

## OUR MISSION AND GUIDING PRINCIPLES



**Purpose:** To enhance the lives of children and their families by creating and supporting programs that directly improve the health and well being of children.



**Mission:** To provide a temporary *home away from home* that serves and sustains families of children being treated at area hospitals; to offer families of hospitalized children the opportunity to refresh, rest and reflect within or near the treatment center; to deliver cost-effective medical, dental and educational services to underserved children in their neighborhood; and to provide support to organizations that serve the needs of children.



**Vision:** To establish the standard for the highest quality service, support and facilities to positively impact the health and well being of children and their families.



**Values:** Ronald McDonald House of Arkansas believes in:



**Family First**—We believe that our families deserve the highest quality environment and experience delivered with respect, kindness and compassion.

**Stewardship**—We will faithfully utilize and protect our resources, both financial and human.



**Partnership**—We will develop and foster mutually beneficial relationships.

**Inspiration**—We value the enthusiasm and energy of visionary thinking and the pursuit of excellence in everything we do.



**Continuous Improvement**—We will develop measurable goals and standards, using facts to guide our progress.

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**RONALD MCDONALD  
HOUSE CHARITIES  
OF ARKANSAS**

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**RONALD MCDONALD HOUSE  
CHARITIES OF ARKANSAS**



**RONALD MCDONALD  
HOUSE CHARITIES**

## ANNUAL REPORT

The Ronald McDonald House provides an atmosphere of encouragement, nurturing, and hope at a time when families are undergoing one of the most stressful ordeals they can endure. Our House enables families to stay together in support of their seriously ill children.

Families, which are referred to the House by hospitals, must live outside a 50-mile radius of Little Rock for eligibility. Though a greater portion of guests are from Arkansas, the House has served guests from all over the United States and other countries.

A \$10 per night donation for lodging is requested, but only 28% of guests are able to contribute.



# QUICK FACTS

## HISTORIC DATA

- Opened in July, 1980 with 8 bedrooms as Parents and Friends of Children Guesthouse
- Affiliated with Ronald McDonald House Charities since October 1981
- Expanded to 26 bedrooms in 1985
- Served nearly 18,000 families since opening
- Served approximately 45,100 individuals since opening

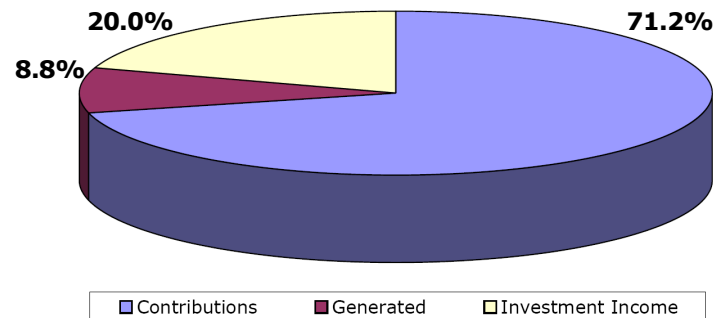
## 2007 SERVICE DATA

- Served 967 families
- Served approximately 2,610 individuals
- Had 7,620 total family night stays
- Had approximately 20,575 individual night stays
- Had \$71,690 in total rent donations due
- Had \$26,546 in total rent donations paid, representing 37% of total due
- Cost over \$50 per room per night to operate the House
- Approximately 1,100 volunteers served meals
- Approximately 180 volunteers assisted in other events



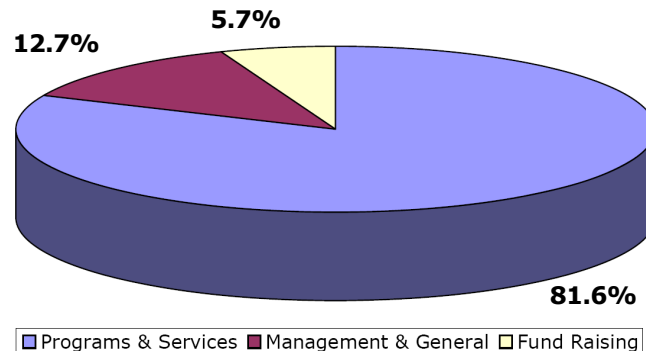
## 2007 Revenue

Contributions	\$386,905
Generated	47,621
Investment Income	<u>108,847</u>
Total Revenue	\$543,373



## 2007 Expenses

Programs & Services	\$328,092
Management & General	51,063
Fundraising	<u>22,918</u>
Total Expenses	\$402,073



## 2007 FAMILY ECONOMIC IMPACT

- The average cost per night in a local hotel/motel is about \$70
- Approximately \$533,400 would have been spent by families in a local hotel/motel
- The total rent contributions collected at RMHC Arkansas was \$26,546
- The total family savings on housing was \$506,854
- We served approximately 208 hot meals to about 40 people per night, for a total of approximately 8,320 individuals
- Saved families approximately \$26,100 in food value from our pantry
- Making the total cost of food savings for families about \$76,020
- Making the total cash saved by families staying at RMHC Arkansas about \$582,874



**Assuming a 2.5 turnover of consumer dollars in Arkansas, RMHC Arkansas provided a positive economic impact of \$1,457,185**

