

# A Day in the Life...



RONALD McDONALD  
HOUSE OF DETROIT

Annual Report 2016

# A Day in the Life...

9:15 a.m. *Check in at RMHD*



There is no such thing as an “average” family at the Ronald McDonald House of Detroit (RMHD). Families that visit are as diverse and unique as the circumstances that bring them there. They come from all areas of life and from all over the country. Their goal: seeking the best possible medical care for their sick child. And the Ronald McDonald House of Detroit is nearby – offering support and shelter – and allowing the family to focus its time and attention on the well-being of their child.

In the following pages, we will be highlighting the Williams family of Macomb, Michigan on one of their visits to the Ronald McDonald House of Detroit. John and Katrina Williams, and their daughters Samantha (11), Olivia (9) and Ava (4), have visited Ronald McDonald Houses in Detroit, Chicago and Columbus for a total of approximately 170 days between 2015 and April 2016.

A visit to the House begins as the family checks in at the reception desk and receives their House ID. House staff members answer questions and concerns; they make sure all necessary contact information including any special needs are on file for the family.

## Mission Statement

The Ronald McDonald House of Detroit provides an environment of love, kindness and a support system to families during their most difficult time in life, when a child is receiving medical treatment at local facilities. It is a house upon entering, a home upon leaving.

## Our Vision

By creating, finding and supporting programs that directly serve families who must care for children with threatening medical conditions and improve the health and well-being of children, the RMHD is working to better the lives of children and their families in our community.

## Letter from Joel and Jen:

As many of you know, over the past couple of years our organization has undergone one of the most dramatic periods of our existence. Last year our transition to our new home provided many challenges for our staff, board and great partners. During this time, it was critical that we never forgot our mission.

As we move through 2016, we are proud that despite the numerous challenges moving into a new facility can bring, our commitment to excellence ensures that every family that needs our support receives it at the highest level.

Moving into our new House brings new challenges from an operational perspective. Increasing the size of the house and providing support for more families, increases our need for more resources to continue to operate as one of the best non-profits in Metro Detroit. This will challenge us to function at a higher level than in the past.

Our board is developing a strategic plan that will serve as a road map to continue to support our great brand and ensure we are operating at a level to exceed the expectations of every House family. The plan will also address our donors, volunteers and other partners.

The outcome of this work will position us to grow our financial resources, donor base and establish new means of sustaining growth opportunities. We look forward to sharing some of these exciting new programs in the near future.

Finally, thank you for all your support over the years that you have provided. Whether you are a donor, volunteer or attend some of our great events, your involvement is critical to our mission and success. In the history of our House, never has there been a more critical time for your continued support.



Joel McCormick  
President



Jennifer Litomisky  
Executive Director



Joel McCormick  
President



Jennifer Litomisky  
Executive Director



# A Day in the Life...

9:30 a.m. *Get settled at the House*



In November 2014, two-year Ava, who was normally a bouncing little lady, was limping, and her parents sought out several doctors over a two month period. The final conclusion: Ava was diagnosed with Medulloblastoma, a type of pediatric malignant brain tumor.

When Ava first was a patient at Children's Hospital of Michigan, her parents were sleeping on chairs and on the floor of her room. A pediatric nurse recommended that they needed real rest and to go next door to the Ronald McDonald House of Detroit. John Williams went to the RMHD door, unshaven with wrinkled clothes and in need of a shower. Irma Hudson, House resident manager was on duty. And that day the Williams family became a part of the House that love built.

The family stays in one of the House family suites that include a bathroom with a shower. There are no TVs in guestrooms; guests are encouraged to gather in common areas and meet other families.



## Road map for the Future

Our new House brings so many opportunities to help more families, and also challenges us to seek new ways to sustain the House for the future. Our board president, Joel McCormick, served on the board for five years and spent time providing leadership for our marketing and budget committees. With his guidance he has helped build the framework for a strategic plan for the future of the House, and has engage board members in the planning and tactical execution of that plan.

The first exercise in developing the strategic plan was to do a SWOT analysis that helped to identify the strengths, weaknesses, opportunities and threats related to the House. From this initial analysis five pillars emerged to structure the strategic plan:

- Ambassador program to increase volunteer leadership and attract a new generation of volunteers
- McDonald's Owner/operator focus group to engage them in the plan process and establish long-term commitments
- Alumni program to reach out to those with a deep connection to the House and encourage support of the House

- Develop a sustaining membership program that provides an opportunity for monthly or yearly donor support
- Expansion of the House donor base with new marketing and other outreach activities

"We are just at the beginning of the strategic plan process with a firm commitment to strengthen the awareness of the House and build a strong revenue stream for the future," said RMH President Joel McCormick. "Our goal is to retain the support of our staff, community, volunteers and donors, and attract a new base of supporters. All of our energy is directed to the House mission: to provide a home-away from-home for families of seriously ill children."



Board President Joel McCormick

## Junior Board Broadens Support



Junior Board President Shane Barry

Two years ago the House developed a Junior Board of Directors to expand our family with a new generation of supporters. Young professionals in Metro Detroit make up our Junior Board. Each member brings exciting enthusiasm for the House and the renewal of Detroit. They want to be involved and give back to the community. We are proud to have them and their dedication to our mission and vision.

Leading the Junior Board as president is Shane Barry, a lobbyist for the Michigan Association of CPAs and a 2011 graduate of Michigan State University. He attends our board of directors meetings to make sure the Junior Board understands our challenges and path for the future.

Shane joined the board in 2014 and has participated as a volunteer for many House events. A great believer in social media, Shane uses *Twitter* and *Instagram* to reach hundreds of young professionals. Shane also volunteers his time and expertise to the American Diabetes Association and Komen Race for the Cure.

We are extremely pleased to have this energetic and thoughtful group of young professionals working with us.

### Junior Board of Directors

Shane Barry, *President*  
Paxton Mueller, *Vice President*  
Sarah Rollins, *Secretary*  
Austin Darket, *Treasurer*  
Casey Bufford, *Member*  
Tsiporah Davis, *Member*



# A Day in the Life...

## 10.30 a.m. Breakfast in the Dining Room



More than just a place to stay, the House also provides families with nourishment. Food and refreshments are always available in the large, well-equipped kitchen. Often, meals are donated and prepared for House families by volunteer businesses, organizations and families. John Williams, along with daughters Samantha, Olivia and Ava, enjoy breakfast donated and prepared by Quicken Loans. Families can bring and store their own food, as well.

We welcome volunteer businesses and groups who would like to bring meals for our guest families. Just call our main office at 313-745-5909.

*"I love the pizza meals."*  
– Samantha

*"I love the cupcakes."*  
– Olivia



Volunteers from Quicken Loans prepare breakfast for House guests in the large, well-equipped kitchen.

## Hearts, Hands and Home Expansion Campaign On Target

At the time this annual report went to the printer more than 150 businesses, foundations and individuals had contributed nearly \$2.5 million for our Expansion Campaign as of April 2016. The campaign began in 2014 led by our RMHD board member Teresa Saputo. Hats off to Teresa and her team; their hard work is helping to insure that we have the funds to provide expanded services to meet the needs of our new House and guest families. The work is still in progress and we are charging ahead to identify new supporters – individuals, corporations and foundations.

There is still time to support the Expansion Campaign. We have many opportunities for naming rights of individual guest rooms, the kitchen and parking lot. Of course, you can also make a contribution in any amount and make an investment for the future of the Ronald McDonald House of Detroit.

For more information about individual and corporate donations, please contact Jennifer Litomisky, RMHD executive director, at 313-745-5909.



### Major Expansion Campaign Investors

Ryanne Akins	Kelly Donaldson	John Thomas & Associates	McManus Foundation	Saputo Family
Ally Financial	Downriver Cleaning Services	Melvin Jones	Meijer Corporation	Jay Sawmiller
Art Van	Dryden Family	Kathy Setter	Merit Energy Association	Moonzer Sayed
Arts, Beats & Eats	Joel and Marian Ehlert	Kahle Family	Richard Meyer Family	Schulz Management
James Barr	Elliott Charitable Fund	Kaplan Family	David Miller	Jim and Nancy Seavitt
Beckius Family	David W. Elliott	The Joe Kocur Foundation for Children	MJS Packaging	Suzanne Sharkey
Biologix of Southeast Michigan	Ethan Allen	Krueger Family	Dan Montes	David Socks
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Bosch Automotive	First Giving	Scott Langenberg	MTU America Inc.	Superior Lock & Key
Bronner Foundation	Michael Fisher	La-Z-Boy	Narens Foundation	Systems Technology Group, Inc./Popat
C.F.Burger Creamery	Ford North America Vehicle	Leonard's Syrup	Network For Good	Thad and Robin Szott
Carls Foundation	Ford Purchasing Group	David Lick	Valerie Newman	T Square Construction
Causecast	Alan and Ann Frank	Steven Lick	Ann and Jim Nicholson	Tappers Jewelry
CBRE Foundation, Inc.	GE Foundation	Ken and Kristen Lingenfelter	Matthew Nidzgorski	The Bharatiya Temple
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Children's Hospital of Michigan Foundation	Poncho Gonzales	LKP, Inc.	Paymasters, Inc.	Tim and Stacey Turczyn
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Cole Family	Granader Family	Michael and Kyla Marcial	Laura Percival	Village Green Apartments
Come Together Foundation	Greektown Casino	Frank and Marilyn Martin	Mark Pfau	Deb Virgiles and Melvin Jones
Compuware	Milt and Jenna Greenman	Joel and Kim McCormick	Progressive Data Services	Rebecca and Ron Walsh
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Keith Davis	Group II Communication	McDonald's MCCOPCO	Red Wings Foundation	Way to Be Designs
Gary and Jan Dembs	Yvonne Haddix	McDonald's Region	Elmira Rhein Foundation	WDIV-TV
Peter Demski	Tom and Julie Haggerty	McDonald's Utica	James Rice	Lenny and Barb Williams
Roger T. Denha	Helpie Family	McDonald's Global Office	RMHC Global	Christine Wilson
Detroit Red Wings Alumni Association	Hotel Baronette	McDonald's Semmoa	RMHC of Southeast Michigan	
	Morgan Jiexi Huang	McDonalds-Donaghue	Roslund Prestage	
	Huron Valley Chamber of Commerce	Nina McLemore	Rudy Family Foundation	
			Santa's Cupboard	



# A Day in the Life...

## 11.30 p.m. Meet with Ava's Doctor



*Dr. Maxim Yankelevich chats with Ava and her Mom at nearby Children's Hospital of Michigan.*

*Ava takes a stroll with Bone Marrow Transplant Registered Nurse Lorna Miller.*



Ava's Medulloblastoma is a type of pediatric malignant brain tumor that arises from the cerebellum, the part of the brain that controls balance, coordination and other complex functions. Ava's cancer had already spread to her spine; making her one of 125 children annually who suffer with additional Medulloblastoma complications.

Ava has endured chemotherapy, radiation, stem cell replacements and proton radiation therapy treatments. She is one sweet little girl and her family has been with her every step of the way.

"I first diagnosed Ava over a year and a half ago," said Children's Hospital of Michigan Pediatric Hematologist-Oncologist, Dr. Maxim Yankelevich. "The family has been under a great deal of stress. We are pleased with Ava's progress, and now we will monitor her every three months. The Williams family never gave up hope."

The House shuttle van is always on hand to transport House families to and from local hospitals. The less time they have to worry about driving and parking means more time with their sick child.



## A Fond Farewell

It is with heavy hearts we say goodbye to Deborah "Deb" Virgiles who served as the RMHD president for four years. Deb's sudden death in April 2016 shook our House, staff and board of directors. She was an inspiration to all who met her and we valued her leadership and friendship.

Deb served on our board of directors since 2005. She became president in 2011. Her two-year term of office was coming to an end just as we were ready to launch the Hearts, Hands and Home Expansion Campaign and build the new House. We asked Deb to stay on as president for two more years to provide continuity during our major transition and important campaign.

The RMHD board of directors amended the organizational by-laws to extend Deb's term of office. Her leadership during the campaign over the past two years, and her own generous contribution, has made a tremendous impact on our future.

Deb founded Virgirilli Management Company in 1972 and was the owner/operator of two McDonald's restaurants in Detroit. Prior to her 20 years as a McDonald's owner/operator, she was a supervisor for McDonald's owner/operator Bill Pickard. Throughout her tenure, she was extremely engaged in the business; anyone who knew her knew she was full of energy and excitement for Brand McDonalds and for the Ronald McDonald House of Detroit. She loved her people, her customers and her community.

She was honored as a Distinguished Volunteer by the Association of Fundraising Professionals Greater Detroit Chapter. In addition to volunteering at the RMHD she was involved with a variety of organizations that included Women's Informal Network, NAACP, and the National Association of Professional Women, among others.

Deb will be missed and never forgotten.

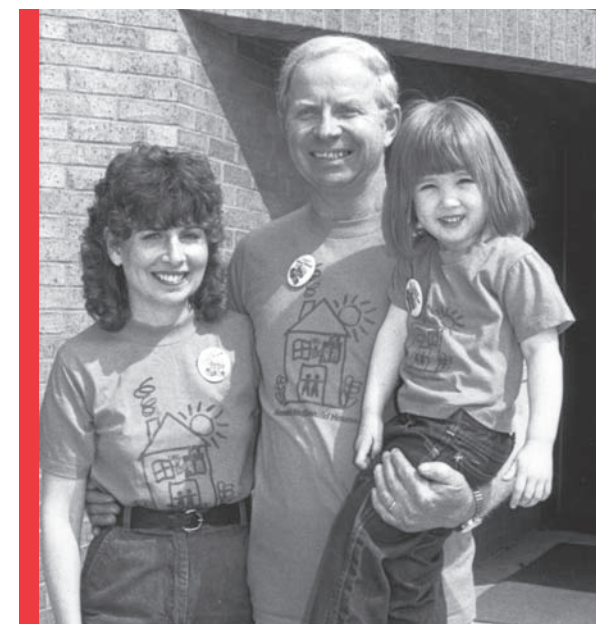


*Event co-chairs Deb Virgiles (left) and Teresa Saputo with RMHD Executive Director Jennifer Litomiski (right) at this year's Spring Tea in April.*

## Our Special Angel

For nearly 30 years you could see Jerry Young at the RMHD every Tuesday. He actually was a supporter even before our first House was built. He was our one-man volunteer maintenance department. Jerry was an organized man with complete contact information for every outside maintenance service the House would ever need. From minor repairs, replacing air filters to fixing the air conditioning, Jerry was there to keep things functioning. He had a great interest in the visiting families and would often strike up conversations and make guests feel at home.

Our dear friend and long-time volunteer passed away last year and we miss him. We know he is our "maintenance angel" looking over us, not just on Tuesdays, but every day. He will always be in our hearts.





# A Day in the Life...

1:45 p.m. *Catch up on laundry*



Families can find everything they need to make the House their home. From laundry detergent to air freshener, everything is provided to help families carry on with the daily chores of life.

Many supplies are donated by generous local business, organizations and individuals. If you would like to help, contact the House at 313-745-5909.

*"The new House took my breath away. We love its hominess and all the brightness and great colors. The staff has been just wonderful to us all."*

— Katrina Williams



## Fun Raising Awareness & Funding

Our RMHD events have been crucial in keeping the community and media aware of our House, our mission and the support needed to maintain a home-away-from-home for our guest families. We could not do any of the events without the support of our volunteers and staff who come together for fun and fund raising. A special shout of thanks goes to all of our event sponsors including McDonald's, Coke and Dr. Pepper. Below is a sampling of some of our fun events in 2015.

### Annual Spring Tea

Once again we gathered with guests at the Royal Park Hotel in Rochester for our annual **Spring Tea**. On April 23, adults and children had a great time with plenty of treats for the kids. A raffle and silent auction included items for adults and children.



### Grand Opening Gala

The black-tie event on May 30, 2015, included cocktails and hors d'oeuvres, a strolling dinner and dessert, live music and festivities. A brief program recognized donors, community leaders and dignitaries. We shuttled guests for tours of the new House from Orchestra Hall, the location of our gala evening. This was a fundraiser for the "Hearts, Hands and Home" expansion campaign and an opportunity to thank donors and introduce the House to many new friends.



### In the Swing for RMHD

The 14th annual **Vinni's Children's Charity Golf Outing** teed off in June. Over the last 14 years this great event has generated \$260,000 for the RMHD. This is always a sell-out and a great deal of fun for all. We welcomed 140 participants to the 18-hole scramble at the Fieldstone Golf Course in Auburn Hills. The outing was once again chaired by Cary Adragna and his family.



Golf Chair, Cary Adragna (2nd from left) with his team

### 800 Ran for RMHD

Last summer 800 runners participated in the 5K and 10K **Escape to Belle Isle** to benefit the RMHD. The event raised \$10,000. Our volunteer race organizers, Jenna and Milt Greenman, have set the goal of 1,000 runners for 2016. From seniors to toddlers, this was a super day of fun, fresh air and exercise.





# A Day in the Life...

3:30 p.m. *A little fresh air and a snack*



Sisters Olivia, Ava and Samantha, take a break with "Ronald".

The new Serenity Garden is a lovely place where families can enjoy fresh air and sunshine. It has also become a great location for some of our special events.

Samantha and Ava enjoy a sweet treat in the dining room with Dad.



*"We did not know anything about the RMHD when we first took Ava to Children's Hospital of Michigan. It was such a major relief when we found the House and they made us part of the family. In 2015, we spent every holiday at the House except Christmas Day. For Easter the girls received special Easter baskets. We also celebrated our anniversary and all of our birthdays."*

— John Williams

## Fun Raising Awareness & Funding

### Oh, How Our Garden Grew

Last June was the first year that our new Serenity Garden was open in sync with the opening of our new House. We had a wonderful time enjoying international foods from over 40 donors, entertainment and tours of the House. Garden Party Chair Mary Okray and her team welcomed 140 guests. The Serenity Garden is adjacent to our front door and now is named in memory of the long-time past president of MJS Packaging, Marty Jacobs.



Above: RMHD's Jennifer Litomisky (second from left) and Mike McCoy (far right), present a thank you gift to Cindy Vogel and David Lubin of MJS Packaging for their generous donation to the new garden.

### Fall Run for RMHD

On October 3, 2015, the 7th Annual **GOah NOAH! Walk, Bike & 5K Run** was held at Stony Creek Metropark and raised \$12,000 for the RMHD. Noah Wexler, who was diagnosed with a rare brain tumor, Medulloblastoma, at age 9, is a sophomore at Utica High School. The event was started by his parents, Renee Sullivan and Bob Wexler, to help parents cope with medical crises by coming together for a day of good fun and raise awareness of Medulloblastoma. Noah cheered on race participants and greeted guests; he has faced every challenge that has come his way with determination, humor and courage. He is our hero.

The event included exotic cars, caricature painting, therapy animals and pony rides from Windwalker Farms in Fenton.



Noah, pictured center in the red hat, and his friends get ready for the race!

### 8th Annual Snazzy and Jazzy Holiday Tea at The Townsend

On Dec. 5, 2015, we were delighted to raise \$10,000 at the **Snazzy and Jazzy Holiday Tea at The Townsend** hotel in Birmingham. The event was co-chaired by RMHD board members Treva Beckius and Charlene Mitchell. Fox 2 Health Reporter Deena Centofani served as master of ceremonies.



More than 90 guests were treated to a fashion show, raffle and silent auction that included holiday gift baskets and a night for two at The Townsend. Event sponsor Bricker-Tunis Furs showcased its new Italian collection; the fashion show was narrated by jazz singer Kimmie Horne who also modeled exotic furs.

Several board members and friends modeled men's and women's fur and leather attire. Jazz duo, Mike and Mike, (violinist Michael Saxon and keyboard player Michael Evans), performed. The teas, plus sweet and savory treats, were also a big hit.



Thank You to Our 2015 Donors

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**\$5,000 - \$9,999**  
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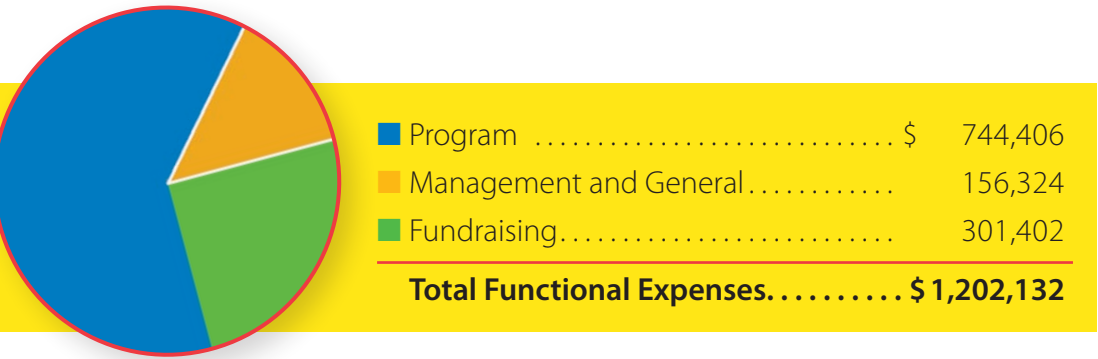
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2015 Functional Expenses\*



\*Based on financial records, pre-audit

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MICHIGAN

### Ronald McDonald House Charities of Southeastern Michigan

In 1984, the national Ronald McDonald House Charities (RMHC) was established in McDonald's founder Ray Kroc's memory. McDonald's franchise owners and suppliers contribute time and funding for all the Ronald McDonald Houses, including Detroit.

Though funding from McDonald's is essential to the vitality and future of our Detroit House , it is important to note that we continue to rely on the generous support of our corporate and community partners as well as individual donors.

We appreciate every dollar we receive as we move forward with our new House and expanded services for our guest families.



# A Day in the Life...

5:45 p.m.

## Relax with the kids



A Living Room/Lounge area with TVs and fireplaces, a Children's Play Room, a Teen Room and a Media Room provide lots of space to relax and unwind after a stressful day. Books, videos, board and video games, and toys of all kinds offer plenty to do. And there's always a friendly face and a willing ear if you just need someone to talk too.

The Williams family enjoys getting together for some quality time in the lounge area and playroom.

We are grateful for the many donations of DVDs, video games, books and toys. If you would like to donate items, please give us a call at 313-745-5909

*"We love to see the families smile and be happy. They are under so much stress. The common areas are a great place to relax and play. Sometimes kids just need to be kids... and parents need a little R & R, too."*

– Irma Hudson, Resident Manager



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## Partners with Cars

How can we not love our annual **Lingenfelter D-3** event that raises more than \$25,000 each year for the RMHD? Thanks to the generosity of Ken and Kristen Lingenfelter, more than 150 guests get to see an outstanding collection of Corvettes, muscle cars and exotics. Ken and Kristen open the doors to their private museum and our guests get to "ooh and ahh" at the three rooms of cars and enjoy refreshments. The D-3 event highlights the **Dream Cars, Dream Cruise and Dream House** events. Join us on August 11, 2016 for the next D-3 event – details will be posted on our website. Learn more about the Lingenfelter Museum at [www.thelingenfeltercollection.com](http://www.thelingenfeltercollection.com)



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Cindy Vogel and Nick Haratsaris of MJS Packaging

## Packaging a Great Partner

**MJS Packaging** is a leading packaging distributor; its corporate office is based in Livonia. The company has a long history of community involvement and philanthropy. MJS is a major Expansion Campaign supporter; the company donated \$100,000 in memory of the firm's long-time president, Marty Jacob.

“MJS Packaging is committed to giving back to the communities we serve,” said David Lubin, president of MJS Packaging. “We are proud to partner with Ronald McDonald House of Detroit, and are especially excited to be dedicating the garden at the new house in memory of long-time MJS President Marty Jacob.” A global packaging distributor founded in 1885, MJS Packaging operates in eight locations throughout the United States. Learn more about MJS Packaging at [www.mjspackaging.com](http://www.mjspackaging.com).



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## Dining in Style

Our new and beautiful dining room and kitchen are named in honor of the Carls Foundation. This private foundation is based in Detroit and has been a supporter of the RMHD over the years. The foundation was founded in 1961 by William and Marie Carls. We appreciate the generous contribution of \$150,000 toward our Expansion Campaign; our guests will certainly enjoy meals and snacks in a lovely and warm setting.





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Ms. Kimberly K. Simpson  
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Mr. John L. Sini  
Ms. Elizabeth Sippola  
Mr. Kip Sirotti  
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### ANNUAL REPORT PRODUCTION

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Photography  
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## Sunny Days for Jeannine

For the last 12 years Jeannine Monkowski was a steadfast RMHD volunteer. She was lured by the sunny skies of Florida to retire. We just can't understand how swaying palm trees, ocean views, beach trips and almost year-round golf lured her into retirement. We do know she deserves a good place to relax after a 31 year career with a major airline company and 12 years with the RMHD. At least two days a week Jeannine worked in our office and interacted with many families, other volunteers and staff.

Jeannine did get to see the new House and told us she loves its brightness and that all guest rooms now have individual bathrooms. She also has advice for new volunteers: "Be prepared to see determination, strength and resolve from children, teens and parents who are going through the most difficult and trying times in their lives. It is a humbling experience that makes you realize how fortunate we all are."

Jeannine may have traveled far from our House, but she will always be a member of our family.



Ronald McDonald House of Detroit Staff:  
Left to right, standing: Jennifer Litomisky, Jackie Kennedy  
Left to right, seated: Linda Porter, Mike McCoy, Irma Hudson



## Thank You Williams Family



*Katrina, Ava, John, Samantha and Olivia Williams*

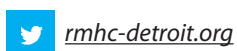
Each year, the Ronald McDonald House of Detroit serves thousands of families like the Williams. Since the first RMHD opened in 1979, we have served 57,252 families. In 2015, the first year that our new House was open, we welcomed 1,752 guests. Guestroom rates remain at \$10 per night, and no one is ever turned away for lack of funds. Every family is given the same warm welcome and becomes a part of our special family.



### **Ronald McDonald House of Detroit**

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Detroit, MI 48201

**313-745-5909**



**[www.rmhc-detroit.org](http://www.rmhc-detroit.org)**