

WHERE HOPE HAS A HOME - \$4.3+ Million Raised to Date!
The \$10 Million Campaign to Build the Ronald McDonald House Shreveport-Bossier



Your pledge is needed in 2023 so that construction can begin as soon as possible.

Four-year-old Addy had been losing her balance. The neurologist sent her to a subspecialist for tests, more than three hours from home. Addy's parents never expected that a few hours later they would hear the words "brain cancer". She was immediately admitted to the hospital for more tests. There were no plans to stay overnight, so they had nothing with them. Filled with fear and panic, they were alone.

Fortunately, their social worker said there was a room available at the Ronald McDonald House in Little Rock. They had a private suite, meals and snacks, laundry and even play spaces for Addy's older brother. And they got to know the other parents who were in similar situations, and felt instantly at home. Addy's mom shared with us that she sat in the Family Dining Room with other moms late at night, where they ate cookies and cried together, and she never felt alone – the moms bonded and supported each other.

Some of the best specialists and treatments for children in Northwest Louisiana are found in Shreveport – but like Addy's family, not all can afford to stay away from home for days, weeks, or even months when their child is hospitalized.

There are no resources for families like this in Shreveport.
Tonight, families with a critically ill child have no place to turn in their time of need.

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?

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. **Over \$4.3 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:

City of Shreveport
Caddo Parish Commission
Willis-Knighton Health System
AEP Foundation
Carter Credit Union
Lindsay & John Atkins
Dr. Brent & Jessica Whitton
Dr. Joseph A Bocchini, Jr.
Bharti M. Manchandia, M.D. & Manohar R. Manchandia, M.D.
Orcutt-Winslow + TEG
Ro & Steve White
Joe Beaubouef
Estopinal Family Trust
DeSoto Parish Police Jury
Metro Aviation, Inc. Mike Stanberry

Roy Griggs, *Capital Campaign Chair*
William A. Robinson Private Foundation
Caddo Bossier Parishes Port Commission
Anti-Pest
Minden Medical Center, Northern Louisiana Medical Center & Allegiance Health Management
Elite Health Solutions
Gene Nims Builders, Inc.
Dr. Danielle & Nic Thomas
Jan Elkins KTBS
ORR KIA
Citizens Bank & Trust Co.
Bailee & Adam Hurley

Carolyn W. & Charles T. Beaird Family Foundation
Vince & Sharon Maggio/Melissa Rose Maggio Foundation, Inc.
Barksdale Federal Credit Union
Dr. Minh Tran & Dr. Caroline Caperton, Ella Claire & Sophie Tran
Catherine C. Hunt, REALTOR-LaState Realty, LLC
Susan & Dean Davenport
Denise Edwards, Webster Parish Assessor
Ronald McDonald House Charities
Diane & Carl Thompson
RMHC Arkansas Board of Directors
Janell Mason, *CEO of RMHCA*

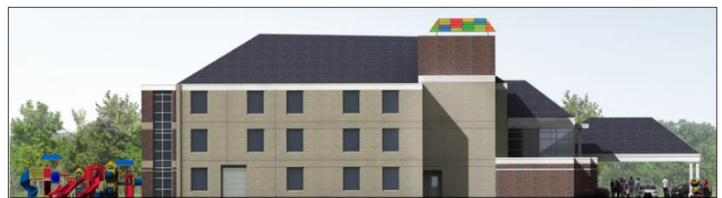


Gifts of all sizes are needed to help build this home away from home that will serve families with a critically ill child in any Shreveport hospital. Many sponsorship/naming opportunities for specific areas in the House are available. Founding Donors will be permanently recognized on the **Founding Donor 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, on a specific date, or stock transfer. Gifts of \$1 million or more may be paid over five years.

Parents do not know when their child will need critical medical care. With your help, families will have a supportive, secure, and free home away from home when they do.



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 no later than the first quarter of 2024, so the Ronald McDonald House can begin serving families in early 2025 at the very latest.

If we are able to reach the goal sooner, families won't have to wait any longer.

WHAT IS THE RONALD MCDONALD HOUSE?

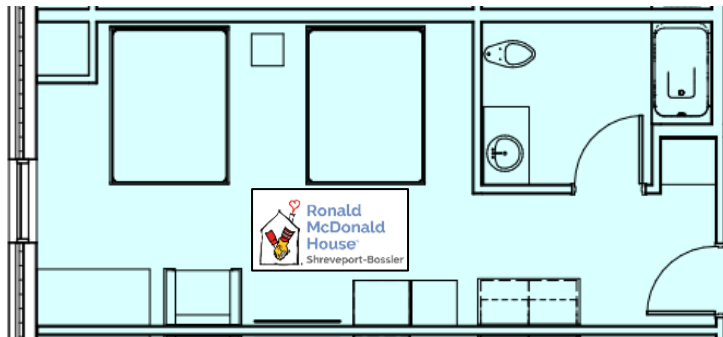
Life changes in a moment, sometimes forever, when a family learns of their child's critical medical condition. The Ronald McDonald House is there to help ease the financial and emotional burdens when a child is hospitalized. It also helps provide access to the critical care needed and enables families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

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 who are not staying overnight 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, and no family should be separated during this time. Thanks to those who will help build the Ronald McDonald House, it will be a place of comfort, care, and hope. Families will not have to worry about their ability to afford a hotel, meals, daily essentials or most importantly not being with their child.

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

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 identified four primary needs for pediatric patient families - **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 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, 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 said they **slept in their car in the hospital parking lot** because they could not afford a hotel.

When visiting with a new mom recently, we asked her about the need for a Ronald McDonald House in Shreveport and what it would have meant for their family:



Serena tested positive for COVID-19 halfway through her second trimester. Seven days later **doctors were trying to save her life along with her unborn child's life three months early.**

"Ronald McDonald House would have made visiting my son in the NICU more accessible. After discharge, I wasn't cleared to drive right away and had to rely on others. **It left me feeling helpless.** I never imagined that my delivery would be a traumatic experience. Readily having a place to stay would have taken away some of the added stress from my experience." – Serena

"As a husband and new father, nothing could have prepared me for the experience of **having both my wife and son in critical condition at two separate hospitals.** Having a Ronald McDonald House would have helped to guarantee that I had a good night's sleep, which I desperately needed, and peace of mind knowing that I was **just minutes** away from my family." - Joel

Since 1981 Ronald McDonald House Charities of Arkansas has provided a home away from home for more than 46,000+ 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.**

Each day families express their gratitude for being able to stay in the Ronald McDonald House. **I will never forget what Addy's mom told me:**

"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 immediately. We brought nothing with us to the appointment. **Then the hospital told us there was a room at the Ronald McDonald House where we could stay as long as we needed.**



We called it 'HOME' for 45 nights, and it was so 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 Beacon of Hope, shining atop the Ronald McDonald House Shreveport-Bossier each night, will serve as a symbol of comfort, care, and hope to all families.

LOCATION

The 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 (Bert Kouns Industrial Loop location). If families need transportation to and from their child's hospital we will provide it at no cost to them.

PROJECT BUDGET AND TIMELINE

The current fundraising goal for the House is \$10 million* - with 43% of the project funding already secured in cash and pledges. To ensure a strong financial foundation for the program, we have included the first three years of operating expenses in that goal.

Estimated Timeline and Key Milestones	
2023	Reach \$8MM in pledges and cash
2023 Q4	Campaign Announcement Celebration - the capital campaign moves from 'silent' to 'public' phase when \$6MM has been secured in pledges and cash
2024	Reach \$9.5MM in pledges and cash
2024 Q1	Groundbreaking Ceremony - construction will commence when 80% of construction costs have been secured in pledges and cash (we hope sooner!)
2025	Raise the final \$500,000
2025 Q1	Grand Opening - the first families will be welcomed to stay in the House
12/31/2025	All pledges paid in full

*The final campaign goal will be based on final construction estimates

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, and a commercial impact in the community of \$1.168 million each year.

An estimated 21,900 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 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.

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

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.

Founding Donors are urgently needed so that construction can commence as quickly as possible.
There are families right now who need the Ronald McDonald House tonight.

Gratefully,

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