

FUNDING APPLICATION

GENERAL INFORMATION

Organization Information

Legal Name: Ronald McDonald House Charities San Antonio		Federal Tax ID#: 74-2140528	Are you a 501(3)(c) charity? Yes	
Address: 4847 Charles Katz	City: San Antonio	State: TX	Zip Code: 78229	
Website: www.rmhcsanantonio.org		Fax: (210) 580-9000		

Head Of Organization

Name: Travis Pearson	Title: CEO
E-Mail Address: travis.pearson@rmhcsanantonio.org	Phone: (210) 580-9000

Application Contact

Name: Jennifer Othman	Title: Director of Marketing & Development	E-Mail Address: jennifer.othman@rmhcsa nantonio.org	Phone: (121) 580-9000
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Previous funding received from The Gordon Hartman Family Foundation

Year	Funding \$
2019	\$10,000
Total	\$10,000

Has the organization applied to the Gordon Hartman Family Foundation in the past and been declined?
No

Grant Amount Requested \$:	Total Project Budget \$:	Organization's Annual budget \$:
\$10,000	\$1,782,994	\$1,782,994

Mission Statement:
The Mission of the Ronald McDonald House Charities of San Antonio is to provide support and temporary living accommodations for families with critically ill and injured children who are receiving essential medical services in San Antonio. Ronald McDonald House of San Antonio provides families a safe, caring home-away-from-home where families in similar circumstances can interact and lend and receive mutual support.

PROJECT INFORMATION

Program / Project Title:
General Operating Expenses

PROJECT TIMELINE

Start Date	End Date
01/01/2021	12/31/2021

Program / Project Description:
When a parent is focused on the health of their child, nothing else should matter, not where they can afford to stay, where they will get their next meal, or where they will lay their head at night. But what if the family lives 200 miles or 1,000 miles away? Grant funds will be used to support the costs of: 24-hour awake staff to support and attend to the families, repair and upkeep of the family rooms, kitchen, playground, and playrooms, additional families services including the costs to support work and academic IT stations inside the houses, transportation to and from hospitals, food, and other related expenses supporting fulfillment of the day-to-day mission of the Ronald McDonald House. 4,677 critically and chronically ill children and their family members from 35 states and 6 countries were served in 2019. On average, RMHC San Antonio saves our families over \$2.1 million in lodging and living expenses. Eighty-five percent (85%) of the families we serve live at or below the poverty line and more than 50% are Hispanic. We serve children 0-21 years and their families and the top diagnoses of the children we serve are: Peri-natal complications, Cerebral Palsy, Childhood Cancers, Cardiovascular diseases and deformities, and Respiratory complications and failures. Our goal is 90% of available rooms will be occupied providing equal access to healthcare in San Antonio for our families. The Occupancy Rate for RMH San Antonio was 83% in 2019 and was 54% in 2020.

Evaluation Plan:

Three main objectives will be measured to evaluate our plan:

1.) 24 Outreach meetings will be held in 12 months with medical social workers, nurses, doctors and medical administrators, hospitals, and outpatient clinics regarding the services and benefits for their patients when they utilize the services of RMH San Antonio.

2.) 92% of Families will rate their experience with RMC of San Antonio as "Good" or better. Families who have used our services are key advocates not only within their communities, but other families as well. The following questions will be surveyed at exit:

o How would you rate your overall experience with RMHC?

o Overall, I am very satisfied with the services provided by RMH staff and volunteers.

o Would you recommend RMH to family and/or friends?

3.) 10% increase in Facebook, Instagram, and LinkedIn followers. Social Media is now the primary source of news and other information. Strategies such as targeted media, appealing stories, timely information, will be used to increase followers and increase awareness of our services.

Plans to sustain project beyond the term of this request:

RMHC of San Antonio receives funding from the following sources on an average annual basis:

o 28% Individual contributions

o 31% Grant and Foundations

o 14% McDonald's Restaurants

o 12% Fundraising Events

o 6% Corporate contributions

o 9% Investment/Other

The project will be sustained through the diversity in funding as well as specific strategies to increase each revenue stream in upcoming years.

Line item Budget:

Line Item Description	Total Project Funds Allocation	Gordon Hartman Funds Allocation
Operating Expenses	\$1,782,994	\$10,000
TOTAL:	\$1,782,994	\$10,000

BOARD OF DIRECTORS

LIST OF BOARD DIRECTORS

Name & Office Held	Corporate Affiliation
Maria Victoria Acosta	McDonalds Franchisee
Gena Marshall	Prytime Medical
Gordon Brown	ATT, Retired
Borianna Damm	Ernst & Young
Carlos Rodriguez	McDonalds Franchisee
Luis Acosta	McDonalds Franchisee
Maureen Concklin	ICON Clinical Research
Antonio Hernandez, M.D.	University Hospital
Linda Mance	Methodist Children's Hospital
Stephan Motz	CST Brands, Retired
Joseph Pena	Attorney
Cindy Snyder	Frost Bank
Simon Thompson	Texas Legacy Wealth Management
Darrin Baron	Valero

Mark Gilger, M.D.	The Children's Hospital of San Antonio
Bradley Lacy	Pulte Group
James Maxey	Trinity University
Roxanne Olivarri	City of San Antonio
Karen Shaffer	Presidio Title
Johnise Stamper	Capital Group
Thomas Unruh	USAA