



2012 FACT SHEET

Mission

The Ronald McDonald House of Dallas, Inc. serves as a "home-away-from-home" for families of seriously ill children who are hospitalized or receiving treatment in Dallas area hospitals. The House maintains a caring homelike atmosphere and provides a place where families receive strength and stability from others who share similar concerns.

About the Ronald McDonald House of Dallas

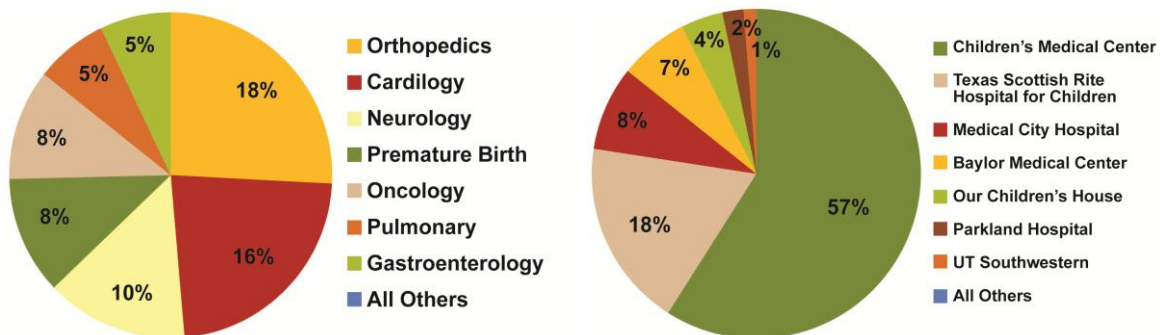
With approximately 60,000 square feet, the House offers 52 private bedrooms and six transplant apartments. Additionally, the House contains multiple playrooms for kids of all ages and interests, a library, media room, craft room, chapel, meditation garden, and outdoor play areas. Two large communal kitchens and dining room provide opportunities for the families to share the evening meal, which is provided 3 times a day by community volunteers, or to prepare their own food if they choose. There is also a Day Respite Room which offers families of hospitalized children a place to rest and regroup away from the stress of the hospital but do not need an overnight stay.

Hundreds of volunteers support RMHD's annual operations and fundraising activities by serving families at the House, preparing meals, and hosting organized activities. In 2012, over 13,000 volunteer hours were donated equaling a value of \$281,952.00.

Since opening its doors, the Dallas House has served more than 33,000 families. Although families are asked to contribute \$15 per family per night, no one has ever been turned away because of an inability to pay. The actual cost per night to house a family is approximately \$100 – a cost largely covered by individual and corporate donors, community organizations, and special events.

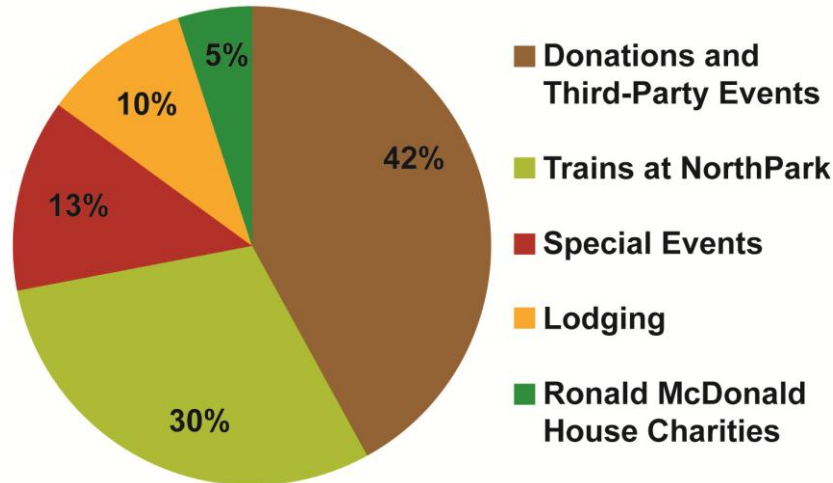
Who We Served in 2012

- More than 2200 families were served with a total of 16,635 nights.
- Guests traveled from 10 countries and 30 united states
- Average length of stay, 7.5 days
- Average occupancy rate, 79.75%



Funding

The Ray Kroc Foundation, now called Ronald McDonald House Charities, provided the initial \$25,000 grant to start the building fund for the Dallas Ronald McDonald House. The remainder of the funds raised to complete the present facility came from gifts made by the Crystal Charity Ball, foundations and corporations and from concerned individual contributors. The Dallas Ronald McDonald House is not owned by the McDonald's Corporation or by any hospital or health care organization. Funding to sustain the Ronald McDonald House of Dallas comes from individual and corporate donors, community organizations, and special events. Less than 10% of the annual operating budget comes from McDonald's Corporation and Ronald McDonald House Charities.



Ownership and Operation

Every Ronald McDonald House is autonomous and is owned by a not-for-profit corporation in the city in which it is located. The Ronald McDonald House of Dallas opened in 1981, and today is governed by a board of directors composed of physicians, representatives of area hospitals, community leaders, local McDonald's owner/operators, parents and other interested friends. The Dallas House is administered by a Chief Executive Officer who is assisted by several other staff members. More than 100 weekly volunteers also assist in the daily operation of the House.

Today Ronald McDonald House is international, with 326 facilities in 32 countries and regions, with 175 of those in the United States.