

2024 Impact Report



Ronald McDonald
House Charities®
Alabama

Celebrating 45 Years

The Hall Family | LAPINE, AL | 72 NIGHTS

At the start of 2024, the Hall family felt like they were finally catching their breath. Their daughter, Allison, had survived being born with her intestines outside of her body in 2022. In 2023, she learned how to eat on her own and had her feeding tube removed!

Then, in April 2024, they received devastating news: Allison had cancer.

For the second time in Allison's young life, the Halls found support at the Ronald McDonald House.

"We couldn't afford to stay anywhere else, and the meals provided are a lifesaver," Mya, Allison's mom says. "Also, being able to attend activities at night gives us a chance to get to know other families. It helps fight that isolation when you're far from home and feeling stressed."

Allison has completed multiple sessions of chemo and radiation. Doctors tell the family they hope she can complete treatment in spring 2025.

Without your support, the Halls know they would not have been able to access this critical care.



"Thank you for doing everything you can to make us feel at home" *-Mya, Allison's mom*



Letter from the CEO

Katherine Estes Billmeier
President &
Chief Executive Officer

2024 marked 45 years of RMHC of Alabama providing and caring for families with sick children. The first 9-room House opened in 1979, and since then we have expanded to our 73-room facility and 3-room Family Room at UAB. You have been a part of this successful journey. Thank you.

We continue to grow our program to serve more families, better. As part of our 2023-2025 Strategic Plan, we opened the first-of-its-kind Family Life Center – a dedicated space where families can access a wide range of resources and support. A chef now provides hot, nutritious meals, and our facility underwent needed improvements including new paint and an upgraded commercial kitchen.

In addition to the incredible support from the community, our McDonald's partnership hit the milestone of raising more than \$1.6 million last year. This was through not only our Round Up for RMHCA program, but also the generous support of our owner-operators who provide a portion of their proceeds from fries, Happy Meals and Shamrock Shakes.

We are humbled by your generosity and steadfast support of our mission.

Gratefully,



Letter from the Board Chair

Emmett McLean

RMHC of Alabama closed its 45th year of serving families in the best possible ways because of your generous support.

My wife, Catherine, and I have been proud to support RMHC of Alabama for many years prior to my service on the board. The one thought I return to is that we – you, me, and the RMHC of Alabama team – are doing life-changing work, and every year it really does get better. Your donations, expertise, and time have allowed space for RMHC of Alabama to expand to meet the needs of our guest families.

As you take the time to read this report, I hope you feel a sense of joy for the good you have done, and accomplishment for the growth you helped achieve.

Thank you for backing the vision of a world where every family has what they need to ensure the best health outcome for their child.

Best wishes for an amazing 2025,

Mission of RMHC of Alabama

We provide **essential services** that **remove barriers, strengthen families,** and **promote healing**
WHEN CHILDREN NEED HEALTHCARE.

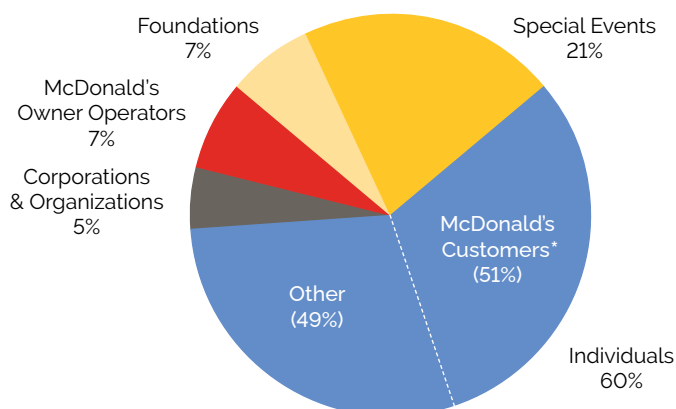
2024 Financial Position

Total Revenue: \$4,216,334

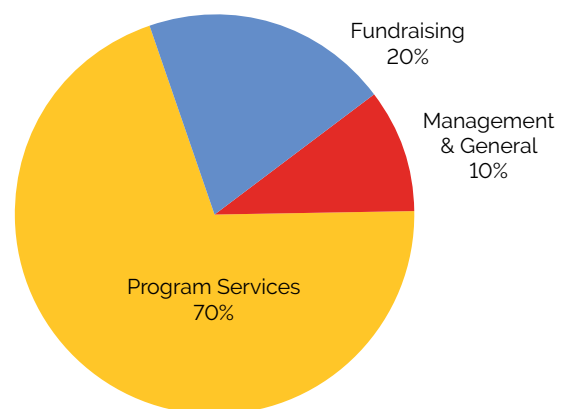
Total Expenses: \$3,377,723

Net: \$838,611

Revenue By Source



Expenses By Area



*Individual customers who Round-Up for RMHC, drop change in the RMHC donation boxes, or donate in the McDonald's app to RMHC.

2024 Highlights

Family Life Center

Our Family Life Program began in 2013 with the launch of the award-winning L.I.F.E. program (Learn, Integrate, Function, Engage). In 2021, we were selected by RMHC Global to participate in a "Learning from Families" study, which sought to define the most critical needs of our guest families. The results of the survey underscored the valuable services we have been providing through our Family Life Program, and demonstrated a clear need to create a dedicated space where families can fully engage with the program, as well as each other. This became a central focus of our 2023-2025 Strategic Plan.

In 2024, with the generous support of our donors, we proudly opened the first Ronald McDonald House Family Life Center in the world. The program was recognized by RMHC Global in 2024 as a model for other chapters.



Meals From the Heart

When a family is under emotional and financial stress, access to fresh food and nourishing meals becomes even more important. RMHC of Alabama's full-time chef plans and shops weekly, maximizing cost-effectiveness, reducing waste and ensuring a variety of healthy, balanced meals for our guest families.



Family Activities & Programs

Happening three nights a week, these events bring families together for creative and restful breaks, and can help them celebrate significant moments like holidays. The Family Life team works collaboratively with volunteer groups to design appropriate events, while the volunteer groups generously donate their time and resources to putting them on.



Happy Wheels Cart

The Happy Wheels Cart delivers the comfort and care provided by the Ronald McDonald House to children and families while they're at Children's of Alabama. This hospitality cart, manned by dedicated volunteers, moves throughout the hospital to offer items such as water or juice, snacks, and age-appropriate activities and toys to patients, siblings and their caregivers.

RMHC of Alabama Programs

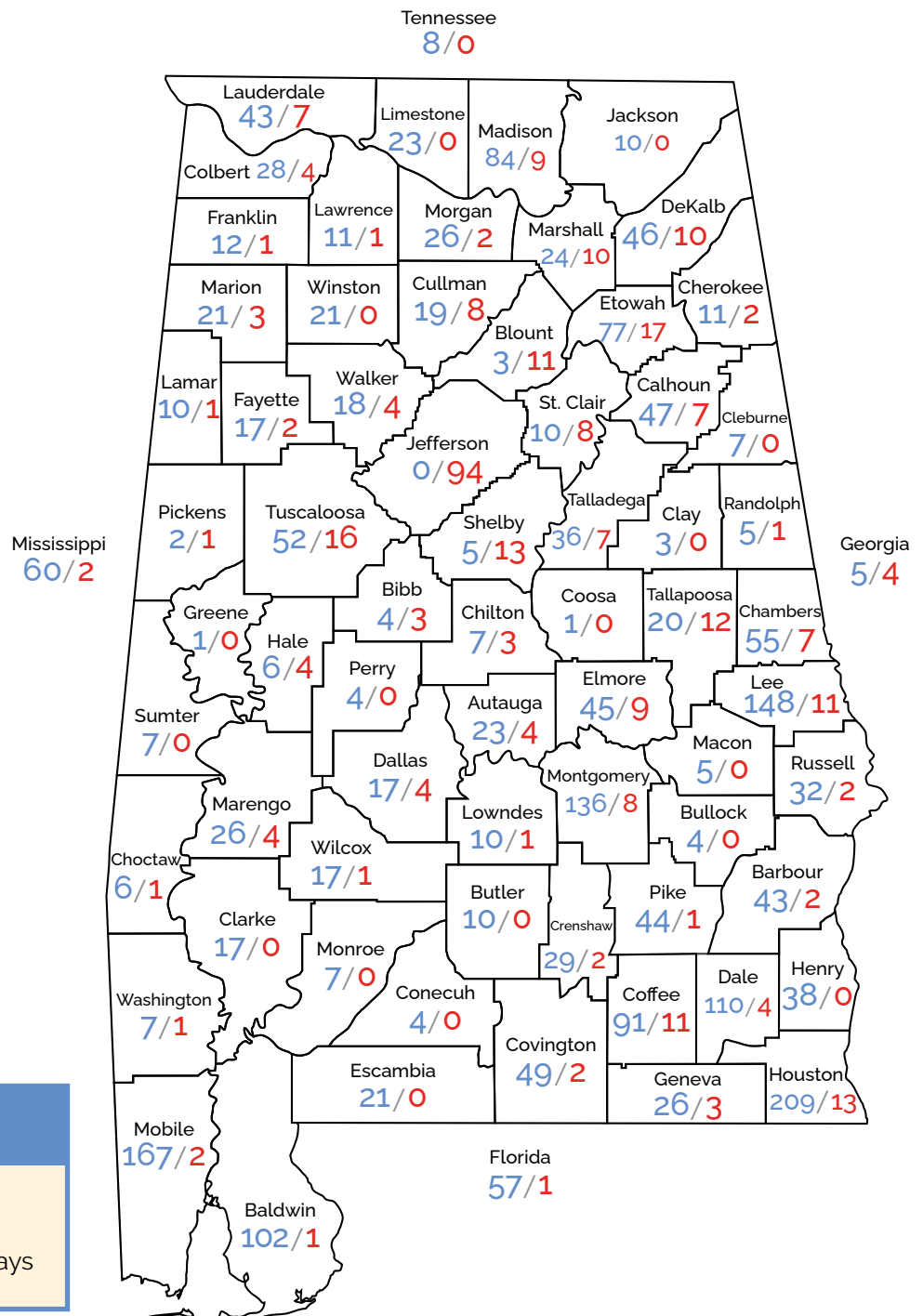
Ronald McDonald House

Our 73-room Ronald McDonald House provides a supportive "home-away-from-home" for families and their children who are receiving medical treatment at a Birmingham area hospital. We provide guest families with all the comforts of home—plus a local support network—so they can focus on their children's healing. Staying close by the hospital allows parents to communicate better with their child's medical team and provides adherence to treatment plans. The Ronald McDonald House in Birmingham has welcomed more than 49,000 families since opening in 1979.

Ronald McDonald Family Room

Our Ronald McDonald Family Room at UAB Women & Infants Center is space of calm and quiet. Being in a hospital room for long periods can be stressful on parents. To help them be at their best, we offer snacks and lunch, arts and crafts and a sitting area to watch TV, read or play board games. As an added benefit to their sense of well-being, parents can meet other NICU parents and build a support network during their hospital journey. There are also three private sleep rooms and showers, and a washer and dryer available for families.

In 2024, the Ronald McDonald House and Ronald McDonald Family Room provided **2,574** family stays for families who live across Alabama, and **161** family stays for families from 14 other U.S. states and 2 other countries. That totals **19,893** nights families stayed together in comfort and care.



Map Key

- Ronald McDonald House Stays
- Ronald McDonald Family Room Stays

2024 Impact

Ronald McDonald House in Birmingham



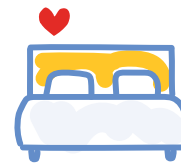
5,011

total guests served
(1,036 unique individuals)



2,372

total family stays*



19,356

room nights

Top 5 Patient Diagnoses

Premature Newborn **19%**
Hematology Oncology **14%**
CardioVascular Services **9%**
NICU **8%**
Gastrointestinal/Stomach **7%**



8,700

individual meals
provided

8 nights Average length of stay

186 nights Longest stay in 2024

4,819 Outpatient Nights

1 Day Average Waitlist Time



\$7.3M

savings in food
and lodging costs



Hospitals

Children's of Alabama **79%**
UAB Hospital **20%**
Other **1%**

Ronald McDonald Family Room at UAB Women & Infants Center



14,864

adults visited and
15,463 visited
including siblings



537

room nights



881

families served

Volunteers



634

individuals and
96 groups



6,322

hours of service



\$211,724

expenses saved through
volunteer hours



776

toys distributed to
53 families during
Ronald's Workshop
and Holiday Party



145

days of activities
and service

*Defined as each time a family stays at least one night at the Ronald McDonald House. One family may make multiple stays in a year.

Learn more at RMHCA.org/2024impact

RMHC of Alabama History

Thank you for playing an important role in **45 years** of keeping families together when it matters most! Explore how RMHC of Alabama has grown and changed through the years.

1979

The first Ronald McDonald House in Alabama opened in Birmingham with 9 bedrooms, debt-free. It was the 6th House to open in the world.



1991



A connector building was purchased to expand to 32 rooms and add services to other special care units.

2007

The new Ronald McDonald House, in its current location, opened debt-free with 41 rooms.



2016



The Happy Wheels Cart program began, providing care to children and families at Children's of Alabama

2018

The Ronald McDonald House was expanded to 73 rooms, debt-free, and the Ronald McDonald Family Room at UAB Women & Infants Center was opened.



2023



We enhanced our meal offerings with our Meals from the Heart Program and added a chef to the team.

2024

The Family Life Center opens to support the award-winning Family Life Program.



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