



Keeping families close™

## **Organization Information**

### **1. Mission of your organization.**

The mission of Ronald McDonald House of Southern NJ is to offer Hope, Help and Home to critically ill children and their families.

### **2. List the primary programs in support of the organization's mission.**

Our Ronald House is a “home-away-from-home” for more than 700 families who are battling critical childhood illnesses and injuries every year. We provide a cozy Family Bedroom Suite, on-site laundry, warm and nourishing home-cooked meals every night and twice on weekends, reliable transportation to and from the hospital each day and access to mobile technology devices and wi-fi all free of charge.

The eleven Ronald McDonald Family Rooms we operate in nine Southern NJ hospitals offer a place of respite amid the chaos of a Neo Natal Intensive Care Unit or Pediatric Emergency Room for families who live close to the hospital and do not need to stay. Here families with critically ill children confined to the hospital can find supportive community volunteers, nourishing snacks and peace and quiet all on their child's hospital floor.

### **3. How would you describe your organization's target population?**

The target population of our Ronald House and Family Rooms is children ages 0-21 who are facing critical illness or injury and their families.

### **4. Brief history of your organization, including accomplishments and milestones.**

First established in 1983, Ronald McDonald House of Southern New Jersey (RMHSNJ) is one of more than 369 international Houses. We are located in the heart of Camden, only six miles from the medical mecca of Philadelphia's world-renowned hospitals and adjacent to Cooper University Hospital's campus.

Every year, we provide a “home-away-from-home” to more than 700 families, providing thousands of nights of comfort and support. Our current House was built in 1998; with capacity expanded by 25% in 2016 and extensive first floor renovations taking place in 2018.

Our goal is to alleviate the day-to-day worries from critically ill children and their families as they battle childhood illness and traumatic injury. Our House offers, at no cost, beautifully decorated Family Bedroom Suites, on-site laundry, warm, nourishing dinners each evening with breakfasts several days a week and secure transportation to and from the hospitals for as long as each family needs to stay with us. Our House operates at 95-100% capacity every night.

Additionally, we operate eleven Family Rooms in nine Southern New Jersey hospitals to care for families who have a child confined to a hospital but who live close by and do not need a place to stay themselves. Our staff has always wanted to serve as many South Jersey families as possible

and our Family Rooms allow us to extend our geographic footprint from Mercer County through Cape May County.

**5. Briefly describe what makes your organization unique.**

What sets our House apart from other family-service agencies is our ability to step in during a family's most dire time and alleviate nearly all needs they may have, at no cost to them, while involving Southern New Jersey community members as part of the support system (more than 750 volunteers).

Nowhere else in Camden, Gloucester, Burlington or Cumberland counties can displaced families from New Jersey, any state in our country and other countries, find a free "home-away-from-home" as they remain by their child's side during critical illnesses and injuries.

An additional unique aspect to our House is our ability to involve more than 750 South Jersey community members as ongoing volunteers. We utilize the time and talents of children (school donations, family meals), teenagers (Teen Advisory Council, family meals, office assistance, community events), adults (house chores, maintenance, family meals, landscaping, office assistance, drivers, community events) and our Super Seniors who cook, clean and drive our resident families to and from the hospital each day.

We are also extremely fortunate to benefit from the talents of our special needs community in South Jersey as they offer support and inspiration to our children facing traumatic medical diagnoses.

**6. List of board members. Please include board position, professional affiliation and number of years served.**

1. Maryanne Baker, Enterprise Rent-a-Car, 5 years
2. Leonard Brinson, Jr., South Jersey Industries – 1 year
3. Karen Buck, TD Bank, 4 years
4. David Catalana, Cumberland Dairy, 1 year
5. Ted Davis, ARI Fleet-Holman, 1 year
6. Joseph Durso, Morgan Stanley, 2 years
7. Kevin Ford, OPS Security, 3 years
8. Michael Goodman, MD, Cooper Health Systems, 4 years
9. Robyn Harvey, RN, Women and Children's Institute, Cooper University Hospital, 4 years
10. David Hassman, DO, Berlin Family Medicine, 5 years
11. Todd Hyman, Deloitte, 2 years
12. Michael Metheney, Burlington Stores, 3 years
13. Denise Monahan, M&T Bank, 2 years
14. Curtis Nagle, Coventry Printing, 2 years
15. Shawn Ravitz, Ravitz Family Shop Rites, 6 years
16. Keith Smolar, McDonalds, 1 year
17. Mark Valentino, PeroxyChem, 2 years
18. Steven Valteau, American Home Title, 3 years
19. David Zallie, Somerset Stores, 1 year
20. John Zazzera, Blueline Associates, 3 years
21. DaShaun Youngblood, McDonald's, 2 years
22. Terence Fox, Archer Law, 5 years
23. Teddy Thomas, RMHSNJ, 36 years

**7. Percentage of board members who provided contributions to the organization during the last 12 months.**

100%

**8. Date of the organization's last strategic plan and years it encompasses.**

The last strategic plan began in 2016 and runs through 2020.

The next strategic planning session is Feb 21, 2019 generating a plan for 2019-2024 and beyond.

**9. Describe your organization's long term goals or vision.**

We work every day to remove daily burdens from our resident critically ill children and families so they can focus on what is most important – getting well and returning home. Our long-term goals and vision are to continue enhancing and expanding these supportive services to hundreds of families each year as well as growing our hospital Family Room program to serve a greater number of Southern New Jersey families.

We also continue to work toward the long-term goal of building and maintaining a family resilience framework while they are residents of our House or utilize our Family Rooms. Our hope is that by changing a child's life and improving their optimistic mindset, no matter what challenges they are facing, we are better positioning them and their families for positivity and success in the community.

**10. Describe how this project fits within your organization's strategic plan and/or long term goals or vision.**

In order to adhere to our vision of changing children's lives and to best serve the families who stay at our Ronald House, we need to consistently maintain the highest standards of a healthy living environment. Carpets throughout the House were installed in 2009 and have now become worn. They are in need of being replaced with vinyl plank flooring. While we clean the carpets regularly, it is nearly impossible to keep up with as so many families are checking in and out throughout the year. This is an enormously large and expensive project which we are ready to tackle now that our first floor renovation is complete.

At the same time that we are re-doing the flooring, we have learned that we should replace our bed bug covers (5 years old), quilted mattress pads and pillows on all mattresses and foundations (box springs). The flooring company suggested that by removing the carpet we help eliminate a hiding place to harbor bed bugs and as such, this would be the appropriate time to install new updated bed bug covers for enhanced protection. We have confirmed this with our mattress donor TempurPedic as well.

We do not want to displace families who need to be near their children's hospitals so we would try to work on only one or two bedrooms at a time so we can maintain our fullest capacity, also honoring our organizational goals and vision.

**11. Why has this project been selected as a priority for your organization?**

In 2018 we completed our First Floor Renovation to best serve our resident families and the amazing South Jersey community volunteers who provide invaluable support to our House, especially through our Family Meal Program. With an increase in community social responsibility, corporate organizations are offering breakfast and lunch throughout the week so our families don't have to worry about spending money to purchase food at hospital cafeterias.

The extra meals help sustain families while they are dealing with a sick child being treated in a local hospital, saving them a tremendous amount of out-of-pocket expenditures.

As we continue to refresh our twenty-one year-old building, we realize the need to replace all Family Bedroom carpeting with vinyl plank flooring and new bedbug covers for all beds at the same time. This replacement will eliminate dangerous allergens and dust/dirt accumulation in the twenty-five House bedrooms. Carpeting can be a reservoir for allergy-causing substances (allergens) that trigger asthma. Carpeting in the bedroom can be especially problematic because it exposes families to carpet dust throughout the night. Hard-surface flooring such as vinyl, tile or wood is much easier to keep free of dust mites, pollen, pet dander and other allergens. Vinyl plank floors are the healthiest floors possible given the organic origin and non-electromagnetic nature which does not attract dust. Hence, they also do not attract allergens or molds that cause allergies which tend to travel with dust. It is recommended to use by doctors all over the world to enhance a healthy environment.

**12. How long has the current Executive Director served in this position?**

Our CEO is also our founder. Mrs. Ann “Teddy” Thomas has been with RMHSNJ since its inception 36 years ago.

**13. Number of full-time employees. 8**

**14. Number of part-time employees. 12**

**15. Number of volunteers. 750**

**16. List the organization’s top five funding sources for the last completed fiscal year, including the names of funders and amounts.**

Ronald McDonald House Charities in the Philadelphia Region - \$352,999  
Estate of Margaret Will- \$185,922.83  
Hope Foundation - \$100,000  
William G. Rohrer Foundation - \$80,000  
Red Moose Charitable Trust - \$50,000

**17. In the next 6-12 months, do you foresee any significant changes taking place within the organization? If yes, please provide details. (Limit answers to 250 words or less.)**

No, there are no anticipated significant changes in the next 6-12 months.

***\*Your organization MUST be located in either Camden, Burlington, Gloucester or Cumberland Counties.***

**Project Information**

**18. Describe the specifics of the population that will be served by this project and its location. (NOTE: the population being served by this project MUST be located within the four counties of Burlington, Gloucester, Camden and Cumberland).**

The critically ill children (ages 0-21) and high-risk pregnant mothers who reside with us will be served by this carpet to vinyl plank flooring replacement project.

**19. Describe the problem or need that this project will address. Provide specific data or**

**organizational experience to support the problem or need.**

When a child is facing a critical illness or sudden, traumatic injury, their health becomes their family's and our House's main concern. We know that the environmental elements impacting these children and pregnant mothers need to be kept to the highest level of sanitary and health-conscious standards.

Critically ill children and high-risk pregnant mothers are considered "populations at-risk" by the medical community. Frequently, these children and mothers have compromised immune systems as they undergo chemotherapy treatments, receive life-saving bone marrow transplants, or their bodies are simply extremely weakened by the demands of illnesses or injuries.

This project will allow our House to replace ten year old carpet located throughout all 25 Family Bedroom Suites with sustainable and dust-free vinyl plank flooring as well as new bedbug covers, pillows and mattress pads for all 72 beds in our House. The project will help our House and staff best maintain the most rigorous environmental sanitation standards required to properly support our medically fragile children and high-risk pregnant mothers.

**20. Indicate the approximate number of individuals that the organization expects to serve through this project over the 24-month grant period.**

The project will serve more than 700 families in the coming year and 1400 in the 24 month period.

**21. Are you expanding on an existing project or is this a new project?**

This is a new project.

**22. List the key staff positions for this project including 1) the role that this staff member will play in the project's implementation 2) whether this is a new or existing hire**

Key existing staff involved in this project:

1. CEO – Oversee the entire project, select flooring and bedbug covers, mattress and pillow/mattress covers, select floors and bedroom order.
2. Operations Program Manager - Coordinates installers and suppliers, arrange moving men to remove furniture from bedroom one day and return to replace it after floor installation, arrange extra time for cleaning staff to thoroughly clean each room after new flooring is installed.
3. House Guest Service Manager – Notify families and transition them to hotels when needed, arrange transportation to move families from House to hotel and back, coordinate with hotel staff as needed, schedule one room per week for 25 weeks to minimize family displacement.

**23. Will you be collaborating with other organization(s) to carry out this project? If so, please list name(s) of organization, name of executive director, name of board chair, its 501(c)(3) status and describe their role in the project.**

This program is limited to our Ronald McDonald House, however it is based on recommendations and finding from our global system of over 369 Houses in 43 countries as well as the thousands of referring hospitals who treat the patients for whom we are providing support.

**24. Please list the specific activities/components of the project and a projected timetable for each in the format indicated below.**

**Activity/Project Component****Timetable**

1. Take bids for the flooring	July -August 2019
2. Hire flooring company and begin installation	September 2019- April 2020
3. Coordinate families and hotel stays	September 2019- April 2020
4. Choose and order new bedbug covers	September 2019- April 2020
5. Install all new bedbug covers	September 2019- April 2020

**25. List the anticipated, measureable outcomes your organization seeks to achieve with this project. Be as specific as possible about each outcome. Include a description of how you will measure each outcome, including the metrics or tools you will use.**

**Anticipated Outcome****Measureable Result**

1. Family Bedroom Suites will have fresh, updated flooring and bedbug protection.	New floors/bedbug covers installed
2. Resident families will have improved experiences while staying at the House.	Family testimonials/surveys Enhanced environmental safety
3. Entire House will have been updated.	Old carpets removed/new flooring installed

**26. List the steps the organization will take to achieve sustainability of the project beyond the 24-month grant period. If this will not be an ongoing project, please explain.**

This is a one-time project which will increase the healthy environment in our House for many years into the future. This project will mean cleanliness is raised to a higher level and daily maintenance is more easily sustained. This will not require financial sustainability beyond the typical maintenance and repair of the flooring as time goes on. We have an allocation in our budget for House maintenance each year and community partners who often donate or help offset maintenance costs.

**27. As our name suggests, our grant is all about impact. List 3 significant ways this grant would improve or change your organization’s ability to more effectively carry out its core mission going forward.**

1. This grant will help to directly impact the healthy living environment our Ronald House provides for two of the most vulnerable populations among us, critically ill children and high-risk pregnant mothers. This is at the heart of our mission and vision for our “home-away-from-home”. We strive to give each child and family a truly stress-free stay while they are in our House so they can best focus on getting better or their child’s care. Our families sum up the impact of our House best, "Until diagnosed with Hodgkin’s Lymphoma, our 12 year old son, Daniel, was dreaming of soccer. The treatment brought nightmares. But the Ronald House was our lifeline while we stayed there during 7 months of chemotherapy. Daniel had such a strong reaction to everything around him that we removed all the carpet in our home to remove allergens impacting his suppressed immune system. We shared the idea with RMHSNJ to consider replacing the carpet in each bedroom with hardwood flooring to help improve the environment for children living there with serious illnesses. Thank heavens, now our Daniel is planning his return to the soccer.” says Michelle, Daniel’s mom.

2. This grant will not only improve the quality of our House’s environment, it will also add to the comfort we are able to provide to more than 700 families each year. It will allow our House to have cleaner, dustless vinyl flooring which cannot be a hiding place for bedbugs or dirt. It will bring even bigger smiles to the faces of our resident families when they open the door to their Family Bedroom Suite and breathe a little easier knowing they are truly so cared for during this traumatic time.

All children and pregnant mothers who reside with us are medically fragile and need the utmost qualities in health and sanitation maintained at all times. The removal of carpet will get rid of a hiding place for bedbugs which necessitates replacement of old bedbug covers as well. By replacing our carpeting with hypoallergenic and easily cleaned vinyl flooring, and providing new bedbug covers, pillows and mattress pads, we are ensuring our House best serves all of the families and community members with sick children served each year.

3. Our staff and community volunteer base of more than 750 South Jersey residents will be impacted as this project will help to make caring for our children and families easier. Each day, our small staff are so fortunate to be engaged with hundreds of community members who take care of household duties so we can focus on the families. Any adaptation or renovation we can make to our House to make its upkeep healthy and cleaner are so important. Our Guest Service Manager, Danielle says “Families comment on how clean our home is and often thank our cleaning staff. However we could be even cleaner without carpet in the bedrooms. Flooring would allow us to really sanitize each room between each family’s stay.”

**28. Describe why now is a particularly significant time for your organization to receive this grant.**

On the heels of our First Floor Renovation last year, it is the perfect time for our House to begin refreshing the Family Bedroom Suites. Keeping everything up to date during the same timeframe allows for all House maintenance to stay on the same timeline moving forward. Further, we have just celebrated 36 years in service to the South Jersey community and continue to evolve as a family social service organization committed to keeping the critical needs of our children and families at the heart of our mission.

**Project Budget**

**29. Total project budget amount (including grant from Impact100 SJ).**

\$100,670

**30. Please list all project expenses in format indicated below. If the project budget is greater than \$100,000, please indicate with an asterisk (\*) what expenses are to be covered by the our grant.**

<b>Specific Expense</b>	<b>Additional Details/Breakout</b>	<b>Total</b>
1. Vinyl plank flooring \$72,500*	25 Bedroom Suites at \$2,900 each	
2. Touch up painting on baseboards	25 Bedroom Suites at \$200 each	\$ 5,000*
3. Two bedbug covers per queen bed	40 Queen beds/2 covers \$46 each	\$ 3,680*
4. Two bedbug covers per twin bed	32 Twin beds/2 covers \$38 each	\$ 2,432*
5. 72 quilted mattress covers	All beds - \$50 each	\$ 3,600*

6. Family displacement at hotel	25 nights at \$83.50 discount rate	\$ 2,338**
7. Staff Allocation/Oversight	Project management/communication	\$10,000*

**TOTAL      \$100,670**

\*\* Denotes \$670 of this expense which will be covered by RMJSNJ operational budget.

**31. If the total project budget amount exceeds \$100,000, please list all proposed additional funding sources and date you anticipate securing these funding sources. You may include in-kind support if applicable. (Please use the following format.)**

<b>Funder</b>	<b>Donor</b>	<b>Amount/Value</b>
Ronald McDonald House SNJ	Operating Budget	\$670

**Organization Financial Information**

**32. Are you a 501(c)3 tax-exempt organization who has filed an IRS Form 990 for each of the past 3 years?**

Yes.

**33. Have you completed independently prepared (audited or reviewed) financial statements for each of the past 3 years?**

Yes.

**34. In any of the past 3 years, has an independent accountant expressed any concerns regarding the organization's financial health or viability? If yes, please explain.**

No.

**35. Litigation/liability: is there litigation pending or threatened against your organization? A recent judgement? Please provide details.**

No.

**36. Does your organization have an endowment fund? If yes, what is its current value?**

Yes. \$5,153,226 as of 12/31/18