniversary, and as any 30 year old will say...we only get better with age. While we are thrilled with the past 30 years of achievements, there are many more accomplishments waiting ahead. We would like to thank all the supporters and families that helped us reach this milestone year, and we hope you will continue to invest your time, resources and caring attitude to help us reach new milestones every day. From providing a *home away from home* for families during times of crisis to allowing a child to see a dentist for the very first time, Ronald McDonald House Charities of Arkansas is improving the lives of families across the state and even across the world.

This annual report is not just about celebrating the past; it is a snapshot in time for which one day we can look back and be proud of how much we have grown. So congratulations to everyone who has made a difference in the lives of so many families so far, and we invite you to join us as we grow and continue to spread hope to those in need.

A handwritten signature in black ink that reads "Tim Carney".

We want to thank all the staff and everyone who is a part of the Ronald McDonald House organization for everything you have done for our family and all the others, too. You are really a blessing from God!!!! Thanks for all the smiles and love you gave to us and may God bless each of you.

- The Langley Family

30 Years of Service

Families are stronger when they are together, and their presence helps a sick child heal faster and cope better. While Ronald McDonald House Charities of Arkansas (RMHCA) cannot make medicine taste better or take away painful treatments, our programs can help lessen the burden and ensure families have the stability and resources to keep their child healthy and happy. We do this through our two primary programs, the Ronald McDonald House® and the Ronald McDonald Care Mobile®, both of which are dedicated to the health and well being of children and families.

The Ronald McDonald House, a 26-bedroom *home away from home*, provides housing and services to families who have a child receiving treatment at an area hospital, particularly Arkansas Children's Hospital. In addition to a place to stay, the Ronald McDonald House provides dinner almost every night, laundry facilities and many supplies. Studies show that children heal better and faster when they have family close by. Thus, the House is able to give families the greatest gift of all—time with their child. RMHCA has been serving children and families in their time of need for 30 years. The House opened under the name of Parents and Friends of Children in 1979, and became a part of the Ronald McDonald House Family in 1980. RMHCA has served more than 20,000 families in the 30 years it has been open. Guests come from almost every county in the state, as well as many other states and countries.

The Ronald McDonald Care Mobile is a 40-foot, state-of-the-art mobile unit that provides full service dental care and education to children who would not otherwise have access to this type of care and information. Currently, the Ronald McDonald Care Mobile travels to elementary schools in seven Arkansas counties: Faulkner, Grant, Jefferson, Lonoke, Perry, Pulaski and Saline. Since its debut in April 2009, more than 60% of children receiving treatment had never before seen a dentist. In 2009, approximately 270 children's lives were impacted by the Ronald McDonald Care Mobile, which is made possible by a partnership between Delta Dental of Arkansas, Arkansas Children's Hospital and Ronald McDonald House Charities.

Ronald McDonald House Charities of Arkansas is a member of a worldwide network, with programs in 30 countries and regions, and is a United Way agency.



2009 Statistics

Total Families Served	858
Number of nights dinners served to families	307
Average In-Patient* Occupancy Rate	92.5%
Average In-Patient* Length of Stay	16 days
Average Out-Patient** Length of Stay	1.5 days
Actual daily cost of providing a room	\$57
Amount families asked to contribute daily	\$10
Average family contribution per day	\$1.87

- 24% of families that stayed at RMHCA in 2009 had a child in the Neonatal Intensive Care Unit

*In-patient primarily includes families with a child in intensive care

**Out-patient primarily includes day surgeries and clinic visits



Areas served outside Arkansas

Alabama Florida Georgia Idaho Illinois Kansas
Kentucky Louisiana Mississippi Missouri Nevada
North Dakota Oklahoma Tennessee Texas Wisconsin

Outside the United States:

El Salvador

Areas Served in Arkansas

Alma Alpena Amity Ashdown Atkins **Augusta** Bald Knob
Banks **Barling** Bassett Batesville Beebe Bella Vista
Benton Bentonville **Berryville** Bigelow Bismarck **Blevins**
Blytheville Booneville Bradford Brinkley Brookland
Caddo Gap **Calico Rock** Camden Centerton **Charleston**
Cherokee Village Chester **Clarkridge** Clarksville Concord
Conway **Cord** Cotton Plant **Cove** **Crawfordsville** Crossett
Danville **Dardanelle** Decatur **De Queen** Dermott **DeWitt**
Donaldson **Dover** **Earle** El Dorado Elkins **Emerson** Enola
Eudora Eureka Springs **Farmington** Fayetteville Flippin
Fouke Foreman Forrest City **Fort Smith** Fountain Hill
Garfield Gentry **Glenwood** Greenbrier Green Forest
Greenwood Gurdon Guy Heber Springs Hampton
Harriet Harrison **Hatfield** Hattieville Hope **Horatio**
Hot Springs Hoxie **Huntsville** Jasper **Jonesboro**
Junction City **Knoxville** Lafa Lake City **Lake Village**
Lavaca Lexa **Lincoln** London **Lowell** Magazine
Magnolia Mammoth Spring **Manila** **Mansfield**
Marble Falls Marked Tree **Marmaduke** Marshall **Marvell**
McCrary **McGehee** Melbourne Mena **Midway** Morrilton
Mountain Home **Mulberry** Nashville **New Hope** Ola
Omaha Osceola **Oxford** **Pangburn** Paragould Parkdale
Pea Ridge Piggott **Pine Bluff** Pineville **Pocahontas**
Portland **Prairie Grove** **Proctor** Prim Quitman **Reyno**
Rogers **Rose Bud** Rosston **Rudy** Russellville **Searcy**
Shirley Siloam Springs Smackover **Springdale** Stamps
Star City Stella **Stuttgart** Success **Sulphur Rock**
Summit Taylor Texarkana **Trumann** Tyronza **Umpire**
Van Buren **Viola** Waldo **Waldron** **Walnut Ridge**
Warren **Western Grove** West Fork **West Helena**
West Memphis **Wickes** Winslow **Wynne** **Yellville**

How You Can Help

There are many ways for you to join us in our mission to improve the health and well being of children and their families. Our volunteers are an integral part in helping us meet the needs of those we serve.



RMH Supper Club

Our amazing volunteers provide home-cooked or catered meals for our families almost every day of the year. This is a fun way to give back with your friends and family.

Collect Wish List Items

If you think of all of the items that it takes to keep a house running, can you imagine providing that for a 26-bedroom house? Donating the items on our Wish List ensures that we keep our House running as smoothly as possible for our families.

Collect Pop Tabs

Collect the pull tabs from any can and donate them to RMHCA. We recycle the tabs and use the money to help keep our doors open for families. Your group or any school can also collect Pop Tabs as a part of our contest and the winners receive great prizes.



Host a Fundraiser

Host an event and donate the proceeds to RMHCA. From car washes and dances to casual days at work, there are many ways that you can help generate funds or supplies and have a great time, too!

Donate Your Change in RMHC Donation Boxes

At McDonald's restaurants, there are donation boxes at the registers making it easy to give your spare change. By dropping your change in the donation box, you help support a family in their time of need.

For additional information
501.374.1956
rmhclittlerock.org

Our Special Events

Chocolate Fantasy Ball

Over 500 people attended the sixth annual Chocolate Fantasy Ball that took place on Valentine's Day. The night was filled with dining, dancing, fabulous live and silent auctions and plenty of chocolate.



Ronald McDonald Golf Classic®

Our annual golf tournament celebrated its 16th year in 2009. The tournament began with a cocktail reception where attendees were able to bid on amazing auction items, enjoy hors d'oeuvres and dance to live music. The golf tournament, held at Chenal Country Club, had 39 teams participate and concluded with an awards ceremony.



Moscow Ballet/Nutcracker

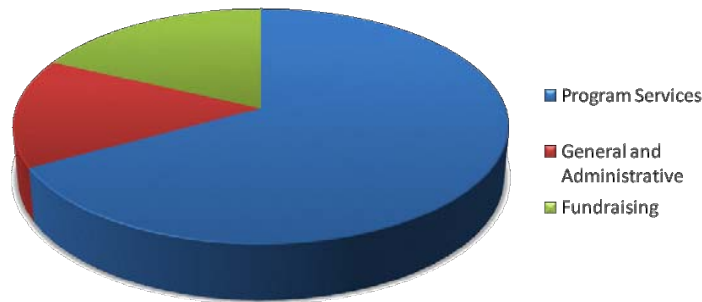
In November, over 100 people attended a special reception with the ballerinas of the Moscow Ballet's Great Russian Nutcracker. Guests were thrilled to dine on food donated by Chef Todd Gold. After the reception, those in attendance sat captivated as they watched this timeless classic.



Where does our money go?

Expenses

Program Services	\$ 453,607
General and Administrative	99,861
Fundraising	<u>127,465</u>
Total Expenses	\$ 680,933



DID YOU KNOW?

Special Events raised 46% of our income for 2009.

McDonald's contributed 12% of our revenue for the year.

The 858 families that stayed with us in 2009 donated 3% of our income.

*O*ur experience at the Ronald McDonald House has been wonderful. From the very beginning, we felt right at home. The staff in the house watch out for us and our well-being, including giving us a safe environment and a healthy meal every day.

— The Perez Family

2009 Board of Directors

Tim Carney • Board Chair • *Delta Dental of Arkansas*

Leon Johnson • Vice Chair • *Attorney at Law*

Susan Miller • Treasurer • *BKD, LLP*

Teresa Williams • Secretary • *USA Drug*

Brenda Barrett • *Walker & Hickey Attorneys at Law*

David Berry • *Arkansas Children's Hospital*

Don Buckliew • *McDonald's Owner/Operator*

Rob Clancy • *Windstream Communications*

Dean DiMichele • *McDonald's Owner/Operator*

Susan Dunn • *BancorpSouth*

Linda Grimm • *Retired*

Whit Hall, M.D. • *UAMS - Director of Pediatrics*

Ginger Johnson • *McDonald's Owner/Operator*

Bill Keathley • *3 Dog Development*

Jeff Maher • *Jeff Maher CPA*

Clark Mason • *Clark Mason Attorneys*

Janell Mason • *Community Leader*

Rezy Mobarak • *Retired*

Chris Monnikendam, M.D. • *Arkansas Children's Hospital*

Nadine Morris • *MOROCH*

Rodney Showmar • *Arkansas Federal Credit Union*

David Straessle • *Centennial Bank*

Marty Sunde • *Axiom Corporation*

Kent Taylor • *Cromwell Architects Engineers, Inc.*

Doug Wilson • *Insurance Center, Inc.*

Richard Yada • *Wealth Management Consultant*

For additional information

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