

RONALD MCDONALD HOUSE

Case Study: Ronald McDonald House of Dayton – Advocating for a New House Construction

Ronald McDonald House of Dayton (RMHC Dayton) is a 501(c)(3) nonprofit organization dedicated to serving families facing complex and life-changing medical diagnoses and injuries. Their mission revolves around providing families with essential support, including access to medical care, the comforts of home, and the presence of their loved ones throughout their healthcare journey. RMHC Dayton is strategically located across the street from Dayton Children's Hospital and Shriners Children's Ohio, ensuring proximity to critical medical care facilities.

RMHC Dayton offers a range of vital services to families. Families are provided with home-cooked meals, creating a sense of normalcy during challenging times. On-site laundry facilities alleviate the practical burdens families face. The existing house at RMHC Dayton offers 14 private guest rooms at no cost to families, allowing them to stay close to their loved ones during medical treatments. RMHC Dayton's services are vital to families receiving care at various medical facilities, including Dayton Children's Hospital, Miami Valley Hospital, Kettering Health, Shriners Children's Ohio, UC Health's Proton Therapy Center, 4 Paws for Ability, and Brigid's Path. The organization has witnessed a significant increase in demand for its services over the years. Rapid expansion of pediatric subspecialties at Dayton Children's Hospital and the addition of Shriners Children's Ohio have further amplified the need for accommodations.

However, RMHC Dayton faced challenges such as high demand – 75% of families requesting accommodation were turned away due to limited capacity. Existing rooms were also not conducive to housing children with significant medical needs and their families. A shift towards outpatient services has made it necessary for RMHC Dayton to host not only families but also children receiving treatment. Patients, including those with burn, cranio-facial, and cancer conditions, require specialized medical and storage capabilities that current rooms do not provide.

LMK Advocacy recognized the critical need for RMHC Dayton to construct a new house that could accommodate the increasing demand and evolving medical requirements. Their advocacy efforts were instrumental in securing \$750,000 in funding to support RMHC Dayton's \$30 million new house construction project.

As part of the holistic process to secure state capital budget funding, LMK Advocacy ensured that the RMHC project received a top-ranking position on the community's Priority Development and Advocacy Committee's list. This ranking bolstered the case presented to state legislators for funding. LMK Advocacy also engaged local elected officials and community partners to rally support for the project, securing letters of support from local elected officials and community and business leaders in support of their request.

LMK Advocacy launched a full lobbying effort aimed at Ohio House and Ohio Senate members to garner their support for the critical funding request. The successful advocacy led by LMK Advocacy has had a profound impact by securing \$750,000. The funding secured is a significant step towards the construction of a new Ronald McDonald House in Dayton, equipped to meet the growing demand and specialized needs of patients and families.

With the new house, RMHC Dayton will be better equipped to provide essential services and support to families during their healthcare journey. As Dayton continues to evolve into a destination hospital region, having an appropriately sized and equipped House is essential for meeting the needs of families and contributing to the region's healthcare transformation.

The successful advocacy led by LMK Advocacy on behalf of Ronald McDonald House of Dayton demonstrates the immense impact of holistic, strategic advocacy efforts in securing funding for critical projects. This funding will help enable RMHC Dayton to construct a new house that addresses the evolving needs of patients and families, ensuring they can stay close to their loved ones during medical treatments. LMK Advocacy's dedication and effective lobbying efforts have made a lasting difference in the Dayton community by supporting an essential organization like RMHC Dayton.