



IMPACT REPORT 2022  
**RONALD McDONALD  
HOUSE CHARITIES®**  
of Central New York



# CNY Ronald McDonald House





## A message from the Executive Director

**Dear Friends,**

Forty years ago, the CNY Ronald McDonald House was just a dream. But thanks to a dedicated group of local parents who were members of the Children's Special Needs Fund and our founding mission partner, McDonald's, that dream became a reality.

The CNY Ronald McDonald House was built on the simple idea that nothing else should matter when a family is focused on the health of their sick child. Since we first opened our doors on Thanksgiving Day in 1982, thousands have found a temporary home with us, and supporters like you have selflessly given your time, talents and resources to help comfort them when they are going through the unthinkable.

Over the years, our location has changed and our home has grown from seven to 25 bedrooms, but our mission has remained the same. We continue to provide a comforting environment and support system for families from across Central New York, Northern Pennsylvania and even other countries. And it's because of people like you that we are able to.

Looking ahead, our hearts always have room for more.

**Our board of directors and team have developed and implemented an Impact Strategy focused on the following goals:**

- Increase access to quality healthcare and expand our reach through new program development
- Build capacity to deliver our mission
- Be an inclusive organization that attracts, develops and retains talented, highly skilled and mission-driven staff and volunteers
- Elevate and expand understanding of our mission
- Foster collaborative partnerships with healthcare partners to increase access to resources

As we reflect on our past, and look to the future, we're reminded of just how grateful we are for the unwavering community support that we've received over the past four decades. After all, it takes many hearts to make our home and we would not be able to reach our 40th anniversary without donors and volunteers like you. Your generosity has a direct impact on our operations and helps us carry out our mission every day.

On behalf of all the families that have stayed with us, and those who will stay with us in the coming years, we say "thank you." **Thank you for all that you do to help keep families exactly where they belong — Together.**

**With gratitude,**

Beth Trunfo,  
Executive Director





## The impact: family-centered care and accommodations

Ronald McDonald House Charities of CNY helps increase access to specialized neonatal and pediatric medical care by providing a nearby place to stay. By staying close at the CNY Ronald McDonald House, parents are able to actively engage with their child's medical team, keep up with complicated treatment plans and focus on what truly matters most: the health and well-being of their child.

We can help reduce stress and alleviate a financial burden by providing vital resources and a family-centered space at **no cost to guest families**. After all, families are stronger when they are together, and by keeping them close, we can play a role in the healing and coping process.



**Because of you, each year, we help our families save more than \$500,000 in hotel and meal expenses.**

## Making families feel at home, even when they can't be.

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We believe that "home" is more than just four walls and a roof over your head. That's why we provide guests with all the comforts of home, plus the compassion and hospitality of our staff, volunteers and other families — all just steps away from the hospital.

In addition to the resources we provide, when a family checks in to the CNY Ronald McDonald House — whether in crisis or for a scheduled medical visit — they receive a welcome bag with a variety of items to help make their stay a little more comfortable. Items can include: toiletries, snacks, bottled water, children's books, stuffed animals, baby blankets, knitted caps and more.



# In 2021:



**200** welcome bags distributed to families at check-in



**80** seasonal goodie bags donated by our Youth Advisory Board



**65+** holiday gifts for children staying at the House



**20** holiday gift bags for moms staying at the House





## Celebrating 40 years of keeping families close

On Thanksgiving Day in 1982, the first guest family walked through the doors of the CNY Ronald McDonald House. Over the past 40 years, we've grown as an organization, opened a larger, fully accessible home and expanded our services so we could serve even more families in need. Yet after all this time, our mission has remained the same.



1973

Pediatric Hematology/Oncology Clinic (5C) opens at Upstate Medical Center, serving children from Central New York and Northern Pennsylvania

1976

A "Play Lady" is hired by the Children's Special Needs Fund to run the playroom at the 5C clinic

1981

CNY Ronald McDonald House Board of Directors is formed

1974

The Children's Special Needs Fund is formed by doctors and parents to fund a playroom at the 5C clinic

The first Ronald McDonald House opens in Philadelphia

1979

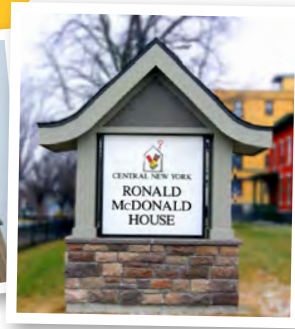
The Children's Special Needs Fund and McDonald's partner to pursue the opening of a Ronald McDonald House in Syracuse

1982

The CNY Ronald McDonald House opens on Thanksgiving Day at 1027 East Genesee Street with seven bedrooms

# 40 years

1982 – 2022



1986

The neighboring house at 1029 East Genesee Street is connected to the existing CNY Ronald McDonald House, increasing the number of bedrooms to 16

2012

The new CNY Ronald McDonald House opens at 1100 East Genesee Street, offering expanded services to meet the diverse needs of new guest populations, including women with high-risk pregnancies

2022

CNY Ronald McDonald House celebrates 40th anniversary

2006

Board of Directors votes to undertake a capital campaign to build a new, larger, fully handicap-accessible CNY Ronald McDonald House

2020

Board of Directors approves a program shift to eliminate guest night fees so that there is no charge to families to stay

Our care model pivots to provide emergency sleep accommodations to front-line healthcare professionals for six weeks during the COVID-19 pandemic



## Founding mission partner spotlight: McDonald's

Did you know that our partners at McDonald's were instrumental in creating the CNY Ronald McDonald House? Even before we first opened our doors, McDonald's franchisees, suppliers, employees and customers helped the CNY Ronald McDonald House provide stability and vital resources to families with seriously ill children who traveled to Syracuse for specialized medical care — and that invaluable support has continued to this day.

From monetary contributions and volunteerism, to board participation, in-kind donations, cause-related marketing promotions and so much more, **McDonald's has helped us expand our services and positively impact thousands of children and their families** over the years. While McDonald's is our largest corporate partner, as a nonprofit 501(c)(3) corporation, we rely on the support of our entire community to help achieve our goals and fulfill our mission.



### Round-Up for RMHC

Provide more  
family hugs.



**\$650,000+ raised locally in 2021**

through McDonald's restaurant fundraisers, round-up programs, donation boxes and contributions from owner/operators.





## Community mission partner spotlight: Twin To Twin Butterfly Fund

Twin To Twin Butterfly Fund is a 501(c)(3) charity that we have been fortunate to partner with in order to help meet the tangible needs of the guest families that stay at the CNY Ronald McDonald House. Founded by the Reiter family, the Twin To Twin Butterfly Fund provides awareness, comfort and support to families impacted by twin-to-twin transfusion syndrome or premature birth. In 2016, identical twins Kora and Kyleigh were born prematurely at 31 weeks due to complications from twin-to-twin transfusion syndrome. While the girls received treatment in the neonatal intensive care unit at Crouse Hospital, the Reiter family stayed with us at the CNY Ronald McDonald House. Today, Kora is a healthy 6-year-old, but sadly, Kyleigh passed away at 42 days of age. The family created Twin To Twin Butterfly Fund in Kyleigh's memory and in the years since has provided invaluable support to our organization.

Over the course of our partnership, the generosity of the fund has been realized through thousands of dollars' worth of individual gift cards and thoughtful projects, like restocking our pantry on a regular basis, that the Reiter family knew would benefit our guest families given their own personal experience.



### In-kind donations:

- Premie gift bags with clothing, burp cloths and blankets
- Laundry packs with laundry detergent and exact change for washers and dryers
- Individual gift cards to local restaurants and hospital cafeterias, for guests to order meals or get them while at the hospital
- Wish list items, including new pots and pans, and many pantry staples
- Thermal lunch bags for guests to use to pack a lunch to bring to the hospital





## Meals That Heal

When guest families stay at the CNY Ronald McDonald House, food is never something we want them to have to worry about. Through our Meals That Heal program, **the community helps us provide guest families with much-needed meals** and ensure that there is always a hot meal available each night. In addition to the well-balanced meals provided through the program, our kitchen and pantry are fully stocked with breakfast and lunch staples, and guests can prepare their own food or grab on-the-go snacks as they wish.

As we reflect on the past two years, we continue to be grateful for everyone who stepped in to help sponsor meals and for our local restaurant partners that continued their support, even while being affected by ongoing pandemic restrictions themselves.

## In 2021:



**12,000** meals provided



**23** monthly Meals That Heal donors



**\$1,020** in restaurant gift cards were distributed to 102 individuals for lunches



McDonald's partners donated paper products and individual milk jugs, juices and soft drinks





## Get involved

Families with seriously ill children continue to travel to Syracuse for medical care, and when they do, we are here for them. Thanks to the generous support of donors like you, we provide comfort, resources and access to care at no charge to our guest families.

**It costs our organization \$125 a night to keep a family together at the CNY Ronald McDonald House, but it costs the family \$0.**

As our partner, you help us keep families together and close to the medical care they need, when they need it most.

### Ways to get involved:

- Adopt A Room
- Host a fundraiser
- Donate items from our Wish List
- Participate in our Meals That Heal program
- Join our Red Shoe Society or Youth Advisory Board
- Host a donation drive during Christmas in July
- Attend our Golf Invitational and/or Many Hearts One Home Celebration

If you have a desire to help, we will find a way to use your skills and talents.  
**Please email [house@rmhcny.org](mailto:house@rmhcny.org) to learn more about current opportunities.**

## Thank you!

## How you can help



### Become a corporate mission partner

When we work together with area businesses and organizations, families stay together. Our innovative team works to create best-in-class partnerships by developing tailored collaborations that meet the individual goals of each corporate donor.



### Volunteer at the House

Volunteers are the heart of our home and truly make a difference in the lives of the families that stay with us. The support from volunteers helps us offset costs, enabling us to direct donations to other guest family services and resources.

### Round up when you dine out

When you visit a McDonald's restaurant, remember to ask to round up your total. Rounding up to the nearest dollar may not seem like much, but when combined with the generosity of others, the donations add up and have the power to change a child's life.

### Leave a legacy

With your big heart and a little planning, you can help us bring hope and help to sick children and their families for years to come. If you are looking to make a legacy gift, please consider naming Ronald McDonald House Charities of Central New York in your will.



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Donor Database Specialist



*Celebrating 40 Years*

## Ronald McDonald House Charities® of Central New York

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SYRACUSE, NY  
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**40**  
years

1982 – 2022