



# BUILDING HOPE

A Capital Campaign to Expand Ronald  
McDonald House Charities of the Carolinas





## RONALD MCDONALD HOUSE CHARITIES OF THE CAROLINAS IS BUILDING HOPE

Founded in 1989, the Ronald McDonald House in Greenville is a home to critically ill or injured children and their families, providing hope, encouragement and comfort when they need it most. At any time of day or night, families come to the Ronald McDonald House in search of a place to stay within steps of their child receiving critical medical treatment. We fulfill this need along with meals, transportation and compassionate support—all the comforts of home.

Located just steps away from Greenville Health System's Memorial Hospital and Children's Hospital and Shriners' Hospital for Children, our families are always close to their loved ones. We are here to provide the highest level of care and comfort, so families can stay together to help their child feel better, heal faster and receive the support of loved ones.





“Greenville Health System recognizes the need for size and scale to accomplish organizational visions and missions. We support your expansion plans at the Ronald McDonald House as a critical complement to the increasing needs of growing numbers of patients and families.”

MICHAEL C. R. JORDAN, PRESIDENT AND CEO, GREENVILLE HEALTH SYSTEM

# 2017 HOUSE STATISTICS

60% OF OUR FAMILIES HAVE CHILDREN RECEIVING TREATMENT WITHIN GREENVILLE HEALTH SYSTEM

- 23% of our families had a baby in the Neonatal Intensive Care Unit at Greenville Health System's Children's Hospital
- 7% of our families had a child with a primary cancer diagnosis in Greenville Health System's Oncology Unit
- 10% of our families had a child in the Pediatric Intensive Care Unit at Greenville Health System's Children's Hospital
- 20% of our families had a child being treated within other Greenville Health System specialties

- 29% of our families had a child being treated at Shriners Hospitals for Children-Greenville
- 11% of our families had a child being treated at Springbrook Behavioral Health, The Riley Center for Eating Disorders and other nearby medical facilities.

Number of families who stayed in the House	411
Number of nights provided	3,377
Average length of stay	10 nights
Longest stay	156 nights
Greatest Distance Traveled	2,134 miles from Trinidad & Tobago
Families came from	33 counties in SC, 11 states and 4 countries



# OUR STORY

## THE FIRST RONALD MCDONALD HOUSE

When an unlikely partnership was formed in Philadelphia in 1974 between an NFL team, a children's hospital and a restaurant chain, none of its members imagined their dream of a "home away from home" for families of seriously ill children would become an international phenomenon. They simply wanted to create a place where parents of sick children could be with others who understood what they were facing and provide emotional support.

The partnership began when Kim Hill, the three-year-old daughter of Philadelphia Eagles tight end, Fred Hill, was diagnosed with leukemia. To be by their daughter's side, Hill and his wife slept on hospital chairs and benches and ate food from vending machines. Wishing there was a better way to support his daughter, Fred rallied his teammates to raise funds that would support and help other families experiencing the same emotional and financial ordeal.

Thanks to the initiatives of Philadelphia Eagles' General Manager, Jim Murray, the Hills and Dr. Audrey Evans, head of pediatric oncology at the Children's Hospital of Philadelphia, the first Ronald McDonald House was built. Today, there are more than 335 Ronald McDonald Houses in 35 countries.

## RONALD MCDONALD HOUSE CHARITIES OF THE CAROLINAS IN GREENVILLE, SC

More than just a room and a hot meal, the Ronald McDonald House in Greenville is a home away from home for families of children receiving critical care at medical facilities in our community. The House serves as a quiet place for families to be alone or as a place of companionship, sharing and emotional support with other families. Ronald McDonald House Charities of the Carolinas cares for special families with private guest rooms, baths, a double kitchen, living room, playroom, family library and laundry facilities, as well as a courtyard with a peaceful fountain and bright sunroom. A child in need of critical medical attention is also a child in need of family, love and support. Families are stronger when they are together, which helps in the healing process. The Ronald McDonald House not only allows families to stay together, it relieves everyday stressors by providing meals, transportation and a place to stay so the families can focus on the health of their child.

To meet the needs of our families, the Ronald McDonald House's professionally trained staff serves families 365 days a year, 7 days a week, 24 hours a day. In order to continue to care for our families, the Ronald McDonald House is supported by a generous community of volunteers, as well as, donors and sponsors throughout the Upstate.

Every family deserves to be near their child during a critical time in their lives. Our hope is that the Ronald McDonald House of Greenville can provide every family in need with a place to stay close to their loved one in the hospital.





"A child is one of the most anticipated events in a family's life together, it's a reminder of the hope we put in our futures. But when their life is surrounded by uncertainty, joy and optimism can be clouded by fear and doubt. We offer a beacon of hope, a sanctuary for families, a home that is at 90% capacity currently. The time for us to grow is now, so that we can meet the needs of our community!"

MARTI SPENCE R, RONALD McDONALD HOUSE CHARITIES OF THE CAROLINAS CEO/EXECUTIVE DIRECTOR

# GROWING TO MEET THE NEED

Expanding the Ronald McDonald House



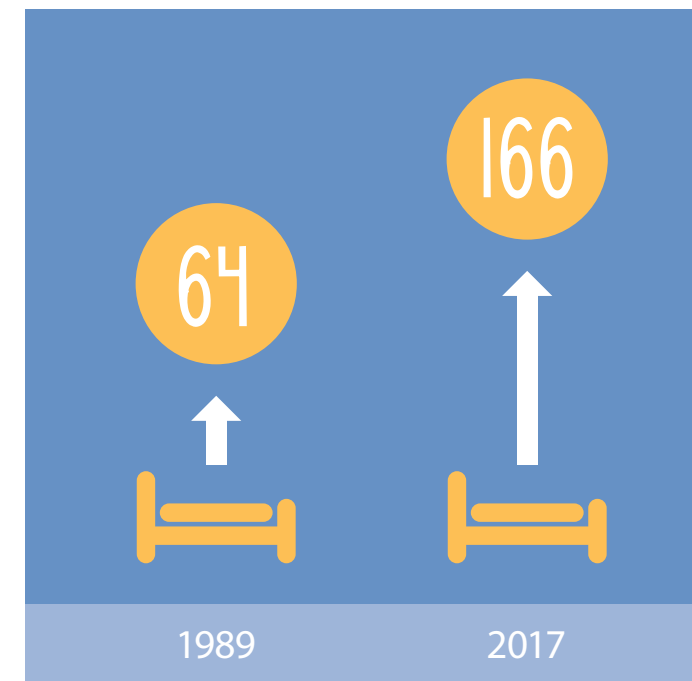
After 29 years of providing hope, encouragement and comfort when families need it most, Ronald McDonald House Charities of the Carolinas in Greenville has served over 11,000 families. As our community and pediatric medical services have grown so has the need for our House. The proposed expansion will provide much needed space and improve the experience our families share as they find hope and healing.

As the Greenville community and Greenville Health System continue to grow, the Ronald McDonald House services are needed even more. In turn, the demand to stay at the Ronald McDonald House has increased significantly.

The House has operated at a 90+% occupancy rate during the past three years. However, because the House can only accommodate 12 families at one time, we were unable to provide rooms to 302 families in need in 2017.

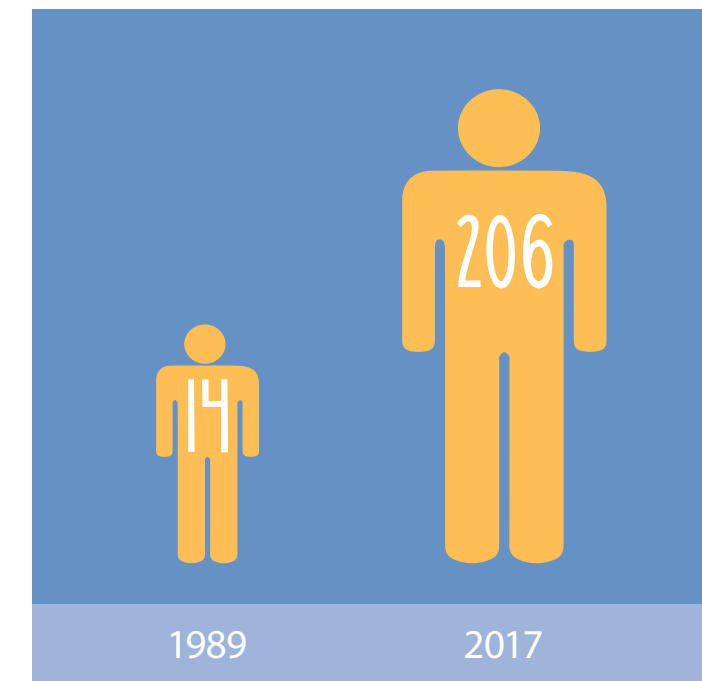
While the actual cost of one night's stay is \$150, we encourage (but do not require) guests to make a donation of \$10 per night, or whatever amount they can contribute. With mounting medical bills and transportation expenses, about 80% of our families cannot afford to pay anything.

## HOSPITAL BEDS



The number of beds at Greenville Health System Children's Hospital has more than doubled in size, from 64 beds in 1989 to over 166 in 2017.

## OUR HOUSE



The number of pediatric specialists at Greenville Health System Children's Hospital has increased from 14 in 1989 to 206 in 2017.



“[The Ronald McDonald House] is a place where we can be, make a routine, and keep us together.”

JENNY FENLASON, MINNEAPOLIS, MN  
GUEST AT RMH OF GREENVILLE FOR 28 DAYS



## KEEPING FAMILIES TOGETHER

All the way from Minneapolis, Minnesota, Josh and Jenny Fenlason and their two sons, Jeremiah, 8, and Elijah, 6 drove twenty-one hours through the night to Greenville to see the newest adopted member of their family. Knowing Zeke would come to them as a child with special needs, the Fenlasons knew there may be some complications with the birth. Two weeks after learning he was diagnosed with a rare genetic syndrome still in the womb, Zeke was born six weeks early and the Fenlasons rushed to be by his side. With little time to plan, the Fenlasons stayed in a hotel for the first few nights they were in Greenville. But with the encouragement of the nurses and doctors in the NICU, they decided to look into the Ronald McDonald House, a place they had heard of before, but weren't exactly sure how it all worked. “We knew that people could stay there, but we didn't know the extensiveness of the hospitality,” Jenny said of the House. Each day the parents would take shifts homeschooling their two sons at the Ronald McDonald House and visiting their son in the NICU. Jenny had said, “[The Ronald McDonald House] is a place where we can be, make a routine, and keep us together. It's hard, we get a little homesick, but I think it would be much harder if we were all apart.”

## THE FUTURE: BUILDING HOPE

In February of 2015, after years of planning, purchasing the necessary land, and the completion of a fundraising feasibility study, the Board of Directors committed to building a 17,500 sq. ft expansion of the current House. The expansion would double the number of rooms available for families and increase the amount of space and amenities to help make a family's stay as comfortable as possible.







## MAKING ROOM FOR OUR FAMILIES: FEATURES OF THE EXPANDED RONALD MCDONALD HOUSE

- An expanded guest check-in and main lobby and common area
- Spacious great room
- Expanded dining hall and kitchen area
- Twelve additional family guest rooms, with private bath
- Expanded laundry facility for families
- An elevator making all rooms accessible to guests and visitors
- A business center for families
- Community room for families, volunteers, and community partners.
- A family library
- Parent fitness room
- Playground
- Outdoor patio with grilling area



# THE COST TO EXPAND

Construction	\$2,900,000.00
Contingency at 10%	\$290,000.00
Renovation	\$310,000.00
<b>Total</b>	<b>\$3,500,000.00</b>







Children's Hospital

Greenville Health System

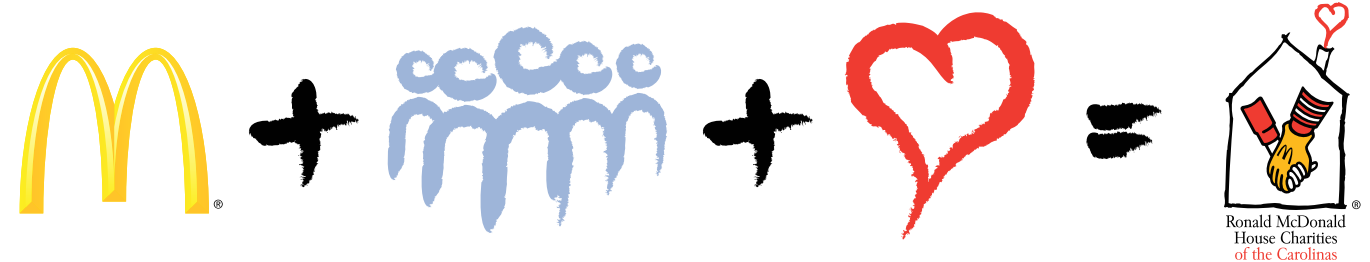


"With 30 pediatric subspecialties, the state's largest Medicine-Pediatrics residency program, an active research program, Children's Hospital strives to stay abreast of the newest treatment and technology options. The Ronald McDonald House plays a critical role for us by helping to attract patients from a broader geographic area, helping us recruit the best physicians and the most research dollars available. The result is a higher quality of care for our community"

DR. WILLIAM SCHMIDT, MEDICAL DIRECTOR AND CHAIRMAN OF THE DEPARTMENT OF PEDIATRICS  
GREENVILLE HEALTH SYSTEM CHILDREN'S HOSPITAL

## LEADING BY EXAMPLE

The McDonald's Owner/Operators from the Greenville/Spartanburg/Asheville area along with the community who have generously given through restaurant donation boxes have heavily supported the House for 29 years. This campaign is no different. These generous McDonald's Owner/Operators, many of whom have been dedicated supporters from day one, have pledged to this expansion plan.



# BUILDING HOPE... FOR FAMILIES

Dear Friend and Supporter:

Ronald McDonald House Charities of the Carolinas has served the Upstate, our neighboring states and families beyond our borders for 29 years, offering hope, encouragement and comfort for the families of critically ill and injured children being treated at local medical facilities. We represent a local presence...with a global impact.

As a result of continued expansion of the hospital systems we serve, we have reached a crossroads in the number of families we can assist. We are turning away as many families as we serve, forcing these families to take refuge in hospital lobbies and their automobiles in an effort to stay close to their children. Last year we served over 400 critically ill and injured children and their families. Sadly, we were forced to turn away 302 families due to a lack of available rooms.

This is why we have launched a \$3.5 million Capital Campaign with the goal for an expansion that will offer 12 additional rooms, recreational and common areas, a large eat-in kitchen, and expanded laundry facilities. The new expansion will be attached through an enclosed, breeze way creating a 24 bedroom home.

We hope you will be inspired by our vision as you review the dream of Building Hope for families. You will be joining a community of donors committed to ensuring that Ronald McDonald House Charities of the Carolinas is there to answer the call of families in crisis who come to our door daily.

From our House to yours,

Joe Swann  
CO-CHAIRMAN

Jim Hendrix  
CO-CHAIRMAN







## GIVING OPPORTUNITIES

### THE BUILDING HOPE CAMPAIGN PLAN

Our goal is to complete the private phase of the campaign by the spring of 2016, in order to plan a groundbreaking for the late spring of 2016. We are seeking five-year pledges from individuals, families, corporations, and foundations to finance the construction of the new house. Capital Campaign contributions of any size are welcome by cash, check, or other appreciated assets.

### GIVING CIRCLES AND NAMING OPPORTUNITIES

All cumulative gifts over \$1,000 will be recognized within the expansion. Specific naming opportunities are available within the expansion, as well as the renovations in the current house. For a complete list of naming opportunities within each giving circle, please contact Marti Spencer at [mspencer@rmhcarolinas.com](mailto:mspencer@rmhcarolinas.com)

FOUNDER'S CIRCLE  
\$500,000+

PRESIDENT'S CIRCLE  
\$250,000 - \$499,999

LEADERSHIP CIRCLE  
\$100,000 - \$249,999

HEART OF THE HOUSE  
\$50,000 - \$99,999

FRIENDS OF THE HOUSE  
\$25,000 - \$49,999



# RONALD MCDONALD HOUSE BOARD AND STAFF MEMBERS

## EXECUTIVE BOARD

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CHAIRMAN OF THE BOARD

Larry Webb  
CHAIRMAN ELECT

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TREASURER

Frank Landgraaf  
FOUNDING DIRECTOR

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Samantha Bauer  
COMMUNICATIONS AND EVENTS MANAGER

Tasha Bruce  
DIRECTOR OF HOUSE OPERATIONS

Teagan Hance  
VOLUNTEER SERVICES MANAGER

Crystal Evans  
NIGHT RESIDENT MANAGER

Debi Warren  
RONALD MCDONALD FAMILY ROOM  
MANAGER AT GHS CHILDREN'S HOSPITAL

Marsha Smith  
FAMILY SERVICES ASSOCIATE







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