



Caring for families caring for children

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The Ronald McDonald House of Winston-Salem provides a "home away from home" for families of children who are receiving medical care in our community's hospitals. The House and Family Room programs offer physical comforts, emotional support, and referral services designed to promote the well being of the whole family.

HOW WE STARTED

In 1980, Dick and Penny Latham lost their three-year-old son, Alan, to cancer. To honor his memory, they convinced other parents with similar circumstances to work with them to establish a home for families of children from outside the community receiving treatment at local medical facilities. Through their efforts, the Rainbow House of Winston-Salem was incorporated in February 1981. The support from N.C. McDonald's franchisees led the project to be renamed the Ronald McDonald House just before opening. The House received its first guest family on September 14, 1984 with a capacity of 10 families per night. In 1997 the House expanded to its current size of 17 bedrooms and several common areas. An 18-bedroom addition is planned for completion in 2010.

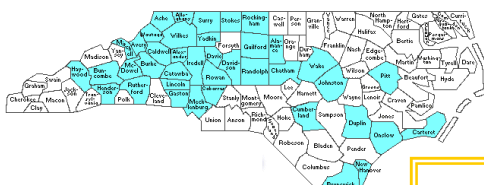


A HOME IN THE HOSPITAL

The House extended its services by opening the first Ronald McDonald Family Room in North Carolina in Brenner Children's Hospital in 2002. Designed to be an adult respite room, the Family Room offers a "home-like" setting within the walls of the hospital. Comfortable seating areas, a stocked kitchen, and computers with internet access are among the amenities provided. Forsyth Medical Center became home to the second Ronald McDonald Family Room in 2008.

HOUSE FACTS

Annual family visits
569
 Average length of stay
7.9 days
 Cost of operating each room for one night
\$82
 Our families are from:
40 N.C. counties
14 other states

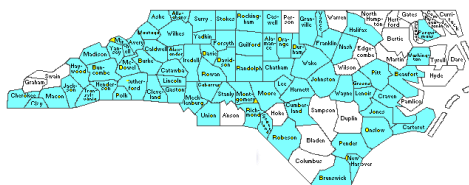


TOP DIAGNOSES

Neonatal **54%**
 Cardiovascular **7%**
 Cancer **5%**
 Neurological **5%**
 Renal **4%**
 Orthopedic **4%**
 Facial / Cranial **4%**
 Trauma **3%**
 Other **14%**

FAMILY ROOM FACTS

Annual family visits:
21,037
 From:
74 N.C. counties
25 other states
3 foreign countries



OUR HOUSE OFFERS

- ◆ 17 bedrooms for families
- ◆ 2 living rooms, 2 playrooms, and an outside playground
- ◆ Home-cooked meals every night with a stocked kitchen
- ◆ Contact with other families in similar situations
- ◆ Support of the staff and volunteers of the Family Assistance Program

All of this is provided to families for \$5.00 each night, and even this small fee can be waived if necessary.

WHO CAN STAY

- Families who:
- ◆ Live outside of Forsyth County
 - ◆ Have a child age 18 or younger receiving medical care in our community
 - ◆ Are referred by a doctor, nurse, or social worker

OPERATING SUPPORT

Individuals **26%**
 Triad McDonald's
 25th Birthday Gift **17%**
 Corporations/
 Foundations **13%**
 Friends of RMH **12%**
 Sport a Shirt **11%**
 RMHC-NC **10%**
 Civic & Churches **8%**
 Miscellaneous **2%**
 Room Donations **1%**

All statistical information is based on data from January 1, 2009 to December 31, 2009. For more information visit us on the web at www.rmhwinstonsalem.org.