



2017 Annual Report

Ronald McDonald House Charities®

Northeast Kansas

By the Numbers

Families Served: 156

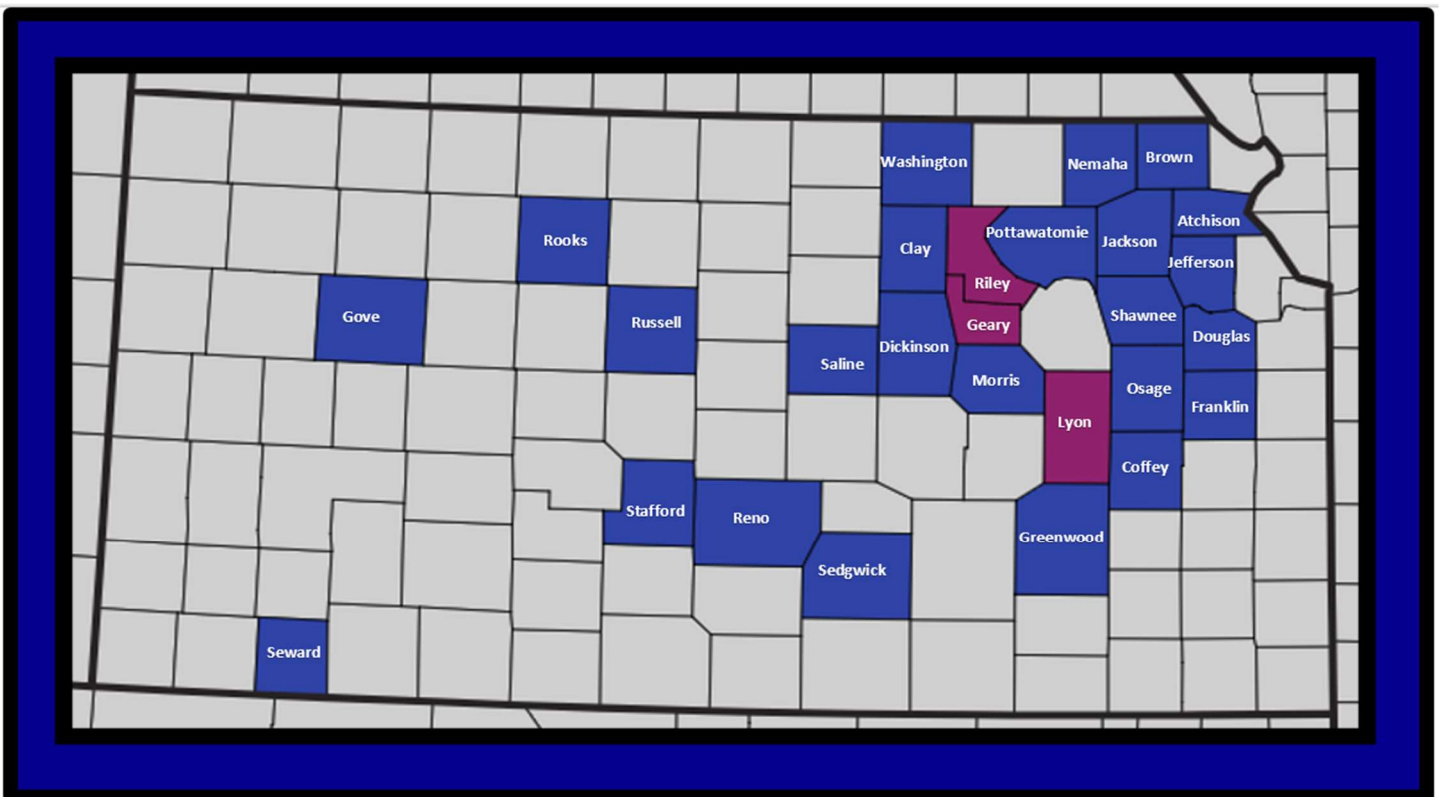
Number of Nights: 1,543

Average Stay: 10 nights

Longest Stay: 93 nights

Topeka's Ronald McDonald House Served Residents of 27 Kansas counties & 13 other states

Top Three Counties Served: Geary, Riley & Lyon Counties



Message from the President

It's been my privilege to serve as Board President during 2017, a banner year for our organization. Thanks to the generous support from many businesses, organizations and individuals, our financial position is stronger than it's been in many years. We moved from annual fund deficits to net positive!

Our mission statement was updated to better reflect our purpose: *Ronald McDonald House Charities of Northeast Kansas seeks to keep families close by providing a comfortable and conveniently located home for parents and loved ones who have children receiving medical care at area hospitals.* And, our focus on families continues to be the foundation for all initiatives and efforts. Whether they've stayed three days or three months, families are always very appreciative for what Topeka's Ronald McDonald House has done for them.

It's through the unfaltering support of our volunteers, donors and sponsors from communities across northeastern Kansas that we can keep families close to their hospitalized children, helping them through one of the worst times of their lives. Thank you for your continued support for Topeka's Ronald McDonald House.

Gratefully,

Mary McBride



2017 Financials

Expenses

Program Services \$278,555
General/Administrative \$50,368
Fundraising \$88,711
Total Expenses \$417,634

Revenues

Corporate Donations \$36,476
Individual & Organizational Donations \$49,635
Fundraisers \$191,634
Grants \$37,846
Room Donations \$29,792
McDonald's Donation Boxes \$38,210
In-Kind Contributions \$24,372
Investment Income \$175,875
Other Income \$4,901
Total Revenues \$588,741



Red Shoe Crew



A high point of the past year was creation in April 2017 of the Red Shoe Crew, a group of young professionals, ages 21-39, associated with Topeka's Ronald McDonald House. The goal of the Red Shoe Crew is to engage, empower and inspire young professionals to participate in philanthropic and leadership endeavors, and to build awareness of the Ronald McDonald House Charities of Northeast Kansas. This is accomplished through a three-pronged focus on service, fundraising and networking.

The annual Red Shoe Crew membership fee was set at \$24. The Crew quickly grew thanks to a donation of \$480 from Ken Scott with Capital Federal Savings, who wanted to cover the annual fees for the first 20 members. The Red Shoe Crew had 29 members at the end of 2017. Members of the Red Shoe Crew held two service days at the Ronald McDonald House when they cleaned inside the House, raked and bagged leaves in the yard and prepared food for our families. They held a "Spare Some Love" bowling fundraiser, which raised \$1,040, and a Zumbathon fundraiser, which raised \$1,000. The Red Shoe Crew also coordinated a "Jeans Day" at Topeka's Hayden High School, which raised \$457.



Three networking events/socials were held to spread community awareness about the Red Shoe Crew and to recruit new members. The Red Shoe Crew members purchased two tables at the Denim to Diamonds gala and coordinated the first-ever "After Party" for attendees, which was well received and quite fun. Additionally, the first Wednesday of every month small teams of Red Shoe Crew members prepare and serve dinner at the House.

Creation of the Red Shoe Crew has increased awareness about the Ronald McDonald House and sparked new energy and enthusiasm among young professionals who are working hard to help keep families close to their hospitalized children.

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\$5,000 & Above

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BNSF Railway Company
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Prairie Band Potawatomi Nation
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\$1,000 to \$2,499

BlueCross BlueShield of Kansas
Capital Federal Foundation
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Lincoln Center OBGYN
McDonald's Alta Prairie, Inc.
Midwest Health Management Inc.
Mize, Houser & Company
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Standard Beverage Corporation
Stormont Vail Health

\$500 to \$999

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Thank you to our generous sponsors!

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