Annual Report 2023

RMHC creates and supports programs that directly improve the health and well-being of children and their families. We work closely with our ***partner pediatric hospitals*** to support family-centered care by providing families with a place to stay within walking distance of their child's hospital bed, in the **Ronald McDonald Houses.** Moreover, annually **we support hospitals or pediatric departments from all over the country** through successive endowments with high-performance medical equipment and non-medical donations extremely necessary to ensure better treatment conditions.

In 2023, RMHC celebrated **25 years of presence in Romania,** of active involvement through programs that support sick children and their families.

25 years
Keeping Families Close

RMHC Romania

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

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

RMHC Programs

Ronald McDonald Houses

Our Ronald McDonald Houses are oases of normality during difficult times and offer young patients' parents a place to rest, serve a hot meal, access therapy and counseling services, within walking distance of their child's hospital bed, at no cost.

We celebrated these milestones with our partners, representatives of the partner hospitals, supporters and volunteers during the **Open Doors Day.**



Ronald McDonald House Bucharest
– 20 years



Ronald McDonald House Timisoara
– 15 years



Ronald McDonald House Iasi
– 1 year

RMHC obtained the definitive Social Services License to operate for a 5-year period the **The Support Center for Emergency/Crisis Situations: "Ronald McDonald Timisoara"**

Family-Centered Care

The second edition of the **Family-Centered Care Conference**, organized **in partnership with the Ministry of Family, Youth and Equal Opportunities and the Education Committee of the Chamber of Deputies**, addressed the topic **"The family role in the care of the pediatric patient".**



RMHC piloted the first training courses dedicated to improving communication with the pediatric patient and the pediatric patient's family, in partnership with Ascendis, for 24 doctors and nurses from the Emergency Department at "Marie Skłodowska Curie" Children's Emergency Clinical Hospital.



#SupportingChildrensHospitals

RMHC continued to support children's hospitals in the country, by donating medical equipment and supplies necessary for carrying out the medical activity.

Emergency Clinical Hospital for Children "Grigore Alexandrescu" Bucharest

Plaster saw and vacuum cleaner worth **EUR 6,000**.

Emergency Clinical Hospital for Children "St. Maria" Iasi

Tissue processor for the oncology ward, 10 anti-ulcer mattresses with compressor and refurbishing the hospital lobby, in total amount of **EUR 46,970** .

Clinical Children's Hospital "Doctor Victor Gomoiu" Bucharest

2 Easytymp tympanometers with test probes, a videoendoscope worth **EUR 31,750**, in partnership with the Vodafone Romania Foundation.

The largest pediatric hospitals in Romania

RMHC purchased more than 200 ICU and ward beds for hospitalized children and parent for 6 pediatric hospitals in four cities in Romania worth **more than EUR 600,000**, funds collected during the McHappy Day® campaign.

Alongside McDonald's
Our Mission Partner

McHappy Day®

More than **EUR 600,000** was raised through actions in McDonald's restaurants, via SMS, online and with the support of more than 100 partner companies, as part of the annual fundraising campaign, McHappy Day®.



Rin is a squirrel toy which supports the optimism of little patients in Romania, which in 2023, it was present in every McDonald's restaurant in the country. With every stuffed toy purchased, we offered a sick child an even better chance at a speedy recovery with their parents close by, as the profit from the sale supported the activity of the Ronald McDonald Houses.



In **25 years**, we have learned that parents must be with their children in the most difficult situations, because a parent's love turns children into the most optimistic people. And optimism speeds up the healing process and makes the hospital stay a little shorter for the little ones.

The broad communication campaign was carried out at a national level under the message "For 25 years, we have been supporting the optimism of little patients in Romania".

2023 in numbers

932 parents accomodated

571 children comforted

9,796 accommodation nights

2,023 hours of volunteering activities

17,108 hot meals

We will continue in **2024**

More than 100 partner companies helping us in our mission

2,780 packages Welcome/Goodbye /social cases

Messages from a parent heart

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., Ronald McDonald House Bucharest

Together, each day, we are writing the **RMHC story in Romania.** We thank all our **partners, sponsors, collaborators and volunteers** who understood the needs of these **vulnerable children and families** and decided to support our efforts.

