Ronald McDonald House®
Southeastern MN & Western WI

2025 Impact Report

Ronald McDonald House®
Southeastern MN & Western WI

Ashton Boon

Nick Mueller

To Our Supporters,

Because of you, 2025 was a year of extraordinary impact.

This year, Ronald McDonald House Southeastern MN & Western WI served a record 1,508 families, providing 18,423 nights of lodging and 22,325 meals to families navigating some of the most difficult moments of their lives. Behind each of these numbers is a child receiving care, a parent finding rest close to the hospital, and a family experiencing the comfort and stability of knowing they do not have to face their journey alone.

As the need for our services continued to grow, this community responded in powerful ways. One of the clearest examples is our nutrition program. In just two years, the number of meals served increased from 11,854 to 22,325 — an 88% increase. That growth reflects far more than expanded capacity. It reflects our commitment to nourishing families in practical and meaningful ways during times of uncertainty. Whether it was a warm dinner after a long day at the hospital, fresh grab-and-go options, or the steady presence of volunteer meal groups, these meals became an essential part of the care families received.

This year also demonstrated the strength of our community. Our volunteers gave 19,503 hours of service, and 2,202 individuals shared their time and compassion to make this House a place of comfort and hope. Donors, partners, and supporters continued to invest generously in our mission, ensuring we could meet growing needs while keeping families close to the care their children depend on. Together, that support helped save families an estimated $3.1 million in meal and lodging expenses, easing financial burdens at a time when families needed relief most.

We are deeply grateful for every donor, volunteer, partner, and advocate who stood with us this year. Your support made it possible not only to serve more families, but to serve them better. The accomplishments reflected in this report belong to all of us, and most importantly, to the families whose strength inspires our work every day.

Thank you for helping make 2025 a record year of compassion, care, and community.

With gratitude,

Ashton Boon
Board Chair

Nick Mueller
Chief Executive Officer

Nourishing Families. Strengthening Healing.

When a child is hospitalized, parents often forget to eat. Long days at the hospital replace regular routines. Meals become an afterthought.

At Ronald McDonald House Southeastern MN & Western WI, nourishment is not an extra — it is essential care.

2023: 11,854 meals

2025: 22,325 meals

88% increase in just two years

Behind that growth are families who needed us more, and a community that stepped forward to meet that need.

Strengthening the Program

In 2025, we were honored to receive a $60,000 grant from Ronald McDonald House Global, allowing us to hire a full-time Nutrition Manager.

As the need for meals grew rapidly, our team recognized the program required dedicated leadership to remain strong and sustainable.

Learn more about our Nutrition Program

This investment strengthened our program by:
- Scaling meal production as family stays increased
- Expanding fresh and grab-and-go options
- Sustaining and strengthening volunteer meal groups

This wasn't just growth in numbers.
It was growth in quality, consistency, and sustainability.

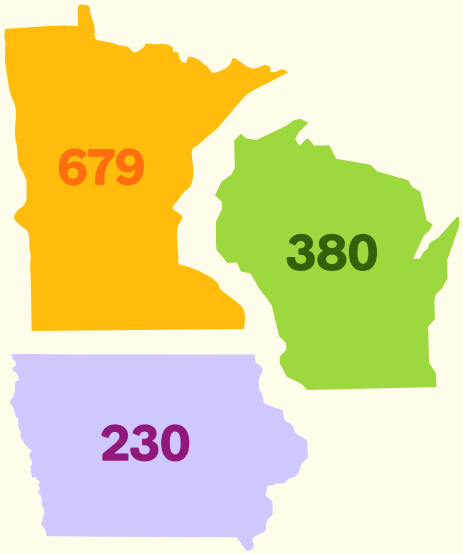
Every meal served means:
One less expense for a family in crisis.
One less reason to leave a child's bedside.
One more moment of stability during uncertainty.

Because healing requires more than medicine.
It requires nourishment.

2025 Family Impact

Volunteers & Community

85% of families came from MN, WI & IA



Families also traveled from around the world, including Belize, Colombia, Costa Rica, Guatemala, Israel, Jamaica and Peru

345
Total Activities Offered

8,269
Family Activity Participants

Hearts Behind the Mission

For nearly three decades, Gretchen Cutshall was a steady and joyful presence at Ronald McDonald House. She dedicated **27 years** of service and contributed more than **3,320 volunteer hours**, bringing warmth, kindness, and unmistakable energy to every shift—even at 93 years old.

Her compassion reminded everyone that even the smallest acts of care can make an enormous difference for families.

But Gretchen's legacy extends far beyond the hours she gave. Inspired by her example, her son Brad and granddaughter Alyssa now volunteer at the House as well, continuing a tradition of service that spans three generations.

Brad shared, *"I began volunteering at Ronald McDonald House after my mom unexpectedly passed away. She often told Alyssa and I how much the House meant to her—how warmly she was welcomed, and how kind and loving the volunteers and staff were.*

Volunteering became our way of keeping her spirit and legacy alive. Now that we're there ourselves, we deeply understand how true her words were."

Hear from our guest families!

1,508
Families Served

18,423
Nights Provided

22,325
Meals Served

$3.1M
Saved by Families
in meal and lodging expenses

14 nights
Average Length of Stay

19,503
Volunteer Hours
including meal group support

2,202
Volunteers gave of their time

$744k
Value of Volunteer Service

There's a place for you here, too!

The Power of Generosity

Dan & Sue Welsh

What began with an extraordinary act of generosity has grown into a deeply personal commitment to the families of Ronald McDonald House Southeastern MN & Western WI. Years ago, proceeds from the sale of a concrete mixer at Con-Tech Manufacturing were donated to the House. That meaningful gift, now a yearly tradition, marked the beginning of a partnership rooted in compassion and community.

Over time, Dan and Sue's involvement has only deepened. They've sponsored a guest family room, helping ensure families have a comforting place to rest during an incredibly difficult season. Sue regularly shops from our needs list and donates mailbox stuffers, so the House remains stocked and welcoming. Each Valentine's Day, they arrange for flowers to be delivered to every family staying with us, offering a beautiful reminder that they are seen, supported, and not alone.

Dan and Sue have also served meals and spent time with families at the House. Those personal connections have further strengthened their commitment to our mission. They understand that behind every statistic is a child fighting to heal and a family doing everything possible to stay strong.

As the needs of our families continue to grow, so does their involvement, including support for new initiatives like the Ronald McDonald House Family Room®. They have not only given generously themselves, but have also inspired others to give, including challenging fellow supporters to step forward during Fill the House with Love at our annual Hearts & Diamonds Spectacular through a leadership gift from Con-Tech Manufacturing. What began as corporate philanthropy has become lasting leadership, strengthening families, sustaining our programs, and setting an example of how business and compassion can work hand in hand.

Their partnership is a powerful reminder that when community leaders invest not only resources but heart, the impact reaches far beyond a single gift.

We are profoundly grateful for Dan and Sue and the compassion they bring to every family who walks through our doors.

"After seeing firsthand the care and compassion the Ronald McDonald House provides to families in need, we knew it was an organization we wanted to support. Each time we visit the House, we feel inspired to do even more | to support the families who stay there."

—Dan & Sue Welsh

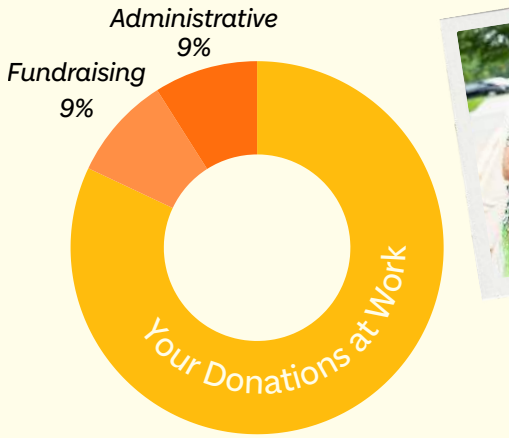
Annual Report

2025 Financials by the Numbers

Revenues	
Contributions	$3,406,025
Special Events	$670,908
Contributed Nonfinancial Assets	$291,021
Room Donations	$109,470
Third-Party Reimbursements	$214,506
Other Income	$14,624
Total Revenues and Other Support	$4,706,574

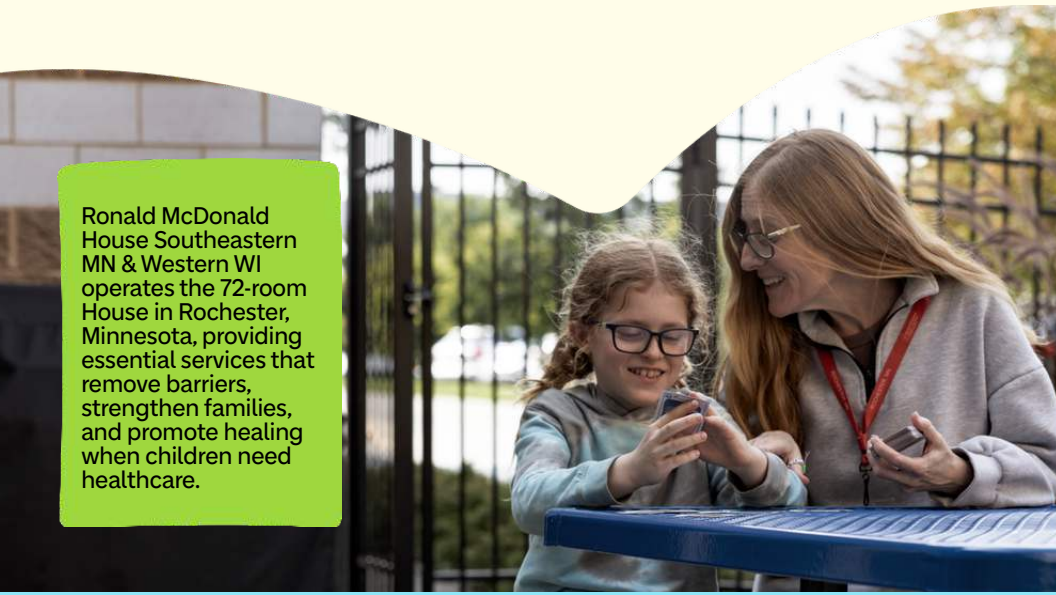
Expenses	
Program Services	$3,667,589
Management and General	$329,323
Fundraising	$415,873
Cost of Direct Benefits to Donors	$73,008
Total Expenses	$4,485,793

Net Assets - End of Year	$32,484,955



850 2nd Street SW
Rochester, MN 55902
507-282-3955

www.ronaldmcdonaldhousemnwi.org



Ronald McDonald House Southeastern MN & Western WI operates the 72-room House in Rochester, Minnesota, providing essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

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Special Thanks

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