

2024 Annual Report



Letter from Leadership

In 2024, Ronald McDonald House Charities (RMHC) celebrated an important milestone — 50 years of providing unwavering support for families with children who are ill or injured. Since the first Ronald McDonald House opened its doors in Philadelphia, RMHC has grown to a global organization with 1000+ programs that has supported millions of families in 61 countries and regions.

Together, 250+ Chapters provided more than 2.8 million overnight stays and saved families an estimated \$678 million in lodging and meal expenses, helping relieve the stress and financial burden for families who must travel far from home for their child’s care. As we continue to expand our impact to meet the needs of families, we are focused on moving our mission forward in ambitious and exemplary ways.

Looking ahead, RMHC has outlined bold ambitions to serve more families and serve them better, including doubling the number of families served by 2030, meeting the top unmet needs of families, growing system revenue and making family-centered care the standard of care in leading pediatric hospitals.

RMHC and our network of local Chapters remain firmly committed to working toward our vision of a world where every family has what they need to ensure the best health outcomes for their children.

Thank you for your support of our mission to provide essential services that remove barriers, strengthen families and promote healing when children need healthcare.

Ginger Hardage

Alex Dimitrief

Katie Fitzgerald



Ginger Hardage
Board Chair,
RMHC Global 2021 – 2024



Alex Dimitrief
Board Chair,
RMHC Global 2025 – Present



Katie Fitzgerald
President and
Chief Executive Officer,
RMHC Global



Ginger Hardage passed away on August 16, 2025 before the release of the 2024 Annual Report. The RMHC Board of Trustees and entire system is deeply grateful for her leadership on our Board from 2011 – 2024. During her tenure as Board Chair, the Charity experienced a time of great strategic re-alignment, growth and worldwide mission advancement. She will always be remembered as consistently positive — driven to make people’s lives and communities better.

Meet the Soto Family

In 2024, RMHC celebrated 50 years of caring for families with children who need healthcare. Our first core program, the Ronald McDonald House® opened in 1974 in Philadelphia, Pennsylvania, with the core belief, "A sick child is a sick family."

When a family becomes a guest in one of our core programs, there are many different circumstances that may have led to this moment. Whether a family stays at a House, enjoys a warm meal in the Ronald McDonald Family Room® during long days at the hospital, or receives a routine check-up in a Ronald McDonald Care Mobile®, they will receive supportive resources all along their child's healthcare journey.

Diego and his mom, Diana, were long-term guests in our RMHC Northwest Florida House program. When Diana searched for treatment for his Duchenne Muscular Dystrophy (DMD), she found an opportunity in Gulf Breeze, Florida.



The Soto family, originally from Mexico City, Mexico, made the difficult decision to travel out of their country for treatment — sending Diego and Diana thousands of miles away from home to join a pharmaceutical trial that could possibly slow the progression of Diego's muscle degeneration and weakness.

In April of 2023, they officially checked into RMHC of Northwest Florida. From that day forward, Diego and Diana joined the RMHC family. At the House, they enjoyed all the comforts and warmth of home. Diana home-schooled her son, and when they were not visiting doctors or clinics, Diego could be found playing with other children in the House. Although they did not speak very much English, Diego found ways to communicate with everyone and make new friends, regardless of language barriers.



After a lengthy pharmaceutical trial and a two year stay at the House, the Soto family reunited with Diego's father and older sister in Mexico City. Today, Diego is still a sweet little boy who loves to smile. While there is no cure for DMD, the Soto family stays connected with RMHC, sharing updates of Diego often.

RMHC provides all the warmth and comfort of home for families when they need it most. Our staff, volunteers, and community understand the importance of keeping families together when their child needs medical treatment. We strive to continuously support families and their needs for the next 50, and more, years to come.



Our Impact in 2024



2.8 million
Overnight Stays in
Ronald McDonald House
and Ronald McDonald
Family Room programs



\$678M
Saved in Meal and
Lodging Expenses



61
Countries
& Regions



298,964
Volunteers

826,000 families served across all
RMHC programs in 2024*



86 cents
of every dollar spent by RMHC Global
supported RMHC programs.

*In 2024, RMHC refined the definition of Ronald McDonald Local Programs (RMLPs) to better align with our mission, vision, and purpose. RMLPs are now defined as health-adjacent programs that support families along their child's healthcare journey and are designed to meet unique family needs in the local community. As a result, year-over-year impact metrics may reflect slight variations due to this updated definition.

Mother and son stayed at
the Ronald McDonald House
in Moema, Brazil



Our Program Growth in 2024



394

Ronald McDonald House® programs
7 new Houses added and 5 expanded in 2024



275

Ronald McDonald Family Room® programs
11 new Family Rooms added in 2024



39

Ronald McDonald Care Mobile® programs
1 new Care Mobile added in 2024



New Ronald McDonald House opened next to the Cobán Regional Hospital in Cobán, Guatemala



New Ronald McDonald Family Room opened in the Miller Campus of Intermountain Primary Children's Hospital in Lehi, Utah



New Ronald McDonald Family Room opened inside HCA Virginia Johnston-Willis Hospital in Richmond, Virginia

50th Anniversary Highlights

For 50 years, RMHC has proudly been caring for families so they can care for theirs.

Since the doors of the first Ronald McDonald House opened in 1974, RMHC has expanded the same mission around the world, providing essential services that remove barriers, strengthen families and promote healing when children need healthcare.

As part of the celebration, RMHC Global provided resources and tools through an internal anniversary hub website to rally Chapters around our impact and journey forward, and instill pride among Chapter employees.

The 50th anniversary was celebrated primarily through social posts by RMHC Global and Chapters, McDonald's and other partners, and social media influencers.

85%
System
Participation
(218 Chapters)

44
Countries
Participated
(70%)

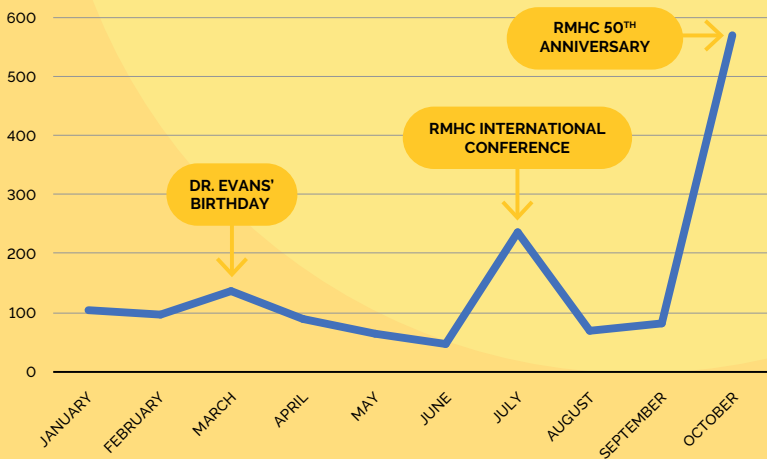
7 million+
Online Impressions*
(includes social media, earned media, influencer and celebrity content)



Chapter Engagement

- **1,500+** total #RMHC50 social posts from 44 countries
- **Nearly 600** Chapter social media posts in October
- Average of **149 Chapter social media posts per month** related to 50th Anniversary
- Chapters participated in monthly content themes, tying their Chapter history and programs to the global celebration
- **11 Chapters** engaged for influencer/celebrity activations in October

CHAPTER 50TH ANNIVERSARY SOCIAL POSTS THROUGHOUT 2024



*Results as of November 1, 2024.

50th Anniversary Highlights

continued

RMHC Global and McDonald's Engagement

- #RMHC50 leadership LinkedIn posts by [Chris Kempczinski](#), [Jon Banner](#), and [Katie Fitzgerald](#) garnered a collective **52,814 impressions and 1,600+ reactions**, well above benchmarks.*
- McDonald's Corporate and RMHC Global published a [collaboration post on Instagram](#), which reached **12K+ accounts, with 13K+ impressions and 665 interactions**. On LinkedIn, [McDonald's post](#) reached **30K+ members and received 2,000+ engagements**.
- McDonald's colleagues were eager to collect the limited edition RMHC x McDonald's T-shirt, with **300+ shirts distributed in less than 30 minutes** the morning of our anniversary, October 15, 2024.



Other Engagements

- **1,400 athletes** ran the Chicago Marathon on Sunday, October 13, 2024, in support of Team RMHC, **collectively raising over \$2.5 million**.
- 23XI Racing and RMHC published a [collaboration post on Instagram](#) revealing Bubba Wallace's custom paint scheme for the Homestead-Miami Speedway Race on October 27, 2024. The post reached **7,916 accounts, with 11K+ impressions and 1.4K interactions**.*
- In addition to Bubba, **27 other NASCAR drivers (75% of the race field)** honored RMHC families from their hometown Chapters. Each RMHC family's name was included as a decal on the driver's passenger side door.



50th Anniversary Highlights *continued*

2024 RMHC International Conference

RMHC colleagues from 58 countries convened in Chicago for the 2024 RMHC International Conference where they experienced 100 learning sessions, connected with friends and celebrated the 50 year anniversary milestone for the Charity.

During the conference, thanks to a close collaboration with Julia Fisher Farbman and her team, we had the exciting honor to host a special private screening of *Audrey's Children*, a biopic about our founder Dr. Audrey Evans, at the iconic Chicago Theatre.

Audrey's Children left us all feeling deeply inspired and so proud to be a part of RMHC, so there was no better way to end the night than by celebrating remarkable leaders in our system that reflect Dr. Audrey Evans' legacy and tenacity in promoting family-centered care.

*"We're 50 years young,
and our work has just begun!"*
– Katie Fitzgerald



Family Impact Fund

To meet the evolving global demand for services provided by RMHC, we launched the RMHC Family Impact Fund to support initiatives that are essential for our system's continued impact and growth.

The Family Impact Fund is inspiring transformational investment in a set of strategic priorities connected to our bold ambitions: growth and expansion to double the number of families we serve by 2030; meeting the top three unmet needs of families; research to inform program excellence and the adoption of family-centered care; and Chapter capacity building efforts.

We extend our deepest gratitude to the generous donors whose support has helped launch the RMHC Family Impact Fund. Their investment and enduring support will allow us to serve even more families and advance our vision for the future.

► **Learn more about the Family Impact Fund**, including a video of CEO Katie Fitzgerald speaking about these priorities, and stories of how our supporters are making an impact.



Financial Highlights

ASSETS, LIABILITIES & NET ASSETS (in thousands)

	2024	2023
Assets	\$ 303,247	\$ 254,165
Liabilities	15,388	16,050
Net Assets	\$ 287,859	\$ 238,115

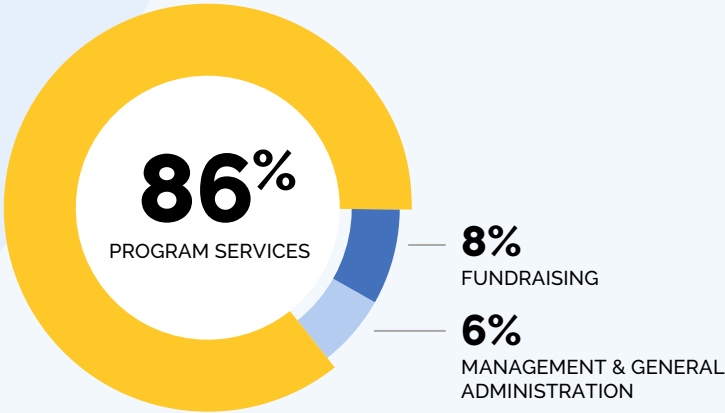
SUMMARY OF REVENUES & EXPENSES (in thousands)

	2024	2023
Contributions	\$ 136,669	\$ 98,572
In-Kind Contributions	37,848	36,841
Special Events Revenue	6,823	4,334
Investment Revenue (Loss)	23,921	22,396
Other Revenue	923	753
Total Revenue	\$ 206,184	\$ 162,896
Program Services & Grants	\$ 134,032	\$ 109,350
Management & General Administration	9,521	9,856
Fundraising	11,416	6,941
Cost of Direct Benefits to Donors	1,471	86
Total Expenses	\$ 156,440	\$ 126,233
Excess Revenues/(Expenses)	\$ 49,744	\$ 36,663

PROGRAM SERVICES BREAKDOWN (in thousands)

	2024	2023
RMHC Local Chapter Support		
Ronald McDonald House	\$ 3,850	\$ 5,613
Ronald McDonald Family Room	2,550	1,950
Ronald McDonald Care Mobile	754	2,141
Other Chapter Support and Grants	126,878	99,646
Total RMHC Local Chapter Support	\$ 134,032	\$ 109,350

ANNUAL OPERATING EXPENSE RATIOS



Based on RMHC 2024 audited financial statements

Donors

The Ronald McDonald House is our cornerstone program, but all RMHC programs are created as a part of the community. We rely on the support of many donors — both corporations and individuals — to help the families of sick children. Today, the need is so vast that no one company or individual could provide all the support required. On a global basis, our incredibly generous partners take our mission to heart. There is no better community of support than the following organizations.

FOUNDING AND FOREVER PARTNER



Our Founding and Forever Partner, McDonald's, helps enable RMHC to continue offering the important programs that keep families near the medical care and resources they need. In total, the Company, its Franchisees and McDonald's customers donated over \$231 million to RMHC in 2024, helping the charity provide approximately 2.8 million overnight stays for RMHC families around the world.

The Burrell family stayed at the Ronald McDonald House in Winfield, Illinois



Donors *continued*

Corporate Partners & Donors

The following donors have been long-time partners of RMHC or made a significant one-time gift to RMHC Global in 2024.

LEGACY



LEADERSHIP



SIGNATURE

Gates Corporation
Northern Trust
UL Solutions

VISIONARY

The Kimley-Horn
Foundation

FRIEND

Cargill
National Beef

ORGANIZATIONAL

Alpha Delta Pi

In-Kind Partners
& Donors

The following donors have provided significant in-kind support and discounted products and services to RMHC Global and our system of local Chapters. Their contributions have helped our system provide comfort and care to millions of children and families throughout the year.

ARMADA
AT&T
Bama Companies
Deloitte
Dupont Corian Design
FedEx and FedEx Office
Middleby
The Roofing Alliance

RMHC Global Giving Collective

The RMHC Global Giving Collective (RGGC) is a unified group of McDonald's Suppliers that support the mission of RMHC. RGGC members provide vital support to RMHC Chapters helping to accelerate the work of RMHC on a global scale, providing budget-relieving resources, supporting employee engagement of local programs, and providing critical funding to Chapters. Collectively, their support helps advance the RMHC mission of enabling access to healthcare.

In 2024, the RGGC contributed more than \$2.4 million to address the needs of RMHC families, provided countless volunteer hours, and supported thousands of local Chapter events, activations and innovations. An integral part of our community, the RGGC is always present, whether it was celebrating with us at the RMHC International Conference, cheering on Team RMHC runners at the Bank of America Chicago Marathon, sponsoring the RMHC 50th Anniversary Gala, or amplifying our work during Collective Impact Week. The commitment of this group to support this work is crucial to our bold ambitions — to serve more families and serve them better.



Thank you to our RGGC Members!

Leadership and Board of Directors

RMHC is led by a deeply caring, enthusiastic and active Board of Trustees who share their insights and expertise to help advance our mission. Their perspective, influence and networks are foundational strengths and are critical to enabling our ability to help families feel at home even when they can't be through our Ronald McDonald Houses and other core programs.

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*Father and daughter resting in the
Ronald McDonald Family Room in Suva, Fiji*



RMHC®

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