



Ronald  
McDonald  
House®

Shreveport-Bossier

RMHShreveport-Bossier.org

Roy Griggs, Capital Campaign Chair

A future program of  
Ronald McDonald House Charities®  
of Arkansas & North Louisiana

1501 W. 10th Street, Little Rock, AR 72202  
501.374.1956 | Serving Families Since 1981

**WHERE HOPE HAS A HOME - \$6.4+ Million Raised to Date!**  
The \$10 Million Campaign to Build the Ronald McDonald House Shreveport-Bossier



There are no resources for families like the Ronald McDonald House in North Louisiana. **Some of the best specialists and treatments for children are found in Shreveport** – but not all families can afford to stay away from home for days, weeks, or even months when their seriously ill child is hospitalized. **Tonight, families with a critically ill child have no place to turn in their time of need.**

So many families have shared their stories with us. Brianna shared her wish of having a support system like the Ronald McDonald House. She is a mother with a 15-month old toddler at home, a husband with a full-time job, and a baby born an 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!**" - Brianna*

**No family ever expects to need a Ronald McDonald House.**

**But they are thankful it exists when they do.**

**Will you help build the Ronald McDonald House Shreveport-Bossier?**

**100% of funds raised in Louisiana stay in Louisiana.**

## GIVING HOPE TO FAMILIES

After a year of due diligence, our board approved the \$10 million *Where Hope Has a Home* capital campaign in October 2022 to build the Ronald McDonald House Shreveport-Bossier. **\$6.4+ million has already been pledged.** We are grateful for these local businesses, municipalities, foundations, philanthropic individuals, and others who understand the need and have pledged their financial support:

AEP Foundation  
Anti-Pest  
Lindsay & John Atkins  
Barksdale Federal Credit Union  
b1 Bank  
Bessie Casey  
Linda M. Biernacki/Fire Tech Systems  
Dr. Joseph A Bocchini, Jr.  
Willie & Mary Bradford  
Douglas and Jennifer Boudreaux  
Cadence Bank  
Caddo Bossier Parishes Port  
Commission  
Caddo Parish Commission  
Carolyn W. & Charles T. Beard Family  
Foundation  
Carter Credit Union  
The Chhabra Family  
Citizens Bank & Trust Co.  
City of Shreveport  
Renee & Wyche Coleman III  
Community Bank of Louisiana  
Community Foundation of North  
Louisiana - McDade Family  
Foundation Donor Advised Fund  
Susan & Dean Davenport  
DeSoto Parish Police Jury  
Denise Edwards, *Webster Parish Assessor*

Elite Health Solutions  
Jan Elkins KTBS  
Estopinal Family Trust  
Fibrebond Corporation  
Fight Like Emilie Foundation  
Ivy & Archer Frierson  
In Memory of Dr. Denny E. Gamble, Sr. by  
Denny "Kit" Gamble, Jr. & Sarah  
Margaret Gamble  
Gene Nims Builders, Inc.  
Roy Griggs, *Capital Campaign Chair*  
Catherine C. Hunt, Realtor - LaState  
Realty, LLC  
Bailee & Adam Hurley in memory  
of Huck Cannon Hurley  
In Honor of Jesus, *Anonymous*  
Fred & Melinda Kent  
The Kinsey Family  
Judy A. Madison & Family  
Vince & Sharon Maggio/Melissa  
Rose Maggio Foundation, Inc.  
Bharti M. Manchandia, M.D. &  
Manohar R. Manchandia, M.D.  
Martin-Brower, Baton Rouge  
Matthews, Beaty & Company, CPAs LLP  
Kim & James McCormick  
Linda & Herb Meadows  
Metro Aviation, Inc. Mike Stanberry  
Drs. Kristi & Rick Michael

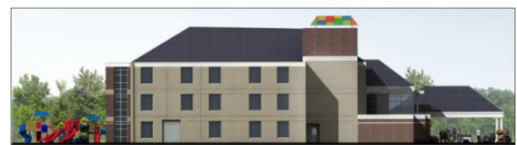
Drs. Cary & Karen Mielke  
Dr. Jason & Jenny Milligan  
Minden Medical Center, Northern  
Louisiana Medical Center & Allegiance  
Health Management  
Kevin & Janet Murphy  
Orcutt-Winslow + TEG  
ORR KIA  
Connie & Donald Posner & Family  
River Bend Rotary Club of Shreveport  
RMHC AR-NLA Board of Directors  
Ronald McDonald House Charities  
Dr. Phillip & Alma Rozeman  
RRCU  
Shreveport-Bossier Delta Delta Delta  
Alumnae  
In Memory of Aaron Michael Singer  
Pam & Kim R. Smith  
Kathryn & Matthew Smitherman  
Dr. Danielle & Nic Thomas  
Diane & Carl Thompson  
Greg & Wendi Tilley  
In Memory of Rusty Timmons  
Dr. Minh Tran & Dr. Caroline Caperton,  
Ella Claire & Sophie Tran  
Ro & Steve White  
Dr. Brent & Jessica Whitton  
William A. Robinson Private Foundation  
Willis-Knighton Health System

**Gifts of all sizes are needed** to help build this home away from home that will serve families with a critically ill child in any Shreveport hospital. Many sponsorship/naming opportunities for specific areas in the House are available. Founding Donors will be permanently recognized on the **Founding Donor Wall**. If you also choose a specific area to sponsor, your name will also be on the space in perpetuity as well.

## DONATION PAYMENT OPTIONS

A pledge today will help tens of thousands of families for decades. You may pay all at once, over the next three years, or on a specific date. Gifts of \$1 million or more may be paid over five years.

***With your help, families with a critically ill child will have a supportive, secure, and free place to stay.***



**This 3-story, 20-bedroom, 24,000+ sq. ft. home away from home** will be the largest Ronald McDonald House in Louisiana. But most importantly, it will help families face the emotional and economic toll of having a child in the hospital.

**Our goal is to break ground in the first quarter of 2024**  
so the Ronald McDonald House can begin serving families in early 2025.

## WHAT IS THE RONALD MCDONALD HOUSE?

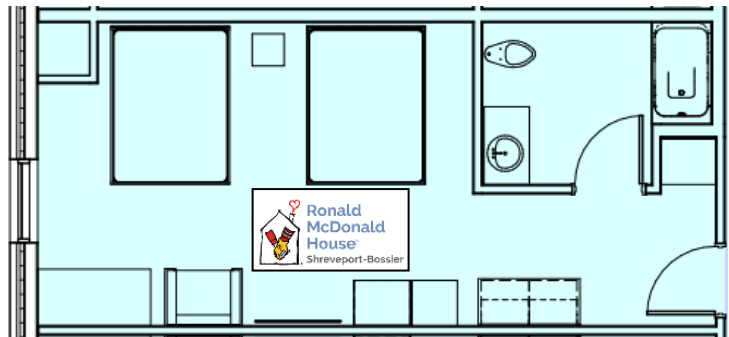
Life changes in a moment, sometimes forever, when a family learns of their child's critical medical condition. The Ronald McDonald House is there to help ease the financial and emotional burdens when a child is hospitalized. It also helps provide access to the critical care needed and enables families to be together 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.**

Families will have a **free, private, and safe place to stay**, as well as **a community of support, meals and snacks, daily essentials, laundry facilities and transportation**. When they don't want to be anywhere else but by their child's hospital bedside, the Ronald McDonald House will be there – they will never have to feel alone and isolated.

Dinner will be provided nightly. The Family Pantry will be stocked with breakfast and lunch items as well as snacks for long days and nights at the hospital. The Family Kitchen and Family Dining Room will be the heart of the House, and the Pelican's Perch coffee bar (again, free) will give parents moments to "perk up" and work remotely.

Supply closets will be stocked with personal essentials, and all floors of the House will have stocked Laundry Rooms. The Indoor Playroom, Outdoor Playground, Basketball Half-Court, and other indoor and outdoor family spaces will encourage relaxation, a place to enjoy the fresh air, and give kids space to burn energy. There will also be a Well-Being Salon where volunteer stylists will provide free wash/cut/blow-dry services.



**Each of the 20 well-appointed private rooms will enable families to stay together and care for themselves.**

If needed, transportation to and from their child's hospital will be provided for families. After long hours at the hospital, they will return to the welcoming faces of attentive staff around the clock - sometimes to the aroma of freshly baked cookies. Caring staff and volunteers will provide a compassionate community of support for families. They will meet other parents in the House, creating bonds during their child's medical crisis.

Families not staying with us overnight will also need a break from the hospital to collect their thoughts. Hospital social workers will provide a **"day pass"** to families with the greatest need. They will be able to freshen up with a shower, wash a load of laundry, grab a snack, savor a cup of coffee and quiet moments before returning to the hospital.

**No sick child should be alone in the hospital, and no family should be separated during this time.** Thanks to those who will help build the Ronald McDonald House, they will find a place of comfort, care, and hope. Families will not have to worry about their ability to afford a hotel, meals, daily essentials and most importantly - not being with their child.

**All services at the Ronald McDonald House are provided free of charge.**



The 3-story Family Dining Room serves as the heart of the House. Here, families will bond over meals, share cups of coffee, updates on their child, and sometimes a bowl of ice cream late at night.

### **WHY RONALD MCDONALD HOUSE IS UNIQUELY SUITED TO SUCCEED**

We are affiliated with Ronald McDonald House Charities, Inc. (RMHC), the global network with 793 Ronald McDonald House programs in 49 countries and regions around the world. Since 1974, RMHC programs have considered that caring for the family of a sick child is just as important as caring for the child. In this regard, it is the premier children's charity that enables and supports **Family Centered Care**.

Before a new program is launched, the potential community and partner hospitals are vetted for need, in addition to our chapter's ability to develop and support a new program. With access to RMHC's program operations and fundraising database, we are able to analyze information and design a successful program specific and individualized to the community. Once approved, RMHC provides in-depth support: a "seed money" grant to commence the fundraising campaign, ongoing support for program operations, and a comprehensive strategy for program sustainability.

When the House opens, the RMHC brand recognition and trust associated with it makes it uniquely suited to be a long-term, sustained pillar in the community. In addition, the worldwide network of Houses is unparalleled in its thought, idea, and success sharing. Our system constantly seeks innovative approaches and joint conversations, keeping our programs thriving and evolving to continually serve families in the best way possible.

Since 1981 Ronald McDonald House Charities of Arkansas & North Louisiana has provided a home away from home for more than 48,000+ families while their child was treated at any hospital in Little Rock. **We look forward to bringing this same level of comfort, care, and hope to Louisiana families with a pediatric patient at any Shreveport hospital.**

**CEOs of all Shreveport hospitals caring for pediatric patients agree that the Ronald McDonald House is needed.** They have endorsed this important program, knowing their patient families will have access to its free services. **CEOs of Minden Medical Center, DeSoto Regional Health System, and Northern Louisiana Medical Center** are also grateful the House will be there for families from their communities.

## WHY THE RONALD MCDONALD HOUSE IS NEEDED HERE

Extensive research was conducted regarding the need for a Ronald McDonald House in Shreveport-Bossier. Medical professionals at all hospitals providing critical pediatric care consistently identified four primary needs of their pediatric patient families - **lodging, food, daily essentials, and transportation.**

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

During research interviews, some families shared that they simply could not seek treatment for their child without financial aid. Some said they **slept in their car in the hospital parking lot** because they could not afford a hotel.

## LOCATION

Property for this Ronald McDonald House has been generously donated by Willis-Knighton Health System, **with the understanding that the House will serve families with a child in any Shreveport hospital.** The location is adjacent to the Willis-Knighton South campus (on Bert Kouns Industrial Loop). **If families need transportation to and from their child's hospital, the Ronald McDonald House will provide it at no cost.**




## PROJECT BUDGET AND TIMELINE

The current fundraising goal for the House is \$10 million. To ensure a strong financial foundation for the program, **the first three years of operating expenses are included.**

Estimated Timeline and Key Milestones	
2023	<b>\$6+mm donated - Achieved October 16, 2023 - Public Campaign Announcement -</b> the capital campaign moved from 'silent' to 'public' phase
2024	<b>Q1 - Groundbreaking Ceremony</b> – construction begins
	Raise an additional \$3mm by year end
2025	<b>Q1 - Grand Opening</b> - first families welcomed to stay in the House
	Raise the remaining \$600,000. <b>Celebration of \$10mm in funding!</b> All pledges paid in full by year end; gifts >\$1mm may be scheduled through 2027

## COMMUNITY VOLUNTEER IMPACT

Ronald McDonald Houses are fortunate to have the enthusiastic support of volunteers around the world. In 2023, as Arkansas volunteers finally returned to the House in full force post-COVID; we enjoyed the gift of volunteer service donated by 1,509 individuals. With a growing list of community volunteers for the Ronald McDonald House Shreveport-Bossier, we anticipate supplementing our paid staff hours with dedicated, regular volunteers which will further reduce overhead. Initial estimated impact follows:

Standing Volunteer Roles*	# Weekly Volunteers	Hours Donated Weekly Per Volunteer	Total Hours Donated Weekly	
Welcome Desk/Family Support	15	4	60	
Administrative Support	3	4	12	
Donation & Supply Inventory Management	3	4	12	
	<b>21</b>	<b>12</b>	<b>84</b>	
				Total regular volunteer hours/week
				\$ 27.39 Value of LA volunteer hour in 2022 per IndependentSector.org
				\$ 2,300.76 Volunteer hours/value per week
				<b>\$ 119,639.52 Annual Value of Standing Volunteer Hours</b>

\* Excludes special events, nightly meal groups, work days, etc.

## GOOD FOR THE COMMUNITY

Ronald McDonald House Shreveport-Bossier will positively impact families and the community while improving access to healthcare for children. Once open, we estimate the annual operating budget at \$654,000, which currently does not take into consideration utilization of volunteers, and a commercial impact in the community of \$1.168 mm annually.

An estimated 21,900 adults and children will utilize the House each year - 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 for 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 issues.

We look forward to visiting with you and hope you will want to be part of this project that will help tens of thousands of children and their families for decades.

**There are families today who need the Ronald McDonald House tonight.  
Your pledge is urgently needed to help build this home away from home.**

Gratefully,

**Roy Griggs**, Capital Campaign Chair  
Griggs Enterprise, Inc., CEO  
[roy.griggs@partners.mcd.com](mailto:roy.griggs@partners.mcd.com) | 318.347.3306

**Janell Mason**, CEO  
RMHC of Arkansas & North Louisiana  
[janell@rmhcar-nla.org](mailto:janell@rmhcar-nla.org) | 501.539.0913

**Lori Moore**, Mission Director  
Ronald McDonald House Shreveport-Bossier  
[lori@rmhcar-nla.org](mailto:lori@rmhcar-nla.org) | 318.840.9100