

2025 Annual Report

RMHC® Romania

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Dear friends,

I am writing to you at the end of a year that has reconfirmed, more than ever, the value of solidarity and empathy. For us, 2025 was a period of consolidation, a year in which we looked beyond numbers and statistics to focus on what matters most: the calm gaze of a parent who knows they are not alone in the face of their child's illness. If previous years were about anniversaries and historical milestones, 2025 was about day to day work, about stability, and about turning promises into concrete reality. We continued our efforts in Romania, guided by the same unwavering mission to keep families close when life tests them the hardest.

Every day of this year showed us that a "home away from home" is not just a concept, but a reality. In the Ronald McDonald Houses in Bucharest, Timișoara, and Iași, hundreds of parents found in 2025 more than a bed and a warm meal; they found a community that understands them, a refuge of normality in the midst of one of the most difficult moments. We made sure that no financial barrier or geographical distance stands in the way of a parent who wants to watch over their hospitalized child.

Nothing we offer could exist without the extraordinary community of partners and donors who help us. I want to thank each of you for the trust you placed in us in 2025. Your constant support is what gives us predictability and allows us to make plans. Deep gratitude goes, as always, to McDonald's Romania, our Mission Partner who supports us unconditionally. Their involvement and that of their customers in this year's McHappy Day campaigns give us the resources needed to keep the Houses' doors wide open in the coming period, ensuring that our help remains free and accessible whenever needed.

I end this year thinking of all the wonderful people who joined us in our mission: our warm hearted volunteers, the doctors and hospital staff, and every person who sent an SMS or made a donation on our website. You are the energy of this Foundation. I thank from the bottom of my heart my team, my trusted people, who day after day, with incredible tact and gentleness, transform buildings into true homes full of love. On behalf of all the children who fell asleep this year feeling their parents close, I thank you all. We continue together, with the same hope and determination, in 2026 as well.

With deep gratitude,

Amalia Năstase
President, RMHC Romania



Board of Directors

Since 2025, RMHC Romania Board of Directors 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

Elena Goți
Communications Director
Premier Restaurants Romania

Ștefan Iordache
Chief Operating Officer
Publicis One Romania



For us, it is an honor to be part of this community and to support, together with McDonald's customers, employees, and partners, the activity of RMHC Romania. Over the 27 years of partnership in Romania, we have seen how small gestures, made together by so many people, can have a real impact on the lives of children and their families.

In 2025, 622 families were supported to stay close to their children during hospitalization, and the Ronald McDonald Houses continued to offer an essential refuge in times marked by uncertainty and challenges. These results speak to the need for such services, but even more to the dedication of those who make them possible every single day.

We are grateful that, through the campaigns carried out together with the Foundation and with the support of our community, we were able to contribute to this mission. At the two McHappy Day editions in 2025, more than 3.3 million lei were raised, funds that help cover accommodation costs, hot meals, and care packages, and ensure over 8,100 free overnight stays in the Ronald McDonald Houses in Bucharest, Iași, and Timișoara.

These numbers are important, but their true value lies in the moments spent together by parents and children when they need each other the most. Behind every overnight stay, every meal offered, and every bit of support provided, there is a family that can find a little peace during a difficult time.

We are grateful to all those who choose to support the Ronald McDonald Houses and contribute to this mission. I would especially like to thank the Ronald McDonald House Charities Romania team for the dedication, empathy, and perseverance with which they transform the solidarity of the community into concrete help for the children and families who need support.

We are privileged to be part of this story, and we wish to remain, going forward, a trusted partner of the Foundation and of all those who believe in the power of good done together.

With gratitude,

Valentin Truță
General Director, Premier Restaurants Romania

Mission Partner



3 Ronald McDonald Houses

BUILT for parents of hospitalized children.



Over 27,500

people from more than 35 counties in Romania **HELPED**.



Over 138,800

free overnight stays **PROVIDED**.



Over 13 million EUR

INVESTED in the community.



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



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

For 27 years, #KeepingFamiliesClose in Romania

Overview 2025

Ronald McDonald House Programs Impact

622 families
were able to be close to their sick child in the hospital.

920 People

666 Children

Ronald McDonald House Programs offered:

15,762
Overnight stays

25,476
Hot meals

934
Care packages

More than 100 volunteers
were involved in activities or events organized at the three Ronald McDonald House Programs.

2,287 hours
were donated by volunteers to support the families at the Ronald McDonald House Programs.

They supported our mission

1,149
donors via SMS

921
donors via 230 Form

Over 100
partner companies

Over 647,000 EUR raised from hundreds of thousands of donors during the two editions

McHappy Day

Over 123,000 EUR were allocated to the program **"Supporting Children's Hospitals"**

2025 in images


























Lasă un mesaj de
pentru fami
Ca nald
și
ntele


pentru familiile din
Ca nald McDonald















Ronald McDonald House Programs

The Ronald McDonald House Programs 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 being there for their sick or ill child.

At the Ronald McDonald House Programs, parents benefit from free overnight stays, warm meals, care packages, and psychological counseling throughout their child's hospitalization.

Across the three Houses, we have provided over 138.800 free overnight stays to more than 27.500 people.

Ronald McDonald House Programs in 2025

Ronald McDonald House Bucharest

131
Families hosted

239
People hosted

3,786
Overnight stays

180
Stays

109 nights
Longest stays

21 days
Average stay

Ronald McDonald House Timișoara

239
Families hosted

267
People hosted

6,783
Overnight stays

250
Stays

244 nights
Longest stays

27 days
Average stay

Ronald McDonald House Iași

252
Families hosted

414
People hosted

5,193
Overnight stays

483
Stays

117 nights
Longest stays

11 days
Average stay

We offered:

25,476
Hot meals

934
Care packages

Ronald McDonald House Bucharest



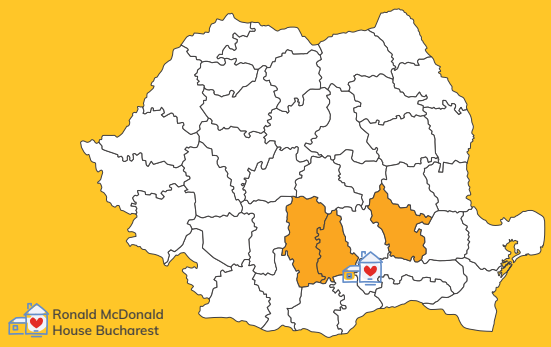
For 22 years in the courtyard of "Grigore Alexandrescu" Emergency Clinical Hospital for Children

Facilities:

- **14 rooms** - each with a private bathroom
- Fully equipped and furnished **kitchen**
- **Living room**
- **Children's play area**
- **Laundry room**

Longest stays by county

Buzău - **301 days**
Argeș - **269 days**
Dâmbovița - **246 days**



Longest hospital stays by ward

Surgery - **1.194 days**
ICU - **885 days**
Neurosurgery - **755 days**










My experience at the Ronald McDonald House was truly special, a precious story that I will always carry in my heart. From the first moment I stepped into this House, 16 years ago, both me and my parents, who were able to be by my side, felt warmth and safety.

It is a place where kindness can be felt in the air, and every smile from the team makes you forget your worries and reminds you that you are not alone, and that you have people beside you every step of the way. Here I discovered how powerful empathy is and how beautiful it is when good people come together to do good.

-P., 17 years



Partner's Testimonials



Adopt a Room Partner

"For us, at DDB, supporting RMHC Romania has long surpassed the boundaries of a business partnership. Together with our colleagues from Tribal Worldwide and OMD Romania, we chose to be long term partners of this cause, and we reaffirm this choice with conviction every year.

Through the Adopt a Room program, Room no. 3 in the Ronald McDonald House Bucharest bears our name. It is a detail that may seem small, but it gains special weight when you physically walk through that space and understand what it means for the families who live there: stability, peace, and proximity to their sick child, exactly when they need it most.

During our last visit, many of our colleagues discovered the House for the first time. They walked through the rooms, felt the atmosphere, and understood, concretely, what the concept of 'a home away from home' means. The moment that marked us all was the testimony of a father who was staying in our room. He spoke about the peace he found there and how much it mattered to be able to stay close to his child in the hardest moments. His words touched us all and reminded us why we continue.
We are honored to contribute to the Foundation's mission of #KeepingFamiliesClose and we proudly assume the responsibility of staying by their side, year after year."

Roxana Memetea
Managing Partner, DDB Romania



Adopt a Room Partner

"For us, at HAVI Romania, supporting the cause of RMHC Romania represents more than a partnership or a social responsibility initiative. It is a statement about who we are as a team and about the values we truly believe in. Behind every project there are children, parents, families who are going through difficult moments and who need support, warmth, and the feeling that they are not alone. And the fact that we can contribute to this support honors us deeply.

We believe that good is built through sincere gestures, through constant involvement, and through the real desire to make a difference where it matters most. RMHC manages to transform empathy into concrete actions, offering families a place where they can find peace, support, and hope when life becomes unpredictable. For us, being part of this mission means assuming the role of partners, with responsibility and an open heart.

We want every child to have safety, comfort, and a smile when they need it most. We want every family to feel that there are people and organizations who stand by them. And as a team, we believe that every company has the duty to contribute to a more empathetic, more supportive society, more attentive to the needs of those vulnerable.

That is why, for HAVI Romania, supporting RMHC Romania is a natural and profound choice. It is our way of giving back to the community, of supporting projects that change lives, and of showing that together we can create real and lasting impact.

We are grateful to be part of this story of good and to contribute to a brighter future for children and their families."

HAVI Romania Team



Adopt a Room Partner

Opella.

"At Opella, we bring our mission to life every day by putting health in people's hands, while caring for communities and the planet. We believe that self care goes beyond products – it is about responsibility, empathy and meaningful engagement where support is needed most.

Our partnership with the Ronald McDonald Foundation is a natural expression of this belief. What began through the involvement of our colleagues has grown into a strong and trusted collaboration, grounded in shared values and a common commitment to supporting families during some of their most challenging moments.

Through the Keeping Families Close initiative and the Adopt a Room program, the Opella Room continues to offer a welcoming, thoughtfully designed space that provides comfort, calm and emotional support to parents whose children are hospitalized. This is our tangible contribution to families' mental and emotional well being, and a reflection of our desire to create positive, lasting impact in the communities we serve.

We are proud to stand alongside the Ronald McDonald House Charities Romania and to support initiatives that bring people closer together and help build healthier, more compassionate communities."

Thomas Bosment
Country Head, Opella Romania



Adopt a Room Partner

Up ROMANIA

"There are moments when the right support, offered at the right time, can truly change the course of a family's life. Ronald McDonald House Charities Romania manages to be there exactly in such moments, with care, patience, and great dedication.

At Up Romania, we follow and support initiatives that have authentic impact in the community. We appreciate the consistency, responsibility, and care for people that define RMHC. That is why we are honored to be partners and to contribute, together, to the good of those who need support.

We wish you to carry this mission forward with the same dedication and to reach as many families as possible."

Elena Pap
CEO Eurasia, Upcoop Group

Adopt a Kitchen Partner

LEVEL ONE CONSTRUCT

"For us, Level 1, it has been a joy to become a partner and friend of the Ronald McDonald House Charities Romania. We have seen the real impact of our support and how important is all the help that families receive in these extremely complicated situations they face. The Houses provide the peace and normality that every family needs, and all this support matters enormously. The Ronald McDonald Houses, beyond the help they offer to families of hospitalized children, are placess of hope, and we will continue this partnership."

Alexandru Baciucu
General Director, Level 1

Ronald McDonald House Timișoara



For 17 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**
- **Living room**
- **Children's play area**
- **Laundry room**

Longest stays by county

Timiș - **2,587 days**
Arad - **1,028 days**
Hunedoara - **1,013 days**



Longest hospital stays by ward

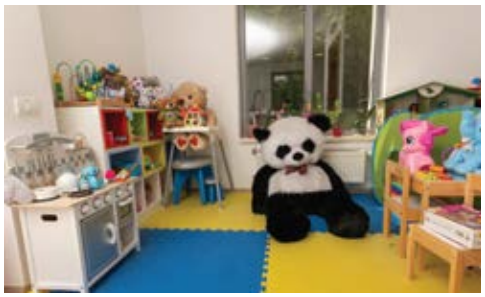
ICU - **3,152 days**
Neonatology - **3,069 days**
Oncology - **552 days**















For me it was a great blessing to have a place to sleep, to be close to my little miracle, and to be able to go to her at any time. I do not have enough words to express my gratitude for every day spent in this place.

Thanks to this wonderful House, my heart found the strength to go on and to fight alongside my little child. If you only knew how many tears are shed in a room of the Ronald McDonald House, how many prayers are raised, and how many sighs or words remain unspoken... but also how much joy and comfort you can find in this House.

Thank you to everyone for the encouragement and for the smiles received on the days when I felt broken and without strength.

-S. Family



Partner's Testimonials



Adopt a Living Partner

HAMILTON

"*We were glad to be part of Ronald McDonald House Timișoara story again this year and thus to contribute to your common belief: #KeepingFamiliesClose. With emotion and gratitude, we visit the House whenever we can, together with our colleagues, and we try to bring a smile to those staying there.*

We congratulate you for everything you do, for what you convey to the beneficiaries, and for the way you approach some of the most difficult periods in their lives!"

Corina Kovacs
Administrative Director, Hamilton Central Europe

Adopt a Room Partner

ket
PROFESSIONAL PEOPLE
QUALITY WORK

"*At Ket, we believe in the power of things well done — whether we are talking about quality products or real support offered to the community.*

We chose to support RMHC Romania because we understood how important it is for parents to be close to their children in difficult moments. Through our contribution, we want to help create a welcoming environment in which parents can find a moment of respite and the strength to move forward alongside their children. Ket Room is our way of bringing extra comfort and normality into the lives of these families during an extremely difficult period.

We are honored to contribute to this cause, and we will continue to support initiatives that bring real impact to people's lives."

Ionuț Vădan
General Director, Ket Interior Systems

Ronald McDonald House Iași



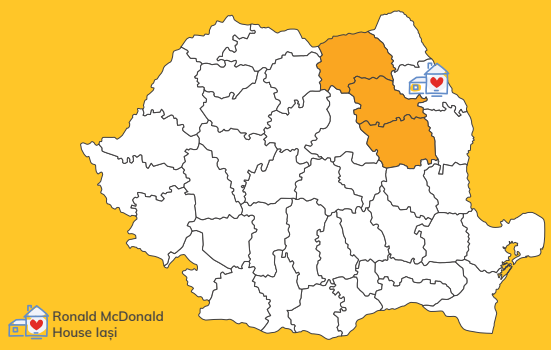
For 3 years in the courtyard of "Sf. Maria" Emergency Clinical Hospital for Children

Facilities:

- **19 rooms** - each with a private bathroom
- Fully equipped and furnished **kitchen**
- **Living room**
- **Children's play area**
- **Laundry room**
- **Multimedia room**

Longest stays by county

Suceava - **1,025 days**
Neamț - **963 days**
Bacău - **849 days**



Longest hospital stays by ward

Oncology - **3,221 days**
ICU - **551 days**
Surgery - **361 days**










We thank from the bottom of our hearts the Ronald McDonald House Iași for all the support offered. From the moment we stepped in, we felt constant support from the team and enormous help for me, especially having my little girl with me, who practically grew up here, in the House.

The existence of this House gave us the possibility to be close to our little boy, diagnosed with a serious illness. We thank those who are the soul of this place and those who support this wonderful place.

-Mom E.



Partner's Testimonials



Adopt a Room Partner

acrom®

"For us, the commitment alongside RMHC Romania has, over time, become more than a simple gesture of support. It is a natural way in which we try to contribute to the good of the community we are part of.

Over all these years, we have seen how important it is for the families of children undergoing treatment to have a place close to them, a quiet space where they can feel safe during a difficult period. The Ronald McDonald Houses offer exactly this: a normality that parents and children greatly need.

We are glad that we can support this mission, and we appreciate the work of the team that makes the functioning of these Houses' possible day after day. For us, it is important to remain part of this effort and to contribute, as much as we can, to supporting families going through hard times."

ACROM Team



Adopt a Room Partner

Fundația Vodafone

"The Ronald McDonald House Iași is much more than a lodging space — it is a place where families find support, peace, and hope, where they feel safe, close to other families going through difficult medical periods. The presence of this 'home' close to the hospital means one less worry for parents and more energy for what truly matters: their children's recovery.

We are happy to support an initiative with such a profound impact, which brings so much value to the community, humanity, and balance in essential moments for the beneficiary families."

Angela Galeța
Director, Vodafone Romania Foundation



Adopt a Room Partner

HCLTech

"We are grateful to be part of Ronald McDonald House Charities Romania story of keeping families close. Our collaboration has evolved naturally, with emotion and meaning. The volunteer activities we have been involved in have brought even more joy to help, to be close to the families in the House, and implicitly, close to the children who need all the support during the difficult periods they are going through."

Anca Rotariu
Nearshore Country Lead, HCLTech

Families who have crossed the doors of the Ronald McDonald House Programs



































Supporting Children's Hospitals

Children hospitalized long term fight daily to overcome illness. In this unfair, overwhelming battle, they need dedicated medical staff, high performance equipment, and appropriate treatments.

That is why we work closely with the largest children's hospitals in the country and support them with medical and non medical equipment.

In recent years, we have expanded our network of partner children's hospitals in Bucharest, Cluj Napoca, and Craiova through major equipment or modernization projects.

In 2025, we supported partner hospitals, as well as other hospitals and pediatric departments throughout the country, by providing necessary medical equipment and consumables for treating seriously ill or injured children, the total value of sponsorships exceeding **123,000 EUR.**



The main achievement of 2025 was the completion of the modernization and full refurbishment of the Emergency Room (E.R.) within the "Marie Sklodowska Curie" Emergency Clinical Hospital for Children in Bucharest.

This is the second largest children's hospital in Romania, with one of the busiest and most demanding emergency infrastructures nationwide, with an average flow of over **250 pediatric patients daily.**

Before the project began, the physical infrastructure of the department had not undergone structural modernization since 2007, directly affecting the quality of medical care and the working conditions of specialized staff.

The project, carried out between 2023–2024 without stopping or disrupting the patient intake flow, aimed at the complete rehabilitation of the E.R. and transforming it into a functional space aligned with European safety standards and capable of efficiently supporting the management of critical cases.

Before the renovation








RMHC Romania has a long term partnership with the "Marie Sklodowska Curie" Emergency Clinical Hospital for Children, focused on developing the institution's operational capacity.

The collaboration began in 2017 with an investment of 30,000 EUR directed toward rehabilitating the resuscitation room and partially refurbishing E.R. facilities and continued in 2023 with the donation of 25 beds for children and their parents.

In 2024, in partnership with Ascendis, we piloted the first training courses dedicated to improving communication with pediatric patients and their families. A number of 24 doctors and nurses from the E.R. department participated in two training modules.

All these measures ensure an optimal infrastructural framework for rapid diagnosis and correct treatment of patients, minimizing the psychological trauma associated with emergency hospitalization.

Key indicators of the project:

- **Total renovated area:** ~ 375 sqm
- **Logistical equipment:** Over 200 pieces of furniture installed, fully custom configured according to strict pediatric technical standards (resistance to pathogens, antibacterial materials, and specific ergonomics)

"We would like to express our sincere thanks to RMHC Romania for the support offered in modernizing the Emergency Room within the 'Marie Curie' Emergency Clinical Hospital for Children. Through this valuable project, the standard of medical services provided to children has increased significantly, and the working conditions for medical staff have been considerably improved.

The investments made contribute, day by day, to more efficient, safer medical care, closer to the needs of pediatric patients and their families.

The modernization project consisted of replacing the furniture in all consultation spaces and on call rooms, renovating the sanitation area, modernizing the patient cloakroom and the medical staff locker room, as well as arranging the first Conference Room dedicated to medical staff training.

At the end of the project, we have better organized, more modern, and more comfortable spaces for both patients and the medical team. We appreciate the seriousness, involvement, and excellent collaboration throughout the project. The result reflects exactly the needs of a modern pediatric emergency department. Thank you for your trust, dedication, and generosity."

Dr. Denis – Alexandra Stănescu
E.R Head, "Marie Sklodowska Curie" Emergency Clinical Hospital for Children, Bucharest

After the renovation








Keeping Families Close

Volunteering

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

In 2025, both individual volunteers and companies dedicated their time and resources to support families and their sick or ill children.

2,287 volunteering hours

Over 100 active volunteers, including both individuals and corporate teams from more than **12 companies**

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















ADVANCING
COMMUNITIES
WORLDWIDE














From the hearts of our volunteers



"At present, my volunteer activity takes place every Friday and consists of picking up and transporting lunch for the families. Although at first glance it is only a logistical task, I know that beyond the packages I carry, I bring a warm meal and a moment of respite for parents going through hardship. Friday after Friday, this delivery is my way of bringing them a smile at the end of the week and reminding them that they are not alone in their fight. This experience taught me an essential thing: empathy and help do not necessarily require dozens of free hours per week, but consistency. Those few hours I dedicate every Friday represent my anchor of humanity and balance in an extremely busy university year, and I am glad that I can also contribute to the wellbeing of the families at the Ronald McDonald House"

Iulian Mihail Ciobanu
Volunteer, Ronald McDonald House Bucharest



"At the Ronald McDonald House Timișoara I found open and dedicated people in everything they do. I choose to spend as much of my free time as possible alongside the families in difficulty, helping with everything I can to support them both physically and especially emotionally, together with the House staff from whom I learned so much about offering help and comfort to the families staying here. Also, through this volunteer activity I have overcome my limits related to shyness and it especially helped me to develop emotionally, learn to empathize more strongly with those who are suffering. For me, the Ronald McDonald House is a big family that helps everyone who stays there understand that they are not alone on the difficult road they are going through, and I am happy to be part of it. "

Daniela Mihuț
Volunteer, Ronald McDonald House Timișoara



"I signed up as a volunteer at RMHC out of a simple but profound desire: to be part of the good. A good that, many times, begins with a hug and continues with a warm meal for parents deeply shaken by their little ones' diagnoses. More than just a simple lodging place, the Ronald McDonald House is a true refuge, where families find emotional support, understanding, and a community that helps them get through difficult moments more easily. For me, this volunteering means not only involvement, but also gratitude, life lessons, and remarkable people I had the chance to meet. It is an experience that motivates me to continue and one that I recommend to anyone who wishes to do good."

Carmena-Andreea Rezmeriță
Volunteer, Ronald McDonald House Iași



"My involvement as a volunteer at the Ronald McDonald House Iași was an extremely valuable experience that taught me how much simple gestures, made from the heart, matter. Every activity carried out alongside this community had a real impact, both on the families and on us as volunteers.

On March 8th, together with other volunteers, we made greeting cards with messages of encouragement dedicated to mothers. We prepared these messages with great care and empathy, knowing they would reach strong women going through difficult moments alongside their sick children. The small gifts offered completed this gesture and brought emotion and sincere smiles.

At Christmas, we wanted to contribute to creating an atmosphere as close as possible to that of home. We ordered food and brought it to the House for the festive lunch, and for the children we prepared small gifts meant to bring them joy and help them feel the magic of the holidays, even far from their own homes. Besides these special moments, we also got involved in practical activities, such as arranging the garden and cleaning the interior of the House. We thus understood that the support offered does not mean only punctual events but also care for the space that becomes 'home' for many families.

We chose to get involved alongside the Ronald McDonald House Iași because we felt that the mission of this House aligns perfectly with our values: empathy, solidarity, and real support for those in vulnerable moments. The Ronald McDonald House does not offer just a roof over one's head — it creates a safe and warm environment for families who must stay close to their hospitalized children, far from their own home. It is more than a place to stay — it is a space of hope, support, and solidarity.

I am grateful for the opportunity to be a volunteer here and to contribute to the well being of those who need it most."

Maria Popescu
AMD Romania Team



"For me, supporting the Ronald McDonald House means more than a gesture of volunteering — it means humanity, empathy, and hope.

Together with my team, we wanted to be close to this cause not only occasionally, but constantly, through actions that bring a drop of joy and hope. The Ronald McDonald Houses offer more than a roof — they offer emotional support, safety, and the feeling of 'home' when it is most needed, and we are glad that we can also be alongside the Foundation's team in this mission!"

Ane-Marie Stoian
HP Romania Team

McHappy Day®

McDonald's, **our Mission Partner**, organized in 2025 **two editions of the McHappy Day fundraising campaign**, during which **over 647,000 EUR** were collected, that directly supports our activity.

The spring edition took place in all McDonald's restaurants in Romania, between **May 19–25**, under the message **"A parent's burden is invisible, but deeply felt."** Later, between **October 13–19**, the autumn edition took place, carried out under the same central message.

Throughout each campaign week, McDonald's customers had the possibility to contribute through direct donations in restaurants, at the cash registers, or in the donation boxes.

Moreover, McDonald's redirected to the our mission **1 leu** from the sale of each Happy Meal (in the spring campaign), and **1 leu** from each Big Mac and McChicken (sandwich or menu, in the autumn campaign).



Also, on October 16, the McDonald's Romană restaurant in Bucharest hosted the **special McHappy Day event, during which numerous public personalities joined the initiative as ambassadors** of the mission of RMHC Romania.













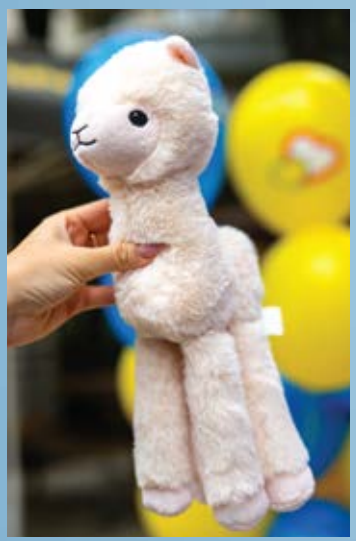


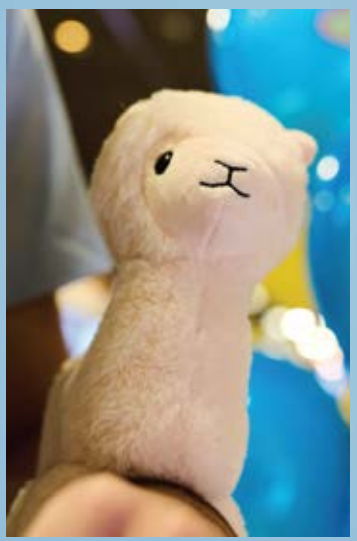






In 2025, a new plush toy joined our cause: Olly, a friendly alpaca carrying a message of hope for the families of hospitalized children. Beyond becoming a new playmate for the little ones, **Olly** symbolizes the support offered to parents going through difficult moments alongside their children. The profit obtained from the sale of this toy ensures the continuity of activities in the three Ronald McDonald Houses in Romania.





Together, we are writing the story of RMHC Romania

To all our partners and supporters, thank you!

Mission Partner

Adopt a Living Partner

HAMILTON

Adopt a Room Partner

acrom · Coca-Cola · Doyle Dane Bernbach · tribal worldwide · OMD

Fundația Vodafone România · HAVI · HCLTech · ket · Opella.

OSKAR · PHINIA · Up ROMANIA

Adopt a Kitchen Partner

LEVEL ONE CONSTRUCT

Adopt a House need Partner

MAERSK · Domarcons · DACRIS

Adopt Families' needs Partner

FARM FRITES

Adopt a Special occasion Partner

CIVITAS · tech artists

Adopt a Day Partner

AMD · SOUFFLET MALT ROMANIA

Supporters

Adela SRL | Annabella (Raureni) | Aviator SRL | Centric IT | Eisberg | Electrica Arad | Espersen | Genco 93 | HTU Magda Instgaz | Interelu SRL | Multiserv | Salex 2000 Comimpex | Site Instalatii | Smith&Smith | Somial | Sotec Software SRL Toneli | Traun | Varga Vast Const | Win Impex

In-Kind

Bookster | Dacris | Diversey | Eisberg | Fornetti | Glovo | Latter Day Saints | PinkFox | Unilever

Partners who have visited Ronald McDonald House Programs





















Financial

Income 2025

Total - 8,373,482.44 lei

McHappy Day Campaign	3,364,900.01 lei
Olly, the Alpaca, and Hop, the Bunny*	441,321.53 lei
Donation boxes**	959,781.51 lei
Corporate sponsorships	2,185,228.21 lei
Grant RMHC Global	96,825.53 lei
Individual donations	320,171.59 lei
Other income	88,576.24 lei
Interest income	189,054.77 lei
Income from goods received	620,199.31 lei
Gain on exchange	107,423.74 lei

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

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

Expenses 2025

Total - 8,339,924 lei

Administrative expenses	1.882.547 lei
Ronald McDonald House Bucharest	1.310.513 lei
Ronald McDonald House Timișoara	1.923.899 lei
Ronald McDonald House Iași	1.675.247 lei
Fundraising and Communication	410.049 lei
“Supporting Children’s Hospitals” Program	955.108 lei
Loss on exchange	182.561 lei

How you can support us

Individuals

- Send an **SMS** with the word **"FAMILIE"** to **8845** (monthly donation of 2 EUR)
- Send an **SMS** with the word **"FAMILIE"** to **8835** (monthly donation of 5 EUR)
- **Donation online** on **www.casaronaldmcdonald.ro/doneaza**
- **Fill out the 230 Form** (available January-May)

Companies

- Redirecting **20% of corporate profit tax** via **Form 177** until June 25, 2026
- Allocating **20% of corporate profit tax** until **December 31, 2026**
- **Corporate volunteering activities**

In 2026, a new image, a new name, and a reaffirmation of our mission

Our mission is to provide essential services that remove barriers, strengthen families and promote healing when children need healthcare.



Casa Ronald McDonald®
România

casaronaldmcdonald.ro

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