



RMHC Board Dashboard

JULY 2025



Ronald McDonald House	MTH	YTD
Number of families served:	60	308
Number of Bedside Hours	4313:45:00	19,308:05
Average length of stay:	11.2	16.89
Plates served:	1514	9120
RMHC Family Room	MTH	YTD
Number of individual visits:	474	2183
Hospitality Ala Carte	MTH	YTD
Number of individuals served:	493	3367
In-House Wellness & Activity Sessions	MTH	YTD
Number of In-House sessions	60	438
Number of In-House activities	1	21
Number of families participating in activities	0	101
Cleveland H2H Wellness Sessions	MTH	YTD
Number of In-House H2H sessions	9	100

HOPE CAMPAIGN '25	BUDGETED	ACTUAL
Staff Phase	\$5,250.00	\$11,536.00
Board Phase	\$60,000.00	\$23,988.78
Major Gifts Phase	\$199,750.00	\$87,784.32
Community Gifts Phase	\$100,000.00	\$25,901.95

Round Up	
Last Month	YTD
\$56,814.75	\$ 441,434.17

Upcoming Events
RUN4KIDS - 9/20/25 @ TN RIVERPARK HUBERT FRY CENTER

July Engagement Metrics
Phone calls: 83
Emails: 66
Handwritten Notes: 76
Data Cleanup Actions: 50
Personal Visits: 13
Tours: 6
Networking Events: 2

Number of YMCA transfered families served through H2H sessions		1	24
Volunteer Program		MTH	YTD
New Indiv. Volunteers		5	80
New Volunteer Groups		5	48
Marketing & PR Efforts		MTH	YTD
	Posts	27	177
	New Followers	24	317
	Engagements	977	6,413
	Posts	37	311
	New Followers	20	275
	Engagements	594	2,931
Website Visits:		1,346	15,248

July Bright Spots at RMHC

We are thrilled to share the incredible momentum of our **Adopt a Room** program—and it's all thanks to generous support and belief in our mission.

RMHC donors have the unique opportunity to make a personal and lasting impact by “adopting” one of our 28 bedrooms. Each adopted room proudly displays their name on the plaque outside the door, along with a heartfelt letter and photo from their team, company, or organization. These thoughtful touches create a powerful sense of comfort and connection for the families who stay with us.

We're proud to celebrate the success we've seen this month (5) so far, and we're even more excited about what's ahead. We're well on our way to transforming all 28 bedrooms into spaces filled with warmth, dignity, and hope.

2025 EVENTS	Shaded Amounts are the Budget/Goal Targets		
	INCOME	EXPENSE	NET
Wine Women & Shoes	\$385,687.00	\$132,455.00	\$253,232.00
March 21st	\$374,000.00	\$166,830.00	\$207,170.00
Bug-a-Paluzza	\$23,405.00	\$7,597.00	\$15,808.00
April 12&13	\$19,995.00	\$6,281.00	\$13,714.00
Restuarant Give-Back Month	\$3,924.45		\$3,924.45
Sunday, June 1, 2025			