



# Factsheet Ronald McDonald Kinderfonds

Version July 2013

Ronald  
McDonald  
Kinderfonds

Huizen

Huiskamers

Vakantie

Sport

Help mee



As an ill child, you would love to have your parents as close to you as possible. And if you have a handicap, you would like to do the same things as same-age kids. The Ronald McDonald Kinderfonds contributes over 32 years of concrete support to the well-being of sick and handicapped children and their families in the Netherlands.

<b>Founded in:</b>	1981
<b>Headquarters:</b>	Amersfoort
<b>Number of employees:</b>	22,5 fte (at Ronald McDonald Kinderfonds), 47,5 fte (management Ronald McDonald Houses)
<b>Number of Volunteers:</b>	approx. 1,600
<b>C.E.O.:</b>	Marja van Bijsterveldt
<b>Chairman Supervisory Board:</b>	Marjan Oudeman
<b>Ambassadors:</b>	Robert ten Brink, Chantal Janzen and Yvon Jaspers
<b>Guest Satisfaction:</b>	9,4 (independent survey among 1,200 guests of the Houses, Family Rooms and Vacations in 2011)
<b>Volunteer Satisfaction:</b>	8,6 (independent survey among all Volunteers)

Ronald McDonald Kinderfonds is the Dutch department of Ronald McDonald House Charities (RMHC) and is the service organization for all Ronald McDonald Houses in the Netherlands. Ronald McDonald Kinderfonds initiates new Houses based on needs, and supports and advises the current Houses in the field of policy, governance, fundraising and communications. The Ronald McDonald Houses are managed by 17 regional boards. The day-to-day management is in the hands of a manager and one or two assistant-managers. They are supported by a group of indispensable volunteers.

## Ronald McDonald Houses

A home-away-from-home for parents and brothers and sisters of (seriously) ill children, at walking distance from the hospital.

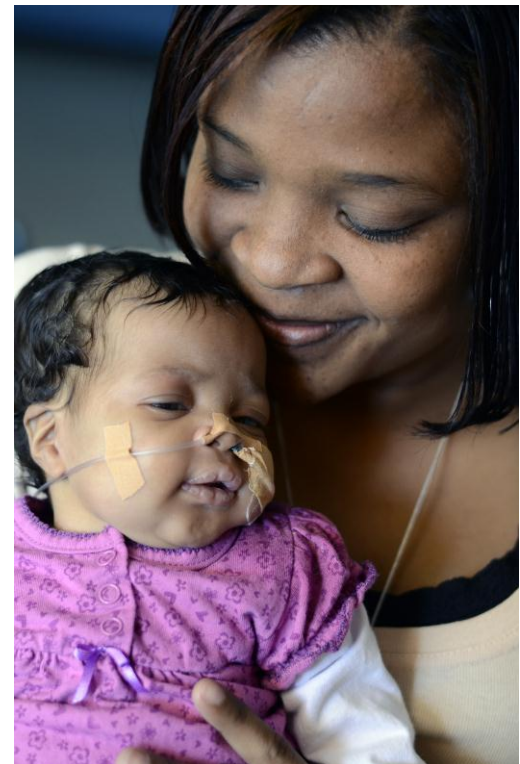
<b>Number in the Netherlands:</b>	15
<b>Number of Guest Rooms:</b>	265 (including 6 guest rooms in Kindervallei and 4 at Hoeve)
<b>Average occupancy:</b>	71% (in 2012)
<b>Number of overnight stays:</b>	63,275 (in 2012)
<b>Number of families:</b>	5,120 (in 2012)
<b>Costs per night:</b>	approx. 60 euro
<b>Own contribution guests:</b>	15 euro per room per night

## Ronald McDonald Family Rooms

Living rooms near the children's department in a hospital, a room where ill children can forget for a little while that they are sick. It's also a room where parents, brothers and sisters can relax and play.

<b>Number in the Netherlands:</b>	Emma Children's Hospital AMC, VU Medical Center Amsterdam, Leids University Medical Center (LUMC), Erasmus MC Sophia Rotterdam, Wilhelmina Children's Hospital (WKZ) Utrecht, Medical Center Leeuwarden (MCL), UMC St. Radboud (Nijmegen), Maxima Medical Center (Veldhoven), Isala Clinics (Zwolle).
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<b>Number of visitors:</b>	over 150.000 per year.
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## Ronald McDonald Vacations

Fully adjusted holiday retreats where disabled children and their families can enjoy care-free holidays.

Number of holiday retreats:	4: Ronald McDonald Kindervallei in Valkenburg a/d Geul, Ronald McDonald Hoeve in Beetsterzwaag and Ronald McDonald Houses Barendrecht and Arnhem (Houses for parents with children who are admitted in RMPI or Rehabilitation Center Groot Klimmendaal, where it's also possible to celebrate the holidays)
Number of nights:	3,548 (in 2012)
Number of families:	710 (in 2012)

## Ronald McDonald Centre

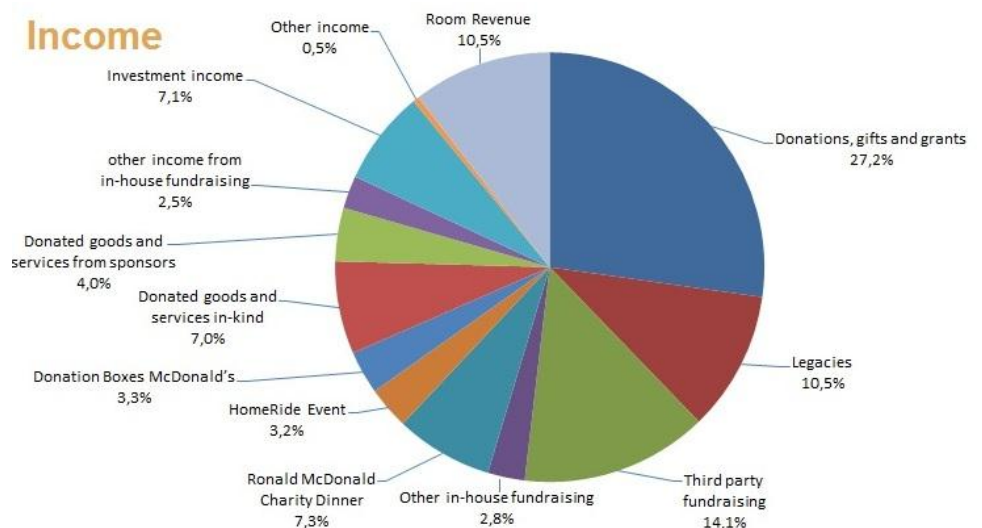
The Ronald McDonald Centre is the first, and up to now only sportscomplex in Western Europe for kids and youth with physical and/or mental limitations or chronic illness. This sportscomplex in Amsterdam is equipped with several indoor and outdoor sport tracks, swimming pools, a gym and a dojo.

Number of sportspeople:	over 1,400 per week (July 2013).
Main user:	Sportsclub Only Friends (600 members, July 2013)

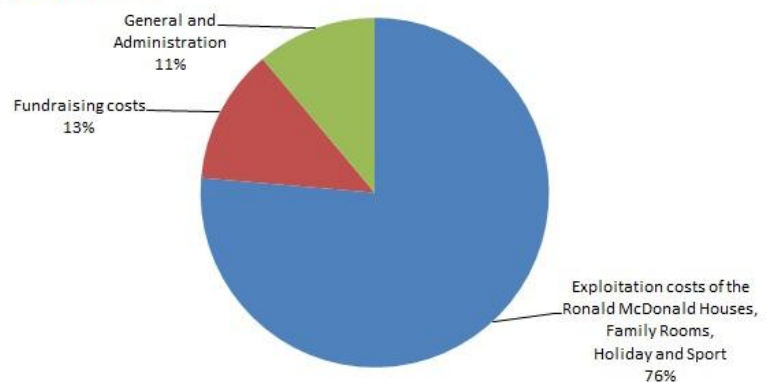
## Finance

The Ronald McDonald Kinderfonds does not receive any subsidy from the Dutch government and fully depends on volunteers, sponsors and donors. In the charts you will find an expression of income and expenses (based on annual figures 2012). The total income of the Ronald McDonald Kinderfonds and the Houses amounted in 2012 13,6 million euro, the total expenses 11,1 million euro.

### Income



### Expenses



## McDonald's

McDonald's made it possible to build the first Ronald McDonald House worldwide (Philadelphia, 1974) and is also co-founder and partner of the Ronald McDonald Kinderfonds in the Netherlands. McDonald's Netherlands gives a yearly fixed financial donation and organizes a donation campaign for the Kinderfonds every year. Restaurants give 0,05% of their turnover to the Kinderfonds. Guests of McDonald's give donations through the well-known donation boxes at the counter in the restaurants. The involvement of McDonald's is not solely financial. The Board of each Ronald McDonald House seats a franchisee and representatives of McDonald's are seated in the Supervisory Board of the Ronald McDonald Kinderfonds. Many employees of McDonald's are involved as a volunteer in a Ronald McDonald House.

## International

The Ronald McDonald Kinderfonds is a proud member of the worldwide Ronald McDonald network.

Number of Houses:	329 in 33 countries
Number of Family Rooms:	189 in 23 countries
Number of Care Mobiles:	49 in 9 countries