



Ronald McDonald
House Charities®
Pittsburgh and Morgantown

More Than Just a House

A Campaign for Ronald McDonald House
Charities of Pittsburgh and Morgantown



Our Vision



Imagine a place where families can find compassion, support and hope during their most challenging time of caring for a sick child.

Helping a sick child fight a serious illness takes an emotional toll on a family. Adding a financial strain can make it almost too much to bear. Ronald McDonald House Charities (RMHC) of Pittsburgh and Morgantown, Inc. can help keep families near their child while supporting basic needs with compassion and care.

When RMHC of Pittsburgh and RMHC of Morgantown merged in 2018 to create RMHC of Pittsburgh and Morgantown, our vision was to create a unified, vibrant and diverse organization that builds on the strength and passion of all our programs to better serve families in need. Through the success of the merger, it became clear that we needed an extraordinary plan to meet the future needs of our families.

I'm excited to share with you the ambitious plan we have identified that will support our families today, tomorrow and beyond:



Our Houses

- Renovate, Update and Expand RMH Morgantown
- Update RMH Pittsburgh



Our Programs

- Increased Offerings to Enhance Guests' Experience
- Support our Care Mobile



Our Future

- Ensure Long Term Programmatic Availability
- Support Organizational Stability

We are all in this together. At RMHC Pittsburgh and Morgantown, the community plays a vital role in helping us keep families together. I invite you to familiarize yourself with our plan and join us as a partner during this exciting time.

Sincerely,

Eleanor Reigel, MPH

Chief Executive Officer

Ronald McDonald House Charities of Pittsburgh and Morgantown, Inc.

Our Mission



Ronald McDonald House Charities of Pittsburgh and Morgantown, Inc. provides a way for families to stay close to their children receiving medical care, and is committed to helping the families lead happier, healthier and more productive lives.



"If it wasn't for Ronald McDonald House we wouldn't have a place to be or stay. They offer phenomenal resources, a place to do laundry, a place to cook if you want to; the rooms are wonderful and the people are wonderful."

- Alana and her son, Ethan
Buffalo, NY

OUR IMPACT: Provide a Lodging Alternative

Ronald McDonald House programs can provide an alternative for patients who need to remain close to the hospital for extended periods but do not require active daily medical care.¹

1. Dexter et al., Journal of Perinatology (2004)



July 1979

Ronald McDonald House Charities of Pittsburgh opens. The House could accommodate up to 10 families each night and was the seventh House to open in the country.



**Ronald McDonald
House Charities®
Pittsburgh**



September 1994

RMHC Pittsburgh opens a second House. This House known as "the apartments" was designed for families who needed to stay longer or be isolated from public places.



December 2000

RMHC Pittsburgh partners with UPMC Children's Hospital of Pittsburgh to provide the Care Mobile. The Care Mobile is a 40-foot vehicle designed and built specifically for the delivery of pediatric health care. The state of the art vehicle brings vital medical services to underserved communities in Western Pennsylvania.

Our History



**Ronald McDonald
House Charities®
Morgantown**

April 1989

With the support of the Morgantown community, Our Mountain Home breaks ground on RMHC Morgantown and provides a "home-away-from-home" for families traveling to the area for medical care.



October 1990

The House opens, officially creating the Ronald McDonald House Charities of Morgantown. The House can accommodate up to 16 families each night in single family sleeping rooms and has common areas for all guest families and day-guest families to enjoy.



June 2013

RMHC Morgantown opens the Ronald McDonald Family Room at WVU Medicine Children's, and offers a place of reprieve for families, all while being steps away from their child. As hospital family services evolved, the Family Room program was discontinued in 2019 to minimize duplicated services and maximize efficiency.





October 2009

RMHC Pittsburgh moves to its current location next to UPMC Children's Hospital of Pittsburgh, nearly tripling in size. The House can accommodate up to 74 families each night in one-bedroom apartments and has ample common area for families to enjoy while staying close to their child.



Ronald McDonald House Charities®
Pittsburgh and Morgantown

January 2018

RMHC Pittsburgh and RMHC Morgantown merge to create Ronald McDonald House Charities of Pittsburgh and Morgantown, Inc. The new Charity will better serve the needs of pediatric patients and their families across the region, throughout the nation, and around the world.



October 2019

A new Ronald McDonald Care Mobile is unveiled, funded by Pittsburgh Penguins Foundation.

February 2017

Through the funding and assistance of generous donors including the STICK Co., the Atlantic Coast Pipeline Community Investment Program, WVU's Corporate Social Responsibility Class, the Pittsburgh Pirates, and the West Virginia Black Bears, RMH Morgantown opens a Pirate Ship playroom and Pirate Chest Toy room bringing comfort to the children who stay there.



April 2017

RMH Morgantown and WVU Medicine Children's launch the RMHC Family Room on the Go program (the F.R.O.G. Hospitality Cart). It was the first in West Virginia. The cart provides inpatient children and their caregivers with toiletries, snacks and activities, such as crafts and games, to help pass the time and brighten their days at no cost.



January 2021

Campaign activities commence in securing philanthropic support for investment in **Our Houses, Our Programs** and **Our Future** of RMHC Pittsburgh and Morgantown. Through our commitment of being **More Than Just a House** to families in need, the campaign will support sustaining and scaling our services.

More Than Just a House
A Campaign for Ronald McDonald House Charities of Pittsburgh and Morgantown





It was a day like any other: or so the Hensley family thought.

Allegra Hensley, who was 24 weeks pregnant, was headed to school to teach her fifth grade class in the Tyler County School District. As the day progressed, she started to feel ill. Her doctor told her to come in to be seen. It was discovered that Allegra's blood pressure was too high, and she was immediately admitted to the hospital. There, they were able to stabilize her enough to be flown to Morgantown. Two days later, she gave birth to her daughter, Eowyn. Eowyn weighed less than 1 pound.

Eowyn spent the next 270 days of her life in the NICU at WVU Medicine Children's. Her mom was right by her side because she spent 265 of those days at Ronald McDonald House Morgantown. Without the Ronald McDonald House, Allegra and her husband, Robert, would have traveled 2 ½ hours every day to see their daughter.

"The Ronald McDonald House is a lifesaver," said Allegra. "It gives us a calm place to rest our head at night, to get a hot meal, to do our laundry," she said.

Allegra refers to the laundry services as one of her favorite parts of the House because she could wash Eowyn's blankets and personal belongings. "It gave me a sense of being a mom," said Allegra. "Doing my daughter's laundry while she was in the hospital was the best thing for me."

Today, this tough two-year-old weighs 23 pounds and has started belly crawling. Eowyn and her parents continue to travel to Morgantown to see her physicians, at times needing to stay at the Ronald McDonald House. But it doesn't matter if they are in Morgantown overnight or for a daytime appointment, the Hensley family always stops by to say hello to their friends at the place they called home for more than 8 months.

"Eowyn is one miracle after another."



OUR IMPACT: Higher Quality Sleep

Parents whose children have longer hospital stays benefit from higher quality sleep at a Ronald McDonald House compared to parents who slept at their child's hospital bedside.¹

1. Franck et al., Behavioral Sleep Medicine (2013)



Our Challenge

For 40 years, our Charity has provided a “home-away-from-home” for families of seriously ill or injured children receiving life-saving medical treatment away from home. We have served thousands of families by offering comfortable housing all while being just steps away from their sick child.

Today, RMHC Pittsburgh and Morgantown has 90 units to accommodate families in need. And this is not enough. As the need for our services continues to grow, we want to ensure we serve every family who walks through our doors. Keeping families together and offering a space for kids and parents to enjoy being a family while their child receives medical care for an illness or injury is our goal.

Since our merger in 2018, it has become clear that investment in **Our Houses, Our Programs** and **Our Future** is needed so we may serve a growing number of families in their greatest time of need.



The capital needs of both **Our Houses**, Ronald McDonald House Morgantown and Ronald McDonald House Pittsburgh, are extensive including expansion and renovation of the Morgantown House and refreshing the existing units in both locations.

Average length of family stay in 2020*:



In 2020, **561 families** were served.





Since 2016, **478** families have been turned away due to 100% capacity.



Since RMH Morgantown's doors opened in 1990, the community and healthcare landscapes have changed.

Monongalia County has seen a 40% population increase and the Americans with Disability Act (ADA) was signed into law. As home to West Virginia University, WVU Medicine's flagship hospital: J.W. Ruby Memorial Hospital, and WVU Medicine Children's, Morgantown has become a destination for excellence in healthcare and education. With the expansion of medical facilities, including Mon General and WVU Medicine Children's Hospital, more families are traveling to Morgantown for care for their children. As the only facility that exclusively serves families of pediatric patients, our capacity is continuously stretched.

Our ongoing elevated occupancy rate strains resources and our ability to provide the level of care needed by our families.

This forces families to struggle to find alternate housing, including costly hotels or sleeping at the hospital. With the addition of rooms to our existing House, we can continue to keep more families close to their children receiving care.

For the hotel service industry, the ideal occupancy rate is closer to²:



Over a 13-month span, Ronald McDonald House Morgantown was operating between¹:



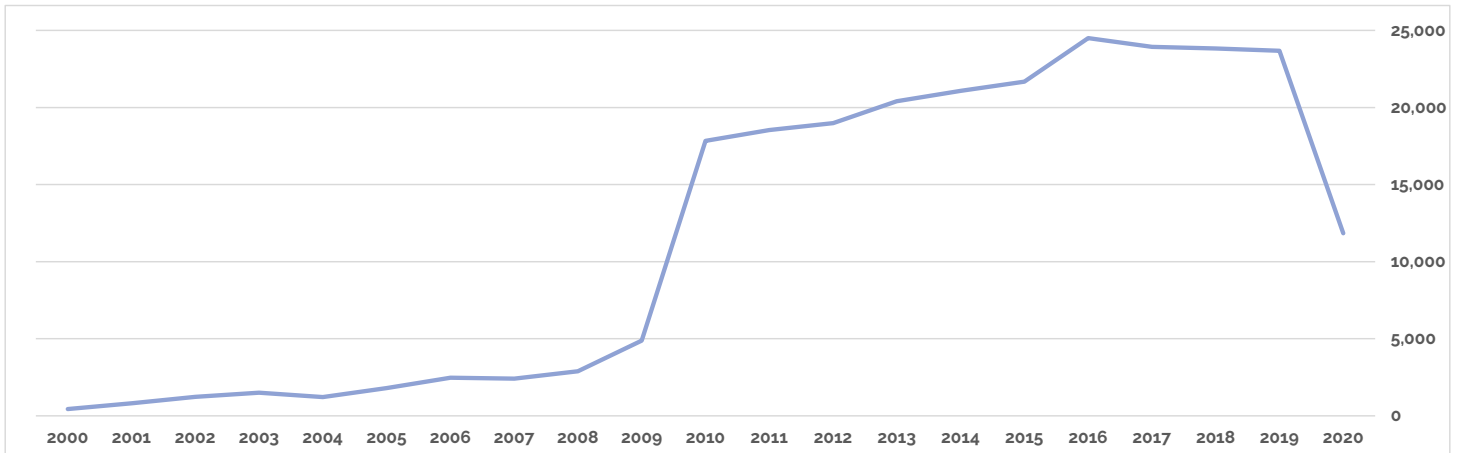
OUR IMPACT: Proximity to Hospitals

The proximity of Ronald McDonald House programs to hospitals provides important benefits for children and their caregivers, such as improved psychological well-being and better perceptions of their child's recovery.³

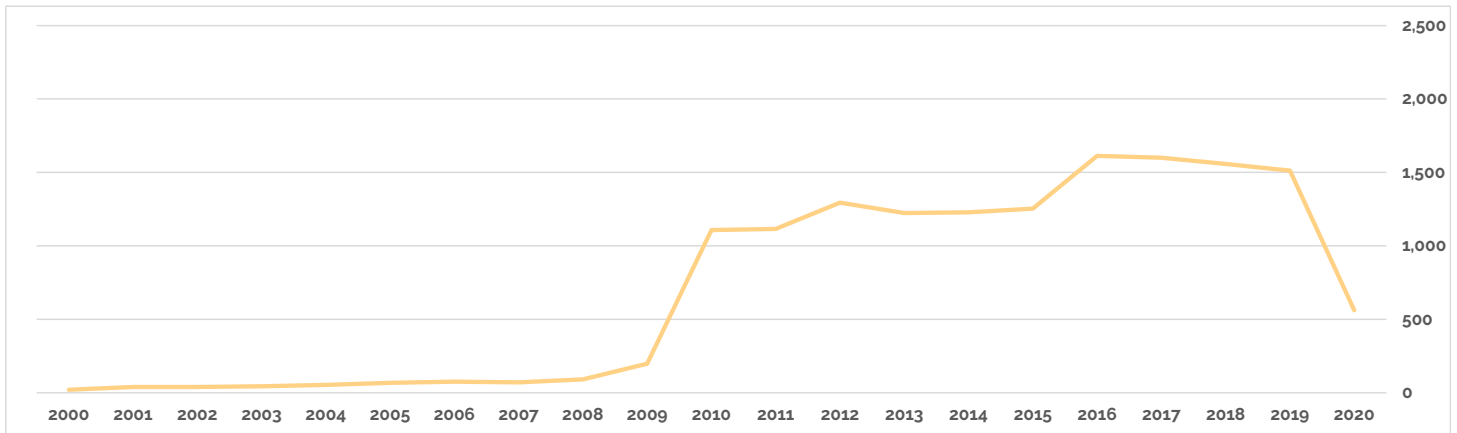
Ronald McDonald House Pittsburgh

Since our move in 2009 to our current location adjacent to UPMC Children's Hospital and subsequent expansion in 2016, the apartments have supported hundreds of families with thousands of nights served. The subsequent wear and tear of the 74 units mean cabinetry, flooring, furniture and HVAC require replacement and updating to ensure the needs of current and future families are met.

RMHC Pittsburgh and Morgantown Nights of Lodging 2000-2020



RMHC Pittsburgh and Morgantown Families Served 2000-2020



In 2020, Families Traveled From:



29 States



5 Countries



Our Programs are offered 365 days a year and evolve depending on the needs of our families. To respond to these ever-changing needs, we must invest in programmatic support.



Our Future is our opportunity to begin an initiative for strategic, long-term support. Building an endowment that enables us to navigate the uncertainty of the future with guaranteed and flexible funding ensures sustainability of our mission.



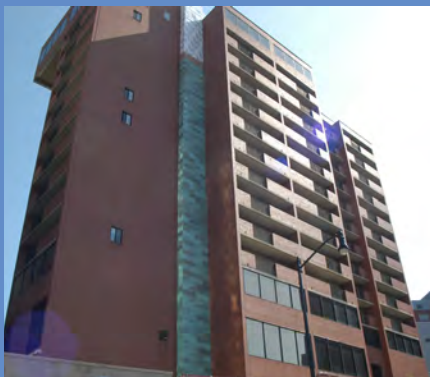
Our Plan

As we reflect on 40+ years of keeping families with sick children together and near the care they need in the Pittsburgh and Morgantown areas, we celebrate the impact we have had on offering them support and resources in a home environment. Looking ahead to the future, we know there is much to be done to continue meeting the needs of our families.

RMHC is poised to address these challenges through ambitious investment in a comprehensive campaign over the next five years:



Our Houses



Our Programs



Our Future



We invite you to learn more about our plan to be **More Than Just a House** to families in need.

More Than Just a House

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Charities of Pittsburgh and Morgantown





Our Houses

Ronald McDonald House Pittsburgh

At the core of our mission is our commitment to keeping families together and near the care they need, and this is done through our Houses. With thousands of nights of lodging provided over the years, it is inevitable that wear and tear takes its toll. Our plan to invest in renovation, updates and expansion is a driving initiative of our campaign.

As one of the largest Ronald McDonald Houses in the country, our Pittsburgh House hosts hundreds of families every year. Ensuring families who stay with us are offered facilities that are stress free, items that are continuously used such as furnishings, flooring, appliances, and cabinetry need to be replaced.





Our Houses

Ronald McDonald House Morgantown



Phase 1

- **Maximizing our existing structure and bring it up to ADA compliance** with the addition of an elevator, two new guest rooms, a redesigned entrance, lower lobby, and communal spaces.



Upper Floor



Main Floor



Ground Floor

Phase 2

- **Renovating the existing 16 rooms, public spaces and specialty program spaces.** Ultimately, we provide lodging to 18 families each night.



Upper Floor



Main Floor



Ground Floor

Phase 3

- **Increasing the number of available nights families can stay in House to 4,000 per year** with the construction of an 11-room addition.



Upper Floor



Main Floor



Ground Floor



Our Goal: To offer an additional **4,745** nights per year by 2021.





Our Programs

At the Ronald McDonald House, our programs not only provide access to quality health care, they also enable family-centered care ensuring families are fully supported and actively involved in their child's care. When families stay with us, they find more than basic housing. There are communal spaces to bring families together to provide much needed distraction. A fully stocked communal kitchen gives families the opportunity to make their own meals or enjoy a meal prepared by volunteers. Laundry services, computer access and a teen lounge are also available.

Additionally, we offer a Care Mobile Program that brings medical care to children in underserved communities in the Greater Pittsburgh Region. For some families, our "doctor's office on wheels" is their only source of medical care.

Recently, we added an online family resource center for families to use after their stay with us. At RMHC, we continually strive to enhance and create new programs that strengthen our families' lives.



Ronald McDonald Care Mobile

In 2020, the Ronald McDonald Care Mobile served a total of 729 pediatric patients in underserved communities across the Greater Pittsburgh area.



Meal Program

In 2020, meal donors a total of 794 warm and comforting meals to RMHC Pittsburgh and Morgantown families.



Day Guest Services

Available to families of pediatric patients traveling to Morgantown for medical care, regardless of their distance traveled. Through day-guest services, visitors can prepare a meal, do their laundry, or simply watch television.



Our Family Room On the Go (F.R.O.G.)

Our F.R.O.G. Cart now brings the RMHC Family Room directly to the patient's unit. Volunteers circulate this cart around WVU Medicine Children's Hospital to offer comfort and care to families right in their rooms.



NOW SERVING OHIO, WESTERN PA, AND NORTH CENTRAL WV

SEARCH

ABOUT



PARTICIPATE

SUPPORT

Ronald McDonald Family Resource Link

Supporting the well-being of families and children with challenges, disabilities, and health care needs. Find tools, organizations, and events in your community to meet your needs.

START A
SEARCH

SUBMIT A
LISTING



Online Family Resource Center

Created to help families beyond their stay at RMHC with resources and support services available to them as they face their unique challenges.



"The Ronald McDonald House has definitely been a blessing for us this past year. If it wasn't for the Ronald McDonald House, I don't know where we would be."

- Marissa . Rylyn and Liam
Weston, WV

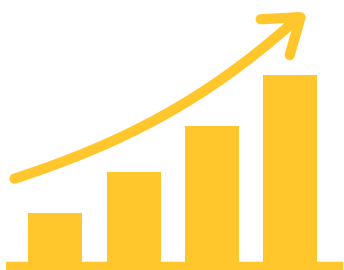


OUR IMPACT: Strengthen Coping Abilities

27% of parents experienced post-traumatic stress symptoms several months after their child's discharge¹ from a hospital stay. Ronald McDonald House programs help their guests strengthen coping abilities by keeping families together.²



Our Future



Every dollar given to the RMHC Endowment builds equity and helps grow the fund for future sustainability and scalability.

The more the endowment grows, the more investment we can make in our programs and our mission no matter what the future holds. In this way, your gift continues to give financial flexibility in perpetuity, and will have far reaching impact for the families and their children for years to come.

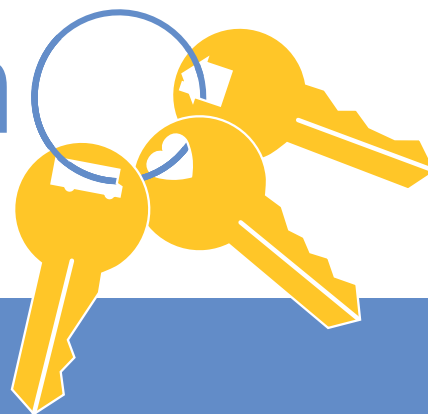


OUR IMPACT: Positive Overall Hospital Experience

In a study of more than 5,400 families with children in inpatient pediatric care and infants in NICU, those who stayed at a Ronald McDonald House reported a more positive overall hospital experience than families who did not.¹

1. Franck et al., Medical Care Research and Review (2015)

More Than Just a House



We know that a sick child does better when their family is close.

Our campaign will ensure families stay together and have an oasis of calm during their time of uncertainty now and in the future.

Mission growth of this magnitude is exciting, and we cannot do it alone. Every gift to RMHC helps support families when they need it the most.

Through investing in **Our Houses, Our Programs** and **Our Future**, we invite you to partner with us to fulfill our vision of RMHC which is **More Than Just a House**.



"It is great for Cloud to have the Ronald McDonald House. It gives him stability and normalcy in an unusual circumstance."

- Sloane and her son, Cloud
Bainbridge, GA



OUR IMPACT: Better Perceived Quality of Life

In a survey of 250 families, researchers found that children and their parents who stayed at a Ronald McDonald House had a better perceived quality of life than expected for children with chronic diseases.¹

1. Sanchez et al., Archivos Argentinos de Pediatría (2014)

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