



Ronald McDonald  
House Charities®  
Intermountain Area

Keeping families close™

# LEADING WITH LOVE

A Campaign to  
**EXPAND**  
**ENHANCE** and  
**SUSTAIN**  
Mission Impact



“Life is the flower  
for which love is the  
honey.” – Victor Hugo



# ABOUT US

Ronald McDonald House Charities of the Intermountain Area's mission is to surround families with the support they need to be near and care for their seriously ill or injured children.

We provide a home-away-from-home to ease daily burdens and empower families of hospitalized children with meaningful experiences and quality time together.

## AVERAGE ANNUAL IMPACT



**\*93%**

Occupancy



**14,500**

Pediatric Patient Families Served



**26,000**

Overnight Stays



**115,000**

Family Room Respite Visits



**65,000**

Prepared Meals



**30,000**

People Positively Impacted

\*With average occupancy above 90% at Ronald McDonald House and Ronald McDonald Family Rooms, RMHC is often at capacity and can't serve all the pediatric patient families who need support.



## Ronald McDonald House

The Ronald McDonald House cornerstone program. The House:

- Opened in 1988
- Has 72 guest rooms, including
- 9 extended stay suites for families with immunocompromised children

**1 WEEK** Average length of stay

## Ronald McDonald Family Rooms

Our Ronald McDonald Family Rooms provide respite space for families on-site at our partner hospital, Intermountain Primary Children's Hospital. The Ronald McDonald Family Room:

- On the 3rd Level opened in 2013 and is the largest in the world
- Opened on the 2nd Level in 2017 to serve families in the Pediatric ICU, Cardiac ICU and Neuro-trauma units, and
- Combined the Family Rooms have eight overnight rooms

**100,000** Average annual respite visits



# THE CAMPAIGN GOAL

Ronald McDonald House Charities is committed to turning its ambitious and necessary vision of enhancing, expanding and sustaining pediatric patient care - in to reality. To accomplish this, the organization is launching a focused and inspired campaign from 2021-2023 to raise approximately **\$20 million** in charitable gifts.



## Expanded Mission Impact

**\$10M (50%)**

### Ronald McDonald Family Rooms

2021 University of Utah Newborn Intensive Care Unit

2023 Intermountain Primary Children's Hospital 4th Floor  
Pediatric Oncology & Newborn Intensive Care Unit

2024 Intermountain Primary Children's Hospital on the  
Larry H. and Gail Miller Campus in Lehi

2025 Intermountain Primary Children's Hospital Wasatch Canyons  
Behavioral Health Campus

- RMHC Furniture, Fixtures and Equipment + 3-year launch **(\$4.2M)**
- In-kind Hospital Hard Cost Build-out **(\$5M)**

### Ronald McDonald House

- Three (3) new overnight guest rooms **(\$800K)**



## Enhanced Mission Impact

**\$8M (40%)**

- Newly Endowed Family Support Specialist for Ronald McDonald House
- Newly Endowed Family Support Specialist for hospital programs
- Newly Endowed Chaplain
- Essential Family Comfort & Care  
*(Food, Offsite Emergency Medical Lodging, Transportation, Utilities)*



## Sustained Mission Impact

**\$2M (10%)**

- Legacy Fund
- Honorary Grandparent Fund

**Total \$20M**

**"Love is the bee that carries the pollen from one heart to another."** - Slash Coleman

# LEADING WITH LOVE CAMPAIGN SUMMARY

Our vision is to **expand, enhance and sustain meaningful mission impact for superheroes like Emmett, his mom Rylie, and dad Jace** - along with thousands of pediatric patient families like them.

The **Leading with Love** campaign will expand, enhance and sustain Ronald McDonald House Charities' (RMHC) mission impact

We will **expand** programs to serve more patient families with:

- 3 overnight guest rooms at our main Ronald McDonald House
- A New Ronald McDonald Family Room program at University of Utah Hospital Newborn Intensive Care Unit
- A new Ronald McDonald Family Room program at Intermountain Primary Children's Hospital 4th Floor Pediatric Oncology and Newborn Intensive Care Units
- A New Ronald McDonald Family Room program at New Intermountain Primary Children's Hospital on the Larry H. and Gail Miller Family Campus in Lehi
- A New Ronald McDonald Family Room program at Primary Children's Wasatch Canyons Behavioral Health Campus

We will **enhance** our capacity to better serve families with three newly endowed positions:

- Family Support Specialists (2) to provide skilled mental health support, case management and access to community resources to address basic needs (food, housing, transportation and support systems), and
- A Chaplain (1) to offer skilled grief and inclusive spiritual care for families in crisis
- Essential Family Comfort & Care to provide offsite emergency medical housing, nourishing meals, transportation to and from hospitals, and utilities.

We will sustain our growing mission **into the future.**



I remember our doctor. He came into our room after we had gone through the ER. We thought Emmett needed fluids and would be home the next day. That night they came in and told us that Emmett's liver was failing. We broke down and started sobbing. The reality set in that we were going to be in a hospital room for a long time. They were taking us away from our friends and family and moving us up North where he could get the treatment he needed. But that was a lonely road.

- Rylie Bleyle



Rylie, Emmett (pictured on cover) and Jace Bleyle



# GROWING NEEDS

## **...To reduce barriers for families to access life-saving medical treatment for their children**

As Utah grows as a regional hub for life saving pediatric care, the demand for support and lodging for families with hospitalized children has grown. Our campaign will directly increase access to these services with additional lodging, food, transportation and compassionate support.

## **...To support in-hospital, family-centered care**

Intermountain area hospitals recognize the positive outcomes of family-centered care offered by Ronald McDonald Family Room programs. They understand that family-centered care improves pediatric patient experiences and outcomes, it saves money for the healthcare system and all of us and helps to address basic needs.

## **...To provide skilled mental health, case management, grief and bereavement support**

Time both races and stands still when a child is hospitalized unexpectedly or diagnosed with a life limiting or life altering medical condition. Stress and trauma often accompany children and families in these crisis situations. We're also witnessing a growing, unprecedented adolescent mental health crisis. Our campaign will build our internal competencies with new skilled behavioral health and grief support.

## **...To ensure long-term sustainability**

For more than three decades, RMHC's leadership and Board of Directors have taken a long view of the organization's mission impact. During the Covid-19 global pandemic, we experienced firsthand the importance of substantial financial operating reserves to ensure mission continuity during emergencies. The Board is committed to growing its operating reserve to demonstrate responsible stewardship for program growth and help sustain core operations as we serve more pediatric patient families.

Together we will **meet these growing needs** as we...

# EXPAND MISSION IMPACT

- to increase access to life saving medical care

## Ronald McDonald House Expansion

Our Ronald McDonald House is often full and **we have been unable to serve hundreds of families** in recent years on nights when there were no rooms available. This, combined with the newly launched Utah Fetal Center and Proton Therapy Programs for children with cancer at Intermountain Primary Children's Hospital, are drawing families from a broad geographic area for both long and short lengths of stay, driving up demand.



In 2020, we saw an increase in average length of stay from five days to 17 days. As pediatric specialty care (UofU, Intermountain Primary Children's Hospital, and Shriners Hospital for Children) within Salt Lake City grows, we will continue to see a high demand from families in rural communities with high acuity children in need of life-saving care.



Rylie, Emmett, and Jace Bleyle



With our backyard Park and Campus Expansion, we have moved staff to newly renovated cottages to make way for additional guest rooms within our main Ronald McDonald House.

“

One day a nurse came in and asked, “have you heard of the Ronald McDonald House?” Our life literally flipped a 180 in that moment. We went from sleeping on the concrete floor, and eating jello cups to having full meals, a place to shower, and a place to lay down. It is the House That Love Built. It feels like you are home.  
- Rylie Bleyle

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## IMPACT

Three (3) NEW Guest Rooms at  
our Ronald McDonald House

$72 + 3 = 75$  Rooms

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1,095 additional nights of lodging  
for 150 families each year!

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Completed March 2023

# EXPAND MISSION IMPACT

- to increase in-hospital family-centered care

## University of Utah – Neonatal Intensive Care Unit (NICU)

The University of Utah Hospital NICU Ronald McDonald Family Room will serve families with high acuity, newborn babies delivered at the University of Utah or transferred by Air Med or Ambulance to the 55-bed NICU. This beautiful Ronald McDonald Family Room will offer needed respite and family-centered care with:

- 1,800 square feet
- A fully stocked kitchen with healthy grab and go nourishment
- Laundry, guest lockers, showers and guest computer bar
- Three private sleep rooms for naps and overnight stays
- Dedicated, comfortable and private breast pump area
- Care bags for Air Med families arriving during the night
- Transformational family-centered care to support new moms/dads within steps of their newborn baby



Rylie and Emmett Bleyle







# IMPACT

1,500  
Families  
Served  
Annually

1,095  
Overnight  
Stays  
Each  
Year

OPENED  
December  
2021



**RMHC FAMILY SPACE PLAN**

04-16-2020

vision made **real**

# EXPAND MISSION IMPACT

- to increase in-hospital family-centered care

## Intermountain Primary Children's Hospital – 4th Floor

The Intermountain Primary Children's Hospital 4th Floor Ronald McDonald Family Room will serve the 52-bed Neonatal Intensive Care Unit and 30-bed Pediatric Hematology/Oncology/Cancer Units. This beautiful Ronald McDonald Family Room will offer needed respite and family-centered care with:

- 1,300 square feet on two floors  
(located in the previous hospital board room area)
- A stocked kitchenette with snacks and drinks
- Laundry, showers and tablets for guest use
- Two private sleep rooms for naps and overnight stays
- Dedicated, comfortable and private breast pump area
- Transformational family-centered care to support families with children undergoing cancer treatments and new moms/dads to remain within steps of their newborn baby



Ronald  
McDonald  
Family Room®

IN PRIMARY CHILDREN'S HOSPITAL



## IMPACT

2,000 New Families Served Annually

730 Overnight Stays Each Year

Opened January 2023

# EXPAND MISSION IMPACT

- to increase in-hospital family-centered care

## Intermountain Primary Children's Hospital on the Larry H. and Gail Miller Family Campus in Lehi

A new Ronald McDonald Family Room will be constructed within the newly planned Intermountain Primary Children's Hospital on the Larry H. and Gail Miller Family Campus in Lehi. This hospital will serve the growing population of Utah County with the world-class pediatric care that Primary Children's Hospital is known for. With the addition of this new Family Room, Ronald McDonald House Charities will serve an estimated 3,000 Utah County Families each year. This beautiful Ronald McDonald Family Room will offer needed respite and family-centered care with:

- 3,200 square feet within this newly planned, free standing children's hospital
- A fully stocked kitchen with community-supported meals and snacks offered
- Laundry, lockers, showers and guest computer bar
- Four private sleep rooms for naps and overnight stays
- Transformational family-centered care for the 66 inpatient rooms including NICU, PICU, Adolescent Behavioral Health and general or specialized pediatric medicine



# IMPACT

3,000 New Families Served Annually

1,460 Overnight Stays Each Year

Opening Q1-2024



# EXPAND MISSION IMPACT

- to increase in-hospital family-centered care

## Intermountain Primary Children's Hospital Wasatch Canyons Behavioral Health Campus

A new Ronald McDonald Family Room will be constructed within the Intermountain Primary Children's Hospital Wasatch Canyons Behavioral Health Campus. With the growing, and unprecedented adolescent mental health crisis we are seeing in Utah, this beautiful Ronald McDonald Family Room will offer needed respite and family-centered care with:

- Kitchenette
- 2 nap/overnight rooms
- 2 bathrooms/showers
- Living room
- Quiet/multipurpose room
- We will design and program a unique space that offers a place for parents to wait for their child, access needed resources, and connect with other parents
- Approx 1,000 sq. feet



# EXPAND MISSION IMPACT

- to increase in-hospital family-centered care

## Intermountain Primary Children’s Hospital Wasatch Canyons Behavioral Health Campus

### Facts

Intermountain Healthcare’s emergency departments have seen a 300% increase in pediatric mental health crises in the past 10 years, with an estimated 40% of children with depression not accessing care.

Data released by Huntsman Mental Health Institute showed a 32% increase in Utah crisis calls in 2021.

## IMPACT

2,000 New families served annually

730 Overnight Stays Each Year

Opening Q1-2025



### Need

Pediatric behavioral health continues to be the highest growing referral source at the RMHC

Intermountain Healthcare’s emergency departments have seen a 300% increase in pediatric mental health crises in the past 10 years, with an estimated 40% of children with depression not accessing care. Data released by Huntsman Mental Health Institute showed a 32% increase in Utah crisis calls in 2021.

Traditionally, behavioral health has been a part of healthcare that has lagged in family-centered care. As part of a community that recognizes that mental health is health, RMHC has the opportunity to change that, and partner with Primary Children’s commitment to change that, and bring a family-centered space into the new behavioral health campus at Wasatch Canyons (Taylorsville)

# ENHANCE MISSION IMPACT

- to provide skilled behavioral health and grief support

## Compassionate Care & Support

RMHC provides exceptional and compassionate hospitality and support for the pediatric patient families we serve. Yet, the need for more skilled behavioral health support for family members in crisis is evident. Years of research tell us that Adverse Childhood Experiences (ACES) and lack of basic needs being met are disproportionately impacting underserved and rural communities.

With today's shift toward outpatient care and a growing number of families coming to our community to access adolescent mental health care, the Ronald McDonald House hosts more families seeking behavioral healthcare. In addition, as we serve higher acuity patient families, we've witnessed a growing need for skilled grief and bereavement care when a child experiences a life-altering diagnosis or when a child passes away—sometimes while staying at the Ronald McDonald House.

The Leading with Love campaign will help us secure two newly endowed positions to qualitatively enhance our programs with specialized care and expertise on-site at the Ronald McDonald House



Rylie and Emmett Bleyle



“

“When we learned that the Ronald McDonald House was launching a pilot program for a Palliative Care & Behavioral Health Specialist we were overjoyed. I can't tell you how comforting it is to have a professional work with you through some of the most difficult times you will ever experience and then to offer support and resources. I didn't think the Ronald McDonald House could get any better – but this proved me wrong.”

- Rylie Bleyle

”



## Family Support & Behavioral Health Specialist

Two LCSW staff positions will support pediatric patient families from the Intermountain Area to:

- Offer a continuum of care to support behavioral health including crisis de-escalation
- Provide collaborative case management to help meet basic needs, and
- Skilled grief and bereavement support

## Chaplain

This staff position will offer ecumenical and inclusive support for pediatric patient families. This new key position will build on our volunteer Chaplain program along with the framework we utilize for companioning the bereaved. The Chaplain will help support families grieving the loss of a child or facing the new normal of having a child with a life-altering diagnosis.

## Essential Family Comfort & Care

Your investment in our future toward a permanent endowment for Essential Family Comfort & Care will help cover the costs to provide offsite emergency medical housing, nourishing meals, transportation to and from hospitals, utilities, and vital services free of charge for vulnerable pediatric patient families whose children are facing life altering and difficult medical experiences.

This permanent endowment will address the need to provide lodging and supportive services to families of hospitalized children, increase access to specialty pediatric care and family centered support, and sustain the health

and well-being of families as they care for their children.

## IMPACT

Skilled family-centered support to meet the needs of families in crisis and/or experiencing grief

Elevated family-centered care that meets a family where they are in their journey of health and healing

Increased access to lodging, food, transportation and compassionate support

# SUSTAIN MISSION IMPACT

- to ensure exceptional and responsible stewardship

## A Legacy of Love

The Leading with Love campaign will build our Legacy Fund to responsibly sustain program growth and ensure critical mission impact for generations to come. Largely funded from bequests, our Legacy Fund functions as our endowment as a board restricted reserve. We believe that growing our endowment truly exemplifies “leading with love”, as it honors our commitment to donors to ensure long term mission impact in both good times and bad.



## Legacy Fund

If 2020 taught us anything, it is that the world can change in an instant. Unfortunately, for the pediatric patient families we serve, their child’s illness or injury doesn’t go away. They have no choice but continue to seek treatment by any means possible. And when there are pediatric patient families who need support, Ronald McDonald House Charities of the Intermountain Area will be there – through the best and worst of times - to offer that support.

The Legacy Fund is a reserve that ensures core operational functions and necessary pediatric family support will be sustained long into the future. This includes:

- Emergency housing (as was the case during the Covid-19 pandemic)
- Transportation from the Ronald McDonald House to local area hospitals
- Food and meals, and
- The caring staff who are dedicated to fulfilling the mission of RMHC

## Honorary Grandparents Fund

The Honorary Grandparents Fund is a partnership between Intermountain Primary Children's Hospital and Ronald McDonald House Charities of the Intermountain Area to provide memorable family experiences for children with a life-limiting or life-altering diagnosis.

The Honorary Grandparents Fund has provided pediatric patients the opportunity to experience their dreams of flying in a helicopter, meeting Broadway theater actors, skydiving, or attending an NBA practice session. This fund offers unique, joyful moments that bring light to dark times and creates lasting memories.



Elizabeth on her way to opening night of Wicked.



Julian taking a helicopter ride

## IMPACT

Community partnerships that create unique and lasting mission moments for pediatric patient families

# TOGETHER, WE LEAD WITH LOVE

## **To reduce barriers, we will increase access to life-saving medical care for out-of-area families with:**

- 3 new rooms at the Ronald McDonald House
- 1,095 more nights provided
- 150 additional families served
- Expanded health and wellness programs to support a family in the journey of healing

## **To increase in-hospital family-centered care, we will launch three new Ronald McDonald Family Room Programs at:**

- University of Utah Hospital, Newborn Intensive Care Unit
- Intermountain Primary Children's Hospital 4th Floor - Newborn Intensive Care and Oncology/Hematology Units
- Intermountain Primary Children's Hospital on the Larry H. and Gail Miller Family Campus in Lehi
- Increase number of pediatric patient families served by 7,000 per year!

## **To secure on-site competencies to provide pediatric patient families with a continuum of care, we will endow a Family Support and Behavioral Health Specialist and an on-site Chaplain to provide:**

- Mental health support
- Case management and access to community resources
- Grief, bereavement and spiritual support

## **To ensure long-term mission impact, we will increase our board designated Legacy Fund to support:**

- Emergency housing and mission critical staffing
- Utilities and transportation to and from area hospitals
- Food and meals for pediatric patient families across all programs
- Memorable experiences for pediatric patient families

# GROWING NEEDS FULFILLED



# MISSION MOMENT



From left to right: Tommy, Maricel, Willy, Bobby, and RMHC’s Chloe pictured on the day the Rees family departed for North Dakota.

After 276 days under the roof of the Ronald McDonald House, our longest-tenured family bid farewell this month. Their son Willy’s cancer treatments are ongoing, but doctors gave the go-ahead for them to return to their home state of North Dakota. According to Willy’s father Tommy, the family saw many changes during their stay— none bigger than the re-opening of our communal kitchen. It had been closed as a precautionary measure at the height of the COVID pandemic. Tommy said when the kitchen re-opened, it felt like the heartbeat of the House could truly be felt. Tommy said the staff, volunteers, and other families became like family to them, and the feelings are mutual. We are excited for the Rees family as they turn to the next chapter in Willy’s life-sustaining treatments.

“As we sat and ate together, strong bonds grew with other families,” Tommy said. “The support we received from other families was instrumental in keeping us in a positive frame of mind.”  
- Tommy



# MISSION MOMENT



Gross family

Little warrior Isabella entered the world facing the challenge of hypoplastic left heart syndrome, a condition where one of her heart ventricles didn't fully develop. Her journey brought her to Intermountain Primary Children's Hospital, where her champions, her Mom, Dad, and brother, stood steadfastly by her side.

Over their eight months stay, they found refuge and support at the Ronald McDonald House. During long days at the hospital, the Ronald McDonald Family Room provided not only a sanctuary, but a place infused with hope and togetherness just steps away from Isabella's bedside. In the face of adversity, the strength and spirit of this remarkable family never wavered.



# THANK YOU, PLEASE JOIN US!



“

We have been in and out of the hospital for over 3 years - and will continue to visit the hospital for years to come. Through it all, we have relied on Ronald McDonald House Charities. It is a comfort for us to know that no matter what we have to face, they will always be there for us.

- Bleyle Family

”



Link to: Bleyle Video  
<https://www.youtube.com/watch?app=desktop&v=Gkir0bf4yqs&feature=youtu.be>  
[watch?app=desktop&v=Gkir0bf4yqs&feature=youtu.be](https://www.youtube.com/watch?app=desktop&v=Gkir0bf4yqs&feature=youtu.be)  
- Bleyle Family



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