



Ronald McDonald House Charities®
West Michigan

OUR IMPACT

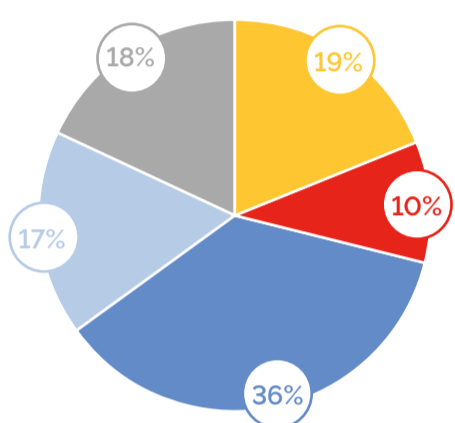
2024



2024 FINANCIALS

REVENUE BY SOURCE

- Individuals/Corporate
- Grants
- Local McDonald's Customers
- Events
- Other



TOTAL EXPENSES: \$1,547,966.96

TOTAL ENDING ASSETS: \$7,938,279.22

TOTAL REVENUE: \$1,521,277.56

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



12/21/24

Thank you for a home away from home while we stayed in Grand Rapids. Our son was at Mary Free Bed for the last two weeks, relearning how to walk, had a fork, & everything in between (He is 10 with a pain condition called AMPS.) You showed me love and I am so grateful!

Thank you!
♥ Emily McCall
& son Silas

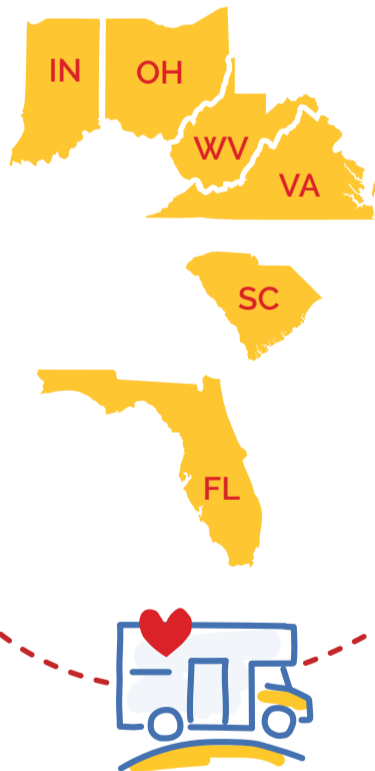
OUR FAMILIES



Longest Stay

LOVELL FAMILY, 341 NIGHTS

Furthest Visits



Most Stays

SEELYE FAMILY, 4 STAYS
(44 NIGHTS)



EVENTS AND IN-KIND SUPPORT

We took a bold leap in 2024, canceling two longstanding events as we reimagined what events could look like for RMHC West Michigan. This shift highlighted the outstanding impact of third-party events and has helped guide us in the right direction for the future.

- ♥ RMHC Golf Outing
- ♥ Ada Chili & Beer Festival
- ♥ East Grand Rapids Harvest Festival
- ♥ Resolution Run



ITEMS DONATED TO SUPPORT THE HOUSE VALUED AT

\$51,000

FAMILY IMPACT

BY THE NUMBERS

This past year, we've seen a significant increase in families needing a place to stay while their child receives medical or mental health care in Grand Rapids. Ronald McDonald House Charities West Michigan continues to provide a home away from home for families traveling 30 miles or more, ensuring they have a comfortable place to rest, meals to share, and the support they need. As the demand for our services grows, so does our commitment to keeping families close when it matters most.

\$1,263,558

COST OFFSET

\$976,857

MILEAGE COST OFFSET



331

FAMILIES HOUSED
624 ADULTS & 172 SIBLINGS



6,414

NIGHTS OCCUPIED



341 NIGHTS

LONGEST STAY



17.92 NIGHTS

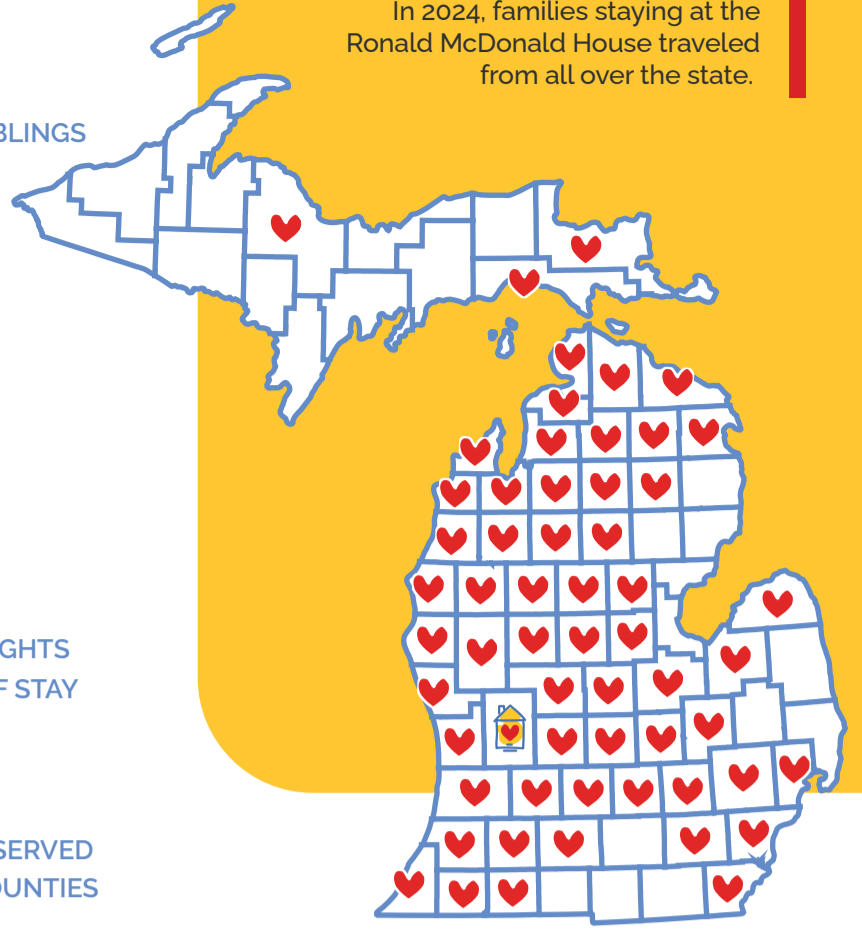
AVERAGE LENGTH OF STAY



59

MICHIGAN
COUNTIES SERVED
13 OUT-OF-STATE COUNTIES

In 2024, families staying at the Ronald McDonald House traveled from all over the state.



YOUR SUPPORT

BY THE NUMBERS



1,132

DONORS



2,728

POUNDS OF POP TABS



900

LUNCHES



6,630

TREAT BATCHES MADE



6,420

MEALS PREPARED



4,835 HOURS

DONATED IN 2,316 SHIFTS



480

NEW DONORS

MCDONALD'S

OUR FOUNDING PARTNER



\$503,119

IMPACT OF ROUND-UP



\$122,554

SHAMROCK SHAKE CAMPAIGN

Our partnership with McDonald's, our founding and forever mission partner, continues to be a vital part of our success. While RMHC West Michigan does not receive direct funding from McDonald's, we are grateful for the support of local McDonald's Owner/Operators and their customers. Initiatives like Round-Up, coin box donations, and seasonal promotions such as the Shamrock Shake campaign helps provide comfort, care, and resources to the families we serve.



A REMARKABLE CHAPTER

A LETTER FROM OUR CEO

This past year has been a remarkable chapter in our story. Together, we expanded our reach and opened our doors to even more families in need, offering the comfort and care they deserve during one of the most difficult times in their lives. The addition of eight rooms has allowed us to serve more families, but even with this growth, the demand for our services continues to exceed our capacity, and we often find ourselves operating with a waitlist.

This year also marked a significant transition for RMHCWM as we bid farewell to our longtime leader Ellen Carpenter. As I step into this role, I am humbled by the opportunity to continue building, with vision and dedication, supported by our growing team and unwavering community of supporters.

Looking ahead, 2025 promises to be an exciting year. We are thrilled to introduce a brand-new immersive event, The Event, on May 1, followed by our beloved RMHC Golf Outing on August 6. We're also grateful for our third-party hosts who organize incredible events like the East Grand Rapids Harvest Fest, Ada Chili & Beer Festival, and the Resolution Run—each of which strengthens our mission to serve families when they need it most.

As we reflect on our accomplishments and plan for the future, one thing remains clear: the need for support is greater than ever. Grand Rapids continues to grow as a health care hub, with world-class facilities like Helen DeVos Children's Hospital, Mary Free Bed Rehabilitation Hospital and Pine Rest Christian Mental Health Services, leading the way in specialized medicine and research. This growth brings families from across Michigan and beyond to our city, seeking critical care for their children. While our community is privileged to have access to such exceptional care, many of these families must travel far from home to receive it.

At RMHCWM, we ask the important question: as children are cared for, who cares for the families? The answer is simple—we do. You do.

As a mother, I've never had to face that fear. But as the CEO of RMHCWM, I see every day the profound impact of the services we provide, because of you. Families in crisis find more than just a place to stay—they find a community that offers meals, transportation, a place to rest, and, most importantly, peace of mind.

We cannot do this alone. West Michigan is known for its hospitality, kindness, and generosity, and we must live up to that reputation. Together, we can remove the obstacles that families face—housing, food, and transportation—so they can focus entirely on what matters most: the health and healing of their child.

Thank you for being part of our story and for believing in the work we do. Together, we can build a community where every family feels supported, cared for, and welcomed with open arms.

Here's to an exciting year ahead and the impact we will continue to make together.



Salina Bishop
President & CEO