



Ronald McDonald
House Charities®
New Mexico



2020 Impact Report

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Got You Looking!

Photographic Perspectives

RMHC-NM

Mission

Ronald McDonald House Charities of New Mexico provides comfort, care and a “home-away-from-home” for families whose children are in medical treatment.

Vision

Strengthening families and communities one child at a time.

Values

Compassion

Provides everyone with heartfelt comfort, care and kindness

Enthusiasm

Inspires joy and passion in others

Respect

Embrace differences with a caring attitude

Commitment

Dedication, accountability & pride in everything we do

Integrity

Our actions are guided by honest and ethical behaviors



Welcome

Dear RMHC-NM family,

My name is Robert DelCampo and I had the privilege to serve as the Chair of the RMHC-NM Board of Directors for the year 2020.

For many of us, 2020 was a challenging year; however, RMHC-NM has persevered (like all of us!) and made tremendous strides in pursuit of our mission to provide support for families with children experiencing medical issues. I'm sure you all share in my appreciation for our amazing volunteers, staff, and families who have been essential to our continued services. While our modalities have changed, our focus stays the same. We are thrilled to have families back at Yale House and look forward to soon seeing new faces at the brand new Highlands House!

As we move into a new era for RMHC-NM, this next year looks to be our best yet. Even with the uncertainty surrounding medical care, cooperative housing, and other services, our top-notch team at RMHC-NM has been working to maintain our facilities as we progress through COVID-safe phases laid out by RMHC Global. Now, more than ever, your support is so appreciated and imperative to the health of New Mexico families. As a supporter, you recognize the work we do for families traveling from around the region to receive medical treatment at our world-class facilities in Albuquerque.

I am incredibly proud of the work we are doing together, and by providing a new facility in the nation's first-ever House in a hotel, we are ready to serve **EVEN MORE** families from across our state each year. New Mexico is unique in its family-centric approach to helping our fellow New Mexicans in their most vulnerable times. Thank you for being part of our family.



Highlands Ronald McDonald House Room For Every Family

After more than five years of planning and execution, the new Highlands Ronald McDonald House has become a reality. Through a partnership with Maestas Development Group and Titan Development, RMHC-NM successfully constructed the first purpose-built Ronald McDonald House in a hotel. As the first of its kind in the world, this unique project is both visionary and creative and provides RMHC-NM the opportunity to develop a new model for service delivery.

The Highlands House allows Ronald McDonald House Charities of New Mexico to grow from 30 to 50 guest rooms, helping reduce stress and financial burden for more families each year when they must travel far from home to access medical care for their child.

The Highlands House opened to families in April 2021 and includes:

- **20 Guest Rooms** providing parents and family accommodations close to their child's medical care, helping them to better communicate with the medical team and keep up with complicated treatment plans.
- **19,000 square feet** on the 3rd floor of the SpringHill Suites by Marriott, with a community kitchen, indoor and outdoor play areas, office space, living room, library, and laundry, allowing Ronald McDonald House Charities of New Mexico to serve an additional 640 families annually.
- **Access to the Skybridge** connecting to Presbyterian Hospital downtown. The sky bridge is an enclosed, climate-controlled walkway providing families with safe, direct access to the hospital without being exposed to inclement weather and traffic.



When a family enters the doors of a Ronald McDonald House, they are immediately embraced by warmth and compassion. More than simply brick and mortar, the House is an environment that promotes togetherness and a place where parents, patients, and their siblings can find comfort in each other during their health care journey.



Jonah – Our Miracle Baby

On December 3rd, 2019, Bryanna was flown to Albuquerque from her hometown of Carlsbad, NM. She was 26 weeks pregnant and had developed severe preeclampsia. One week later, she gave birth to Jonah, a tiny 2 pounds, 2 ounces miracle baby. Jonah's hospital stay was full of ups and downs, with six procedures including a tracheotomy for breathing support and a gastronomy tube to eat. Bryanna spent days with Jonah and her nights at the Ronald McDonald House. "If it was not for the House, I have no idea what I would have done," she said.

For Bryanna, the Ronald McDonald House means love, compassion, accommodation, and kindness. Throughout her 217-day stay, the House was her "home-away-from-home." After a long day at the hospital, she enjoyed a fresh home-cooked meal and a comfortable room to stay in to get some much-needed sleep. Bryanna was without her family, who lived four hours away. They remained in Carlsbad to work and provide for the family, and only came to visit so often. "I met some fantastic people during my stay, from the amazing staff to fellow moms on their own journey," she said.

Bryanna has several memories from her time at the House. "The caring staff provided my baby and me with several gifts for Christmas, Easter, Mother's Day, and more," she said. In March 2020, the COVID-19 pandemic arrived, and safety measures were put in place at the Ronald McDonald House. "It was beyond clean, and the set rules helped keep families safe. As a mother, I was terrified of bringing sickness to my medically fragile baby, so being in a clean and safe environment put my mind at ease," said Bryanna.

In July of 2020, Bryanna could see the light at the end of the tunnel. When she left to go home, she was the last family who stayed in the House before its two-month closure for deep cleaning. "I cannot express my gratitude for the Ronald McDonald House. I would have been lost without them," she said. Bryanna could not imagine not being able to stay close to her son and seeing him every day. By staying at the House, she did not feel alone during this difficult time.

2020 RMHC-NM By the Numbers

Volunteer Hours:

3,333

Value of Time Donated:

\$84,769

Volunteer Hours

House - 848

House Groups - 577

Dinner Donors - 846

Family Room at Presbyterian - 522

Family Room at UNMH - 349

Events - 5

Board of Directors - 151

Katie's Kart - 26

Total Families Served - 274

Room Nights Provided - 2,529

Average Length of Stay - 19 days

Family Room at UNMH Room Visits - 1,832

Family Room at Presbyterian Room Visits - 1,728

Nightly Dinners - 272

Katie's Kart Visits - 51

Top New Mexico Counties by Room Nights

San Juan - 354

Eddy - 259

McKinley - 230

Rio Arriba - 201

San Miguel - 174

Most Frequent Diagnosis by Room Nights

Premature Babies - 1,346
Oncology - 436
Pulmonary - 275
High-Risk Maternity - 100
Neurology - 50



Revenue

Contributions (64.17%) – \$963,242
In-Kind (7.56%) – \$113,395
Special Events (9.24%) – \$138,711
Room Donations (6.39%) – \$95,883
Other (.13%) – \$1,869
Investment Revenue (17.39%) – \$261,056
Loss of disposal of assets (-4.88%) – (73,129)

Total Public Support & Revenue - \$1,501,027



Expenses

Program (78.49%) – \$1,321,700
Fundraising (16.95%) – \$283,517
Management & General (3.81%) – \$64,090
Unallocated Payments (.75%) – \$14,629

Total Expenses - \$1,683,936



Westwind Computer Products - Donor Highlight

Westwind Computer Products has a long history of community engagement and a lengthy list of organizations they support. The list continues to grow, and they are always open to helping their pack support what they are passionate about.

Westwind first became involved with Ronald McDonald House Charities of New Mexico in 2019, shortly after Charles Sanchez, sales and business development, joined their pack. Charles led donation and volunteer initiatives supporting the charity for several years with his prior employer. "I shared the RMHC-NM story and potential opportunity to help, and they were immediately on board," said Charles. Westwind has since participated in the Guest Chef program monthly and now the Sponsor-A-Meal program during COVID-19.

Westwind's pack includes more than 50 individuals, most of which are local to the Albuquerque area. When the first Guest Chef signup sheet went up in their break room, volunteers' response was tremendous. "So many wanted to participate, and while we saw there was a basis to the saying 'too many cooks in the kitchen,' it was great to see the turnout of individuals from our team who wanted to help make a difference," said Charles.

During the pandemic, Westwind continued its support through Sponsor-A-Meal and donated five Chromebooks and 9 HP Elite Desk 800 computers. In December, the company provided USB battery chargers, earbuds, phone cases, and more to share with families staying at the House during the holidays and in care packages delivered to families staying at our partner hospitals.

"Philanthropy is one of the cornerstones of Westwind's mission - to achieve long-term, sustainable results for our customers, suppliers, employees, and community. Our passion for helping solve problems extends equally to our community and customers, which fosters longstanding relationships," said Charles. As an IT solutions provider, Westwind regularly partners with other organizations within the field, many of which have seen their charitable passions and been influenced to join their causes.

"When your children are afflicted, it's all that is on your mind – everything else becomes an afterthought. We are here to aid RMHC-NM in "sweating the logistic," said Charles.

Partners in Care

In March 2020, Ronald McDonald House Charities suspended their Ronald McDonald Family Room programs at the University of New Mexico Hospital and Presbyterian Hospital downtown. The Family Room programs saw an average of 14,652 visits combined, with 610 overnight stays at the Presbyterian location in 2019. It was clear that this program's closure would have a significant impact on the families seeking respite within those hospitals.

"Since COVID-19 and the Family Room being closed, it has made it hard to support families with things that we knew we could rely on with the Ronald McDonald Family Room. Without access to snacks and drinks and having a safe place to escape the realities of their situation, we would often wonder if families had anything to eat that day," said Ana Ontiveroz Bacon, manager child life program at UNM's Children's Hospital.

During the pandemic, the Ronald McDonald House has provided family care packages to partner hospitals, including UNMH. "The parents are so delighted to be given such a useful variety of items to help ease some of the burdens of being in the hospital," said Ana.

Ana said the families are so grateful that someone is thinking about them as they remain focused on their sick child.

RMHC-NM staff delivered care packages to families at Presbyterian downtown as well. "Many of the parents who received the care packages commented on how nice the items were and also how 'timely' they were," said Mary Gannon, NICU RN case manager. "I noticed how useful the bags themselves were as well, as many mothers were carrying them every day in and out of the NICU."



With the COVID-19 shutdowns and restrictions limiting resources families received through the Family Rooms, it has caused strain on families seeking a quiet space to rest and regroup. "Not having the Family Room open for the families and having somewhere where they can step out of the intense environment of the NICU has made it very difficult," said Candice Ebell, NICU nurse manager at Presbyterian Hospital. RMHC-NM was able to open up the Family Room sleep rooms mid-December on a limited basis, allowing staff at the hospital to welcome families needing respite. "Having the sleep rooms available again has been amazing for our breastfeeding moms," said Candice. New parents have been grateful to take advantage of the sleep rooms,

While RMHC-NM is grateful to have found avenues to continue delivering services to families at area hospitals while the Family Room programs are closed, we are looking forward to re-opening the rooms and providing all our services to families in need.

Galiana Key Loorem

Work-study student reflects on RMHC-NM experiences

Galiana Key Loorem is a fourth-year work-study student with Ronald McDonald House Charities of New Mexico, supporting the Family Room at Presbyterian since August 2017.

Born and raised in Albuquerque, Galiana graduated from Manzano High School. She wanted to stay in Albuquerque, and fortunately, the University of New Mexico has one of the best programs in the Southwest for her choice of study, cultural anthropology. With hard work, she was able to obtain a full scholarship. "Cultural anthropology focuses on community building and the study of human beings. It is communicative based, wanting to study human interaction." Galiana explained to us.

We asked Galiana what inspired her to choose RMHC-NM as her work-study location. "I was interested in working with families in crisis. I've learned so much about what impacts families in Albuquerque and throughout New Mexico." While growing up, Galiana experienced a crisis that thrust her on the academic and future career path she is on now. She and her mother experienced homelessness and relied on community resources. "My family was in crisis differently (than those served by RMHC-NM), but we still experienced it," said Galiana.

Galiana worked at the Family Room at Presbyterian Hospital until the pandemic started and both Family Rooms closed when hospitals restricted access.

Fortunately, Galiana has continued her work-study in a different capacity. One notable project she completed was to create a coloring book for children receiving RMHC-NM services. Staff members can print it out and include it in welcome and care packages. "The past year taught me to explore new ideas, be more flexible, self-driven, and creative," Galiana shared.

She has many memories during her time with RMHC-NM, and one from the Family Room at Presbyterian Hospital particularly stands out.



"One experience I will never forget is when a mother came into the Family Room and was heartbroken, in complete panic." Her child was being treated at Presbyterian Hospital for terminal cancer. His final wish was to see the ocean. When the mom accepted it wasn't possible to make it happen in person, she decided to decorate the child's hospital room in an ocean theme.

"I helped print items out and made decorations. That day I developed great admiration that the mom would do anything, literally trying to move an ocean. Moms are powerful." Galiana shared with tears in her eyes.

Galiana enjoys art and gardening when she is not busy fulfilling school and work-study requirements. One of her favorite classes at UNM has been Arabic, which she has taken all four years.

Moving forward, Galiana is excited to graduate with her degree in May. Her goal is to work at a nonprofit in Albuquerque and serve her community. We have no doubt she will make a positive impact wherever she goes.

2020 Volunteer Board of Directors

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contactus@rmhc-nm.org





Mission Forward

I suspect there will come a time when we are further removed from 2020 that we will ask the question, “just how did we do it?” Like so many of you, RMHC-NM was constantly pivoting, questioning, learning, grieving, and healing from everything 2020 thrust upon us—all in an attempt to keep going. When you stop for a moment and think about everything we still accomplished, it is no wonder that we’re collectively exhausted. Yet, we’re also energized.

Serving families during a pandemic – like so many other things – has been moments of progress and hope followed by waves of uncertainty. As we continue to move forward, we are excited about what lies ahead. Throughout the challenges of last year, we seized the chance to assess program offerings, service delivery models, staff structure, and more. We recognized the unique opportunity to reimagine how we could best deliver our mission every day without interrupting current operations—because they were already disrupted. As a result, the next time you walk through our doors, things might look a little different, and you’ll see some new faces. As you follow our work on social media, you’ll learn of new initiatives and stories that remind us why we do what we do.

We entered 2021 with a renewed commitment to strengthening communities one child at a time. We are focused on our core of providing welcoming spaces that exude warmth and compassion. We’re making sure the question “what else can we do to serve our families?” is at the center of our decision-making. We can do this because of the overall resiliency of our RMHC-NM family. Our community demonstrated an unwavering dedication to ensuring our families’ needs were met, and that inspired each of us to simply do more.

We look forward to what we will deliver in 2021 and beyond. We are grateful for your role in helping us move our mission forward and can’t wait to share the journey with you.

Perhaps the answer to the question “just how did we do it?” is – we did it together.

Jessica Wright
CEO