

WHERE HOPE HAS A HOME - \$3.6+ Million Raised to Date! **The Campaign to Build the Ronald McDonald House Shreveport-Bossier**



**With more than one-third of necessary funding raised in 2022,
the Ronald McDonald House Shreveport-Bossier will soon be a reality.
Your help is needed in 2023 to reach the goal so that construction can begin.**

When you find out your child needs life-saving medical treatment, time stands still and moves really fast, in the same instant. Within minutes you've left home in a whirlwind filled with fear and confusion, and sometimes it is to follow an ambulance to the hospital.

Some of the best specialists and treatments for children in Northwest Louisiana are found in Shreveport - but not all families can afford to stay during the most stressful days, weeks, or even months when their child is hospitalized. And even those that live in the area can't risk being too far away for fear of what might happen. Will they get a call saying "be here now"? Will they make it to the hospital in time?

**No family ever expects to need a Ronald McDonald House.
But they are thankful it exists when they do.**

GIVING HOPE TO FAMILIES

The \$10 million *Where Hope Has a Home* campaign, to raise funds needed to build the new Ronald McDonald House in Shreveport, was launched in October 2022. **To date, Leadership and Founding Donor gifts have been pledged** by the following local businesses, foundations, and philanthropic individuals to launch the campaign:

Roy Griggs, *Capital Campaign Chair*
City of Shreveport
Caddo Parish Commission
Carter Credit Union
Orcutt-Winslow + TEG
Ro and Steve White
Joe Beaubouef
Estopinal Family
Anti-Pest
Lisa and Sam Baxter

Willis-Knighton Health System
Dr. Brent and Jessica Whitton
Caddo and Bossier Parishes
Port Commission
DeSoto Parish Police Jury
Thresa Estopinal
Minden Medical Center, Northwest Louisiana
Medical Center & Allegiance Health Mgmt.
Ronald McDonald House Charities
Autumn and Brent Beaulieu
Liz and Richard Helm



This 3-story, 20-bedroom, 20,000 sq. ft. home away from home will help families face the emotional and economic toll of having a child in the hospital.



Parents don't know when their child will need critical medical care.

With your help, families will have an inviting, secure, and free home away from home when they do.

Gifts of all sizes are needed, and sponsorship/naming opportunities for specific areas in the House are available. Your gift will help build this home away from home for families with a critically ill child in any Shreveport hospital. Your name will be in the House permanently.

Your pledge made in 2023 will serve tens of thousands of families for decades. Pledges may be paid out over three years, with all funds due by December 2025.

The earlier your pledge is made to help build the Ronald McDonald House the sooner construction can begin.

Our goal is to break ground no later than the first quarter of 2024, opening the doors to the Ronald McDonald House in early 2025.

WHAT IS THE RONALD MCDONALD HOUSE

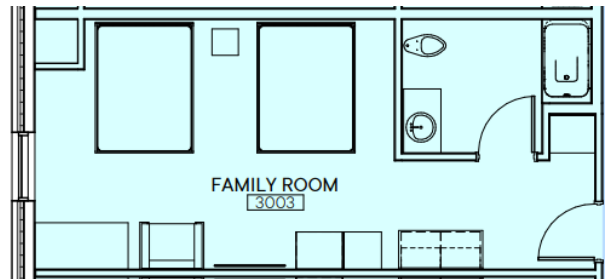
Life changes in a moment when a family learns of their child's critical medical condition. The Ronald McDonald House helps ease the financial and emotional burdens a family faces when their child is hospitalized. It helps ensure a child has access to the critical care needed and their family is with them every step of the way during their health crisis.

Ronald McDonald House programs are designed with a focus on family-centered care. Research shows that staying close by allows parents to better communicate with their child's medical team and improves adherence to complicated treatment plans.

Thanks to generous donors like you, families will have a free, private, and safe place to stay, as well as a community of support and the comforts of home when they don't want to be any place other than by their child's hospital bedside.

The Ronald McDonald House Shreveport-Bossier will have 20 private rooms for families of critically ill kids.

They will have dinner provided each night, a family pantry stocked with snacks and other items so they can easily prepare breakfast and lunch. And on occasion, they will be welcomed by the smell of freshly baked cookies.



Supply closets will offer daily essentials, stocked laundry rooms will be on all three floors, and indoor and outdoor play and activity spaces will invite families to relax, enjoy some fresh air, and give siblings a place to burn some energy.

If needed, transportation to and from their child's hospital will be provided. After long hours in the hospital families will return to the welcoming faces of our compassionate staff and volunteers. Parents and caretakers also find a community of support in each other, sharing unique bonds during their child's medical crisis.

Families who are not staying with us overnight but need to get away from the hospital to collect their thoughts, can contact their social worker for a "**day pass**". Each day a limited number of families with the greatest need will be welcomed on our first floor where they can freshen up with a shower, wash a load of laundry, grab a snack, enjoy a cup of coffee, and find a quiet space where they can collect their thoughts before returning to the hospital.

No sick child should be alone. No family should be separated. With the help of generous donors, the Ronald McDonald House will be a place of healing and hope.

Families will not have to worry about if they can afford a hotel, meals, daily essentials or how they will get to the hospital. All services are free.

CEOs of all area hospitals that care for pediatric patients have endorsed this important program, and their patient families will have access to the Ronald McDonald House. CEOs at Minden Medical Center and DeSoto Regional Health System are also grateful the House will be there for families from their communities.

WHY THE RONALD MCDONALD HOUSE IS NEEDED

As research was conducted regarding the need for a Ronald McDonald House, Shreveport-Bossier medical professionals identified four primary needs for pediatric patient families as - **lodging, food, daily essentials, and transportation.**

In their experience, many families could only be there for their child's surgery but could not stay with them long term due to expense of being away from home for days, weeks or months. In a typical year, **83% of families served** by a Ronald McDonald House are considered low income, although financial status is not considered for admission to the House. Families of the most critical patients will be referred to the Ronald McDonald House by their hospital social worker.

Some families shared that they simply could not seek treatment for their child without financial aid, and some said that **without being able to stay at the Ronald McDonald House their child would not have had access to the care they required to survive.**

Some families slept in their cars in the hospital parking lot because they simply could not afford a hotel.

When visiting with a new mom recently, she spoke about the need for a Ronald McDonald House and what it would have meant for their family:



"Our son was born a few weeks early, and two days later he began having trouble breathing. **We took him to the pediatrician and were sent to the hospital in Shreveport for what we thought was lung support.** Once we arrived tests were done, and he was scheduled for emergency surgery for the next day. **To stay by his side during this terrifying time meant we had to leave our two older children behind with my mom.**

In order to stay with him I was attempting to sleep in a recliner while battling a few complications from a c-section. A few days after his surgery I had to make the decision to leave my recovering newborn in order to better care for myself. It was simply *unnatural* to leave our five-day old baby in the NICU. The quiet of an empty house was devastating.

If we had been able to stay at a Ronald McDonald House, near our newborn and together as a family, I could have taken care of myself, my older children and been right there for Huck. I want to help make this possible for other families." - Bailee, Huck's mom

Since 1981 Ronald McDonald House Charities of Arkansas (RMHCA) has provided a home away from home for more than 46,000+ families while their child is receiving treatment at any hospital in Little Rock. We look forward to bringing this same level of support to families with a pediatric patient at any Shreveport hospital.

At RMHCA, we have heard tens of thousands of stories of gratitude from families who stayed with us. Addy's mom shared:

"When the doctors told us Addy had brain cancer, all I heard was the sound Charlie Brown's teacher made - that 'wah wah wah' sound. We were told they would treat her aggressively for several weeks and that she was being admitted to the hospital immediately. We had nothing with us. But we also received some comforting news that day - that we could stay at the Ronald McDonald House for as long as we needed.



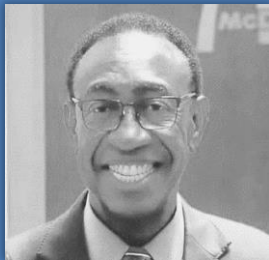
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We called it 'home' for 45 nights, and it was nice to be able to focus only on Addy. My husband was able to go home to work during the week, knowing we were safe, had what we needed and that **we were surrounded by a community of support. We were never alone.**" - Chandra, Addy's mom

The Ronald McDonald House Shreveport-Bossier will keep families together, fully supported and lessen their worries so they can focus on what matters most - their child.

A COMMUNITY LEADER'S DREAM

A highly successful, well-respected business owner, philanthropist and community leader in Shreveport, Roy Griggs, CEO of Griggs Enterprise, Inc., and a McDonald's Owner/Operator also serves on the board of RMHCA. We are fortunate that Mr. Griggs has chosen to spearhead this effort to build the first Ronald McDonald House in Shreveport-Bossier. Mr. Griggs said,



Roy Griggs
Capital Campaign Chair

"Bringing a Ronald McDonald House to this area has been a goal for my family for many, many years. Our dream has been to provide these services to Louisiana families so they can be with their child in the hospital. My hope is that our community will come together to donate the funds needed to build this home away from home that provides families with so much more than a free place to stay. There are 385 Ronald McDonald Houses in the world, and it is time that our community has one too."

LOCATION

The property was generously donated by Willis-Knighton Health System. It is adjacent to the Willis-Knighton South campus (Bert Kouns Industrial Loop location). **The Ronald McDonald House Shreveport-Bossier will serve families with a child in any Shreveport hospital.**



Should families need transportation to and from their child's hospital it will be provided.

PROJECT BUDGET AND TIMELINE

The tentative fundraising goal for the House is \$10 million* – more than 35% of the project funding has been raised in 2022. Also included in the \$10 million is the first three years of operating expenses, to ensure a strong financial foundation for the program.

Estimated project timeline:

- **2023 – Fundraising** – an additional \$4.5 million in pledges raised this year.
- **Q4 2023 - Campaign Announcement Celebration** – the capital campaign moves from silent to public phase when 60% of construction costs have been secured in pledges and cash. **We are halfway to this goal as of 1/1/23.**
- **Q1 2024 – Groundbreaking Ceremony** - construction will commence when **80% of construction costs have been secured in pledges and cash.** An additional \$1.5 million raised this year.
- **Q1 2025 – Grand Opening**
- **December 31, 2025** – The final \$500,000 raised. All pledges paid by year end; **goal of \$10 million in funding celebrated!**

*The final campaign goal will be based on construction estimates received in Q1 2023



Meet Brianna

A mother with a 15-month old toddler at home, a husband with a full-time job, and a baby born at 24-weeks. She spent 122 days with her newborn in the NICU.



"Each day I had to make a choice: which child would receive my attention: my tiny sick baby or my 15-month old toddler?"

How do you choose between your children? **With a Ronald McDonald House, families will not have to choose.** There must be a way for a family's support system to stay intact, otherwise, the stress and trauma multiply exponentially. The idea of a Ronald McDonald House – **I really have no words to tell you how valuable it will be. It will solve so much!**

122 Nights Without A Ronald McDonald House

GOOD FOR THE COMMUNITY

Ronald McDonald House Shreveport-Bossier will positively impact the community, families, and access to healthcare for children. We estimate the annual operating budget at \$654,000, and an additional commercial impact in the community of \$1.168 million each year.

An estimated 22,000 people (adults and children) will utilize the House annually - some will stay for only a few nights while others will stay for several weeks or months dependent upon their child's treatment. An additional 5,400 will visit with a "day pass" respite.

The impact of a critical diagnosis for a child differs for every family. One thing we know for sure – every day there are families who are unable to be at their child's bedside due to financial and transportation hardships. The Ronald McDonald House will help alleviate both of these critical needs.

Leadership Gifts and Founding Donors are needed to help build the Ronald McDonald House. We look forward to visiting with you about this important enhancement to healthcare for Louisiana children and families and the Shreveport-Bossier community.

Gratefully,

Janell Mason, CEO

Ronald McDonald House Charities of Arkansas
janell@rmhcarkansas.org | 501.539.0913 c

Roy Griggs, Capital Campaign Chair

Griggs Enterprise, Inc., CEO
roy.griggs@partners.mcd.com | 318.347.3306