



Ronald McDonald House Charities®  
West Michigan

# OUR IMPACT

2025

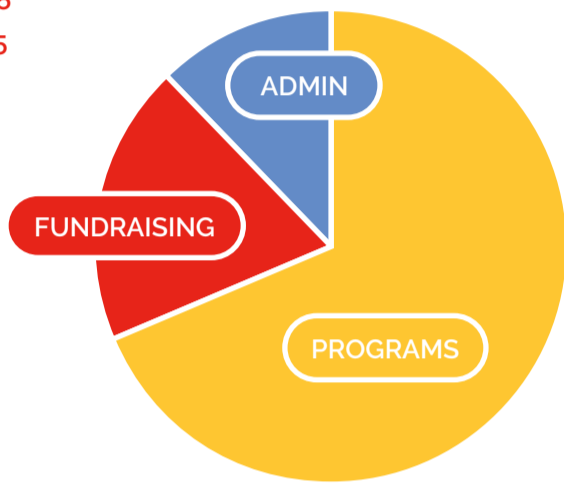


## 2025 FINANCIALS

TOTAL REVENUE: \$2,298,705  
TOTAL EXPENSES: \$1,851,155

### EXPENSES BY SOURCE

- Program Services \$1,265,431
- Fundraising \$357,765
- Administration \$227,959



\*Financial information is unaudited and provided for informational purposes only.

## 2026 BOARD OF DIRECTORS

- |                                       |   |  |
|---------------------------------------|---|--|
| Ken Berg<br><i>Chair</i>              | Charlie Bennett<br><i>Board Member</i>    | Tricia Shangle<br><i>Board Member</i>      |
| Dustin Furney<br><i>Vice Chair</i>    | Solmeris Hernandez<br><i>Board Member</i> | Ashley VanGelderens<br><i>Board Member</i> |
| Kristen Williams<br><i>Vice Chair</i> | Tom Holka<br><i>Board Member</i>          | Brandi Van Leeuwen<br><i>Board Member</i>  |
| Josh Laramy<br><i>Treasurer</i>       | Brian Moore<br><i>Board Member</i>        |  |
| Lisa Manor<br><i>Secretary</i>        | Elyse Palmer<br><i>Board Member</i>       |  |
| Lindel Hoff<br><i>Past Chair</i>      | Tom Smanik<br><i>Board Member</i>         |  |
| Ross Bartlett<br><i>Board Member</i>  | Brittney Smith<br><i>Board Member</i>     |  |

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RMHCWM.ORG

## EVENTS

### THE EVENT

Our community came together for an incredible night celebrating 35 years of supporting families and raising critical funds for the House.

### 6TH ANNUAL RMHC GOLF OUTING

Golfers teed off at Thornapple Pointe for a fun-filled day on the greens.

### EAST GRAND RAPIDS HARVEST FESTIVAL

The festival was filled with games, treats, and entertainment for all ages.

### ADA CHILI AND BEER FESTIVAL

A crowd favorite! Attendees savored chili and drinks while raising funds to keep families close to their hospitalized children.



## PROGRAM GROWTH

TOTAL SERVED BY THE HELEN DEVOS HOSPITALITY CART SPONSORED BY THE JANDERNOA FOUNDATION:

1,437

### INAUGURAL BACK TO SCHOOL BASH

Thanks to LMCU volunteers and partners — EV Construction, Cookie Cutters, NT4Kindness, Be a Ruby, and ELM Community — families received backpacks, school supplies, gift baskets, lunch boxes, and haircuts to start the school year cared for and ready.

### NEW WAYS WE'RE HELPING FAMILIES

- Resource Center for Families
- Workspaces
- Family Quiet Space
- In-House Hospitality Cart
- New playground sponsored by the Kloplic Family Foundation



## BRANDING

### A FRESH LOOK, THE SAME HEART

Throughout 2025, you may have noticed glimpses of the refreshed Ronald McDonald House brand as it rolls out across chapters worldwide. While other Houses and McDonald's locations have already transitioned, our House will fully adopt the new look later this year - and we're excited for what's ahead!

As part of this update, our name is also evolving. We are simplifying from Ronald McDonald House Charities West Michigan to Ronald McDonald House West Michigan.

While our look may change, our commitment remains the same. Families will continue to find compassion, stability, and support when they need it most.

This refreshed brand reflects the heart of who we are and the work you make possible every day: putting families at the center of care. As we move forward with this update, one thing remains constant: our commitment to caring deeply, acting with integrity, and never giving up on the families who need us most.



Ronald McDonald House  
West Michigan



# FAMILY IMPACT

## BY THE NUMBERS

This past year, we welcomed more families than ever who needed a place to stay while their child received medical or mental health care in Grand Rapids. For those traveling 30 miles or more, the Ronald McDonald House is a place to rest, share a meal, and find support during times of uncertainty. **As the need for our services grows, so does our promise: to keep families close, comforted, and cared for when it matters most.**

**\$1,393,775**

COST OFFSET

**\$1,122,994**

ESTIMATED MILEAGE COST OFFSET



**424**

FAMILIES HOUSED  
749 ADULTS & 140 CHILDREN



**7,075**

NIGHTS OCCUPIED



**583** NIGHTS

LONGEST STAY



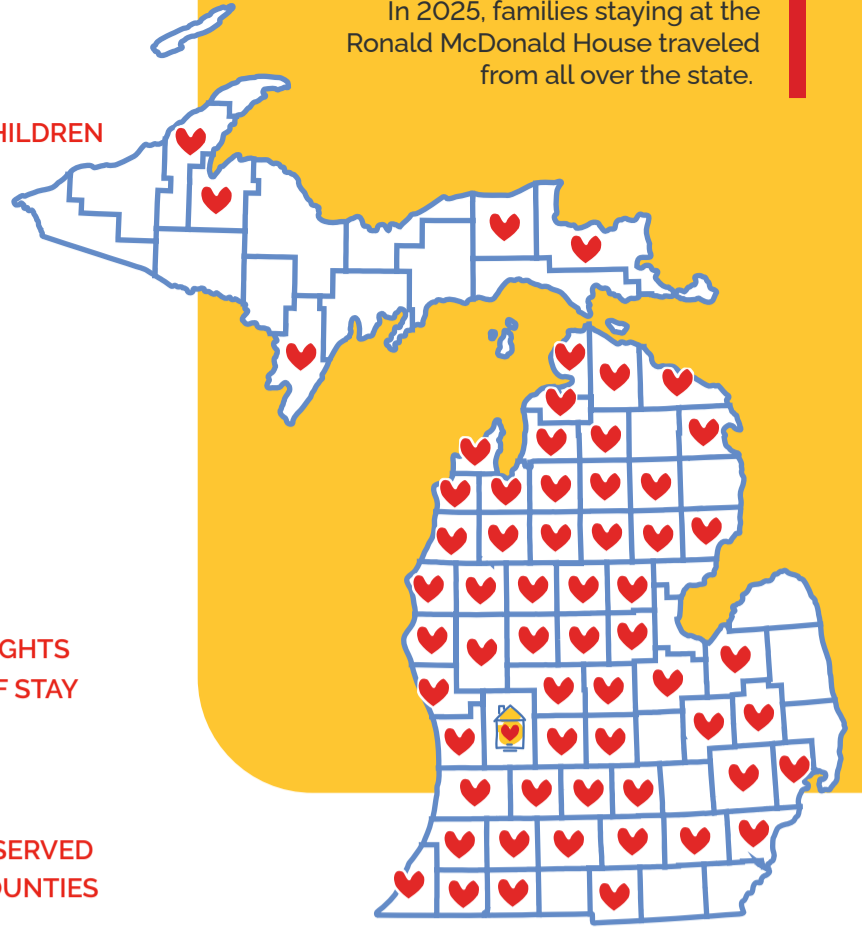
**18.77** NIGHTS

AVERAGE LENGTH OF STAY



**62** MICHIGAN  
COUNTIES SERVED  
13 OUT-OF-STATE COUNTIES

In 2025, families staying at the Ronald McDonald House traveled from all over the state.



# YOUR SUPPORT

## BY THE NUMBERS



**976**

DONORS



**323**

NEW DONORS



**2,316**

POUNDS OF POP TABS



**3,762** HOURS

DONATED BY 566 VOLUNTEERS

Thanks to our volunteers and donors, families have a place to relax after long hospital days, enjoy a home-cooked meal, or share a quiet moment together. **Whether it's folding laundry, serving dinner, or offering a listening ear, our community helps ease the stress that comes with caring for a sick child.**

In 2025, we revitalized our volunteer program with a family-first focus, shifting from broad community participation to a smaller group of dedicated, recurring, and trained volunteers. This approach improved safety, consistency, and service quality, allowing us to provide families a more reliable and supportive environment.

# MCDONALD'S

## OUR FOUNDING PARTNER

Our partnership with McDonald's, our founding and forever mission partner, continues to make a real difference for families. While RMHC West Michigan doesn't receive direct funding from McDonald's Corporation, the generosity of local Owner/Operators and their customers brings comfort and care to families every day. From Round-Up to seasonal campaigns like the Shamrock Shake, these efforts help provide the support families need while their child is in the hospital.



**\$572,855**

ROUND-UP CUSTOMER DONATIONS



**\$173,917.31**

SHAMROCK SHAKES, HAPPY MEALS, FIXED DONATIONS, COIN BOX



**\$12.31**

RMHCWM RECEIVES AN AVERAGE OF \$12.31 IN ROUND-UP DONATIONS, PER STORE, PER DAY.

# A CONSTANT IN A SEASON OF UNCERTAINTY

## A LETTER FROM OUR CEO

I'll be the first to admit that I thought I understood what this organization meant to families. Sure, I understood our programs, our history, and the important role we have in pediatric healthcare. What I didn't fully understand was how often the most meaningful moments would unfold; in the laughter of a sibling just outside my office, in conversations in the hallway, or in the relief on a parent's face when their child has been discharged.

If this year has taught me anything, it is that RMHC West Michigan is not just a place families stay; it is a constant in a season of uncertainty. Families arrive carrying exhaustion, fear, and hope. In those moments, the House becomes something deeper.

As the team and I moved through 2025, we noticed that our families' needs were evolving. **One truth became clear: the importance of Ronald McDonald House Charities West Michigan has never been greater.** As pediatric care continues to change and become more specialized, and families seeking treatment for their child are navigating greater distances, longer stays away from home, and increasingly complex emotional and financial strain, Ronald McDonald House Charities West Michigan remains committed to providing support.



In the middle of all of that, our role, *your role*, is simple but profound: to provide stability, comfort, and a sense of home when families need it most.

In 2025, donors, volunteers, and partners showed up for these families. Support came through financial gifts, shared meals, volunteer hours, and steadfast partnerships that ensured families never had to worry about where they would sleep or how they would get through the day. Time and again, our community met families with compassion, reminding them they were not alone.

To every donor, volunteer, and partner who made this last year possible, thank you. Your generosity creates moments of comfort amid crisis and stability in times of uncertainty. Because of you, families can focus on what matters most: their child.

**We are grateful to walk alongside you, and we invite you to continue this journey with us as we serve families in 2026 and beyond.**



Salina Bishop, President & CEO