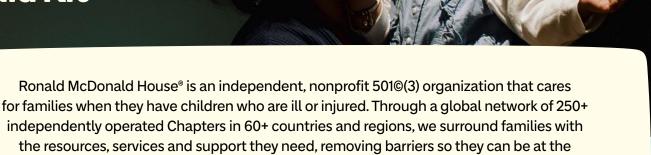


## **Media Kit**



**Purpose** Caring for families with children who are ill or injured.

Mission Ronald McDonald House provides essential services that remove barriers,

heart of their child's care and ensure the best possible health outcomes. For more information, visit **ronaldmcdonaldhouse.org.** 

strengthen families, and promote healing when children need healthcare.

**Vision** A world where every family has what they need to ensure the best health

outcomes for their children.

## Ronald McDonald House serves 826,000 families around the world each year.\*



House provides

2.8 million
overnight stays to
families, near the care
their child needs.

Ronald McDonald



In 2024, Ronald McDonald House saved families **US\$678 million** in meals and lodging costs.



Ronald McDonald House relies on the dedicated support of **298,964** volunteers.

\*In 2024, Ronald McDonald House refined the definition of Ronald McDonald Local Programs (RMLPs) to better align with our mission, vision, and purpose. RMLPs are now defined as health-adjacent programs that support families along their child's healthcare journey and are designed to meet unique family needs in the local community. As a result, year-over-year impact metrics may reflect slight variations due to this updated definition.

**Media Assets** Ronald McDonald House has a variety of visual assets (b-roll, hi-res imagery, logo, etc.) available for media use upon request. Please reach out to <a href="media@ronaldmcdonaldhouse.org">media@ronaldmcdonaldhouse.org</a> to make a request for desired assets and usage.

Media Contact For media inquiries, contact media@ronaldmcdonaldhouse.org