



Ronald McDonald
House Charities®
South Florida



Impact Report 2025

www.rmhcsouthflorida.org

Family Love Heals

Dear Friends,

As we reflect on 2025, we do so with profound gratitude and pride. This past year has been nothing short of extraordinary for Ronald McDonald House Charities of South Florida. Because of your generosity, dedication, and belief in our mission, we have continued to provide comfort, care, and stability to families navigating some of the most difficult moments of their lives.

Every donation, every sponsorship, every ticket purchased, and every volunteer hour has strengthened the heart of our House. Our events brought the community together in meaningful ways, and our volunteers, who truly form the foundation of our daily operations, have filled our kitchens, family rooms, and hallways with warmth and compassion.

Your involvement ensures that parents can remain close to their hospitalized children, easing both emotional and financial burdens during critical times.

At the center of all we do is our unwavering mission: to create a home-away-from-home where families find rest, encouragement, and community while their children receive medical care. This year, we have witnessed firsthand the impact of that mission—children supported by their parents' presence, mothers and fathers finding strength in shared experiences, and families discovering hope in the midst of uncertainty.

We are especially energized as we look toward the future. The vision of our new Ronald McDonald House is becoming a reality. This expansion represents far more than additional bedrooms and larger spaces, it represents opportunity. Opportunity to serve more families, to eliminate the heartbreaking reality of turning families away due to lack of space, and to enhance the comprehensive, non-clinical services that make a lasting difference in their lives. The new House will allow us to broaden our reach, deepen our impact, and ensure that every family who needs us has a place to call home.

This progress is only possible because of you. Together, we are building more than a structure; we are building hope, stability, and comfort for generations of children and families to come.

Thank you for standing with us, for believing in this mission, and for working alongside us for the benefit of the children. We are honored to have you as part of our Ronald McDonald House family and look forward to what we will accomplish together in the year ahead.

With sincere appreciation,



A blue ink signature of Soraya Rivera-Moya.

Soraya Rivera-Moya
Executive Director



A blue ink signature of Alex Rodriguez.

Alex Rodriguez
President, Board of Directors

Our Corporate Partners

United in Support of Families

Ronald McDonald House Charities (RMHC) was established in 1974 with the foundational support of McDonald's, whose dedication to children's health and family well-being helped bring our mission to life. McDonald's remains a deeply valued partner today, contributing through customer donations, in-store fundraising initiatives, and the generosity of individual franchise owners who support our work out of genuine care for their communities.

While McDonald's played a pivotal role in our founding and continues to stand with us, RMHC is an independent nonprofit organization sustained by a broad network of corporate partners, donors, and volunteers. We are honored to recognize and celebrate the many businesses that join us in supporting families with seriously ill or injured children. Each partner brings unique strengths and resources, helping us provide comfort, care, and community where and when it matters most.



Corporate Sponsors

Alpha Delta Pi

Amerant Bank

Badia

Camcon

Centennial Bank

Chevron

Coldwell Banker Realty Cares

Dell

Dillard's

Elite Lending

Holland & Knight

Jackson Health Foundation

Loud And Live Marketing, Inc.

Maestro Cares Foundation

Martin Brower

McDonald's

Nicklaus Children's Hospital

Nicolas Group

Northern Trust

Ryder Charitable Foundation

Saputo Inc.

Sunshine Gasoline Distributors

The Batchelor Foundation

The Brady Hunter Foundation

University of Miami

Walgreens

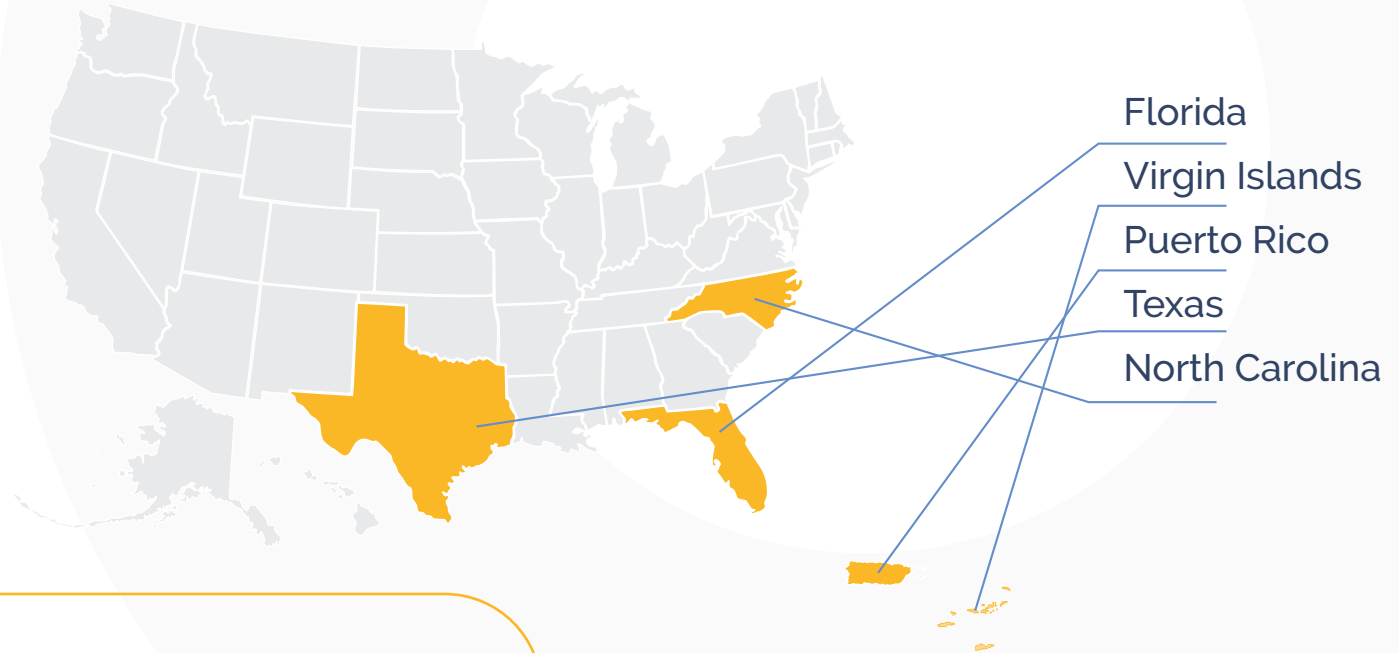
We The Best Foundation

Younger & Associates

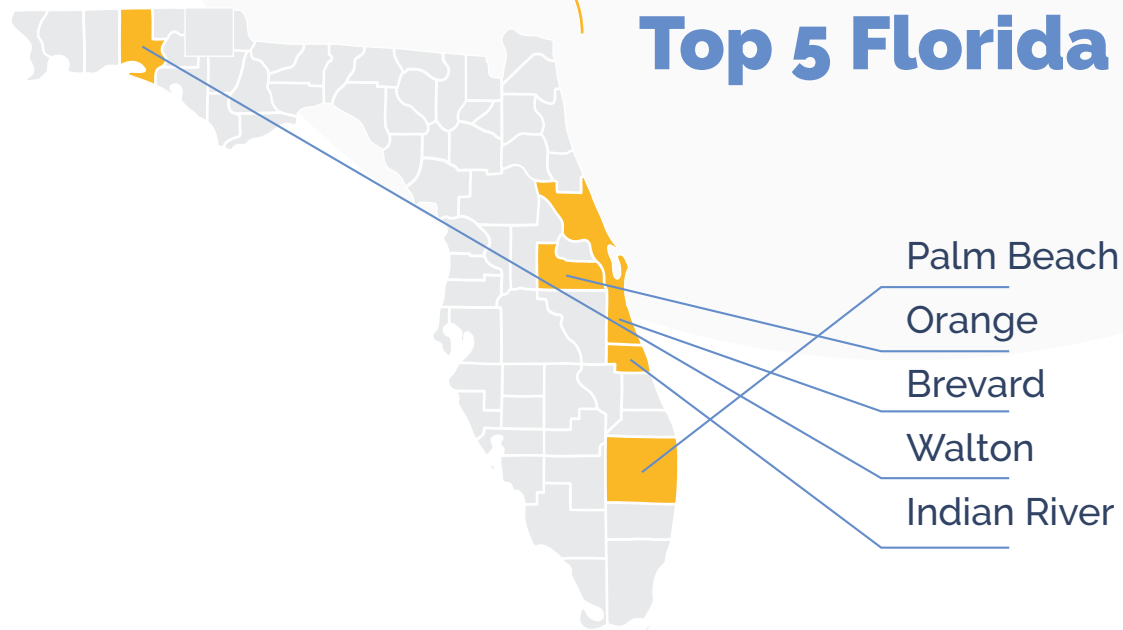
2025 COMMUNITY IMPACT

We provide comfort and care to families from all over the world

Top 5 U.S. States & Territories



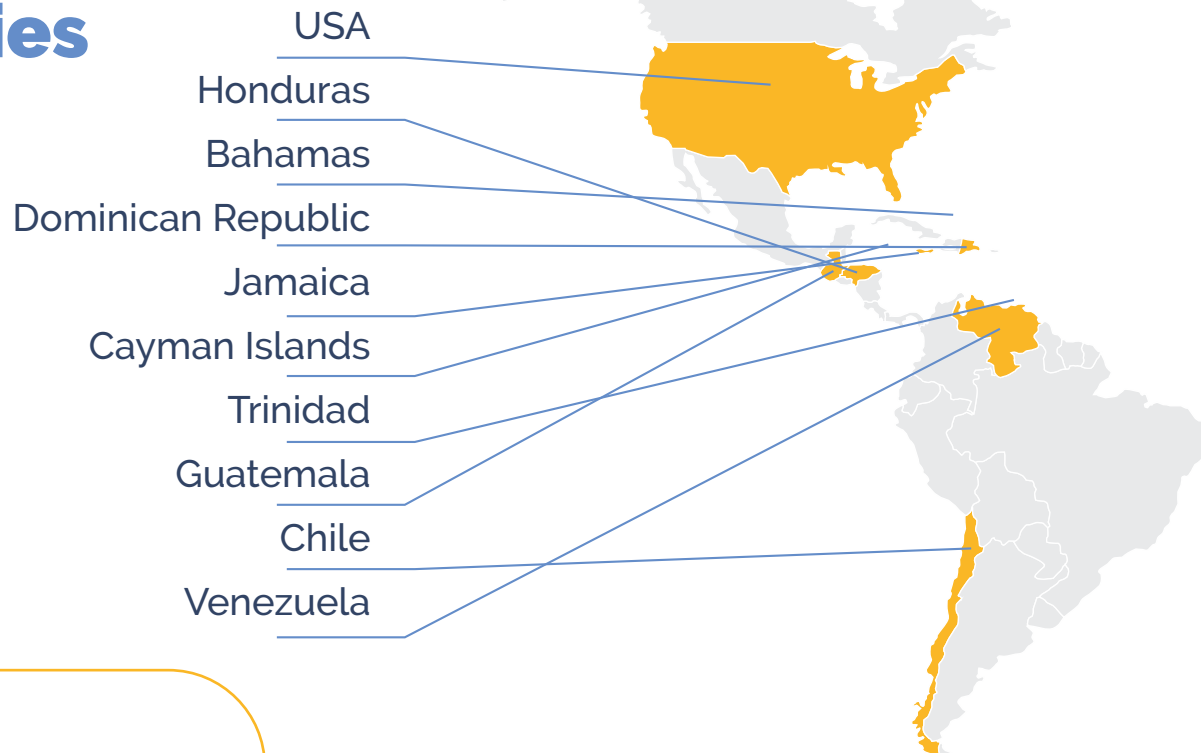
Top 5 Florida Counties



2025 COMMUNITY IMPACT

We provide comfort and care to families from all over the world

Top 10 Countries



Ethnicities

Caribbean: 30.4%
Hispanic: 25.9%
African - American: 21.4%
Caucasian: 9.8%
Latino: 8 %
Multi-Racial: 2.2 %
Pacific Islander: 0.4%
Indian: 1.8 %



Ages

0-2 year old: 37%
3-5 year old: 15%
6-8 year old: 11%
9-11 year old: 16%
12-14 year old: 7%
15-17 year old: 8%
18-21 year old: 6%



Gender

Boys 48.4 %
Girls 51.6 %



2025 COMMUNITY IMPACT

Families Served, Care Delivered



Total number of
Families Served
In 2025

300



Total Nights

9,487



Average Length
of Stay

32
nights



Meals Provided
For Families

391



Number of
Families
turned away

90

Top Hospital Partners



Holtz Children's Hospital



Nicklaus Children's Hospital



University of Miami Health System



Bascom Palmer Eye Institute



TOP 5
DIAGNOSIS

- Cancer
- Premature Birth
- Transplant
- Ophthalmology
- Audiology

Hope Has a New Home

The "Hope Has a New Home" campaign represents a transformational investment in the future of families served by Ronald McDonald House Charities of South Florida. With more than 85% of the campaign goal already raised, the community has responded with extraordinary generosity and belief in our mission. This new House will replace a 42-year-old facility that can no longer meet the growing demand, allowing us to significantly expand our capacity and ensure that no family seeking comfort and care is turned away.

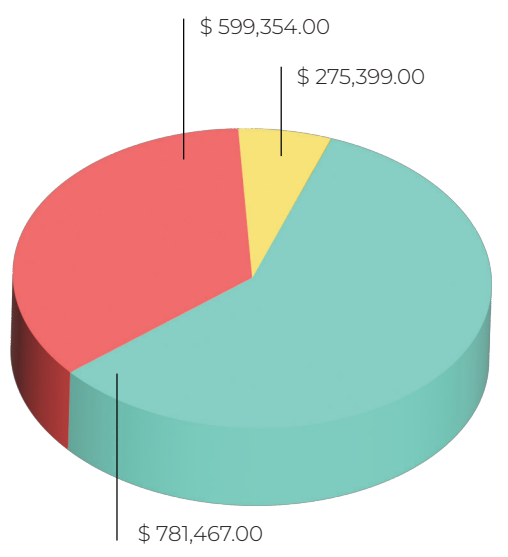
In September 2025, we proudly broke ground and began construction on this long-awaited project. The new, state-of-the-art House will provide expanded private guest rooms, welcoming communal spaces, and enhanced non-clinical services designed to support families during some of the most challenging moments of their lives. "Hope Has a New Home" is more than a building campaign—it is a promise to keep families close when it matters most.



Financials

■ Program services	\$	781,467.00
■ Management and general	\$	599,354.00
■ Fundraising	\$	275,399.00

Total expenses
\$1.7 Million



Total
Public Support & Revenues
\$1.9 million



9th Annual Clays for a Cause Tournament

Our 9th Annual Clays for a Cause Tournament, held January 30–31, 2025, at OK Corral Gun Club in Okeechobee, FL, in partnership with Kids & Clays, was a tremendous success benefiting Ronald McDonald House Charities of South Florida. This milestone event brought together dedicated supporters for two fun-filled days of sporting clays, camaraderie, and meaningful impact, all in support of families with hospitalized children. Thanks to our incredible donors, sponsors, and participants, we raised an outstanding \$400,000 to help provide comfort, care, and the critical resources families need during challenging times. We are deeply grateful to everyone who made this event possible—your generosity continues to make a lasting difference, keeping families close when they need it most.



32nd Annual Twelve Good Men Luncheon

The 32nd Annual Twelve Good Men Luncheon, held on Friday, May 2, 2025, was a resounding success and a celebration to remember. This sold-out event welcomed 450 guests and raised an extraordinary \$210,000 in support of RMHC of South Florida and the families who need us most. The luncheon honored twelve outstanding men whose service, leadership, and dedication embody the very best of our community, and we extend our heartfelt congratulations for their inspiring contributions. Filled with energy, memorable moments, and even a few great dance moves, the event also gave attendees an exciting glimpse into the future of RMHC, including the upcoming groundbreaking of a new Ronald McDonald House this September—a major milestone that will allow us to serve even more families with critically ill children by providing comfort, care, and a true home away from home.

Thank you to everyone who joined us and helped make this event so impactful.

2nd Annual Paddles for a Purpose

The 2nd Annual Paddles for a Purpose, benefiting RMHC of South Florida, was an incredible success! The event brought together more than 150 players, 200 spectators, and 50 dedicated volunteers, all united by energy, generosity, and community spirit.

Together, we raised over \$30,000 to help keep families close during life's most challenging moments.

Thank you to everyone who played, cheered, and supported this meaningful cause—together, we're serving up hope and joy, one pickleball at a time!



Home for the Holidays 2025

On Friday, December 12, RMHC of South Florida hosted its cherished Home for the Holidays celebration, bringing warmth, joy, and a strong sense of community to the families we serve.

Thanks to the generosity of our sponsors, families enjoyed festive meals, thoughtful gifts, and engaging holiday activities that lifted spirits and created lasting memories during a challenging time. This special event was a heartfelt reminder of the power of togetherness—especially when home feels far away.



Red Shoe Society is a dynamic community of passionate, philanthropic women committed to making a difference in the lives of families with critically ill children. Through mentorship, volunteerism, fundraising, and networking, our members create lasting impact while building meaningful connections.



The first annual Wine & Fries, presented by The Red Shoe Society and Wine41, was a night to remember raising \$60,000 in support of Ronald McDonald House Charities of South Florida. Pairing fine wines with McDonald's world-famous fries in support of Ronald McDonald House Charities of South Florida.

Hosted by The Red Shoe Society, the event blended elegance, flavor, and heart. Guests enjoyed curated wine tastings, hot fries, music, and meaningful connection. All to benefit the mission of RMHC South Florida



Volunteer Impact

Volunteers are the heart of the mission at Ronald McDonald House Charities® of South Florida (RMHC), providing the time, compassion, and dedication that help families feel supported during some of the most challenging moments of their lives. Through preparing meals, welcoming families, organizing activities, and assisting with daily operations, volunteers create a warm and caring environment that allows parents to stay close to their hospitalized children. Their generosity not only strengthens the sense of community within each House but also expands RMHC's ability to serve more families with comfort, care, and hope. The collective impact of these volunteers ensures that families can focus on what matters most—the health and healing of their child.



Total Volunteer Hours

13,938



Volunteers

5,476



Total Value of Meals

\$233,646.76



Hospitality a La Carte Program Served

1,170 individuals

Board of Directors

Executive Committee

Alex Rodriguez

President (McDonald's Owner Operator)

Ricky Wade

Vice President (McDonald's Owner Operator)

Pete Menendez

Treasurer (McDonald's Owner Operator)

Rosangela DeMello

Secretary (McDonald's Corporation)

Eduardo Alvarez

Trustee
(Senior Operations Manager
Sunshine Gasoline Distributors)

Trustees

Alexander Adams

President of Miami-Dade County
Wealth Management
Northern Trust Bank

Brad Ashlin

McDonald's Owner Operator

Mike Castillo

Managing Director
H&L Partners

Angel Nicolas

Founder and Principal Agent
The Nicolas Group

J.C. de Ona

President
Division President – Southeast Florida
Centennial Bank

Leslie Pantin

President
The Pantin Partnership

Roselina Rodriguez

McDonald's Owner Operator

Brent Upchurch

McDonald's Owner Operator

John VanBrakel

Regional Sales Director
Fortinet

Joanne Ruggiero

Senior Vice President and Chief
Executive Officer
Holtz Children's Hospital & The Women's
Hospital at Jackson Memorial

Dennis Rodriguez

Principal
Prestige Companies

Alejandro Arias

Partner
Holland & Knight, LLP

Glenn Flores, MD, FAAP

Chair of Pediatrics
University of Miami

Mark F. Raymond, Esq.

Managing Partner
Nelson Mullins

Taylor B. Collins

Managing Partner
Two Roads Development LLC

Carlos X. Ramos

SVP, Corporate Banking Regional
Manager
Amerant Bank

Our Team

Organizational Leader

Soraya Rivera-Moya

Executive Director

Administration

Gisell Romero

Executive Administrative Assistant

Development Team

Nicole B. Munoz

Development Manager

Hanna Kleinhans

Events Manager

House Operations Team

Dawn Compres

House Manager

Elizabeth Peña

Assistant House Manager

Cesia Peña

Front Desk Coordinator

Weekend Managers

Luis Gonzalez-Roque

Weekend Manager

Edwin Ramos

Weekend Manager

Karen Bovian

Weekend Manager

Maria Reynaldo

Weekend Manager



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