

## Chief Executive Officer's Report

Shannon Greene, March 2023

I attended the annual RMHC CEO conference last week in Ft. Worth, TX. It was a week well spent, meeting leaders of other chapters from all over the U.S. and Canada. Primary sessions topics included Human Resources, Diversity, Equity & Inclusion, Board Development and for the first time ever, chapter level input for RMHC Global's 2024-2026 Strategic Plan.

I was also excited to learn about a new mobile app that several chapters are using to provide better communication and information to families—before, during, and after their stays. We also learned about a new insurance benefits provider that 10 chapters have moved to, offering cost savings with standard pricing instead of our current age-banded plan. Two things that I will look into further to see if they could be of benefit to our chapter...more to come!

### RMH Operations:

- Biggest news, of course, is the completion of the kitchen. We are now officially licensed with Johnson County Public Health; our staff are ServSafe certified; and we are two outlets away from our final approval from the City of Iowa City. Meal groups are back starting March 1<sup>st</sup>, with most of the month already booked. The kitchen will officially reopen to our families on March 3<sup>rd</sup> after the ribbon cutting event.

### RMH Census

Month	Average Occupancy	# Guest Families	# Family Nights	Avg. Length of Stay
January	97.58%	55	847	15.4
February	98.19%	59	759	12.86
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				
Totals	97.89%	114	1606	14.13

## House Snapshot—fun facts from a random day at RMH (3/2/23)

- ♥ We have 20 NICU families right now!
- ♥ A Dubuque family who stayed at the House for 207 nights stopped by for a surprise visit. They brought in their son who is now 8 months old and doing well.
- ♥ Todd of TC Bonez (North Liberty, IA) donated our evening meal—deep fried turkey, mac n cheese and green beans. He did a catering event today and made 50 extra meals just for us.
- ♥ A mom shared with us that their baby, born at 23 weeks, is now big enough to wear newborn clothes. 😊
- ♥ With spring finally approaching, families spent time in the backyard today. It was so nice to hear the sound of kids playing outside.
- ♥ An Alumni family stopped by to visit another family they'd met during their stay. They brought them a gift and checked in on them. (we LOVE when families connect!)

### **Ronald McDonald House Facilities**

- Kitchen Project Update: finished! Chef Cory Barrett, who graciously catered our VIP Event, has offered to help train us on use of the commercial kitchen equipment and give us some tricks of the trade to keep everything nice and in working order.

### **Ronald McDonald Family Room at UI Stead Family Children's Hospital**

We are continuing the conversation about re-opening further. New adult and pediatric visitor policies went into effect this week, allowing more visitors in. We're hoping we can resume our plans to reopen the Sleep Room and allow families to self-serve in the Family Room space.

**2023 Ronald McDonald Family Room at University of Iowa Stead Family Children’s Hospital**

<b>UISFCH</b>	Total Visits	Ave. Daily Visits	New Reg's	New Patient's Families Served
Jan.	906	29.2	114	76
Feb.	666	23.7	88	57

## Ronald McDonald Family Room at UnityPoint Health-St. Luke's

Services remain the same. The three sleep rooms are open and in use; two families at a time may enter and eat inside the Family Room, and staff prepare daily to-go orders for pick up.

### St. Luke's Family Room

<b>SLFR</b>	Total Visits	Ave. Daily Visits	New Reg' s	Total Dinners Served	Dinners Donated	Ave. Daily Dinners Served	SR Overnight	SR Naps	# Families Served in SR Overnight	SR Unable to Serve	SR Days Out of Order	SR Occupancy Rate	Patient's Families Served	Guests 21 or Under
Jan-23	616	19.8	120	96		3	50	0	12				63	5
Feb.	672	24	117	120	4	4.2	59	0	11				61	8

## Finance

- Our McDonald's owner/operators held the "Give a Little Love" campaign for us in February, offering \$1 and \$5 hearts for customer purchase. Funds are starting to come in and we are so grateful!
- Jonni and I continue with the audit-pre work. One interesting fact...in 2022 we received over \$8000 in gift card donations, which are distributed to families throughout the year for holidays, special events, and any general needs.

## Fundraising and Marketing

### Events

- Mark your calendars
  - February 28, 2023- VIP reception for the Final Refresh Reveal at RMH
  - March 2, 2023-Public Ribbon Cutting for the Final Refresh at RMH
  - April 22-23, 2023 - Piano Celebration at Coral Ridge Mall in Coralville
  - May 7, 2023 – Red Shoe Run and Walk and Alumni Family Reunion and Lower City Park in Iowa City
  - June 5, 2023 – Fore the Families Golf Outing at Finkbine Golf Course
  - July 22, 2023 – Cedar Rapids Bubble Walk

Participating: Dennis Gendron, Scott Soifer, Evan Diehl, Shannon Greene, Mitch Taylor (CLA), David Little (CLA).

1. FY22 Audit Planning—CLA presented the annual review of audit timeline, roles and responsibilities, and audit elements. Fieldwork begins April 17<sup>th</sup>. No anticipated issues—smooth process last two years.
2. Kitchen Project Budget-- Project manager is running the final numbers and estimating we'll come in around \$511,000. Initial board vote approved spending up to \$500,000. Scott made the motion for the Finance Committee to recommend amending the limit to \$525,000. Dennis seconded.
3. Give A Little Love—campaign runs Feb. 1-28. Dennis contacted owner/operators to make sure they are equipped and encourage participation. Scott's stores have a strong start already. Campaign goal is \$80,000 (avg. \$1000 per store). Heather is checking in with stores as well to support throughout the month.
4. Year End Financials—should be available mid-March. RMHC Global will have final Round Up and Canister deposits to us by then. Preliminary review of FY22 –realigning staff time to focus on any unmet goals.
5. Round Up—Nashville Field Office is piloting a system-wide Round Up push for its stores from 11am-1pm daily. We have one store in this catchment (Keokuk) who is participating with good results. Scott shared that success may not necessarily system-wide or sustainable. Our co-op remains committed to GALL and Shamrock Shake promotions.
6. Olson Trust—Dennis inquired about process for receipt of funds. CRBT will disperse as soon as all three named beneficiaries have returned their paperwork. Ours has been submitted. Otherwise, no anticipated delays or other issues.

# RMHC-EIWI Facilities Committee Meeting Agenda and Notes

## 12/15/2022

Attendance: Michael Eye, Hanna Zevenbergen, Ben Logsdon, Matt Traetow

- I. **HCIS – Information Technology Transition**
  - a. IP Pathways and Wolf Technologies remain as potential vendors
- II. **Kitchen Remodel**
  - a. Projected opening pushed beyond 02/01/2023
  - b. Waiting on appliances, final touch ups
- III. **Furniture Project**
  - a. Will need to coordinate install for 206/208/211
    - i. Hawkeye moving to hold furniture in the meantime
  - b. [Hanna to follow-up with Michael regarding any furniture needs for the Great Room.](#)
- IV. **Playground/Sport Court**
  - a. [Shannon to follow-up with Matt regarding sport court.](#)

# **RMHC-EIWI Facilities Committee Meeting Agenda and Notes**

## **01/19/2023**

Attendance: Hanna Zevenbergen, Matt Traetow, Brian Harry

### **I. HCIS – Information Technology Transition**

- a. IP Pathways and Wolf Technologies remain as potential vendors
- b. Final meeting with Wolf Technologies to answer remaining questions
  - i. Wolf Tech is preparing overall final quote for us to present to the Board of Directors

### **II. Kitchen Remodel**

- a. Open House is 2/28/2023 from 5pm-6:30pm
- b. Ribbon Cutting is 3/2/2023
- c. Projected to be done on 02/01/2023 but realistically opening the entire kitchen on 3/1/2023
- d. Commercial dishwasher is installed; commercial kitchen flooring is installed; working on remaining electrical for all appliances; rooms 206/208 are completed and cleaned, but vendors still need access to the room for the kitchen
- e. Sun Room
  - i. Next will be determining where the appliances in the sun room will go after the kitchen is completed

### **III. Furniture Project**

- a. Will need to coordinate install for 206/208/211
  - i. Hawkeye moving to hold furniture in the meantime
    - 1. Hanna to follow-up with Michael regarding any furniture needs for the Great Room.

### **IV. Playground/Sport Court**

- a. Shannon to follow-up with Matt regarding sport court.

### **V. Trees**

- a. University of Iowa Arborists (Tree Team) have started tree removal on RMCH-EIWI property

# **RMHC-EIWI Facilities Committee Meeting Agenda and Notes**

## **02/16/2023**

Attendance: Hanna Zevenbergen, Ben Logsdon

- I. **HCIS – Information Technology Transition**
  - i. Finalized new IT vendor: Wolf Technologies
- II. **Kitchen Remodel**
  - a. Preliminary phone conversation with Public Health regarding license
    - i. They will visit next week for the preliminary inspection
  - b. Open House is 2/28/2023 from 5pm-6:30pm
  - c. Ribbon Cutting is 3/2/2023
  - d. Appliances are installed and in working order; KitchenAid products delivered and distributed
  - e. Final clean of kitchen is completed
  - f. Hawkeye Moving comes on 2/17 to install furniture in 206/208/211
  - g. Sun Room
    - i. Next will be determining where the appliances in the sun room will go after the kitchen is completed
- III. **Furniture Project**
  - a. Finalize artwork, mirrors, lamps, etc. to finish the project



## Development Committee minutes

February 23, 2023

Attending: Jamie Henderson, Tad Hulst, Heather Croskrey

1. Update on VIP night - Feb 28 5-6:30
  - a. Line up, we will have Joe Photo there taking photos, Cory Barrett will be preparing food, Cedar Ridge will not be able to make it. We have gift bags for attendees.
  - b. Attendees– 34 people have RSVPed
2. Ribbon Cutting March 2 - March 2 4:30
  - a. Schedule: Program to start at 4:30 with ICABP giving a speech followed by RMHC speaking. Then everyone will be invited in for a short tour, cookies, and information.
3. Event Update:
  - a. Piano – Reaching out to piano teachers. Floor stickers are up at Coral Ridge Mall
  - b. Red Shoe Run- 107 currently registered (ahead of last year). Sponsorships are a bit behind because GreenState shifted sponsorship to Piano.
    1. Where's Shoebert promotion will be March 13-17. KZIA promotion; also have corporate challenge and Show You Care coming up to promote event.
  - c. Golf- 6 teams have registered with \$9,500 in sponsorships
4. Development Committee Chair needed!
5. Give A Little Love update – Ordered more hearts as stores are going through them. So far estimates are good!
6. Round Up update – We are seeing a continued upward trend in Round UP with it reaching over \$10K each month since October. This is a great sign.
  - a. Emily Mast in Keokuk is our only store in the Nashville field office who is running a Round Up promotion. She is the TOP of all NFO stores!!