Ronald McDonald House Charities®
Midwest | MN, WI, IA

2024 Impact Report

Pat Maus, Sunny Lane Photography

"The House made it so that we didn't have to choose between our son's medical care and our family's well-being."

- Heather, guest mom

Dear Supporters of Ronald McDonald House Charities Midwest MN, WI, IA,

Ashton Boon

Nick Mueller

2024 was a year like none other for our organization. Thanks to your unwavering support, we are proud to share that last year was a record year of service, surpassing all previous benchmarks for the number of families served and total nights of lodging provided.

In 2024, we delivered on our mission in historic ways. We are incredibly proud to share that we opened our doors to more 1,300 families last year, providing them with over 17,000 nights of lodging as they navigated their child's medical journey. It truly takes a village for this work. We would be remiss if we didn't recognize the hundreds of volunteers that support families through meals, activities, support of House operations and so much more. Our work doesn't happen without all our committed volunteers.

As we celebrate these milestones, we also recognize that there is still more work to be done. The landscape of pediatric healthcare continues to evolve, and we remain steadfast in our mission to ease the burdens placed on families with children needing medical care. Looking ahead, we are exploring innovative ways to expand our reach—whether by reimagining our physical spaces, embracing new technology solutions, or forging additional community partnerships.

We invite you to join us in shaping our path forward, where we will serve more families and serve them better. This journey will require all of us—staff, volunteers, donors, and community stakeholders—working hand in hand to ensure no family faces a child's medical crisis alone. We look forward to sharing more details and hearing your insights as we build this future together.

On behalf of everyone at RMHC Midwest MN, WI, IA, please accept our deepest gratitude for your extraordinary generosity and compassion. Thank you for being a part of these record-breaking efforts, and for standing with us as we strive to help more families stay together, when it matters most.

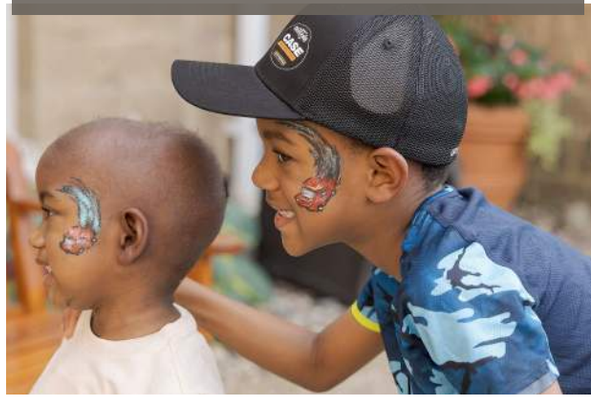
With gratitude and anticipation,

Ashton Boon
Board Chair

Nick Mueller
Chief Executive Officer

RMHC
Midwest | MN, WI, IA

It took us a long time to get our son, and now we are working hard to keep him. And we wouldn't still have him without the House. - Whitney, guest mom



The burden that is lifted off of the families; how can you explain it on such a large scale? There are no words to express our gratitude.
- Washington, guest dad

FAMILY SERVICES

1,315
total families served

~67%
of families came from **MN, WI, IA**

families came from 36 states and **Belize, Canada, China, Costa Rica, Ecuador, Ghana, Guatemala, Israel, Jamaica, Loas, Paraguay**

1,269
family stays

17,137
nights of rest
provided to families

12 nights
average **length of stay**

76
Activity Bags
distributed to off-site families

~$2.8M+
in **total expenses saved** by families staying at the House

15,163
individual meals
were provided by RMHC Midwest MN, WI, IA and House Dinner groups

1,275
families utilized the **Fresh Food Co-Op** for groceries and meals

8,187
daily activity participants

322
total activities offered

2,915
Paw Pals pet therapy program participants

452
Camp Ronald participants (winter, summer, and fall)

258
Music Therapy participants

NEW PROGRAMS IN 2024

649
children received gifts from the **Wishing Well**

133
Rec Therapy participants

382
individuals received holiday gifts from the **Snowflake Room**

Darryl and Candy: Philanthropy in Action

Since 1980, Ronald McDonald House Charities Midwest MN, WI, IA has grown from a small 12-bedroom house into a vital haven for families navigating the most difficult moments of their lives. That growth has been powered by countless compassionate hearts, and few have been as steadfast or generous as Darryl and Candy Ash.

For more than 20 years, Darryl and Candy have been a constant presence at the House. Their journey began with KidsFest and Cans for Kids, joyful events that brought families together while raising awareness and support. In 2019, their involvement deepened when Darryl became a HouseWarmer, offering a warm smile, a listening ear, and helping hands wherever they were needed.

Since then, Darryl has poured his heart into thousands of volunteer hours. He's served as a handyman, ambassador, and creative spirit. He's built signs and yard games, crafted birdhouses and fleece blankets, and quietly made sure the little things were taken care of so families can focus on what matters most.

Even beyond our walls, Darryl continues to find unique and heartfelt ways to support the mission. Around his neighborhood, he's known not just as a good friend, but as a man on a mission. He often completes chores—raking leaves, shoveling snow, or small fix-it projects—for neighbors who in turn make a donation to the House. It's generosity multiplied, rooted in community and carried out with quiet dedication.

Together, Darryl and Candy have also given generously of their resources, making regular financial and in-kind donations to meet today's needs. In 2024, they turned their eyes to tomorrow by naming a space at the House, the Wishing Well, and including RMHC in their estate plans.

"Helping and supporting the House has been one of the great joys of our lives. Years ago, we fell in love with being able to do small acts that contributed to helping kids and their parents during a difficult and stressful period of their lives. As time has passed and we've seen the growth and development of the House, we've become even more appreciative of the mission. The House is truly filled with brave and strong kids and families, dedicated and caring volunteers and staff and most of all... love." - Darryl Ash

Darryl building a birdhouse with a guest at the Ronald McDonald House

Darryl with former Executive Director Linda Bonow (left) and longtime volunteer Becky Harris (right) at the grand opening of the Wishing Well.

Their devotion embodies the true meaning of philanthropy: a deep desire to lift others up. From the joyful clatter of a handmade yard game to the quiet strength of a planned gift, Darryl and Candy's legacy is one of love in action.

"Darryl and Candy personify the spirit of our mission. For more than two decades, they have shared their time, talents, and resources so that families facing the unimaginable can find comfort, hope, and moments of joy. From crafting birdhouses and blankets to securing our future through their planned gift, they have made our House stronger and more welcoming. We are deeply grateful for their steadfast partnership."

- Nick Mueller, CEO, RMHC Midwest MN, WI, IA

Because of supporters like the Ashes, hope lives here—and it always will.

To learn how you can include RMHC Midwest MN, WI, IA in your future plans, visit: rmhmn.giftlegacy.com.

Darryl at the ribbon cutting for the Wishing Well with a guest and Chief Executive Officer Nick Mueller

VOLUNTEER

ANNUAL REPORT

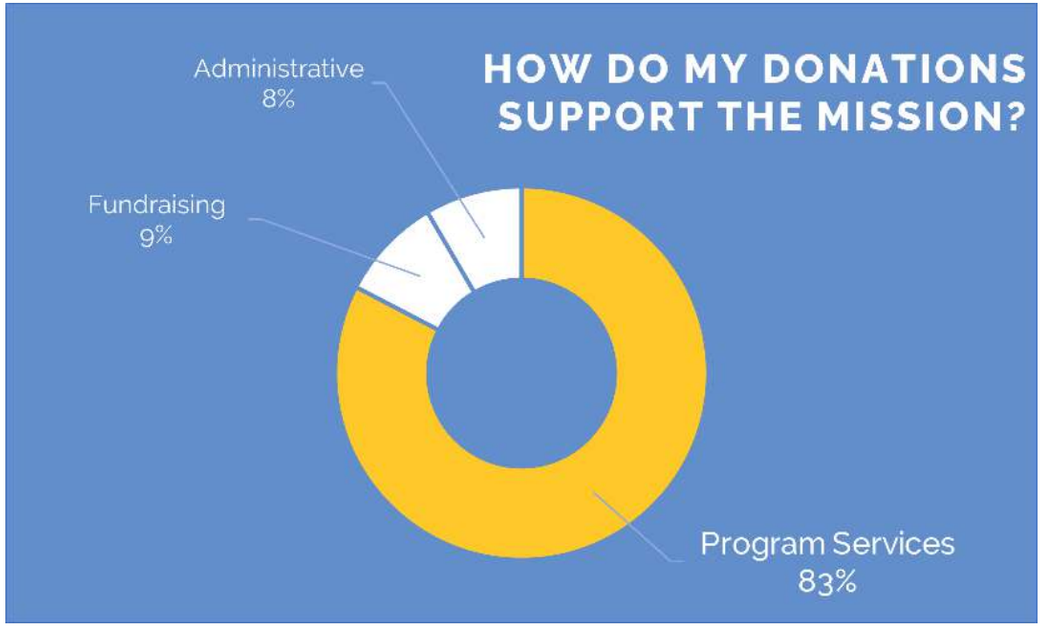
More than **1,500 people** volunteered their time and talents in service of our children and families, resulting in more than **16,215 total hours** and a value of more than **$588,000** in volunteer service!

2024 Volunteer Hours by Category

HOUSEWARMER	6,966
DINNER GROUPS	3,368
FAMILY ACTIVITIES	1,713
HOUSE DINNERS	1,292
SPECIAL PROJECTS	1,022
BOARD/COMMITTEE MEETINGS	479
SPECIAL EVENTS	458
BAKESHOP	292
SERVICE ACTIVITIES	263
PET THERAPY	203
GARDENING	159

2024 Financials by the Numbers

REVENUES	
Contributions	$3,220,085
Special Events	683,831
Contributed Nonfinancial Assets	1,868,546
Room Donations	101,843
Third-Party Reimbursements	217,051
Other Income	12,749
TOTAL REVENUES AND OTHER SUPPORT	**$6,104,105**
EXPENSES	
Program Services	$3,208,348
Management and General	247,977
Fundraising	347,263
Cost of Direct Benefits to Donors	79,318
TOTAL EXPENSES	$3,882,906
NET ASSETS – END OF YEAR	**$30,440,242**



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Midwest | MN, WI, IA

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MISSION

Ronald McDonald House Charities Midwest MN, WI, IA provides essential services that **remove barriers, strengthen families, and promote healing** when children need healthcare.

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