



Ronald McDonald  
House Charities®  
of the Bluegrass



# 2024

RMHC of the Bluegrass  
Impact Report

Just Imagine  
what we can do:



# Table of Contents

Who We Are	<b>1</b>
2024 Impact Report	<b>2</b>
2025 Strategy	<b>3</b>
Financials	<b>4</b>
Executive Board	<b>5</b>
Board of Directors	<b>6-8</b>

# WHO WE ARE

---



## Our Mission

The mission of Ronald McDonald House Charities® of the Bluegrass (RMHC) is to provide essential services that remove barriers, strengthen families and promote healing when children need healthcare.

## Our Vision

A world where all children have access to medical care and their families are supported and actively involved in their children's care.

## Our Long Term Objective

To serve more families from Kentucky and beyond.

## Our Values

COMMUNITY

INTEGRITY

COMPASION

POSITIVITY

INNOVATION

RESPECT

KEEPING FAMILIES CLOSE  
 KEEPING FAMILIES CLOSE  
 KEEPING FAMILIES CLOSE



**505**

Families served at Ronald McDonald House



**573**

Meals served at the House by volunteers & staff



**19,788**

Volunteer hours logged across RMHC programs



**8,542**

People served in the Family Room



**8,599**

Children served through RMHC programs

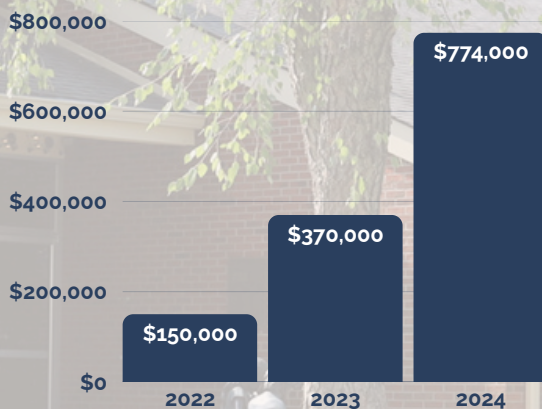


**197**

New individual volunteers through our House and Family Room.



**Round Up Program**



Increased our Round Up fundraising by

**109.7%**

Top County # of Nights | # of Nights

Pike County	605
-------------	-----



**1,681**

children served through the RMHC dental Care Mobile



**1,500+**

Lunches with Love served in the RMHC Family Room at Kentucky Children's Hospital



**99%**

Guest satisfaction rate, 755 surveys returned of 760 distributed



Ronald McDonald House Charities® of the Bluegrass

# our 2025 STRATEGY

---



Long term objective: serve more families and **serve them better.**

## 1 Programs

### **Serve More Families, Better.**

Maximize the utilization, capacity, and positive impact of RMHC of the Bluegrass' Core and Local Programs.

## 2 People

### **Right People, Right Places.**

Continue to build the capabilities, capacity, and culture required to support our growth across the RMHC Staff, Board, Committees, and Volunteers.

## 3 Marketing

### **Elevate Awareness, Drive Engagement.**

Develop tailored campaigns to elevate RMHC of the Bluegrass' awareness and drive engagement and action across key audiences.

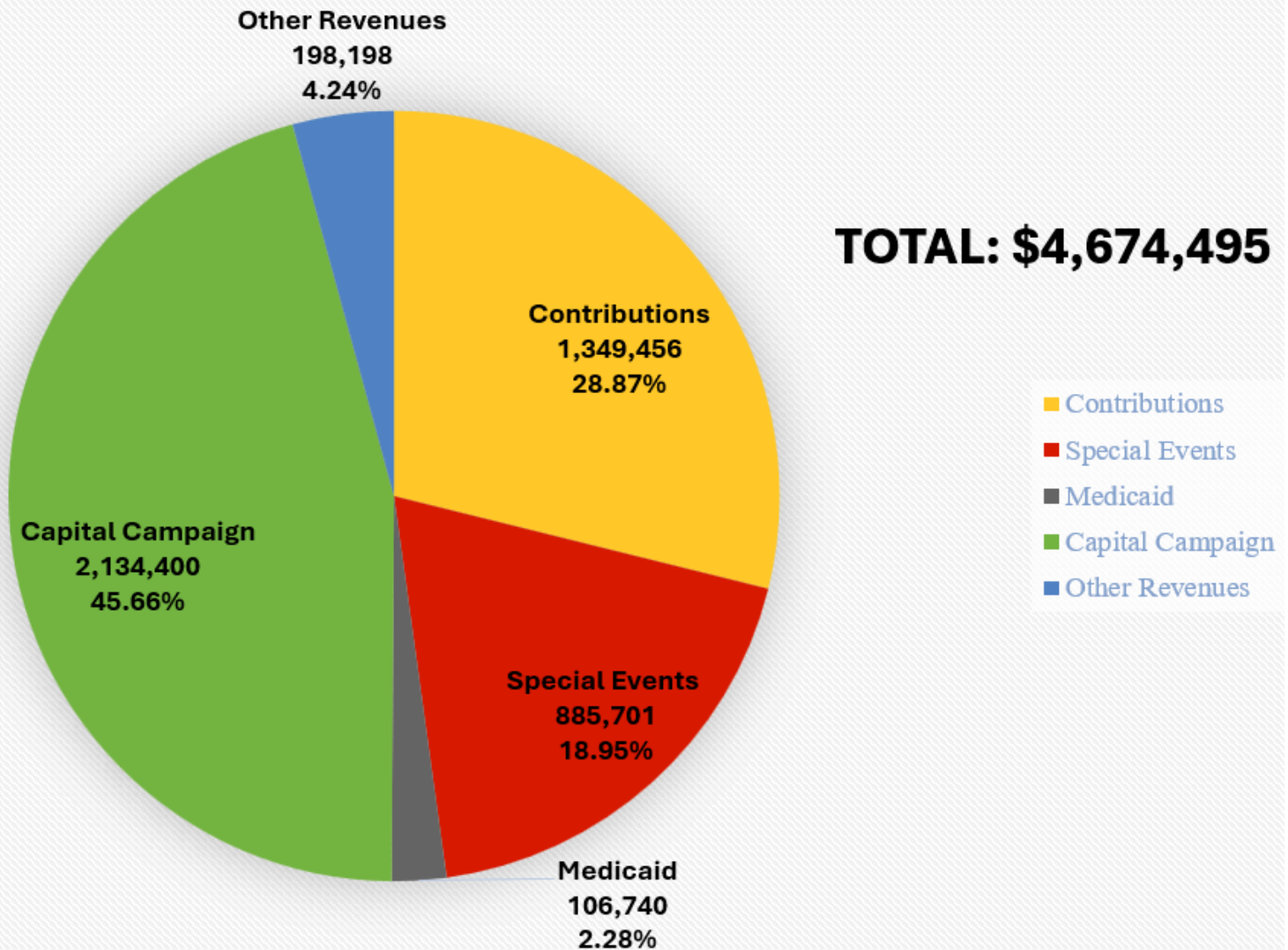
## 4 Money

### **More Money, More Mission.**

Establish & deploy a multi-faceted fundraising plan to diversify & grow our revenue streams.

# OUR FINANCIALS

---



# EXECUTIVE BOARD



**Allison Helsinger**  
President

**Partner, Moore Ingram Johnson and Steele**  
allison.helsinger@gmail.com



**Max Smith**  
Past President

**Member, Ward, Hocker & Thornton, PLLC**  
max.smith@whtlaw.com  
859-806-1626



**Ryan Graham**  
Vice President

**Director, Blue & Co. LLC**  
rgraham@blueandco.com



**Austen B. Johnston**  
Treasurer

**Senior Tax Analyst, Ernst & Young**  
austen.e.bloomer@gmail.com



**Hannah Sawyer**  
Secretary

**Director of Events, Keeneland**  
hsawyer@keeneland.com

# BOARD MEMBERS

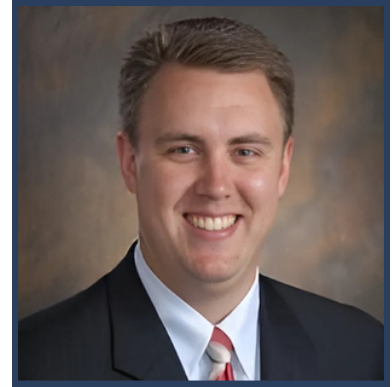
---



**James Tyler Clarke**  
Clay Ward Agency  
jamestylerclarke@yahoo.com



**Amy DiLorenzo**  
Assistant Dean - Graduate Medical  
Education, Assistant Professor -  
Anesthesiology, UK College of  
Medicine  
amy.dilorenzo@uky.edu



**Scott Downing**  
MCF Advisors  
jsdown2@gmail.com



**Will Fite**  
Vice President, Corporate  
Finance - Valvoline Global  
wlfite@valvolineglobal.com



**Sarah Geegan**  
Assistant Professor,  
University of Kentucky  
sarah.geegan@uky.edu



**Sarah Heck**  
Chief Administrative Officer,  
UK HealthCare's Kentucky  
Children's Hospital  
sarah.heck@uky.edu

# BOARD MEMBERS

---



**Katie Anne Lester**  
Co-Owner, Interior Yardage  
lester.katieanne@gmail.com



**Tony Majors**  
Advanced Sommelier, CSS, CSW  
Key Accounts Specialist,  
Southern Glazer's Wine & Spirits  
anthony.t.majors@gmail.com



**Gail Moses**  
Interior Designer, Regency  
Interiors by Gail Moses  
gailmoses@hotmail.com



**Ernest Johnson**  
Director, Omni Channel  
Tempur Sealy International  
egj0713@gmail.com



**Brad Nahra**  
Owner / Operator,  
McDonald's  
nahra20@yahoo.com



**Jeffrey Pearson**  
Pearson & Peters Architects  
pearson52@pparch.us

# BOARD MEMBERS

---



**Ali Slone**

Physician, KCH NICU  
alison.slone@uky.edu



**Elijah Zimmerman**

Owner - Behind The Door  
elijah@btdmgt.com



Ronald McDonald  
House Charities®  
of the Bluegrass



KEEPING FAMILIES CLOSE  
KEEPING FAMILIES CLOSE  
KEEPING FAMILIES CLOSE