



Ronald McDonald House®
Rochester, MN



LOVE TREMENDOUSLY
HOPE EXCEEDINGLY

For Immediate Release

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**Ronald McDonald House of Rochester, MN announces
public phase of largest capital campaign in its history**
B-Roll, Photo & Interview Opportunity- Thursday, May 4

April 27, 2017--Rochester, Minnesota--The public phase of the Ronald McDonald House's most substantial capital campaign in its 36-year history will be announced on Thursday, May 4 at 10:00 a.m., on site in front of volunteers, donors, community leaders, friends and families of the House. The *Love Tremendously, Hope Exceedingly* campaign seeks to raise \$16.5 million to nearly double the capacity of the House in an effort to serve more families.

The Board of Trustees will announce they have already reached the half-way point, raising \$8.7 million dollars during the quiet phase of the campaign. "We are in a historic time of growth not only in our community but also for the Ronald McDonald House," said Ed Clark, Chair of the campaign. "We must expand in order to serve the current and growing needs of children and families who come to Mayo Clinic to receive care. Reaching the half-way point is a tremendous milestone and we are grateful for our donors and their support. We are excited to move the campaign to the public phase," said Clark.

The theme of the campaign, *Love Tremendously, Hope Exceedingly*, describes the mission of the House to provide love and hope to seriously ill children and their families. "We understand people come to our community in great need of healing and hope," said Barb Hensch, Honorary Co-Chair. "Our entire community wraps a blanket of love around

these families. We need a larger Ronald McDonald House and we know the support of the wider community will be tremendous.”

On average the Ronald McDonald House of Rochester, MN serves over 900 families every year from across the country and around the world. In 2016, over 1,000 families were turned away because the House was full. Over the past three years alone, more than 3,000 families were turned away because of capacity constraints.

“The need to serve more patient families is great and growing in Rochester. Proton beam therapy, regenerative medicine, individualized medicine and science of health care delivery continue to drive the need for our services. The current House simply does not have the capacity to serve present or future needs of patient families,” said Peggy Elliott, Executive Director, Ronald McDonald House.

With years of planning, the House has been working diligently with board members, staff and volunteers, conducting feasibility studies and exploring options. In 2015, the House secured the adjacent parcels of the land along Second Street allowing for preservation of the current home and a connected expansion next door. The location offers convenient access just steps away from Saint Marys Hospital and a short shuttle ride away to Mayo Clinic’s downtown campus. When finished, the House will be 90,000 square feet. It will grow from 42 to 70 rooms, including a new commercial kitchen, indoor and outdoor play areas, parking and more community space.

Several special events are scheduled throughout the year in support of the campaign. The first one is “A Beatles Tribute Band: All you need is love” event on May 5 at the Rochester Art Center. Tickets are \$75 and all proceeds go towards the expansion. “Every dollar counts and there are a variety of ways to support the project including making a donation online directly to the House or by hosting a community fundraiser,” said Clark. In the coming months a crowd-funding platform will launch.

For more information on how you can help, please visit the campaign website or follow the House on Facebook, Twitter and Instagram.

Editor’s Note:

Media is invited to download renderings, fact sheets, campaign film and photos on the [website](https://www.rmhmh.org/press-kit/) (https://www.rmhmh.org/press-kit/) and can access the material by entering the case sensitive password: LoveHope. Media is invited to cover both events on May 4 and 5. Please contact Laura Archbold or Marit Williams to request an interview or credentials for the events.

About Ronald McDonald House® of Rochester MN

The Ronald McDonald House of Rochester, MN provides a home-away-from-home and offers support to families seeking medical care for their children since 1980. Located near Mayo Clinic and steps away from Saint Marys Hospital. In 2016, the Ronald McDonald House of Rochester, MN served 838 families.

About Ronald McDonald House Charities®

Ronald McDonald House Charities® (RMHC®), a non-profit, 501 (c) (3) corporation, creates, finds and supports programs that directly improve the health and well-being of children and their families. Through its global network of nearly 290 Chapters in more than 64 countries and regions and its three core programs, the Ronald McDonald House®, the Ronald McDonald Family Room® and the Ronald McDonald Care Mobile. RMHC keeps families with sick children close to each other and the medical care their child needs at leading hospitals worldwide. RMHC programs not only provide access to quality health care, they enable family-centered care ensuring families are fully supported and actively involved in their children's care. For more information, visit rmhc.org.

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