



Ronald McDonald  
House Charities®  
Michiana

# ANNUAL REPORT

2024

## FAMILY- CENTERED CARE





# KIERSTIN EIFLER

*CEO, Ronald McDonald House Charities® of Michiana*



Because of supporters just like you, we have been able to care for more families in 2024. The hard part about that is - **more families have needed us.**

Every time a child is in the hospital, it represents major trauma for the family. There are decisions to be made. The future is uncertain.

At the middle of it all is an innocent child and their family. We believe that every family should be equipped with all that they need to make healthcare decisions for their child. That means that they must be with their child throughout this journey.

## **EVERY FAMILY SHOULD BE ON THEIR CHILD'S HEALTHCARE TEAM**

This is why we believe so strongly in family-centered care. It is the idea that RMHC was founded on 50 years ago in Philadelphia, and it is the idea that we at RMHC Michiana carry on to the families we serve every single day. In this annual report, you will see how we have continued to raise the bar for families here in Michiana.

The need is great, but - thanks to your support - our response continues to be greater. From our fundraising events to our daily programming, we continue to see the impact our community can have when we come together to support families going through the most painful moments of their life.

Thank you for joining us in this mission!





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# VISION AND MISSION

## VISION

**RMHC Michiana strives for a world where every family has what they need to ensure the best health outcomes for their children.**

## MISSION

**RMHC Michiana provides a home-away-from-home at no cost for families with sick and injured children, ages 21 and younger.**



# Meet the Team

## Board of Directors

**Amy Hill** - President  
**Amanda Gadacz** - Vice President  
**Della Fink** - Secretary  
**Jordan Hesters** - Treasurer  
**Kathleen Sparks** - Emerita  
**David Sparks** - Emeritus  
**Dr. Robert White** - Emeritus

## Staff

**Kierstin Eifler**  
Chief Executive Officer  
**Kellie Montgomery**  
Director of Operations  
**Nancy Salwin**  
Director of Development  
**Amy Rudlaff**  
Business Administrator  
**Aaron Charles**  
Director of Marketing  
**Mattie Reese**  
Guest & Volunteer Services  
Coordinator  
**Sue Losievski**  
Stewardship Coordinator  
**Lynne Miller**  
Event Coordinator



**Jacob Alexander**  
**Estephan Awad**  
**Josh Black**  
**Gregg Fore**  
**Andrea Halpin**  
**Frank Julian**  
**Amy Kintz**  
**Pam Mason**

**Troy Nusbaum**  
**Karen Okayama**  
**Lisa Reiser**  
**Santiago Rodriguez**  
**Scott Smith**  
**Evelyn West**  
**Sheila Witous**

**Cora Butler**  
Hospitality Associate  
**Anthony Klein**  
Hospitality Associate  
**Maria Tavarez**  
Hospitality Associate  
**Maryori Wesson**  
Hospitality Associate  
**Tamara Martin**  
Hospitality Associate  
**Stacy Hazen**  
Hospitality Associate  
**Allie Hazen**  
Hospitality Associate  
**Carmon Stewart**  
Hospitality Associate





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big  
balloon  
build®

# DELIVERING OUR MISSION TO EVERYONE WHO NEEDS IT

A retelling of 2024 must start with the impact from the Big Balloon Build. This was a unique opportunity to partner with an event that brings international talent together to support local charities.

From April 21-28, more than 85 balloon artists came together in Elkhart, Indiana to create an immersive balloon wonderland at the Northern Indiana Event Center. All of this was to support the mission of RMHC Michiana.

Unfortunately, tragedy made it so that our mission was needed in an even more direct way that week. Stuart Davies - the CEO and Founder of the Big Balloon Build - was in a car accident with his daughter, Kerys, that left her with life-threatening injuries.

Being from Wales, they did not have a support network here in South Bend. During the Build and for more than a month after, Stuart and Kerys found a home at RMHC Michiana as she made her amazing recovery. **Scan the QR code above to see their story.**

The Big Balloon Build community came together and put on an event like nothing Michiana had ever seen. With a complete sell-out, thousands of people were introduced to the wonder of balloons. Not only that, but the event raised over \$200,000 for Michiana families. It left a lasting impact on the community and underscored the importance of our mission to families from all backgrounds.

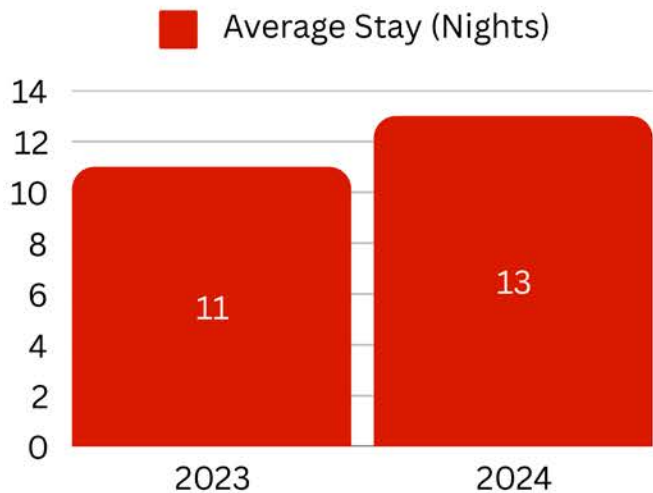
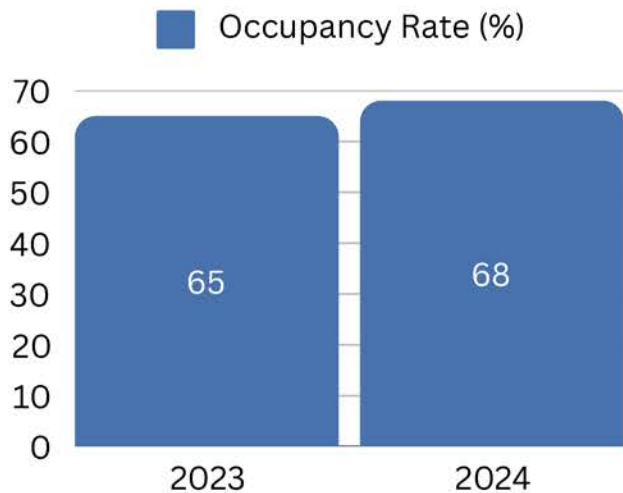
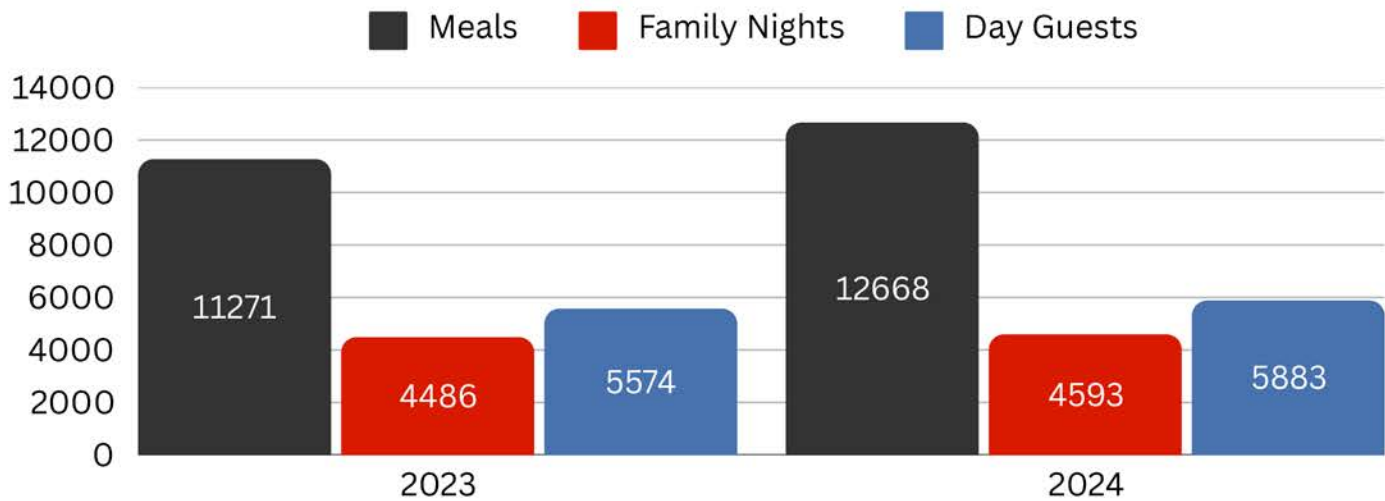




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# 2024 IMPACT STATS

We have seen our average stay increase in 2024 - which impacts all levels of the organization. At the same time, we have found new ways to increase the level of day services we are providing. These trends have combined to push our statistics higher than ever before over the last year.







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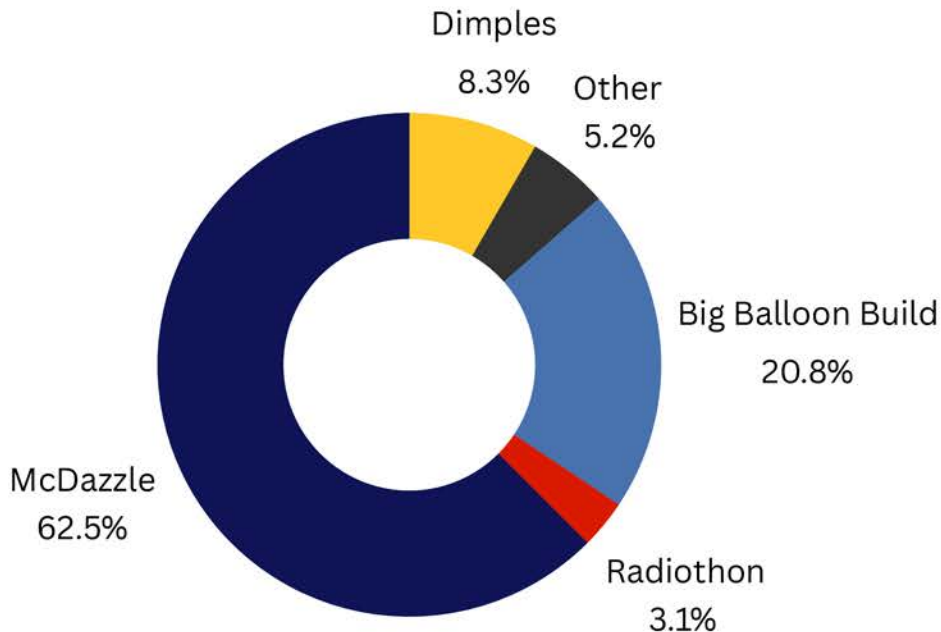
# FUNDRAISING EVENTS

In 2024, RMHC Michiana fundraising events combined with fundraising events put on by our community partners to raise over \$950,000 for our mission!

Fundraising events remain a core aspect of our development pipeline. They allow us to connect with our supporters and reach out into the broader community to ensure that our support reflects the regional impact of our mission.

Below is a breakdown of how each event brought us to our overall fundraising total. Over 60% of our event fundraising came from McDazzle Featuring Kilts for Kids alone. However, we also had a unique boost from Big Balloon Build in April 2024. That one-time event brought in more than \$200,000 on its own.

Thank you to everyone who attended or supported our events in 2024!





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# EVENT SPONSORS

## BIG BALLOON BUILD

- **Presenting Sponsor**
  - McDonald's
- **Blue Ribbon Sponsors**
  - NIBCO
  - Raymond James
  - THOR
  - Winnebago

## DIMPLES GOLF FORE THE HOUSE

- **Title Sponsor**
  - Airxcel
- **Birdie Sponsors**
  - Gurley Leep
  - McDonald's
- **Par Sponsors**
  - Al-Ex, Inc.
  - Dallas Dreher
  - Four Winds Casinos
  - Lippert
  - New Horizons Baking Co.
  - Kathleen & David Sparks
  - Walter & Keenan

## MCDAZZLE FEATURING KILTS FOR KIDS

- **Diamond Sponsor**
  - McDonald's
- **Emerald Sponsors**
  - First Federal Savings Bank
  - Four Winds Casinos
  - Lippert
  - Kathleen & David Sparks
- **Gold Sponsors**
  - Airxcel
  - Baird
  - Barnes & Thornburg
  - Glenmore Industries
  - Gurley Leep
  - Drs. Jim & Holly Harris
  - Charlie & Lora Himes
- Jayco
- Klassy Kilters
- Lawson Fisher
- Larry Davis & Libby Mountsier
- Smith & Associates
- Tire Rack
- Anita & Tom Veldman





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# PILLARS OF PURPOSE

## Home - \$25,000

- McDonald's

## Heart - \$15,000

- Four Winds Casinos
- Lippert
- Kathleen & David Sparks

## Heroism - \$10,000

- Barnes & Thornburg
- Glenmore Industries
- Smith & Associates
- Tire Rack

## Healing - \$7,500

- Gregg & Nancy Fore
- Heather Jenks (In Honor of Evie Grace Osario)

## Harmony - \$5,000

- Community Foundation of Elkhart County
- Greg & Della Fink
- Indiana Trust Wealth Management
- Notre Dame Federal Credit Union
- Winnebago Industries



# SPARKS SOCIETY

## Community

- Sandy & Bruce Clark
- Paul J. Tracy

## Comfort

- Jonathan & Amanda Retartha
- Karen & Doug Mick

## Compassion

- Mike & Stefany Dreher
- Anita & Thomas Veldman Family

## Care

- Diane Azzolin (In Honor of Lawrence & Kathryn Fabian)
- Sam Hartman
- Eileen & Tom Hughes
- Valerie T. Tanke





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# COFFEE CART

## January

- Smith & Associates

## February

- Heart of a Warrior

## March

- Drake & Carrie Berghoff

## April

- Friends of RMHC

## May

- Dr. Jeff & Stephanie Sonntag

## June

- Verso Financial

## July

- Old National Bank

## August

- Sweeney Julian

## September

- Creative Connections, LLC

## October

- The Dealmakers

## November

- Kruggel Lawton

## December

- 1st Source Bank



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# HOSPITALITY KIOSK

## January

- Airxcel

## February

- Dallas Dreher

## March

- Radiology, Inc.

## April

- THK Law, LLP

## May

- Friends of RMHC Michiana

## June

- Friends of RMHC Michiana

## July

- Friends of RMHC Michiana

## August

- Friends of RMHC Michiana

## September

- Greg & Della Fink

## October

- Heart of a Warrior Fund

## November

- Friends of RMHC Michiana

## December

- Friends of RMHC Michiana







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# FINANCIAL DATA

<b>Assets:</b>	<b>2023</b>	<b>2022</b>
Cash and cash equivalents	\$845,643	\$1,496,549
Other receivables	\$57,411	\$21,838
Promises to give for capital campaign	\$15,886	\$33,657
Other promises to give	\$1,482	\$92,000
Investments	\$7,621,617	\$5,498,031
Facilities promise to give	\$4,174,655	\$4,366,269
Property and equipment	\$1,610,810	\$1,708,241
<b>Total assets</b>	<b>\$14,814,821</b>	<b>\$13,216,585</b>
<b>Liabilities &amp; Net Assets:</b>		
Accounts payable	\$24,563	\$36,664
Accrued liabilities	\$13,532	\$33,221
<b>Total liabilities</b>	<b>\$38,095</b>	<b>\$69,885</b>
<i>Net Assets</i>		
Without donor restrictions	\$10,586,185	\$8,746,774
With donor restrictions:		
Time-restricted for future periods	\$4,190,541	\$4,399,926
<b>Total net assets</b>	<b>\$14,776,726</b>	<b>\$13,146,700</b>
<b>Total liabilities and net assets</b>	<b>\$14,814,821</b>	<b>\$13,216,585</b>



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# THANK YOU

## CONTACT US :



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