25 years

RMHC®
Romania

Annual Report 2023





RMHC
Romania

Keeping Families Close

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Mission

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

We aim to build a world where all children have access to the healthcare they need, and their families are supported and actively involved in their care. 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, within walking distance of their child's hospital bed.

25 years

Keeping Families Close

We **BUILT** **3 Ronald McDonald Houses**. *Homes away from Home,* for parents who have children hospitalized.

We **PROVIDED** over **100,000 nights of free accommodation**.

We **SUPPORTED** over **23,000 parents** to stay close to their little ones.

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

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

We have been **PROUDLY SUPPORTED** by partners, volunteers, hundreds of organizations, and tens of thousands of people who donated their time and resources.

We invite you to join us for the next
25 years.



In 2023, many of the plans I only dared to envision alongside the RMHC team became reality. It was a celebratory year, a year in which the organization grew, and when we felt more than ever the support of the community and the kind-hearted individuals who rallied around our mission of Keeping Families Close in the Ronald McDonald Houses.

In 2023, we celebrated 25 years dedicated to doing good and supporting sick children in Romania to have access to better medical services.

Behind this figure, of which we are very proud, there are tens of thousands of children and their families whom we supported, hundreds of medical staff from partner hospitals whom we helped, hundreds of partner companies, and countless of donors with whom we built oases of comfort and decency.

The three Ronald McDonald Houses remained Homes away from Home for families during toughest of times, offering accommodation, hot meals, and support services to parents throughout their children's hospitalization. And with immense gratitude, in November, we opened our doors wide to celebrate 20 years since the inauguration of the first Ronald McDonald House in Bucharest, 15 years of Ronald McDonald House in Timișoara, and the first anniversary of the House in Iași alongside partners, supporters, doctors, nurses, and volunteers.

A milestone that I'm delighted to share with you is the wonderful community of volunteers who have joined us and who give us wings to do more and better for the children and parents staying in the Ronald Houses. Also, in our desire to be there for families in the hardest of times, we expanded the range of support services offered to parents in the western part of the country, thus obtaining the definitive license for a 5-year period for the Support Center for Emergency/Crisis Situations: "Ronald McDonald Timișoara".

We wanted to contribute even more to providing the best treatment and hospitalization conditions for both children and parents, as well as to increasing children's access to better medical services. Thus, a bold idea to equip pediatric wards in Romania with beds that accommodate also a parent, available in other European countries, turned into a large-scale project. And, alongside McDonald's, our mission partner, we succeeded once again in supporting children hospitals. The McHappy Day 2023 fundraising campaign surpassed a new record - over 600,000 EUR were raised and allocated for the much-needed equipment for 6 hospitals in 4 cities in Romania. The impact of this campaign, of which I am extremely proud, will be seen year after year in the thousands of children who won't suffer alone and, in their parents, who will be able to be with them, resting in decent conditions.

The Family-Centered Care program, pioneered by us in Romania, has become a cornerstone of the Chapter's strategy. I am honored by the trust shown by the Ministry of Family, Youth, and Equal Opportunities, with whom we organized the second edition of the Family-Centered Care Conference. We have big plans for the upcoming years, and I can't wait to share them with you.

I am deeply grateful for all the support we have received over these 25 years, for the trust shown by partner companies, as well as individual donors. On behalf of every family who stayed together throughout their children's hospitalization in all these years, I thank you.

Last but not least, I want to thank my team for all the passion, dedication, and efforts. I invite you to join us in writing new amazing stories in the next 25 years, in supporting the optimism of little patients and in keeping many more families close in the Ronald McDonald Houses in Romania.

Sincerely grateful,
Amalia Năstase
RMHC Romania President





Every contribution from 2023 has helped RMHC to keep families close to hospitalized children in the Ronald McDonald Houses and to provide them with better medical conditions in hospitals through medical equipment and supplies for several pediatric wards across the country. The effort is a joint one, and there is involvement from many people, colleagues, business partners, and customers who come to our restaurants, for which I owe a debt of gratitude. RMHC mission is bold and involves a lot of effort year after year, which is why we are happy to be with the team and support their work in a partnership that has reached the "milestone" of 25 years.

Valentin Trută
Managing Director - Premier Restaurants Romania

Mission
Partner

Board of **Directors**

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

Amalia Năstase
President
Amalia Năstase Communications

Martin Xuereb
Member
Business Development Director
HSI Ventures

President
Ronald McDonald House Charities Malta

Alin Popescu
Member
Doctor
Sports medicine

Valentin Trută
Member
General Counsel / **Managing Director**
HSI Ventures / Premier Restaurants Romania

Ștefan Iordache
Member
Chief Operating Officer
Publicis One Romania

2023 anniversary year

We celebrated the activity of the Ronald McDonald Houses



We continued our mission of #KeepingFamiliesClose



932 parents stayed by their sick child's side, regardless of the hospitalization period

571 children benefited from having a parent present constantly throughout their hospital stay

9,796 free nights of accommodation for 495 families

17,108 hot meals

2,780 care packages

We built a community of volunteers



2,023 volunteer hours took place in all three Houses, increasing the level of involvement and participation in the communities we are a part of

Over 60 recurring volunteers and over 12 companies engaged in volunteering activities

We brought people and companies together to support our mission

1,205 donors via SMS
(unique recurring donors)

1,727 people
who redirected 3.5% of their income tax

Over 100 partner companies
helped our mission of #KeepingFamiliesClose

We supported Children's Hospitals

608,177 EUR
raised in the annual campaign, used to equip 6 hospitals in 4 cities with ICU beds and ward beds

84,865 EUR
allocated to the purchase of state-of-the-art medical equipment for the partner pediatric hospitals

We developed projects and celebrated successes together

Recognition of the support provided to pediatric patients, and indirectly, pediatric hospitals, by **the Ministry of Health.**

The Ronald McDonald House Iași received an award at the **CSR Awards Gala,** in the Health category.

A new pillar introduced – Family Centered-Care.

The second edition of the Family Centered-Care Conference, organized in partnership with the Ministry of Family, Youth, and Equal Opportunities.

Obtained the definitive Social Services License to operate for a 5-year period for **The Support Center for Emergency/Crisis Situations: "Ronald McDonald Timișoara",** where 246 individual counseling sessions, 67 group counseling sessions, and 43 workshops.

Ioana Ipate, **Operational Manager RMHC Romania,** was appointed as **Europe's sole representative** within the Ronald McDonald House Charities Excellence Framework Global Advisory Team (GAT), a key advisory body within the organization.

We will continue in **2024**

RONALD McDONALD HOUSE CHARITIES PROGRAMS

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



Ronald McDonald Houses
Homes away from Home

Ronald McDonald Houses were built with the purpose of keeping families close to their hospitalized children for extended periods in pediatric hospitals, thereby helping parents focus all their attention and resources on their young ones.

In Ronald McDonald Houses, parents receive free accommodation, hot meals, welcome packages with essential goods, and psychological support and counseling throughout their children's hospitalization.

All our Houses have everything you would expect to find in your own home - bedrooms with private bathroom, a kitchen, laundry facilities, common areas, a play area, and outdoor relaxation space.

The three Houses have provided more than 100,000 free accommodation nights for over 23,000 parents.

Ronald McDonald House Bucharest

The story of the Ronald McDonald Houses in Romania began on November 18th, 2003, in the courtyard of the **Emergency Clinical Hospital for Children "Grigore Alexandrescu" in Bucharest.**

Here, we built the first Ronald McDonald House, which provides parents with **14 individual rooms** with private bathroom. Furthermore, the House offers families the opportunity to cook and eat together in the fully equipped kitchen and share their experiences in a common relaxation space.





In 2023, we celebrated the **20th anniversary** alongside partners, representatives from the partner hospital, supporters, and volunteers during an **Open Day event.**









Messages from **the parent's hearts**

We wholeheartedly thank the Ronald family for everything! People with big hearts, individuals we'll fondly remember, even though the circumstances that brought us here aren't exactly pleasant. They've provided us with so much warmth, and we've been welcomed as if we've known each other for a lifetime! Once again, thank you for the support, for the kind words, and the sincere love you offer to people, regardless of their financial situation, ethnicity, etc.

Congratulations on everything you do, not everyone is cut out for these positions, which is why you truly deserve them!

With much love!
A. and A.

We sincerely thank you for the help and support! Throughout our long stay here, we had an amazing team by our side, to whom we are deeply grateful, and who took care to make us feel at home.

This Ronald McDonald House is a real achievement. Much needed and welcomed help for those going through such moments when they have to see their children in the hospital. This house is an opportunity to stay close to your baby, a home that keeps you close to your loved ones when you need it. Once again, a thousand thanks for a great team.

R. and M.



Partner's Testimonials



Adopt a Living Partner

SQUARE 7 Properties

Partnership for #Good

Square 7 Group has a mission to develop sustainable businesses and invest in local communities. With a vision focused on social responsibility, we aim to make a positive change in the world around us.

We are proud of our partnership with the Ronald McDonald House Charities, in a joint effort to support children and their families in times of difficulty. We have decided to get involved in implementing key projects aimed at improving children's health. RMHC has a solid reputation and vast experience in providing support to children and their families, and we are convinced that the help we offer will be used to support important causes as effectively as possible.

Our goal is to create a stronger community and to offer hope and support where it is needed most!

Clemens Petschnikar
CEO - Square 7 Group

Adopt a Room Partner

Up ROMANIA

Another year in which the Ronald McDonald House Charities story continues, and another year in which Up Romania, a provider of wonderful benefits for employees in Romania, stands by its side. We are honored by this partnership, especially since our missions have overlapped in multiple points of convergence, including care for people, responsibility towards those invisible to the public health system (parents and siblings of hospitalized children), and fulfilling a fundamental human need (providing a home away from home for those in an extremely difficult period of their lives). Congratulations on your presence, involvement, consistency, human quality, and undeniable results!

Elena Pap
Regional Director - Up Group (Romania, Bulgaria, Greece, Republic of Moldova)



Adopt a Room Partner

We've been supporting the Ronald McDonald House Charities and the families it assists for over a decade now, and we will continue to do so because we have seen the impact Ronald McDonald Houses have on the parents who cross their doors, perhaps in the most difficult moments of their lives. We understand how important it is for a mother or father to be able to be with their own child when they are sick and need to be hospitalized for weeks or months. That is why we are happy to support so that the burdens these families face are not so overwhelming and concerns like a bed, a night's rest, a hot meal are no longer worries, allowing all attention to be focused on the little ones.

Alen Anghel
Founder - Acrom

Adopt a Room Partner

For us, the story of the Ronald McDonald House Charities is primarily a story of optimism. It's a story we gladly engage in year after year, showing us each time how crucial it is for little patients to have their families by their side in difficult situations. Over the years, we have learned that supporting loved ones is just as important as good treatment, and as long as our contribution helps families stay together, we will continue to write this beautiful story of optimism, healing, and family alongside RMHC.

DDB, Tribal Worldwide, OMD Teams



Adopt a Room Partner

For the HAVI Logistics Romania team, supporting RMHC in its mission is both an honor and a source of contentment. Being able to help families in difficult times matters most to us.

We stand by you in this humanitarian journey.

You have all our admiration!

HAVI Team



Ronald McDonald House Timisoara

The Timisoara Ronald McDonald House was inaugurated on August 5th, 2008, within the premises of the **Emergency Clinical Hospital for Children "Louis Țurcanu"**, and features **24 rooms** with private bathroom, common areas such as the living room, kitchen, laundry room, and playroom.

In August 2023, the Ronald McDonald House Charities obtained the definitive license to operate for a 5-year period the **Support Center for Emergency/Crisis Situations: "Ronald McDonald Timisoara"**. The Center provides social services to the parents of children hospitalized at the "Louis Țurcanu" Hospital, offering support services, counseling, and crisis intervention, as well as accommodation during the child's stay in the hospital.





Over the past **15 years**, the Ronald McDonald House has been been a home away from home for families in the Western part of the country, and we marked this important milestone with an **Open Day event.**









Messages from **the parent's hearts**

I am L. S., and I urgently arrived with my newborn baby at the 'Louis Turcanu' Hospital after he was diagnosed with multiple problems and brought in critical condition. When I was accommodated at the Ronald McDonald House, I had reached rock bottom, but from the very first day, I found not only a bed to sleep in, but also emotional support, similar stories, strong moms, and most importantly, the courage to move forward and hope that everything will turn out well.

I can say that, although I arrived with a broken heart and in a bad state of mind, the staff at the Ronald McDonald House and the moms I met here made me smile, gave me hope, made me start to see that not everything is so dark, and instilled confidence in the hospital's doctors. The discussions during breakfast and at the group activities, the stories of the other moms, and the advice from the House staff were exactly what I needed during that time: to know that I am not alone and that all my fears are understood. Even though my family was with us throughout the whole period, I admit that the support of the RMHC team was much more helpful because no one can understand how a mother with a child in the hospital feels except another mother in the same situation.

I can only be grateful that I ended up here, be grateful for the care you have shown me, without which I would most likely be in depression right now.

Thank you!

L. S.

My name is A. M., and together with my husband, we have a wonderful little girl whom we wished for with all our hearts. Unfortunately, she was born prematurely at 36 weeks with a diagnosis of gastroschisis. We were admitted to the surgery ward, from where I was redirected to Ronald McDonald House. The staff welcomed me with open arms, and whenever I needed a kind word, they were there for me. The activities and time spent with the other moms here made time pass so quickly that a month felt like a day. I hope these people continue to do what they do, to be awesome people because there are few people like those here who do good. I am grateful and want to thank them from the bottom of my heart for the conditions and hospitality!

A. M.



Partner's Testimonials



Adopt a Living Partner

HAMILTON

We are happy whenever we can support projects that have a visible impact on the community. Providing suitable living conditions and a "home-like" atmosphere for the beneficiaries of the Ronald McDonald Houses gives them more peace of mind and optimism, necessary to continue their fight. All of these have motivated us to be part of the Ronald McDonald House Charities story. Congratulations on everything you do!

Corina-Aurora Kovacs
Administrative Director BU - Hamilton Central Europe

Adopt a Room Partner

FUNDATIA BRICODEPOT

In social projects, strong partnerships make a difference, and we are delighted to have such a partnership with the Ronald McDonald House Charities. For the past 4 years, we have been contributing to a project whose impact is visible daily in the efforts made by the RMHC team for hospitalized children and their families. For them, accommodation, warm meals, carefully prepared packages with essential products - all provided free of charge and as much as needed, along with psychological counseling sessions and the support system created in the Ronald McDonald Houses are vital in these key moments in their lives - both for adults and children. And I am glad that BricoDepôt Foundation, through our annual fundraising campaign, "Good Houses Change Lives", has managed to contribute to improving living conditions, quickly, and safely within communities, with people - because our efforts are made with the beneficiaries in mind, but alongside those who support us in relevant and impactful partnerships.

Georgiana Brehuescu
Manager - Head of BricoDepôt Foundation & Community Investments Advisor, Brico Depôt România



Ronald McDonald House **Iasi**

"Sf. Maria"

The Ronald McDonald House in Iasi, located in the courtyard of the **Emergency Clinical Hospital for Children "Sf. Maria"**, welcomed its first families in October 2022.

Here, over 1,000 parents will benefit annually from accommodation, daily warm meals, psychological counseling, and all the support they need.

There are **19 rooms** with private bathroom available, as well as common areas and a children's play area.





The Iasi House also opened its doors in 2023, and we were delighted to have medical staff, partners, sponsors, and volunteers who supported us to celebrate **the first year in which we kept families close in Moldova.**



Messages from the parent's hearts

We are B.A. and B.A., and in November 2023, we had the first opportunity to stay at the Ronald McDonald House in Iasi, where we had a new, but very pleasant experience. In January, we returned. We were warmly welcomed and treated by all the staff here, who provided us with all the facilities and made us feel at home. We met remarkable people with whom we could socialize, with whom we formed beautiful friendships, and from whom we learned and listened to new life stories with great pleasure. A. was very happy because he had someone to play with and especially because he had a beautiful play area, being a very energetic and playful child. We are glad that we went through such an experience and that there is this wonderful house where children and parents have the best conditions and can feel at home. We thank the entire staff from the bottom of our hearts and wish them good health, many achievements, and much success in everything they do.

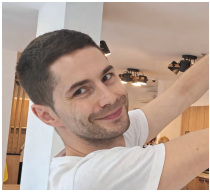
B.A. and B. A.

It has been four and a half years since HOME for me and my child hasn't been only my apartment where I live with my husband and the other two children. The place where we spend our time, apart from the hospital, is here at the Ronald McDonald House in Iasi. Being from Vaslui, I chose to be closer to home and my family here, in Iasi. I found out about the Ronald House in November 2023, and I can testify that here I found a second family, to compensate for what I left behind at home in Vaslui. Here is where we find peace and rest after recovery sessions in the hospital. I found extraordinary people here who, from the first moment we stepped in, warmly welcomed all of us. The volunteers who come here have been very attentive to our children: fun games, educational activities, warm meals, clean rooms, hot showers after a tiring day for the child. The experience here with my child is wonderful. We come monthly for recovery, and each time we will return to the Ronald House. We have made friends with other parents; everything is perfect. Thank you all!

M.P.



Partner's Testimonials



Adopt a Room Partner

PHINIA

The cause you support has made us say YES from the very first moment to the partnership with the Ronald McDonald House Charities. Through this project, of major importance for the Moldova region, PHINIA commits to supporting parents and children in need. The Ronald McDonald House in Iasi is the project where our colleagues from PHINIA wholeheartedly got involved in 2023 through volunteer actions.

We support the RMHC House in Iasi to be a home away from home for parents, so that their attention and love can be focused on the needs of the child without worrying about shelter.

Andreia Zaharia
HR Director - Phinia Europe

Adopt a Room Partner

TRANSGOR LOGISTIK

For Transgor Logistik, community involvement means responsibility and transparency, which translates into partnerships with organizations that change communities through their actions and help those in great need. Thus, supporting the activities of the Ronald McDonald House Charities in the eastern region of the country came naturally, and our involvement, from the very first brick put into the construction of the Ronald McDonald House in Iasi, is one we are proud of and that keeps us constantly connected to the needs of the community.

We are honored that, together with the RMHC team, we have been able to keep families close in the most difficult moments and thus provide them with a home away from home, a touch of normality, and decency.

Delia Iosub
Quality & HR Manager - Transgor Logistik



Adopt a Room Partner

ket

We are delighted to be able to get involved in helping children have their loved ones close by when they are not feeling well. Being parents ourselves, we know how much a night of rest and support means when children are hospitalized and, especially, being with them for any period, helping them overcome any difficulty. In each of the three Ronald McDonald Houses, we have left a part of our hearts because we strongly believe in doing good and in helping those in great need. We remain alongside the Ronald McDonald House Charities for future projects and programs, with confidence and joy.

Ionuț Vădan
General Director - KET

Ronald McDonald Houses in 2023

Ronald McDonald House Bucharest



3,442
Number of accommodation nights



295
Number of people hosted



133
Number of families hosted



Longest stay was
159 nights

20.61 days
Average stay

Ronald McDonald House Timisoara



4,478
Number of accommodation nights



277
Number of people hosted



220
Number of families hosted



Longest stay was
132 nights

18.13 days
Average stay

Ronald McDonald House Iasi



2,876
Number of accommodation nights



360
Number of people hosted



142
Number of families hosted



Longest stay was
78 nights

9.62 days
Average stay

We offered:



17,108 hot meals



2,780 care packages



Supporting Children's Hospitals

Children hospitalized for long periods fight daily to overcome illness. In this unfair, overwhelming battle, they need dedicated medical staff, state-of-the-art equipment, and suitable treatments.

Our efforts have been directed towards **improving the health of young patients and the well-being of their families** by donating medical equipment to hospitals and pediatric departments and thus supporting children's access to better medical services.

In 2023, we supported:

Emergency Clinical Hospital for Children "Grigore Alexandrescu" Bucharest by purchasing *a saw and a plaster vacuum* and consumables. The total value was **6,000 EUR**.

Emergency Clinical Hospital for Children "St. Maria" Iasi with sponsorships totaling **46,970 EUR**, including the purchase of a fully automatic tissue processor for the oncology department, 10 anti-decubitus mattresses with compressors, consumables, and *the renovation of the hospital's main entrance.*

With the RMHC support we managed to transform the lobby into this child-friendly space, a play area, where there will be drawings, there will be cartoons. We are trying to create an atmosphere that will have a beneficial impact on the children who come to our hospital.

Alina Belu
Manager - Emergency Clinical Hospital for Children "Sf. Maria" Iasi





Children Clinical Hospital "Doctor Victor Gomoiu" Bucharest, in partnership with the **Vodafone Foundation Romania.** The total sponsorship amounted to **31,750 EUR**, with the Vodafone Foundation contributing 21,610 EUR and the RMHC contributing 10,140 EUR. The equipment provided included *2 easytymp tympanometers with testing probes, a videoendoscope*, and the necessary consumables.



Impact

Over 600 children are tested annually in the hearing screening program at the "Doctor Victor Gomoiu" Hospital, with *over 1,000 pediatric patients* presenting at the specialized outpatient clinic for audiological tests or surgical interventions performed by the five ENT doctors each year.



The pediatric digestive endoscopy service at the "Doctor Victor Gomoiu" Hospital has a consistently increasing caseload, with over **500 explorations** performed in 2023. One-third of these cases could be assisted due to the additional new video endoscope received.



Audiology is a branch of ENT specialty which assesses hearing, and this, impedance audiometry is essential. Hearing loss is a public health issue. The diagnosis of hearing loss requires high-performance, precision equipment for accurate determination of pathology type. The two devices serve this purpose and allow us to conduct quality services for pediatric patients.

Doctor Maria Cristina Hera
ENT specialist - Clinical Hospital for Children "Doctor Victor Gomoiu"

In 2023, Vodafone Foundation continued its support for the operationalization of the Ronald McDonald House in Iasi, where hundreds of families whose children are hospitalized at "St. Maria" Children Hospital benefited from accommodation, packages with essential goods, and free hot meals. At the same time, additional projects developed together with the Ronald McDonald House Charities were implemented at the "Doctor Victor Gomoiu" Children Hospital in Bucharest, where doctors were provided with new and advanced equipment to help them diagnose and treat ENT or gastroenterology conditions better and faster. Health and well-being projects remain a priority for the Vodafone Foundation, and we are delighted to have RMHC as a partner, deeply connected to the issues and realities of the medical world.

Angela Galeța
Executive Director - Vodafone Romania Foundation



McHappy Day®

McDonald's, our Mission Partner, organized a new edition of the McHappy Day fundraising campaign, benefiting RMHC. Under the message **"Your donation supports the optimism of little patients"**, the campaign took place from November 20th to 26th, 2023, in all McDonald's restaurants nationwide.



For one week, McDonald's customers had the opportunity to contribute with donations in restaurants at the cash registers or in specially marked boxes or by purchasing **RIN**, the squirrel toy Those who wished to donate via SMS could send a message with the **text FAMILY to 8845**, activating a monthly donation of 2 euros, or online at *www.rmhc.ro/donate*.

Corporate support was another important component for the success of McHappy Day 2023, with over **100 sponsors** joining the cause, most already having traditional partnerships with RMHC.







>600,000 EUR
have been collected



>200
ICU and ward beds purchased



For pediatric wards of **6 hospitals** in **4 cities**

Bucharest
- "Grigore Alexandrescu" Emergency Clinical Hospital for Children
- Fundeni Clinical Institute
- "Maria Sklodowska Curie" Emergency Clinical Hospital for Children

Craiova
- Filantropia Municipal Clinical Hospital - Pediatrics Department

Cluj-Napoca
- Oncopediatric Department of the Oncological Institute

Timisoara
- "Louis Turcanu" Emergency Clinical Hospital for Children



>2,000
children will have access to quality healthcare with the help of the 24 ICU beds.



>10,000
of children will have a loved one to give them courage and strength, to hug them, comfort them, support them and give them hope in the fight for life.



>5,000
parents will have access to decent conditions, during the child's hospitalization, they will be able to rest in order to have the necessary energy to support the little patient.

Providing the best conditions for the pediatric patients we treat is our main priority. And, in this endeavor, we are always looking for partners. The Ronald McDonald House Charities, for 25 years, has been our partner in this mission. Thus, in 2023, when we requested support for the purchase of beds for the ICU and ward beds, RMHC responded to our needs. We thank them for their ongoing support and for all the help they have provided us over the years, and we thank them for being together with us in ensuring the best treatment conditions for our young patients.

Prof. Univ. Dr. Alexandru Ulici
Manager - Emergency Clinical Hospital for Children "Grigore Alexandrescu" Bucharest

We are deeply grateful for your support in replacing the less conforming beds within the hospital. Thus, together, we can ensure increased comfort, both for the hospitalized children and their families. We express our respect and gratitude for the consistent collaboration shown towards our hospital.

Management team - Emergency Clinical Hospital for Children "Louis Turcanu" Timisoara

I resonated with RMHC mission from the first moments I opened the email. It's an honor to be part of Ronald McDonald Home Charities effort to provide better conditions in hospitals for these little angels and their families, and perhaps sometimes, even an extra chance at life.

Nicoleta Burada
Executive Director - Domarcons



Family-Centered Care

The care for young patients is at the center of all the programs we implement. Our pioneering approach brought, for the first time, **the concept of Family-Centered Care** to the attention of the specialized public to Romania in 2022.

The goal of the initiative is to improve current medical practices, enhance healthcare quality, and generate new directions in the care and approach of health and social services that focus on sick children and their families. The objective of the Family-Centered Care Conferences is to bring **FCC topic to the attention of social and health policies specialists,** decision makers, medical personnel from Pediatric Hospitals, or other specialists in the social and medical field who interact with children and their families.

The second edition of the Family-Centered Care Conference

In 2023, the second edition of the **Family-Centered Care Conference** took place, organized **in partnership with the Ministry of Family, Youth, and Equal Opportunities and the Education Committee of the Chamber of Deputies,** addressing the theme ***"The Family Role in Pediatric Patient Care".***

Among the speakers at the conference were Natalia Elena Intotero, Minister of Family, Youth, and Equal Opportunities, Prof. Univ. Dr. Alexandru Rafila, Minister of Health, Dr. Cătălin Cârstoveanu, Head of the intensive care unit at the Emergency Clinical Hospital for Children "Maria Sklodowska Curie", and Gabriela Alexandrescu, Executive Director and President, Save the Children.

At the public debate, the preliminary results of the study dedicated to the approach of the Ronald McDonald Home Charities in working with the family of the pediatric patient, conducted by the Research Institute for Quality of Life, were presented. Numerous decision makers from the governmental sector, representatives from the national Romanian medical system, as well as members of the academic and non-governmental environment participated at the event, sharing their own experiences and thus, contributing to facilitating initiatives and finding solutions on the subject addressed.



Also, in 2023, we carried out the first training course dedicated to improving communication with pediatric patients and their families. In partnership with Ascendis, we organized **two training modules** for 24 doctors and nurses from the Emergency Room of tthe Emergency Clinical Hospital for Children "Maria Sklodowska Curie".

RMHC has *a strategic plan to develop the FCC program in Romania*, with the main objective being to **introduce communication courses into the curricula of medical and pharmacy faculties in Romania.**

<<I felt listened to and understood when I expected to be judged.>> said one of the participating doctors in the course. When medical professionals are faced with sick children, and the <<clients>> are worried parents, no one thinks about how doctors or nurses feel and how hard it is for them to do this every day. For two days, 24 doctors and nurses learned the basics of communicating with patients, how to handle potential conflicts with the parents of hospitalized children or how to distinguish between emotional and rational when communicating. Unfortunately, the education system does not prepare medical professionals for the non-technical aspects of this profession - communication - where empathy is often one-sided, from doctor to patient and less vice versa.

Cătălin Lupu
Trainer Ascendis – a training and consulting company in the field of professional development





For us, the medical staff working in the Emergency Department, the ER is not just a workplace. It is a second home, a place where we spend more time than with our families. What patients experience may happen once in a lifetime, but we experience it daily. For us, life-threatening events are routine, and even though we regularly witness them, we must always be mentally sharp, open-minded, and focused on each new case. The pressure we feel here sometimes seems to dehumanize us. We must „strip off" emotions to cope with stress. Emotions and feelings are left at the doorstep, so as not to appear 'vulnerable' to patients. This course has helped us learn to blend emotions with work and to listen, not just hear. We hope to integrate emotions into our daily work and not be afraid to take off our 'robotic' masks, thus improving our communication with caregivers and patients because it extends beyond words.

For this opportunity to see things from another perspective, we thank you!

Doctor Oana Mocanu
ER – Emergency Clinical Hospital for Children "Marie Curie"

Volunteer Program

In 2023, the development of the volunteer program was an important component for the organization. **Volunteers** are **our partners** who play an important role in carrying out activities in the Houses and they help us provide real support to vulnerable families.

2,023 hours of volunteering

>60 recurrent volunteers
>12 companies

The most appreciated projects amongst companies and individual volunteers who have chosen to be part of our mission are:

- **Cooking for Families** - a program providing hot meals to families staying at the Ronald McDonald Houses.
- Activities for children and parents.
- Maintenance, cleaning, and Houses decoration.
- In-Kind Donations.

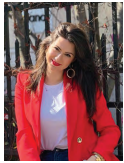
Specialized volunteers play a particular role in expanding the support we offer to families. All Houses provide *free psychological counseling services* to families with the help of volunteer psychologists.



From the hearts of the volunteers **who have crossed our doors**

It's hard for me to describe this experience; I don't think it can be described, but rather felt. I started doing therapy as a volunteer out of a desire to help other people. Along the way, I realized that they help me too. There are difficult stories, emotional ones, some tragic, some happy, some uncertain, full of hope or, on the contrary, of acceptance and resignation. Mothers are heroes. The greatest reward for me is when, at the end of a session, they hug me with tears in their eyes and tell me that it makes them feel good to talk. It's an experience I recommend to everyone and one that has changed me in many ways.

Nona Pârvulescu
Volunteer Psychologist, Ronald McDonald House Bucharest





The desire to support families stemmed from curiosity, a curiosity that turned out to be my most beautiful experience so far. For me, Ronald McDonald House is not just a place where I come to engage in activities to contribute to the well-being of others; it is a second family and a place where I develop and discover myself both professionally and emotionally. I am grateful for everything I have learned so far, and I am eager to discover what the future holds for me.

Georgiana Măriuța
Volunteer, Ronald McDonald House Iasi



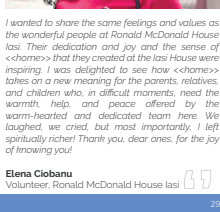
Volunteering at Ronald McDonald House is simply the moment when I completely dedicate myself to the adventure of doing good. I am there to bring a touch of color and make a difference in the lives of those who need support. Each day I spend here brings a new story, and being part of it is truly special. There is no greater feeling than seeing a smile on the face of someone for whom you have done something. It is an experience that fills my heart and feeds my soul with goodness.

Andreea Roșu
Volunteer, Ronald McDonald House Bucharest



A heartfelt mission, numerous projects with a major impact, a wonderful team with dedicated, and extremely welcoming people, and touching stories... These are just a few of the many beautiful things I can say about the Ronald McDonald House Charities and their team. I am extremely grateful for everything they do for the well-being of hospitalized children in Romanian hospitals, as well as for the friendship and open heartedness they have for all those who come to them in need or eager to help in return!

Oana Ciobanu
Volunteer, RMHC



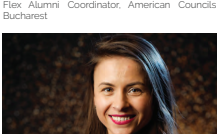
I wanted to share the same feelings and values as the wonderful people at Ronald McDonald House Iasi. Their dedication and joy and the sense of <<home>> that they created at the Iasi House were inspiring. I was delighted to see how <<home>> takes on a new meaning for the parents, relatives, and children who, in difficult moments, need the warmth, help, and peace offered by the warm-hearted and dedicated team here. We laughed, we cried, but most importantly, I left spiritually richer! Thank you, dear ones, for the joy of knowing you!

Elena Ciobanu
Volunteer, Ronald McDonald House Iasi



Cooking at Ronald McDonald is always a beautiful experience that warms our souls, and we always leave with a smile on our faces. As alumni of a study program in the US, we are delighted to take humanitarian initiatives from there and bring them to Romania. Ronald McDonald House is the perfect opportunity to do good.

Antonia Calin
Flex Alumni Coordinator, American Councils Bucharest



Each person has different reasons for volunteering, and the choice to volunteer can have benefits for both the volunteer and the community they are involved in. Regardless of everyone's reason, I believe that our involvement, all of us, can have a significant impact in supporting sick children and their families. Thank you for giving us the chance to cross the House doors and do useful things, both for us and for those staying in the Ronald McDonald House Iasi!

Silvia Postelnicu
Destine Broker Iasi



Whenever we step into the Ronald McDonald House in Timisoara, we feel the warmth, energy, and optimism that the team at the Ronald McDonald House Charities transmits to those around them. Their story has become one of our own stories, which we are happy to be part of whenever we can, thus #KeepingFamiliesClose. Congratulations and much optimism going forward!

Hamilton Central Europe Team
Volunteers, Ronald McDonald House Timisoara



In the few occasions when we visited the Ronald McDonald House in Iasi, we felt that we were in a place that channels the energies from the community for the benefit of the families who pass through its doors. The Ronald McDonald House is a true home away from home where parents first learn that they are not alone, that those around them care about their troubles and are willing to help. We joined this cause by cooking for the families in the house and offering gifts to children at Christmas. We were warmly welcomed, and we felt that we are part of the RMHC big family in Iasi.

Florin Bobric
AMD Iasi

Anniversary Campaign

In 25 years, we have learned that parents need to be by their children's side in the most difficult situations, especially when they are in the hospital.

A parent's love helps a sick child be more optimistic. And optimism accelerates the healing process especially in children and makes their hospital stay a little shorter.

The communication campaign took place nationwide under the message **"For 25 years, we support the optimism of little patients in Romania"** and was carried out and supported by **our Mission Partner, McDonald's**. In addition to celebrating this milestone locally, the campaign also had a *fundraising component*, aimed at supporting RMHC in its mission to keep families close and be a real support for pediatric hospitals in the country.



Media Mix Anniversary Campaign

(November - December 2023)

TV

2 spots, aired on 26 TV stations

74% of the audience saw the TV spot at least once

Radio

1 spot, broadcasted on 5 radio stations

Cinema

1 spot, shown in 30 cinemas across 21 cities

Digital

Platforms: Google, Meta, Local business partners, TikTok, Teads -> +47 million impressions

Video manifest



Rin is a plush toy squirrel who supports the optimism of little patients in Romania and who was **present in every McDonald's restaurant.**

With every toy, a sick child has an even better chance of a speedy recovery with their parents close, as the profit from its sale supports the continuity of Ronald McDonald Houses.





Media Mix McHappy Day Campaign
(November 20th -26th 2023)

TV
1 spot, aired on 21 TV stations

Digital
Platforme: Google, Meta, Local business partners, TikTok, Teads -> **+16** million impressions

TV Appearances
RMHC Romania President featured in **5** live TV Shows

McHappy Day Event
11 content creators and celebrities attended

Press Releases
2 with an estimated reach of 5,2 million*

Advertorials
7 with a total reach of 15,8 million*
*Reach estimated according to Similarweb

McHappy Day Spot













Thank you
for the support

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 Partner

Adopt a Room Partner

Gold Partner

Silver Partner

Bronze Partner

Supporters

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

In-Kind

7 card | Ana Hotels | Cinema City (New Age Media) | Ateliere fara Frontiere | Claro Café | MRP Partners
Henkel | Grande Gloria | Dacris | PinkFox | Bookster | Diversey | Fornetti | Eisberg | Glovo

2024 Plans

We aim to continue our mission of creating and supporting programs that directly improve the health and well-being of children and their families!

The Ronald McDonald Houses remain our primary focus in 2024, as we will concentrate on expanding the support we offer to families and strengthening volunteer actions at both corporate and individual level.

After celebrating 25 years of activity in Romania, 2024 marks another milestone as **RMHC**, the global organization we are part of, **celebrates 50 years of caring, compassion, and support for families with sick children.**

In 2024, **the third edition of the Family-Centered Care Conferences** will take place, focusing on identifying ways to introduce communication courses centered around family-centered care into the curricula of medical and pharmacy faculties in Romania. *Additionally, we aim to place even more emphasis on initiating or strengthening relationships with relevant stakeholders in the governmental and institutional sectors.*

Furthermore, we will continue the **"Supporting the optimism of little patients in Romania"** campaign with two more initiatives – acquiring 30 ward beds for the Emergency Clinic Hospital for Children "Louis Turcanu" and furnishing the emergency room of the Emergency Clinic Hospital for Children "Maria Sklodowska Curie".

How can you support us?

Donate!

Visit **www.rmhc.ro/doneaza** to make a donation.

Send text message with **FAMILIE** to **8845** to activate a 2 EUR monthly donation.

Corporate sponsorship!

You can become a sponsor and support the Ronald McDonald House Charities local operations and activities.
Fill out a **sponsorship contract** and help us **keep families close!**

You can **Adopt a Room** in one of the Ronald McDonald Houses.
This way, you will cover **all costs** for all the families hosted in that room, for one year.

Volunteer!

Volunteers can make a difference in the lives of children and families in need.
You can cook, greet, listen, or simply be there and help in any way you can.

Contact Us!

0741.075.409

fundatia@ro.rmcd.com

Financial results

Income 2023

6,294,935.76 lei

1,428,557.3 lei
McHappy Week McDonald's

1,222,266.96 lei
Donation boxes*
RMHC is supported annually by McDonald's™ customers in Romania, who are donating in the donation boxes placed in all the restaurants nationwide.

1,160,182.78 lei
Good receives

1.154.137 lei
McHappy Week Corporate

395,221.49 lei
Gain on exchange

385,754 lei
Corporate Sponsorship

365,301.62 lei
Individual donors
- 3.6% Form - **214.896,72 lei**
- SMS - **113.725,4 lei**
- Online donations - **15.529,5 lei**
- Cashless BT - **21.150 lei**

96,125.12 lei
Ronald McDonald House Charities Global Grants

87,389.49 lei
Other incomes

Expenses 2023

10,054,677.93 lei

3,629,388.52 lei
Operational expenses

1,173,778 lei
Management & Administrative

602,697.73 lei
Ukraine

81,127.75 lei
Family-Centered Care

3,337,781.63 lei
Hospitals Support Campaign

756,378.30 lei
Fundraising & Communication

470,340 lei
Loss on exchange

3,185.41 lei
Other expenses



50 years RMHC®

Celebrating our past, present, and future.

For fifty years, RMHC has focused on caring for families so they can care for their children.

In 1974, the first Ronald McDonald House opened to give families a place to stay when they came to Philadelphia, for their child's medical care. Co-founder and pediatric oncologist, Dr. Audrey Evans, knew it was important to care for, and support, the whole family when a child was sick.

Soon, Dr. Evans' idea was replicated around the country. When the second Ronald McDonald House opened in Chicago in 1977, it ignited a global movement to care for families all along their child's healthcare journey.



RMHC®

Romania

Keeping Families Close in 2024!

rmhc.ro

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