

FRIENDS OF THE HOUSE

2025

Leadership Team Handbook



**Ronald McDonald
House Charities®**
Kansas City

Keeping families close



History & Overview

The first Ronald McDonald House was founded in Philadelphia in 1974 by the Philadelphia Eagles football team and Ed Rensi, the McDonald's Regional Manager. The McDonald's owner/operators helped to make the vision a reality by donating proceeds from the sale of shamrock shakes. In 1984 Ronald McDonald House Charities was officially established in memory of McDonald's Corporation founder Ray Kroc.

Today there are over 300 local chapters in 63 countries around the world. Ronald McDonald House can be found in 90% of the world's best children's hospitals. Specifically there are:

- ♥ 389 Ronald McDonald Houses (in 48 countries)
- ♥ 276 Ronald McDonald Family Rooms (in 30 countries)
- ♥ 40 Ronald McDonald Care Mobiles (in 9 countries)

Ronald McDonald House Charities of Kansas City (RMHC-KC) was established by a group of committed volunteers in 1980 with the opening of the 27th Ronald McDonald House near the University of Kansas Medical Center with capacity for 11 families.

Today we serve 94 families each night at our four Houses (three adjacent to Children's Mercy Hospital and one inside the hospital) and Ronald McDonald Family Room at Overland Park Regional. Our homes offer a warm and welcoming place to sleep, as well as offer full kitchen facilities, laundry facilities, living rooms, and recreation areas to provide a homey environment where families may relax away from the stresses of the hospital and meet other families experiencing similar crises.

- ♥ Bernstein House (2501 Cherry), opened in 1988: **19 bedrooms**
- ♥ House inside Children's Mercy Hospital (formally known as The Family Room), opened in 1997, renovated in 2024: **10 bedrooms**
- ♥ Longfellow House (2502 Cherry), opened in 2006: **41 bedrooms**
- ♥ Wylie House (2525 Cherry), opened in 2015: **20 bedrooms**
- ♥ OPR Family Room (inside Overland Park Regional Medical Center), opened in 2022: **4 bedrooms**

The concept of a Ronald McDonald Family Room was pioneered in Kansas City. The Family Room offers sleeping/napping rooms to families with patients in the Intensive Care Units, along with showers, kitchen, quiet room, family conversation area with television, and small reference library. Each day, Children's Mercy nursing staff from the Pediatric Intensive Care Unit, the Neonatal Intensive Care Unit, the Bone Marrow Transplant, and the Burn Unit work closely with us to triage which seven families are in the most critical situation for that evening, and need to spend the night at the Family Room.

Families Served: In 2024, our charity served over 4,037 families. The average length of stay is 9 nights.

We are the only organization in Kansas City providing temporary lodging solely for families with sick children. Without RMHC-KC, hundreds of families would have to find lodging elsewhere, leading to more expensive accommodations. While it is our policy never to turn a family away due to their inability to pay, RMHC-KC asks families to consider contributing just \$10 per night at the end of their stay.

Volunteers: RMHC-KC would not be able to carry out its mission without the support of volunteers. Last year volunteers contributed about 29,000 hours of service.



Welcome to Friends of the House Kansas City

Mission statement:

Friends of the House (FOH) Kansas City supports the children, families, staff, volunteers, and donors of the Ronald McDonald House Charities of Kansas City (RMHC-KC). Our mission is to engage, empower, and inspire professionals to participate in philanthropic and leadership endeavors, grow the next generation of philanthropists, and build awareness of RMHC-KC.

We accomplish this by:

- ♥ Supporting the mission of RMHC-KC through the children, families, staff, volunteers, and donors of the organization.
- ♥ Hosting events and providing unique volunteer opportunities for the community.
- ♥ Leveraging community partnerships with affiliated programs that support FOH and RMHC-KC.
- ♥ Creating networking opportunities with other professionals and philanthropists.

Who we are:

Friends of the House is a group of professionals with a collective goal to attract members to raise awareness about RMHC-KC through fundraising and volunteer activities, broaden the volunteer base, and develop a pipeline of support for RMHC-KC within the Kansas City community. FOH board members are leaders who commit their time and expertise to help others within the community.

What we do:

Giving is what FOH is all about! Giving time, inspiration, and creativity, while also raising money to help RMHC-KC keep families close while their sick kids receive treatment. One of the ways we do this is by hosting events and activities for families staying at RMHC-KC facilities throughout the year. In addition, we plan, coordinate and execute fundraising events such as volleyball tournaments, bingo nights, profit-sharing events and other seasonal activities. We continuously evaluate the needs of the families and houses within the community and manage our efforts accordingly.

How you can help:

While there will be plenty of events and volunteer opportunities to attend throughout the year, we are also looking for specific expertise within the following committees:

Marketing Committee: Committee members will develop a digital and social marketing plan of events hosted by FOH members. The committee will also coordinate and post on behalf of RSS to promote the activities and drive engagement among FOH members and the local community.

Membership Committee: Committee members will be responsible for engaging FOH members in meaningful ways to promote loyalty and develop a pipeline of financial support for RMHC-KC. This committee will develop standard content and conduct outreach to members to continuously elicit and implement feedback to improve our dedicated programs and activities.

Events Committee: Committee members will identify and implement events to raise funds and increase overall awareness of FOH and RMHC-KC. This committee will be responsible planning and coordinating event logistics with vendors and local organizations, collecting and facilitating raffles and working with other FOH board members to ensure adequate support and coverage for the success of the event(s).

Friends of the House Member Expectations:

- ♥ Attend the annual kickoff meeting in January
- ♥ Volunteer for at least (2) FOH planned events throughout the year
- ♥ Attend at least (9) monthly board meetings
- ♥ Attend FOH and RMHC-KC fundraising and social events as applicable, throughout the year
- ♥ Coordinate and prepare at least (1) meal, snack, or activity for RMHC-KC families
- ♥ Keep membership dues current
- ♥ Join (1) committee
- ♥ Share your FOH experiences with family, friends, and social media

Friends of the House Member Benefits:

Joining Friends of the House not only enables you to support families at Ronald McDonald House Charities of Kansas City, but it provides a network of professionals who are like-minded and focused on giving back to the community. Here are some benefits you can expect as a Friends of the House member:

- ♥ A Friends of the House t-shirt
- ♥ A network of over 150+ professionals in the KC region
- ♥ Access to our exclusive membership events
- ♥ Financial and preferential volunteer support for RMHC-KC to provide housing and meals for families in need

2025 Friends of the House Leadership Team



Rachel Lafferty

Board Chair

Rachel.Lafferty@kansascitysteaks.com

312-231-9977



Dawson Bailey

Dawson.bailey@kiewit.com

816-286-0773



Jack Brekke

Jack.Brekke@claconnect.com

913-522-8336



Jillian Gallagher

Jilliangallagher2014@gmail.com

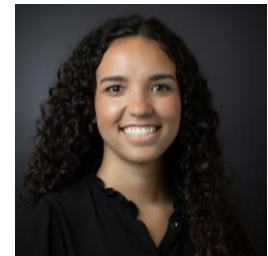
913-953-2724



Jack Gillig

Jgillig@kpmg.com

816-825-8427



Alyssa Jones

Jonesalyssa23@gmail.com

817-734-5249



Duncan Laner

Duncan.laner@fcsfamilyoffice.com

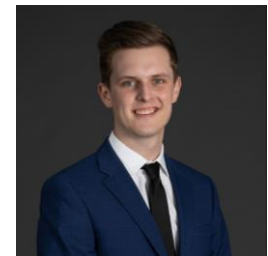
913-578-9021



Mark Manning

Markmanningkc@gmail.com

913-927-2261



Josh Nickell

Jenickell@burnsmcd.com

417-669-5205



Mariah Oke-Thomas

Mokethomas@kcchamber.com

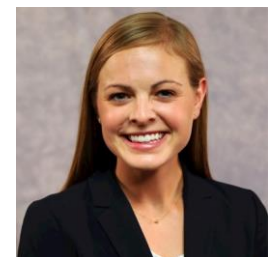
417-861-1645



Reed Ripley

Reedripley@gmail.com

817-504-9460



Julia Alton Tubbs

Jatubbs@cmh.edu

256-975-8439