50 years of RMHC

RMHC Romania



2024 Annual Report

Celebrating our Past, Present and Future!

"We are 50 years young and our work has just begun!"

- Katie Fitzgerald, President & CEO RMHC

50 years of RMHC

RMHC Romania

Contents

01 Mission

02 26 years - Key figures

03 Message from our Board President

04 Message from our Mission Partner

04 Board of Directors

05 Achievements 2024

09 RMHC Programs

10 Ronald McDonald Houses

11 *Ronald McDonald Houses Achievements 2024*

12 *Ronald McDonald House Bucharest*

16 *Ronald McDonald House Timișoara*

19 *Ronald McDonald House Iași*

25 Supporting Children's Hospitals

29 Family-Centered Care

31 Our volunteer program

35 McHappy Day 2024

37 Our partners

41 Financial results

42 Supporting RMHC

Mission

Our mission is **to create, implement, and support programs that improve the health and well-being of children and their families.**

We aim to build a world where every child has access to the medical care they need, and families are supported and actively involved in their child's healing journey. We work closely with partner pediatric hospitals to support family-centered care, providing families with a place to stay for as long as they need — steps away from their child's hospital bed.

26 Years of Keeping Families Close in Romania

We **BUILT** **3 Ronald McDonald Houses** – *homes away from home* for parents with hospitalized children.

We **PROVIDED** **over 123,000 free accommodation nights**.

We **HELPED** **over 25,000 parents during their most difficult times**.

We **INVESTED** **over 10 million EUR** in the community.

We **SUPPORTED** children's access to better medical services.

We have been proudly supported by hundreds of partners, volunteers, organizations, and hundreds of thousands of people who have donated their time and resources.

Dear friends,

I write these lines with deep gratitude for all the support we've received and for everything we've accomplished together. But also with great joy and pride because 2024 was a year full of challenges — a year in which we continued to stand by families going through hard times and a year in which we celebrated 26 years of activity in Romania and 50 years since the founding of Ronald McDonald House Charities globally.

RMHC's 50 years worldwide are a testimony to the power of a shared dream and an unwavering commitment to doing good. We are honored to be part of this global network that has changed millions of lives, and our achievements in Romania are closely tied to this international movement of family support. Together, we've helped change the fate of thousands of families, from the first Ronald McDonald House opened in Bucharest in 2003 to the Houses in Timișoara and Iași.

Throughout the year, we were guided by one goal: to be there for the children and families who need us. We provided more than shelter and a warm meal—we offered a system of support and a place where children and their parents could feel, for a moment, that life doesn't stop because of illness. The Ronald McDonald Houses remained more than places to stay; they were sanctuaries of hope and normalcy where parents could stay close to their children during their most difficult moments.

Every step in this direction was possible because of you — those who believed in our mission and stood beside us with open hearts. We expanded the services we offer to families of young patients, continued to equip hospitals with essential medical equipment, and developed new initiatives that brought comfort and peace to parents amidst chaos.

I want to thank you, our partners, for your trust in us and your unwavering support every step of the way. Your contribution allows us to provide parents who travel great distances seeking the best treatment for their children with a place of peace — a home away from home.

I am also deeply grateful to McDonald's Romania, our Mission Partner from day one, for their constant support. During the two McHappy Day editions of 2024, we raised over 3,95 million LEI — funds that will ensure the operation of the Ronald McDonald Houses in 2025.

Every volunteer who helped bring a smile to a child's face, every donor who made a small gesture that made a big difference, every healthcare professional in our partner hospitals who worked with us to make treatments more accessible and effective — each of you gave us the strength to keep going. You are the heart and soul of this organization, and without you, none of this would have been possible.



On behalf of all the families we have supported and all the children who felt they weren't alone in their fight, I thank you from the bottom of my heart.

I also want to sincerely thank my team for the dedication and passion they bring to their work every day. Each of them contributes uniquely to our mission, and only together can we continue to keep families close, bring hope, and build a better future for every child in Romania.

With gratitude and hope for the future,

Amalia Năstase

President, RMHC Romania





Mission Partner

Partnerships that truly bring change are the ones that define us and motivate us to keep giving. The collaboration between McDonald's® and the Ronald McDonald House Charities® Romania is a prime example of long-term commitment to the community and doing good for the most vulnerable.

In 2024, just as in previous years, we supported young patients and their families, aiming to bring hope during their most challenging moments. We managed to raise over 3,95 million LEI to support families of hospitalized children directly, and all our actions were made possible thanks to the solidarity and involvement of every member of the community — from the RMHC team, to McDonald's® volunteers, donors, and partners.

Together, we provided more than financial aid — we helped create a better environment for children and supported the mission of the Ronald McDonald Houses. These essential places of refuge and support for families during medical treatments have provided over 123,000 free overnight stays to 25,000 parents from 35 counties in Romania.

On behalf of our entire team, I want to express a heartfelt thank you to everyone who supported this mission. And most importantly, I want to congratulate the RMHC team for making a real difference in the lives of the children and families they support every day.

We are committed to continuing our support and contributing to building a brighter future for young patients in Romania.

With gratitude,

Valentin Truță

General Manager, Premier Restaurants Romania

Board of Directors

Since 2017, the Board of Directors of the Ronald McDonald House Charities includes:

Amalia Năstase
President
Amalia Năstase Communications

Martin Xuereb
Director of Business Development
Hili Ventures
/
President
Ronald McDonald House Charities Malta

Alin Popescu
Member
Doctor
Sports medicine

Valentin Truță
General Counsel
Hili Ventures
/
Managing Director
Premier Restaurants Romania

Ștefan Iordache
Member
Chief Operating Officer
Publicis One Romania

Overview 2024

We celebrated 50 years of caring for families globally.

The Ronald McDonald Houses

- Supported **745 families**, including **1,124 parents** and **805 children**
- **15,718 free accommodation nights** were provided
- **19,495 warm meals** and **910 care packages** were offered
- **More than 100 recurring volunteers** contributed **over 2,400 hours of volunteer work**

Over 77,000 EUR
were allocated to the program
“Supporting Children's Hospitals”

We hosted **the 3rd edition of the National Family-Centered Care Conference**,
in partnership with the Ministry of Family, Youth, and Equal Opportunities and under the auspices of the Ministry of Health.

1,196
donors supported us via SMS

1,178
donors supported us via the 230 Form

Over 100
corporate partners supported our cause

Over 550.000 EUR
raised from thousands of donors during the two editions

McHappy Day

They joined our mission

Recognized efforts

The Ronald McDonald House program was awarded at **"Gala Binelui"**, *Community and Social Involvement* section, organized by the *Ministry of Family, Youth, and Equal Opportunities*.

Our efforts were recognized with **3rd place** in the *“Cause Related Marketing”* category at the **CSR Awards Gala** for the *McHappy Day 2023 campaign*.

2024 in images






















50 de ani RMHC
Sărbătorim trecutul, prezentul și viitorul nostru.
SUSȚINEM OPTIMISMUL MICILOR PACIENȚI DIN ROMÂNIA


Casa


Casele Ronald McDonald


CONFERINȚA NAȚIONALĂ
FAMILY-CENTERED CARE




50 de ani RMHC
Sărbătorim trecutul, prezentul și viitorul nostru.

Ronald McDonald House Charities Romania Programs

Ronald McDonald Houses – Homes away from home
Supporting Children's Hospitals
Family-Centered Care



Ronald McDonald Houses

Ronald McDonald Houses were built with the purpose of keeping families close when their children are hospitalized for long periods. These houses allow parents to focus all their energy and resources on their little ones.

At Ronald McDonald Houses, parents benefit from free accommodation nights, warm meals, welcome packages with essential products, and psychological counseling throughout their child's hospitalization.

Across the three Houses, we have provided over 123,000 free accommodation nights to more than 25,000 parents.

Ronald McDonald Houses in 2024

Ronald McDonald House Bucharest

3,735 Accommodation nights

150 Families hosted

309 People hosted

128 nights Longest stay

20,08 days Average stay

73% Occupancy rate

Ronald McDonald House Timișoara

6,940 Accommodation nights

293 Families hosted

327 People hosted

366 nights Longest stay

22,75 days Average stay

82,19% Occupancy rate

Ronald McDonald House Iași

5,043 Accommodation nights

302 Families hosted

488 People hosted

103 nights Longest stay

10,05 days Average stay

72,96% Occupancy rate

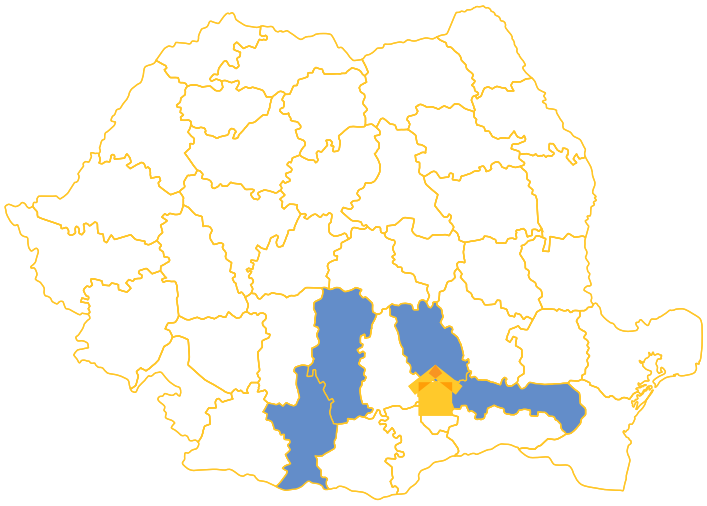
We offered:

19,495 hot meals

910 care packages

Ronald McDonald House Bucharest

For 21 years in the courtyard of "Grigore Alexandrescu" Emergency Clinical Hospital for Children





Facilities:

14 rooms - each with a private bathroom

Fully equipped and furnished **kitchen**

Dining room

Children's play area

Laundry room

Longest stays by county

Ialomița - **353 days**
Olt - **348 days**
Argeș - **284 days**
Prahova - **275 days**

Longest hospital stays by ward

Surgery - **1,063 days**
ICU - **949 days**
Neurosurgery - **684 days**













"I've been coming to the Ronald McDonald House in Bucharest for 11 years. I really like the rooms — they have everything I need, and the bed is very comfortable. I love that there are so many toys here, and after treatment, I enjoy eating a salted caramel and chocolate éclair. My mom has always been by my side all these years, after every surgery and every recovery visit. Having her next to me always made me feel better."

-Darius, 11 years old



Partner's Testimonials



acrom®
Adopt a Room
Partner

"Part of ACROM's mission is supporting the community we're part of, and supporting Ronald McDonald House Charities is more than a partnership – it's a deep commitment to families going through difficult times. For over a decade, we have stood by this cause with full confidence because we've witnessed the real impact of Ronald McDonald Houses. Every night, a parent can stay close to their hospitalized child, every warm meal offered, and every worry eased — all of it matters immensely. We're honored to contribute, year after year, to this mission and to be part of the change that brings relief and hope."

ACROM Team



HAVI
Adopt a Room
Partner

"At HAVI, we strongly believe in the power of community and the impact we can have when we unite for a noble cause. Our partnership with Ronald McDonald House Charities is more than a collaboration — it's a responsibility we embrace with dedication and heart. Our colleagues' involvement through volunteering, bringing warmth and support directly to families, shows the strength of our shared desire to do good."

HAVI Romania Team

"Adopt-a-Room is not just a project — it's a mission for us.

We don't just adopt a house room; we adopt the desire to help and support RMHC's promise: keeping families close. One of the most important things for a sick child is having their parents nearby, and that's possible thanks to RMHC.

We're grateful to be part of this initiative and proud to support RMHC in its mission to make the world a little better."

DDB, Tribal Worldwide Romania, and OMD Teams



Doyle Dane Bernbach tribal OMD

Adopt a Room Partner

"At Opella, we believe in the power of self-care and its role in creating a healthier society and planet. Our goal is to empower people to take their health into their own hands through our trusted brands, with a strong focus on awareness and prevention. We're committed to making a positive impact in the communities where we operate, recognizing that local actions are the cornerstone of nurturing healthier societies. Our teams around the world design and implement targeted projects that support local initiatives, address specific health needs, and deliver tangible improvements to people's well-being.

At Opella Romania, we are proud to support Ronald McDonald House in Bucharest. We first connected through employee volunteering, and since then, we've continued to contribute to their mission in new ways. Through the Keeping Families Close initiative and the Adopt a Room program, we're honored to help provide comfort to families during the incredibly difficult time of having a child in the hospital. The Opella Room is a thoughtfully designed space that offers a sense of ease and reassurance where families need it most. This partnership reflects our commitment to supporting mental well-being and creating lasting, positive differences in the communities we serve."



Thomas Bosment
Country Head Opella Romania

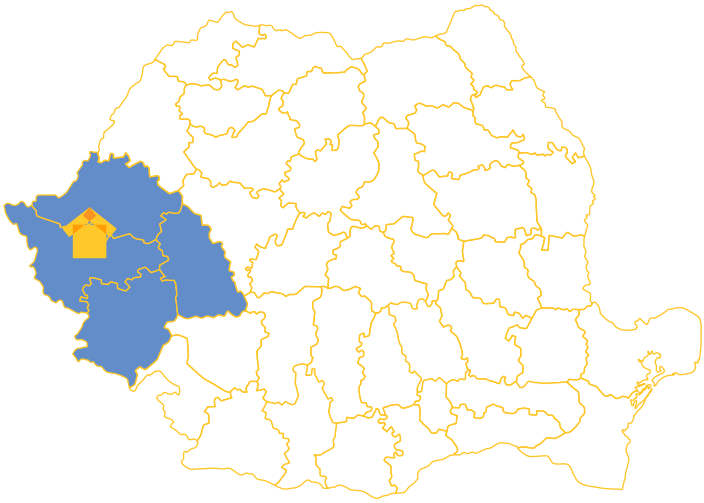
Opella.

Adopt a Room Partner

Ronald McDonald House Timișoara

For 16 years in the courtyard of "Louis Țurcanu" Emergency Clinical Hospital for Children





Facilities:

24 rooms - each with a private bathroom

Fully equipped and furnished **kitchen**

Dining room

Children's play area

Laundry room

Longest stays by county

Timiș - **2,251 days**
Caraș Severin - **1,147 days**
Hunedoara - **1,072 days**
Arad - **897 days**

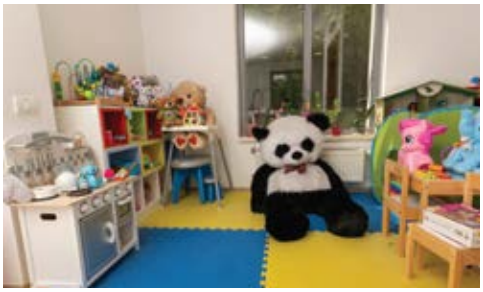
Longest hospital stays by ward

Neonatology - **3,137 days**
ICU - **2,716 days**
Oncology - **1,023 days**













"Throughout all these days, I felt extraordinary material and emotional support, and I can only thank you from the bottom of my heart. Going through this stressful and emotional experience with my baby, all the support you offered was remarkable: a clean environment, fresh food, guidance inside and outside the House, incredibly kind staff, and even activities that helped us relax and connect. Thank you sincerely for all your efforts, for everyone who crosses your doors. You make an enormous difference in our lives — especially in our children's lives."

-M. Family



Partner's Testimonials



HAMILTON

Adopt a Living Partner

"The sense of security we felt among the families of the young patients at the Ronald McDonald House in Timișoara, as much as their situation allows, has motivated us to do everything possible to continue supporting them in their struggle. Moreover, we have been delighted to see how, over the years, our colleagues have joined the company's initiative and got involved whenever they could. We would all like to congratulate you for all the humanity, warmth, and support you offer to the beneficiary families!"

Hamilton Central Europe Team



FUNDAȚIA BRICODEPÔT

Adopt a Room Partner

"In community projects, partnerships make all the difference. We are delighted to have a long-standing partnership with the Ronald McDonald House Charities and to support a new project whose impact we have already had the opportunity to see – children and parents welcomed with essential products, hot meals, and psychological counseling sessions at the Brico Room in the Ronald McDonald House in Timișoara. The real impact, however, goes far beyond the tangible. These beneficiaries – young and old – receive warmth, openness and support at key moments in their lives, proving once again that the name of our fundraising campaign – "Good homes change lives" – has profound meaning."

Georgiana Brehuescu
Manager, Brico Dépôt Foundation, and Community Investment Advisor, Brico Dépôt Romania

ket
PROFESSIONAL PEOPLE
QUALITY WORK

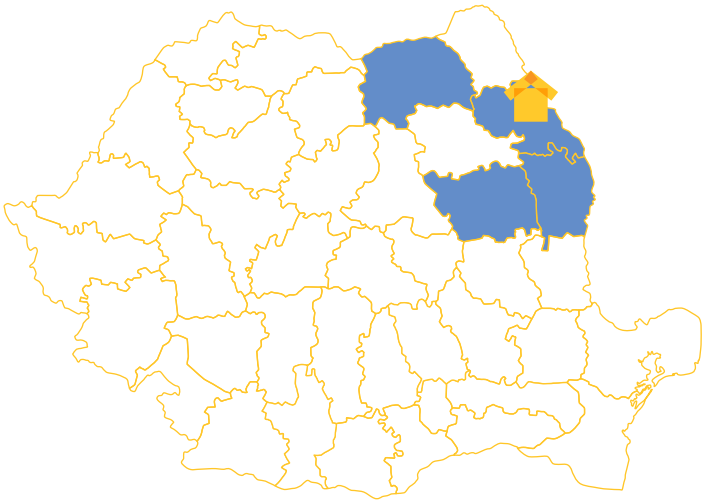
Adopt a Room Partner

"We are grateful that we can get involved and help children stay with their families, especially when they need it most. As parents, we know how hard it is to be away from your children when they are hospitalized, and a peaceful night or a word of encouragement can make all the difference. Every time we visited the Ronald McDonald Houses, we felt like we left a piece of our hearts there, because what the RMHC team does is truly special. We are happy to be able to help and have been supporting the Ronald McDonald House Charities for many years, with a great desire to continue doing good together. Every smile from a child who has their family close by during their hospital stay is, for us, one more reason to stand by and support all of the organization's projects and programs with joy and confidence. #KeepingFamiliesClose has also become a mission for us."

Ionuț Vădan
General Manager, Ket Interior Systems

Ronald McDonald House Iași

For 2 years in the courtyard of "Sf. Maria" Emergency Clinical Hospital for Children





Facilities:

24 rooms - each with a private bathroom

Fully equipped and furnished **kitchen**

Dining room

Children's play area

Laundry room

Multipurpose room

Longest stays by county

Suceava - **1,378 days**
Bacău - **571 days**
Vaslui - **470 days**
Iași - **463 days**

Longest hospital stays by ward

Oncology - **2,543 days**
Surgery - **673 days**
ICU - **540 days**













"Hardships become easier when you have support, when your family is near, and when you share the burden with the people you love. At the Ronald House, all of this is possible. Thanks to you, we can stay close and face the difficult times. We are grateful for this opportunity, the hospitality, and the feeling that we're not alone on this difficult journey. Thank you sincerely for all that you do and all that you are! God works through people, and you are proof of that."

-N. Family



Partner's Testimonials



Up ROMANIA

Partener
Adopt a Living

"RMHC Romania is one of our closest partners. We at Up Romania, a provider that puts people and their well-being at the center of its concerns, gladly and confidently support the mission of this organization. We appreciate the dedication, involvement, and extraordinary work through which it provides children and their families with the fundamentals they need to get through a difficult period in their lives more easily.

We admire the team's devotion and the positive impact they create every day, the support and compassion they offer.

We congratulate you for your mobilization, the power of example you constantly demonstrate, for your courage to overcome challenges and make things happen!"

Elena Pap
Director Europe, UP Group



PHINIA

Partener
Adopt a Room

"Sometimes, the appropriate medical treatment for children is located tens or hundreds of kilometers away from home. Beyond the challenges of their children's health, parents must also manage other logistical issues that may seem minor but are extremely important. The RMHC House offers solutions to family members who leave home to provide their children with access to the best possible medical care and helps them focus their energy and resources on what really matters."

Dan Țețu
General Manager, PHINIA Romania



HCLTech

Partener
Adopt a Room

"The positive energy, pragmatic approach, and fantastic dedication of the team were the things that won us over from the first time we entered the Ronald McDonald House in Iași. Keeping families close during very difficult times is a magical thing that we are proud to contribute to. For HCLTech, giving back to the communities we are part of is a priority that we carry forward with love and total commitment through our volunteers. We want to build a long-term partnership that will make a difference for all children and their families."

Anca Rotariu
Romania Country Lead HCLTech

families

Families who have crossed the doors of the Ronald McDonald Houses

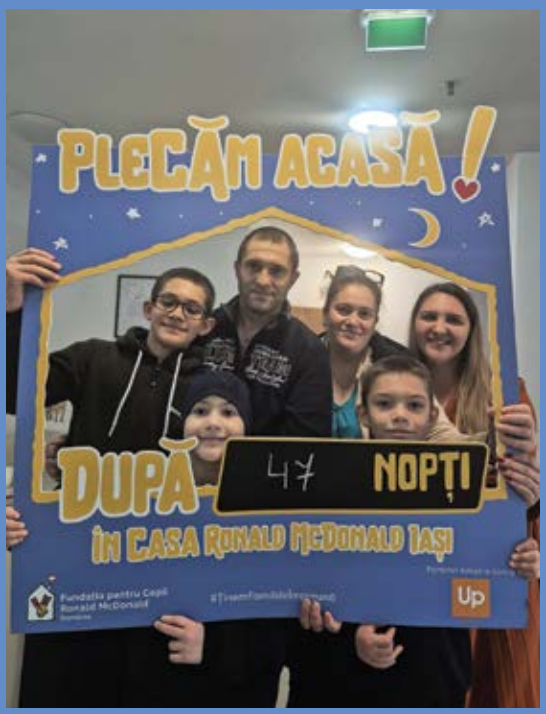





















După
111 zile
în Casa Ronald
McDonald București,
Plecăm
acasă!

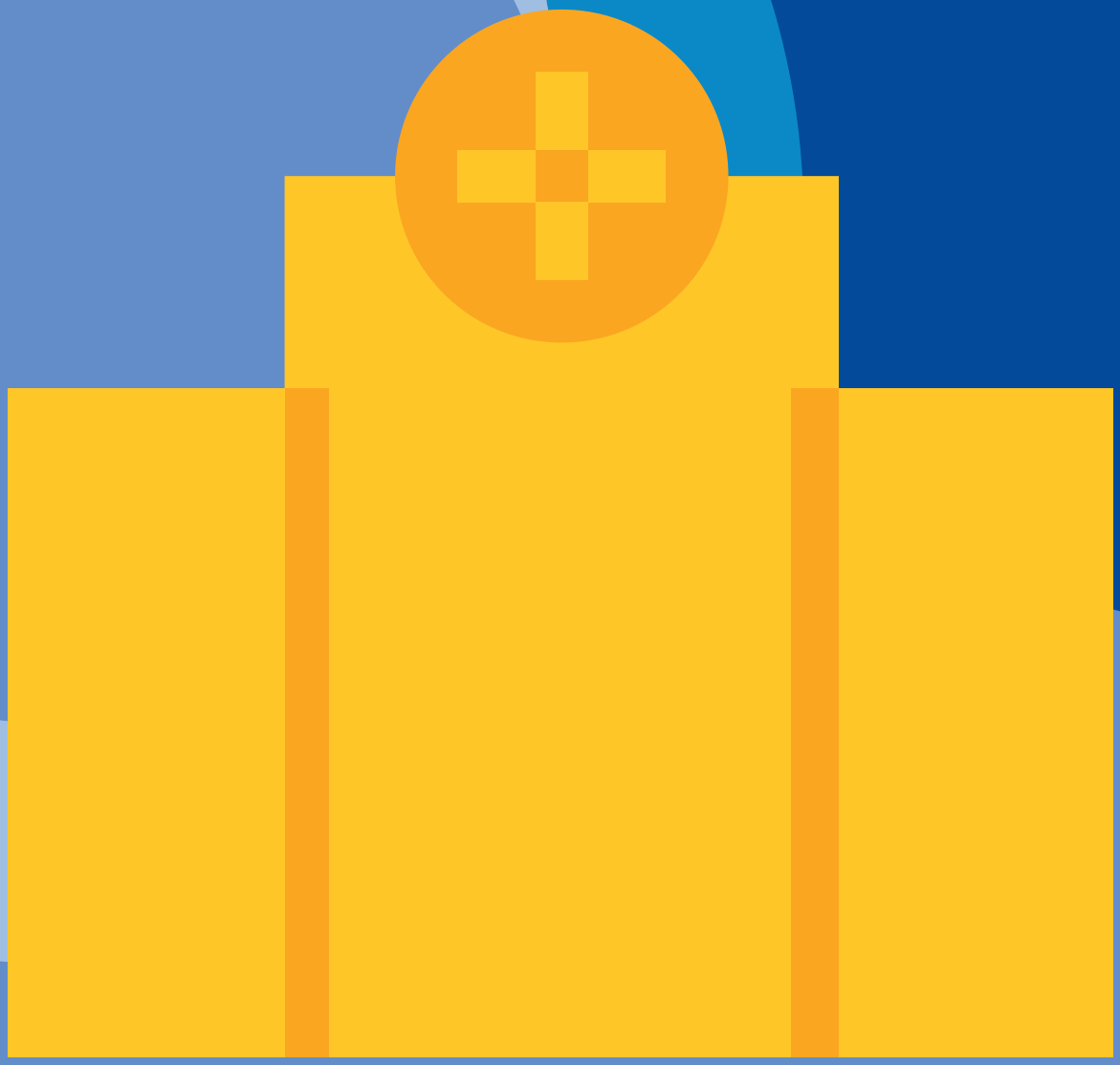












Supporting Children's Hospitals

RMHC Romania's efforts are directed at **improving young patients' health** and their families' well-being **by donating medical equipment to pediatric hospitals and departments and supporting access to better medical services for children.**

In 2024, we supported both partner hospitals and other pediatric wards across the country with essential medical equipment and supplies through donations worth over **77,000 EUR**.

In 2024, the main achievements were:

1 **Completion of a significant campaign** of equipping **six pediatric hospitals** in *Bucharest, Craiova, Cluj Napoca, and Timișoara* with **220 ICU and hospital beds**. This was marked through press conferences highlighting the long-term impact of the donations, funded through *McHappy Day 2023 campaign*.












2 **Donation of 30 mechanical beds worth 18,759 EUR** to *"Louis Țurcanu" Emergency Clinical Hospital for Children Timișoara*, **benefitting 2,500 patients annually**.

"We deeply appreciate the donation of the 60 beds, which improved patient comfort and safety, and supported the healing process. The 30 extension beds also improved family satisfaction and allowed better rest for accompanying parents."

Dana Nicolau
Nursing Director, "Louis Țurcanu" Emergency Clinical Hospital for Children Timișoara




3

Continued our partnership with Vodafone Foundation Romania to support *"Dr. Victor Gomoiu" Clinical Hospital for Children Bucharest* with **medical equipment worth 43,490 EUR**.



"Our partnership with RMHC has become a valuable collaboration over time. In 2024, we joined forces again to equip the ENT department at "Dr. Victor Gomoiu" Clinical Hospital for Children Bucharest, worth 150,000 lei."

Angela Galeța
Executive Director, Vodafone Foundation Romania



"Newborn and early childhood hearing screening is essential and should occur in the first days of life. The donated equipment offers quick, safe, non-invasive diagnostics, allowing early detection and treatment of hearing issues."

Dr. Diana Ionescu
ENT Doctor - Head of ENT Department, "Dr. Victor Gomoiu" Clinical Hospital for Children Bucharest



4 Acquisition of non-medical equipment and consumables for *"Grigore Alexandrescu" Emergency Clinical Hospital for Children, "Maria Sklodowska Curie" Emergency Clinical Hospital for Children in Bucharest, and "Sf. Maria" Emergency Clinical Hospital for Children Iași.*



"Our top priority is to offer the best conditions to the pediatric patients we treat. RMHC has been our partner in this mission for our 25 years, providing unwavering support. We are thankful for all their help in ensuring high-quality care for our young patients."

Prof. Univ. Dr. Alexandru Uilici
Manager, "Grigore Alexandrescu" Emergency Clinical Hospital for Children Bucharest

"Therapeutic processes are more effective when families are close. Housing families in Ronald McDonald Houses helps medical teams too — parents can be present immediately when needed. RMHC long-term support through equipment donations has greatly improved treatment conditions."

Alina Belu
Manager, "Sf. Maria" Emergency Clinical Hospital for Children Iași



Family-Centered Care

Launched in Romania in 2022, this program draws from *the experience of the 24,000 parents hosted in our three Ronald McDonald Houses* and *global RMHC studies* showing that healing happens faster **when families are close to hospitalized children, and children remain more optimistic.**

In **Romania**, RMHC **has pioneered this approach among healthcare professionals and stakeholders, supporting stronger partnerships** and *communication between medical staff and families of pediatric patients*.

The program's primary goal is to train pediatric medical professionals to improve communication with families by introducing communication courses into the curricula of Romanian medical universities.

Thus, in 2024, we have:

1 **Organized the 3rd edition of the National Family-Centered Care Conference** in partnership with the Ministry of Family, Youth, and Equal Opportunities and under the institutional auspices of the Ministry of Health. The event gathered specialists in health and social policy, decision-makers, pediatric medical personnel, social and healthcare professionals working with children and families, NGOs promoting family-centered care, and representatives of student organizations from medical faculties.

2 **Published the study "Family-Centered Care – Practices and Approaches in Pediatric Care"** in partnership with a research team from the Quality of Life Research Institute of the Romanian Academy.

3 **Proposed the creation of a working group** to outline relevant curriculum topics and stages for implementing communication courses in Romanian medical universities.

















Volunteers
Our Partners in Care

Volunteers are essential to our mission, helping us support vulnerable families during their children's medical journeys.

In 2024, both individual volunteers and companies got involved in our mission, dedicating time and resources to support families and their children.

Over 100 active recurring volunteers

Over 100 volunteers from **12 partner companies**

Dedicated 2,487 hours of their time



They were involved in administrative support, organizing events and activities for parents and children, and all fundraising efforts.

Specialized volunteers also play a key role — each of the three Ronald McDonald Houses offers free psychological counseling services for parents, both individually and in groups.



Casa
AJUTĂM








AMDJ
AMDJ




#ȚinemF


From the hearts of our volunteers





"I began volunteering three years ago. In 2022, I arrived at the Ronald McDonald House in Timișoara with the wish to support families in distress, as I, too, was dealing with health challenges. From the moment I arrived, I was warmly welcomed and quickly felt part of a family formed by staff and beneficiaries. I was impressed by the empathy and care shown to families with hospitalized children — beyond lodging and meals; they received moral support from dedicated professionals.

Every task I helped made me feel useful and allowed me to forget, even briefly, about my fears. Being able to contribute to easing someone's suffering gave me purpose. I'm grateful to be part of this wonderful family, the Ronald McDonald House Charities, and I look forward to continuing to help however I can."

Daniela Mihuț
Volunteer Ronald McDonald House Timișoara

"Being a volunteer with RMHC brings me deep joy. I was truly touched by the RMHC mission and felt compelled to contribute to their work of doing good and keeping families close. For me, volunteering means gratitude, involvement, and empathy. This journey helped me grow, taught me responsibility, and showed me that small gestures can have a huge impact. I'm very happy and grateful that through my work I can bring light into someone's life."

Ene Cristina Elena
Volunteer Ronald McDonald House Bucharest

"Volunteering with RMHC has been a vital part of my life for more than a year. I've had the opportunity to spend time with children in the oncology ward of "Sf. Maria" Emergency Clinical Hospital for Children Iași and with those staying at the House, offering joy, emotional support, and activities to brighten their days.

Through play, art, and human connection, I've learned the true value of every shared moment and the immense power of a smile. This experience taught me empathy, patience, and the joy of giving without expecting anything."

Bianca Plumbu
Volunteer Ronald McDonald House Iași





"Our commitment to Ronald McDonald House Iași means much more than just support: it is concrete proof of our solidarity with those going through difficult times. We know how important it is for families with hospitalized children to have a place that offers them safety, comfort, and warmth. That is why our support is not limited to providing temporary shelter, but transforms into a welcoming environment where hope and solidarity become the strength to move forward, day after day.

At Fire Credit, we strongly believe in social responsibility and the power of community. Our involvement goes beyond business — it is a moral commitment, a gesture of generosity that reflects our values and mission. Supporting Ronald McDonald House means being there for families when they need it most, offering them the peace of mind of a safe place where they can stay together and face the challenges of the healing process with greater confidence.

The Ronald McDonald House team does extraordinary work, and we are proud to stand by them. Every gesture, every contribution, every moment of support can make a huge difference. Through our involvement, we want more and more families to receive the help they need, to stay together, and to find the strength to look to the future with hope. Because true solidarity means giving without expecting anything in return, except the smile of someone who has regained hope."

Antonino Bicchieri
Chief Executive Officer Fire Credit



"The Ronald McDonald House Charities is a special place where families find solace, support, and comfort when they travel far from home for their children's treatment. It is a place that recreates the atmosphere of home during those difficult moments for any family, when nothing matters more than the health of their child.

Last but not least, Ronald McDonald House is a place where there is hope — hope that everything will be fine again.

For a year and a half, AMD has been supporting Ronald McDonald House Iași in this endeavor, showing solidarity with both the families facing hardship and the staff at the House, who work tirelessly for the well-being of the beneficiaries."

AMD Team

"We have been collaborating with Ronald McDonald House since 2018 and, since then, we have organized dozens of activities together. Each time, we were welcomed with open arms, in a warm and welcoming environment, where we felt that our work really mattered.

Most of our activities have been about cooking a hot meal for the parents staying here — a simple gesture, but one that brings a little comfort in difficult times. However, we have also had other opportunities to support them in different ways, always with the thought that every gesture of support makes a difference.

The people at Ronald McDonald House are more than partners – they are dedicated, big-hearted people who inspire us every time. We are delighted to be part of this community and look forward to continuing this wonderful collaboration in the future!"



Antonia Călin
FLEX Alumni
Coordonator
American Councils

McHappy®

McDonald's, our Mission Partner, organized **two editions** of the *McHappy Day* fundraising campaign in 2024, raising over **550,000 EUR** to support our activities.



1st Edition

The spring edition took place **in all McDonald's restaurants across the country** from May 13th–19th under the message ***"Your donation supports the optimism of young patients."***

On **May 15th**, **on International Family Day**, we celebrated with **a 3-hour live broadcast on Kiss FM**, joined by artists and supporters at the mobile studio at McDonald's Romană in Bucharest.













2nd Edition

The second edition was organized between October 14th–20th with the message, ***"A moment of your time can change a life."*** Customers were encouraged to donate at the registers, in special boxes, or by purchasing the plush bunny Hop. This campaign also marked **RMHC's global 50th anniversary and saw strong involvement from the business community, with over 100 sponsors joining in** — many of them **long-time RMHC partners**.











Hop, an adorable plush bunny, became part of our mission in 2024 and is available in every McDonald's restaurant in Romania. Proceeds from Hop sales support the continued operation of our three Ronald McDonald Houses. **Hop symbolizes generosity and hope for the children and families we serve.**





Together, we are writing the story of the Ronald McDonald House Charities in Romania

To all our partners and supporters, thank you!

Mission Partner

Adopt a Living Partners

Adopt a Room Partners

Gold Partners

Silver Partners

Bronze Partner

Supporters

Adela | Ahead Logistics | AGMI | ALBINA COOP SOCIETATE COOPERATIVA | Alexim Light Design | Aliz Instalatii | Aliz Metab | Amaretto Delice | Amaretto Narsil ANTONIA & ANDREEA IMOBILIARE | April 91 | ARKA CON | Baupartner | Bebetei Investments | Citadina 98 | CMP Schengen | Cofetăria Codrina | CRIMAR & MAIER CONSTRUCT | CTE SOLUTION | Dacris Impex | Danicos Consulting | Destine Broker | Direct Call Center | Draft Project | ECC - European Collector Center | Eletronic Service 77 | Espersen | Euroflex | Genco 93 | GEROM | Green Global Fluture | Inej Com | Komarom | Leonidas | Medfarm | Neokem RO | Nisempra Electro | Office Group NBM | Osmet | PrintCo Iasi | REGIA AUTONOMA OCOLUL SILVIC VALEA ŞIEULUI RA | Rolmis | Salex 2000 Comimpex | San Gennaro | Sika Brasov | Sismad Agro SKF Romania | Smith & Smith | Sotec Software | Total Business Land | Transilvania Impact | Transpeco Royal | Traun | TVG Tax Audit | Vasco Forest | Venus Construct West Beverages | Win Impex

In-Kind

Bookster | Dacris | Diversey | Eisberg | Fornetti | Glovo | Grande Gloria | Henkel | PinkFox

together



Partners who have crossed the doo

















ors of Ronald McDonald Houses

















Financial

Income 2024

Total - 7,879,521.32 lei

McHappy Week	2,754,058.11 lei
Donation boxes*	883,624.73 lei
Hop, the Bunny, and Rin, the Squirrel**	331,058.24 lei
Corporate sponsorships	2,007,496.68 lei
Grant RMHC Global Program Family-Centered Care	45,735.00 lei
Individual Donations	346,452.03 lei
Other income (interest, investment subsidies)	108,066.13 lei
Income from goods received	380,858.59 lei
Favorable exchange rate differences	125,732.88 lei
Income from reevaluation of tangible assets	404,197.93 lei
VAT refund under the "Supporting Children's Hospitals" Program	492,241.00 lei

*RMHC is supported annually by McDonald's™ customers in Romania, who are donating in the donation boxes placed in all the restaurants nationwide.

** Profit obtained from their sale in all McDonald's restaurants in Romania.

Expenses 2024

Total - 7,015,570.13 lei

Management and Administration	1,863,137.18 lei
Ronald McDonald House Bucharest	1,200,700.26 lei
Ronald McDonald House Timișoara	1,520,29.77 lei
Ronald McDonald House Iași	1,257,937.72 lei
Fundraising and Communication	431,453.15 lei
Family-Centered Care Program	68,766.10 lei
Ukraine Support Project	457,370.80 lei
"Supporting Children's Hospitals" Program	215,909.15 lei

How You Can Support Us

Individuals

- Send an **SMS** with the word **“FAMILIE”** to **8845** (monthly donation of 2 EUR)
- **Donate online** at **www.rmhc.ro/doneaza**
- **Fill out the 230 Form** (available January–May)

Companies

- **Redirect 20%** of corporate profit tax
- **Offer sponsorships**
- Engage in corporate **volunteering activities**



50 years RMHC®

In 2024, Ronald McDonald House Charities (RMHC) **celebrated 50 years of dedication to care, compassion, and support for families worldwide.**

For five decades, RMHC has focused on caring for families so they can care for their children. In 1974, the first Ronald McDonald House opened its doors in Philadelphia to offer accommodation to families traveling for their child's medical treatment.

Today, **more than 390 Ronald McDonald Houses** exist in **over 64 countries and regions worldwide.**

We are honored to have been part of the RMHC family for 26 years in Romania and to share the same vision: a world where every child has access to the medical care they need, and families are supported and actively involved in their child's care.

Every day, we learn from one another, support each other through challenges, and celebrate every moment of goodness we create—each family staying close to their sick child is a victory.

In 2025, in Romania, we will continue doing what we do best—standing by sick children and their families through our programs and channeling all our efforts to increase the impact of our services.

Celebrating our Past, Present and Future!

"A family with a sick child is a sick family."

- Dr. Audrey Evans, RMHC founder

50 years of RMHC

RMHC®
Romania

Keeping Families Close in 2025!

rmhc.ro

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