

RMHC-KC Board of Directors: OCTOBER 2024 MEETING & STRATEGIC RETREAT

Thursday October 17, **11:30 – 4:30**

Location: Children's Mercy Research Institute, 1st Floor, Conference Room 1

Adele Hall Campus, 2401 Gillham Road, Kansas City MO 64108

- Parking is available in the Visitor Garage to your left when you pull in the main entrance at 2401 Gillham Road.
- Once parked, take the elevators to the Ground Level (G).
- When you exit the garage elevators, you will see another bank of elevators (Moon Elevators) right before the Moon Desk/Info Desk. Take Moon Elevators to Floor 1, then proceed straight down the hall toward the Orthopedic Clinic & the Children's Mercy Research Institute.
- Proceed straight until you see the Discovery Café. At the Discovery Café, turn left down the hallway. Conference Room 1 is the last one on the right.
- Complimentary Valet Parking is available in the circle-drive of the main entrance for your convenience. For Valet, pull in the main entrance & continue straight ahead to the circle-drive by the clock tower.

Please call or text Julie Huttinger if you run into any problems: 816-719-3516

MEETING AGENDA:

- Welcome and Opening Remarks (Teresa Keller)
- Family Story (Sara Bister)
- Approval of September Minutes (Teresa Keller)
- Financial Report (Holly O'Keefe)
- Presentation of 2025 board candidates and officers (Stacie Prosser) *Pre-Read with candidate bios included*
- Expansion Committee update and April 2025 ballot status (Richard Hu & Wale Akinmoladun)
- Thank you, goodbye, and board gift to Paul Kempinski and Kelly Simari (Teresa Keller)

BREAK; TRANSITION INTO STRATEGIC RETREAT

- Objective #1: Achieve shared understanding and consensus re: political & neighborhood messaging (Angelo Trozzolo)
- Prior to meeting, please be familiar with the "strategic messaging" document included

BREAK

- Objective #2: Provide feedback about 2025-2027 strategic priorities and identify key KC initiatives (all Director team)
- Serve More Families, Better
 - Drive Engagement & Enhance Collaboration
 - Prioritize People
 - Background information included in pre-read Powerpoint

BREAK

- Objective #3: Reach shared expectation about capital campaign structure, proposed process, anticipated timeline, and roles of board members and staff (Mike Jeffries)
- VERY preliminary draft capital campaign budget included with pre-read materials (Jessi Knobbe Coppess)
 - No other pre-read document, come prepared to discuss!

Adjourn at 4:30; Angelo has invited us all to TrozzoloFest, their agency's 35-year celebration! (811 Wyandotte St)

OCTOBER 2024 BOARD REPORT:

CEO Report

Even though it's just been 3 weeks since our last board meeting, a lot is happening! This is a full report, with pre-reads attached... Thanks in advance for coming to our strategic retreat prepared for engagement, thinking, and discussion!

An RMHC-KC family

Meet the Bounsana family, from Moundridge, KS! Daithi was born on July 20th, 2023. He was diagnosed at birth with Dilated Cardiomyopathy. He received a heart transplant in February! He has been a little fighter since birth and recently, **after 244 days**, was able to go home with his siblings!



Programs Updates



We have a new pet therapy team, Lindsey and Goldie who will be here once a month on Thursday evenings to provide love and support for our families!

Coffee and Cuddles is a volunteer opportunity that provides an elevated coffee bar experience for families as well as cuddles from Jay, our Cuddle Coordinator. This group went all



out and decorated for fall and also brought some yummy breakfast treats!

Volunteers needed!

Winter Wonderland

Help us spread some holiday cheer at RMHC-KC! We will have a holiday shop (called Winter Wonderland) set up for families to come and get gifts. The gifts are all donated by the amazing Kansas City community and are free for families. We need your help greeting families, wrapping presents, organizing gifts and spreading some good holiday cheer! Please note group sizes are limited to 6 people. Sign up here:

<https://rmhckc.volunteerhub.com/lp/events/events/search?q=Winter>

Holiday Helpers

Help Ronald McDonald House Charities of Kansas City (RMHC-KC) during it's busy time of year as donations arrive to assist families with critically hospitalized children. By helping as a "Holiday Helper" you will be assisting on the campus by receiving and sorting donations at the RMHC-KC Longfellow House.

<https://rmhckc.volunteerhub.com/lp/events/events/search?q=Holiday>

18th Annual Dialogue and Friendship Dinner

Unity and Service in Divisive Times

Thursday, October 24th,
6:00- 8:30 PM



Keynote speaker
Rev. Dr. Jon Pahl
Dress Code: Business Attire



UMKC Student Union Multipurpose Room
5100 Cherry St, Kansas City, MO, 64110

Parking will be available in the Cherry St Parking Garage
on the corner of 50th and Oak, on Levels 5 and 6

Sponsored by Dialogue Institute KC, KC Raindrop Foundation, UMKC Diversity & Inclusion

Diversity, Equity, and Inclusion

All board members! You are invited to join our RMHC-KC table at the October 24th Dialogue Institute Annual Friendship Dinner! Please email Adrienne at afleck@rmhckc.org to join us. Should be a beautiful, meaningful, inclusive, and diverse evening! “Unity and Service in Divisive Times” – we could all use more of that!

AND... Please check your calendars for November 18: Join RMHC-KC board and staff for a special 3-hour DEI training from the Racial Equity Institute on Monday, November 18 from 8AM - 11AM (virtual!).

We were inspired by our Board Chair Teresa Keller who did this training a few years ago and spoke highly of it!!! In this lively and participatory presentation, our trainer will use stories and data to present a perspective that racism is fundamentally structural in nature. By examining characteristics of modern-day racial inequity, the presentation introduces participants to an analysis that most find immediately helpful and relevant.

RMHC-KC is using our DEI budget to invest in and host the "Groundwater Training" from REI. The Groundwater metaphor is designed to help practitioners at all levels internalize the reality that we live in a racially structured society, and that that is what causes racial inequity. The metaphor is based on three observations:

1. racial inequity looks the same across systems,
2. socio-economic difference does not explain the racial inequity; and,
3. inequities are caused by systems, regardless of people's culture or behavior.

Embracing these truths helps leaders confront the reality that all our systems, institutions, and outcomes emanate from the racial hierarchy, on which the United States was built. In other words, we have a “groundwater” problem, and we need “groundwater” solutions. Starting from there, we begin to unlock transformative change.

Please join from anywhere! (Link will be sent out 2 weeks before.) We hope you will participate in this excellent opportunity! Click “accept” on the calendar invite you received from Tami!

3rd Quarter Statistics

HOUSE PROGRAMS (* Hotel #)	Q1 '23	Q1 '24	Q2 '23	Q2 '24	Q3 '23	Q3 '24
Families Served (check-ins)	882/249*	854	973/280*	679	893/345*	708
New Families	224/63*	284	265/55*	253	210/70*	255
Average length of stay	9/3*	10	9.5/1.5*	14	10/2*	13
# one night Stays	418/99*	364	425/174*	259	361/216*	297
# of requests	1842	1,541	1,854	1,394	2,145	1,661
# of cancellations	393	574	303	597	610	616
Inpatient	506/146*	489	571/105*	433	501/115*	448
Outpatient	448/110*	307	464/144*	231	299/139*	314
Nights occupied	6,031	6,803	6,753	6,582	6,967	6,753
Nights available	6,480	7,231	7,218	7,227	7,285	7,279
Occupancy	0.93	94%	94%	91%	96%	93%
Average days on waitlist	n/a	1.5	n/a	1.7	n/a	1.5
Families turned away (no RMHC Room)	(no hotels) 34	165	(no hotels) 23	273	(no hotels) 43	243

OPRMC FAMILY ROOM	Q1 '23	Q1 '24	Q2 '23	Q2 '24	Q3 '23	Q3 '24
Families Served (check-ins)	81	96	83	99	84	118
# of visits	731	691	811	662	614	653
# Distinct Families	119	116	129	117	116	51
Occupancy	88%	90%	90%	95%	83%	99%
RMHC INSIDE CMH	FR Q1 '23	House Q1 '24	FR Q2 '23	House Q2 '24	FR Q3 '23	House Q3 '24
Families Served (check-ins)	238	n/a	215	n/a	217	209
# of visits	2,248	n/a	2,216	641	2,308	2,862
# Distinct Families	150	n/a	166	145	621	141
Occupancy	91%	n/a	89%	n/a	88%	95%
WY House Day Pass Program	Q1 '23	Q1 '24	Q2 '23	Q2 '24	Q3 '23	Q3 '24
Guest count	188	322	419	555	418	384
Total check-ins, all programs	1,450	950	1,551	778	1,539	1,035

Development

- Three quarters in, three quarters strong! We've raised \$4,200,414 (a record through three quarters) on a \$3,431,010 YTD budget, giving us a \$769,404 lead heading into Q4.
- We're squarely on track to exceed revenue targets... however, we do anticipate some slippage in December (which has a \$2.1 million budget) as several timing-related gifts happened in the summer/fall instead of December as budgeted.
- Q4 is the most financially significant with \$2.7+ million remaining in the revenue budget.
- Luckily, a large chunk of that \$2.7 million has already been successfully raised through Red Wednesday, which will show up in December (Red Wednesday) financials.
- We're finalizing the case statement deck for the big expansion campaign and should have it completed by the end of the month.
- Gold Key Project is in its final month, zeroing in on \$280,000.
- Annual appeal strategy is coming together, with smarter segmentation. Aiming for mid-Nov. mailbox drop, with a digital campaign launching on Giving Tuesday.

- National Beef is matching Giving Tuesday gifts up to \$30,000.
- Cookies for a Cause at Hy-Vee is happening now... buy pumpkin cookies, support the House!
- Spark Gala was our most-attended, most-fun, most revenue-successful event ever, raising \$1.173 million! Thanks to all who helped with the auction, sponsored, attended and supported.
- We're taking a separate bullet because we need to just acknowledge that those of you who attended Spark absolutely SLAYED your drip (ahem, you looked great!)

Lordy, you can tell that Mike Jeffries wrote that. Tami has no idea what it means. 😊



Marketing & Communications



- We celebrated \$1 million raised on Red Wednesday with families, and got local and [national media](#) (photo above) getting over 479k in total audience!
- We are working hard on our end of year appeal creative, thanks to Trozzolo for their help
- We will have an activation during KC Navy Week Nov. 13 at 8 am at Wylie with the Navy band and sailors making breakfast for families - you are invited to join!
- Thanks Jodi Ward for going on TV to talk about McDonald's and Round-Up! 😊 You nailed it!

Volunteerism

- **What's new?**
 - We are hosting a “core” volunteer lead Focus Group on Thursday, October 24th with volunteers who have volunteered in the past 6-8 months! The hour-long focus group will be led by two of our Board Members, Kelly Simari and Sheri Gormley, so that we can get the most candid feedback from our core volunteers! The goal is to obtain feedback from our most committed volunteers, who volunteer regularly each month.
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- **Interested in how you can help?**
 - Meal Group sign-ups are rolling in fast for the rest of the year! That said, we tend to struggle to feed families in the new year (January, February and March) once the holiday excitement has died down. Volunteers usually have an eager giving spirit in the final months of the year, but one of our big needs is [signing up for a meal next year](#)! Those 2025 sign-ups are live and ready to be claimed them today! Contact Rose Shotwell at rshotwell@rmhckc.org for more information.

Friends of the House

- Representing Ronald McDonald House at [genKC's KC Connections](#) Event on October 24th
- Planning to participate in 12 Bars of Charity again on December 14th

Board of Directors Attendance: 2024

	Board Connect (Intro someone to RMHC)	March Volun- teering	Nov. Volun- teering	Cumulative Meeting Attendance	Jan	Feb	April	May	Aug	Sept	Oct	Dec	Spark Gala	Golf / Pickle ball
Ahmed Abdelmoity		✓		83%	✓	Zoom	✓	-	✓	✓			✓	
Wale Akinmoladun	YES	-		83%	✓	Zoom	✓	-	✓	✓			✓	
Whitney Bartelli	YES	-		33%	✓	-	-	✓	-	-				
Sara Bister	YES	✓		100%	✓	Zoom	✓	✓	✓	✓				
Michael Chalfie	YES	✓		83%	✓	-	✓	✓	Zoom	✓			✓	
Greg Fendler	pending	✓		83%	-	Zoom	✓	✓	✓	✓				✓
Mike Frazier	YES	-		100%	✓	Zoom	Zoom	✓	Zoom	Zoom			✓	
Sheri Gormley		✓		100%	✓	Zoom	✓	✓	✓	✓			✓	
Tirzah Gregory		-		67%	-	Zoom	✓	✓	✓	-				
Brian Gremaud		✓		83%	✓	Zoom	-	✓	✓	Zoom			✓	
Richard Hu	YES	✓		67%	-	Zoom	✓	✓	✓	-			✓	
Jermee Jones	YES	-		50%	-	Zoom	-	-	Zoom	✓			✓	
Teresa Keller	YES	✓		100%	✓	Zoom	✓	✓	✓	✓			✓	
Paul Kempinski	YES	-		50%	✓	-	-	✓	✓	-			✓	
Adam Miller	YES	sort of :-)		33%	-	Zoom	✓	-	-	sort of				
Holly O'Keefe		✓		100%	✓	Zoom	Zoom	✓	✓	✓				
Stacie Prosser	YES	✓		83%	✓	Zoom	✓	✓	✓	-			✓	
Anne Scharf	YES	✓		100%	✓	Zoom	✓	✓	✓	✓				
Kelly Simari		✓		100%	✓	Zoom	✓	✓	✓	✓				
Angelo Trozzolo		✓		50%	Zoom	-	✓	-	✓	-			✓	
Jodi Ward	YES	✓		83%	-	Zoom	✓	✓	✓	Zoom				✓
Overall %		71%			71%	81%	81%	76%	90%	67%			52%	10%

Ronald McDonald House Charities of Kansas City
Board of Directors Meeting
September 26, 2024

Attendees in Person: Ahmed Abdelmoity, Wale Akinmoladun, Sara Bister, Michael Chalfie, Greg Fendler, Sheri Gormley, Brian Gremaud, Teresa Keller, Holly O'Keefe, Anne Scharf, and Kelly Simari

On Zoom: Mike Frazier, Brian Gremaud, and Jodi Ward

Absent: Whitney Bartelli, Tirzah Gregory, Richard Hu, Paul Kempinski, Stacie Prosser, Angelo Trozzolo, and *Adam Miller (volunteering with RMHC-KC during this time)*

Staff: Tami Greenberg, Maggie Freeman, Emily Gretzinger, Mike Jeffries, and Jessi Knobbe Coppess

Board Chair Teresa Keller called the meeting to order at 11:35 a.m. Teresa welcomed the Board and asked Board Members to share any personal or professional updates. With great sadness, Kelli Simari announced that her father-in-law had passed away at 96, and the family decided to give the memorials to Ronald McDonald House. She also reported that her husband Rob was accepted as a visiting scholar at the American Academy of Rome, so she & her husband will be living in Italy for November & December. Their daughter, son-in-law, and two grandchildren actually live in the same Rome neighborhood as the Simari's apartment!

Sara Bister reported that she attended her daughter's last parent's weekend at Creighton. Her daughter is planning to go to grad school next year; she had been pre-law but is switching to social work! She currently is volunteering for a domestic violence shelter in Omaha.

Keeping Families Close:

Tami presented the Video from the Spark of Hope Gala, highlighting the Cameron Family from Carthage, MO who have been staying with us since Silas was born in January 2024. Everyone at the House has become really close with this family. Following the video, Teresa Keller announced the Cameron Family will be discharged on October 7!

Voting Items:

Teresa asked for a motion to approve August minutes. Motion made by Greg Fendler, seconded by Anne Scharf. Motion passed.

Audit report presentation:

Rachel Dwiggins of Forvis Mazars presented the 2023 audited financial statements. She indicated that the charity would be receiving a clean, unmodified opinion. Rachel highlighted the large items contributing to the financial variances, such as cash and contributions, relate to the expansion of the House inside the Hospital. Additionally, investment income was up significantly, with a big swing from the prior year. Rachel highlighted that the program services expense percentage was just over 70%.

Rachel also brought attention to the liquidity footnote, commenting that the charity has a strong financial position, with more than double the goal of 90 days of operating expenses as liquid assets at December 31, 2023.

Rachel went on to say that there is one outstanding item to be wrapped up soon, and it relates to the determination of ERC eligibility. Forvis Mazars is conducting a review of the filings done by Synergi, the consulting firm RMHC-KC originally hired to file for the credit. Once the qualification of specific quarters is determined, Forvis Mazars will test Synergi's calculations for reasonableness, and we will then record an entry for a receivable and revenue, along with and a liability and expense for Synergi's contingency fee. A detailed footnote will also be added to the current version of the financial statements before finalizing the audit.

Financial Report:

Treasurer Holly O'Keefe reported on the most recent Finance & Audit Committee Meeting held on Tuesday at Children's Mercy with a tour of the new House inside the Hospital! Following introductions, the Committee welcomed a new member – Kaleb Lilly of Rubin Brown.

Rachel Dwiggins, along with Alicia Young, from Forvis Mazars presented the audit report. The charity will be receiving a clean, unmodified opinion on the 2023 audited financials. Rachel covered in detail the financial results, significant financial statement disclosures, and any adjustments identified during the course of the audit. The Committee also discussed the Employee Retention Credit eligibility and impact. This is the last outstanding item for the audit.

Jessi gave a report of the monthly financials and a preliminary 2024 forecast as of August 31. Development revenue is tracking 20% ahead of both budget and prior year. We will see the impacts of a BIG September with Red Wednesday & Spark of Hope Gala results, which will be discussed momentarily.

Expenses are tracking in line with budget and under prior year by almost 3%, primarily as a result of some savings in the salaries & benefits line item due to current position vacancies. We also continue to experience savings compared to budget on hotel & transportation costs, as we have not had to utilize hotels for any emergency or unique situations this year. These line items will more than likely contribute to an overall positive variance by year-end. The August financials are now available on the Board Portal.

Jessi provided updates on the progress of purchasing Longfellow Park for the Big Expansion as well as the charity's movement towards a new org chart.

September: What a month!

Red Wednesday: Board members Sara Bister & Anne Scharf shared stories of their Red Wednesday experiences and Brian Gremaud offered the McDonald's perspective, stating it was one of the most successful Red Wednesdays (Fridays) ever. Brian explained the flag ordering process and how RMHC-KC has helped with refining the number of flags ordered, based on the timing of sell outs at the various locations. Anne Scarf also offered some background regarding the \$1 million cap on our donation from the Hunt Family Foundation.

The formal announcement of Red Wednesday flag sales proceeds will be next week at the Longfellow House with KC Chiefs Trent McDuffie & Bryan Cook, along with KC Wolf and Chiefs Cheerleaders!

Spark of Hope Gala: Board members Ahmed Abdelmoity and Michael Chalfie shared their experiences at Spark of Hope Gala. Both were complimentary of the food, program, and the auctioneer. Other Board members provided feedback that there was a nice balance between promoting impact and providing a celebratory environment.

Chief Development Officer Mike Jeffries reported that "Fund a Need" paddle raise was up 20% over prior year, with the live auction up 30% and the silent auction up 18%. Between sponsorships and night of revenue, we were nearly \$175k over prior year results, with the grand total coming in at \$1,147,000. Mike also reported that the Board total giving and auction contribution results amounted to \$115,500, nearly 10% of the entire night!

Tami reported that she heard from numerous individuals attending the Minneapolis Chamber Leadership Exchange Program that people who were at the event loved it; people who were not at the event were sad that they weren't able to attend!

Mike asked for feedback from this year's event, emphasizing that many aspects of Board feedback from last year were incorporated into this year's event. The Board spent some time discussing the \$100 paddles being collected vs raised, as well as the congestion experienced with registration being placed at the top of the escalators. Mike also reported that we may have some tough decisions to make in a year or two, given how quickly attendance has grown!

Mike highlighted that while events typically don't have a great ROI, RMHC-KC's expense ratio of 20% beats the industry average of 35%.

Progress towards purchasing Longfellow Park:

Tami provided updates on the progress the charity has made towards the purchase of Longfellow Park.

After speaking with several different City Council members, it has become clear that while Parks & Rec Staff & Board are the parties from whom we need approval, there is also hope that the Mayor can provide advocacy and a pathway forward. Tami and other Board members will be meeting with the Mayor when he comes to campus on October 2.

Wale & Tami had coffee with Parks Staff & the City Attorney, in which the Parks & Rec staff conveyed that they are open to selling us the land, but they are specifically looking for us to commit to green space as part of construction. They want us to present a plan to the Parks Board demonstrating how much green space will exist at the end of construction after all easements, detention pond, fire lanes, etc have been completed. Tami will be working with BNIM to determine an estimate for that remaining green space. Tami conveyed our commitment to ensure that we maintain the fitness equipment, trail, and likely a community activation & engagement space. The prevailing idea is that we will replat the land and commit to a certain amount of greenspace through a private, open tract used for park purposes. There is a precedent for this with Meadowbrook Park in KS.

The Parks & Rec Staff and Parks Board will be discussing this at their October 22 meeting and will contact us to indicate what the Board is thinking. Tami feels we are in as good of a position that we can be for something that is highly political.

Tami recently attended the Chamber Leadership Exchange trip and felt her conversations with the Mayor were worthwhile and productive. Overall, he mainly wanted to be assured that (1) we would be here forever, (2) we intend to buy the property, (3) how we are different from WWI Museum & Starlight, and (4) that we have support for it.

CEO Report:

Movement towards new org chart: Tami announced that in order for her as CEO to spend more time externally in the community, representing the charity and increasing our visibility/connection with potential and current donors, she will be delegating some of her internal business responsibilities. As part of this transition, she announced the promotion of Jessi Knobbe Coppess from Director of Finance to the role of Chief Operating Officer (COO). Tami referenced her detailed SBAR (Situation, Background, Assessment, Recommendation) document in the board report and went on to thank those who participated as part of the ad-hoc committee to help guide this movement towards a new org chart. Tami also noted that current year financial implications would not be significant as we have savings in the salaries & benefits line item due to vacant positions not being filled. She also mentioned that an additional FTE will be added to the Development team and all of these will be included in the 2025 budget.

Request for Support from RMHC Arkoma (Fayetteville and Northwest Arkansas): RMHC-KC has been approached by RMHC Arkoma with a request to support them as a “parent” in an affiliation model. Tami does not recommend this as the right approach for RMHC-KC to support the RMHC in Arkoma, and the Board agreed. The significant challenges that this presents, the lack of alignment with our communities, and our dedication to the strategic of our direction of our own organization here in Kansas City were all reasons cited for this decision by the Board. Tami and board members suggested various levels of support or coaching that we could provide without taking on this burden of responsibility that is not aligned with our strategic direction.

RMHC Global Leadership Council: Tami reported that given all that we have set our sights to accomplish, she did not apply for this council. She consulted with other RMHC org leaders, who are also choosing to stay focused locally. Tami stated that perhaps in a future year it makes sense to have a KC voice in that space, but right now our voices are needed here in KC.

Update: RMHC Global Brand Modernization Advisory Team: Tami reported on the status of the Global Brand Modernization Advisory Team. A number of different naming ideas have been suggested; that process remains of course highly private, so there was no definitive update to share.

November Board Volunteerism: Tami announced an opportunity for Board members to volunteer to make sandwiches for RMH Families on November 12, from 5-6 pm

Meeting adjourned at 1:01 p.m.

Next Meeting: Strategic Retreat on October 17, 2024, 12:30 p.m. – 4:30 p.m.

Respectfully submitted,

Holly O’Keefe, Secretary/Treasurer