



Ronald McDonald  
House Charities®  
Arkansas & North Louisiana

# WELCOME TO THE RMHC AR & NLA BOARD OF DIRECTORS

*2025*

# TABLE OF CONTENTS

RMHC At A Glance .....	<b>pg 3</b>
McDonald's Impact .....	<b>pg 5</b>
About RMHC AR & NLA .....	<b>pg 6</b>
Board Member Roles .....	<b>pg 10</b>
Important Document Links .....	<b>pg 11</b>
Helpful Links .....	<b>pg 13</b>
Board of Directors .....	<b>pg 14</b>
Staff .....	<b>pg 18</b>
Important Dates & Social Media .....	<b>pg 19</b>

## Programs Operated

- Ronald McDonald House
- Ronald McDonald Family Room
- Ronald McDonald Care Mobile
- Ronald McDonald Local Plans

# RMHC AT A GLANCE

## Total Programs Worldwide (as of December 2024)

- Ronald McDonald House – 390 in 49 countries and regions (184 in USA)
- Ronald McDonald Family Room – 277 in 28 countries and regions (147 in USA)
- Ronald McDonald Care Mobile – 40 in 10 countries and regions (31 in USA)

## MISSION

**The mission of RMHC is to provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.**

## VALUES

**We lead with compassion. We are deeply respectful. We act with integrity. We are firmly committed**

## VISION

**A world where every family has what they need to ensure the best health outcomes for their children.**

## PURPOSE

**Caring for families and children who are ill or injured.**

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RMHC programs support families by providing stability and the vital resources they need to focus on what's most important – their child. These programs afford families opportunities to interact more meaningfully with their child's care team. All programs and services are provided free to families thanks to generous donors.

# RMHC AT A GLANCE



390 RMH  
277 RMFR  
40 RMCM



**700+** programs in 62 countries and regions



**90% of top children's hospitals** worldwide have at least one RMHC core program providing care for families



**2.2 Million** overnight stays for families



**\$100 per night** on average to keep a family together at a Ronald McDonald House



**152,000+** Volunteers



**\$611 Million saved** on out-of-pocket lodging and meal expenses due to the presence of an RMHC program



**80 cents per dollar go to programs**

Every penny donated to RMHC AR & NLA  
stays local to support local programs



# MCDONALD'S IMPACT

**McDonald's has been the RMHC Founding & Forever Mission Partner since the first Ronald McDonald House was built in Philadelphia in 1974. Its support helps benefit Chapters around the world through:**



Monetary contributions and volunteerism from local owner/operators

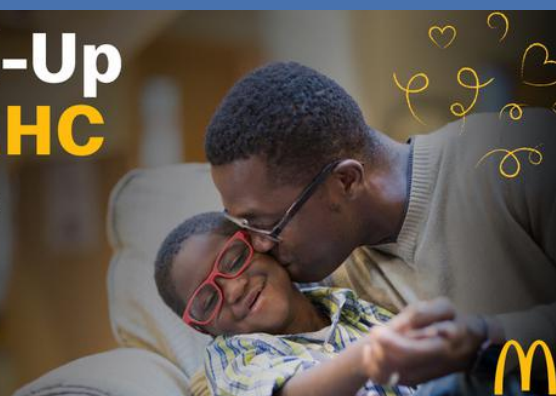
Cause-related marketing promotions like the Shamrock Shakes (thru March 23) and ongoing 1¢ per Happy Meal that is donated by owner/operators

Giving in McDonald's restaurants through donation boxes, Round-Up for RMHC, and fixed donations through the McDonald's Mobile App



## Round-Up for RMHC

Provide more  
family hugs.



# ABOUT RMHC AR & NLA



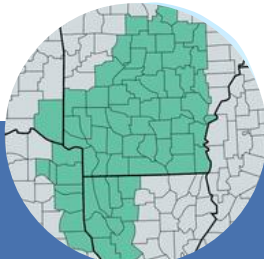
**1981**

An agreement was reached in October 1981 with the Central Arkansas McDonald's Cooperative, and the House thereafter became known as Ronald McDonald House Charities of Arkansas®. This was the 30th House in the RMHC system.



**2009**

Ronald McDonald Care Mobile® launched. This 40-foot, state-of-the-art, fully equipped mobile pediatric dental clinic, operated in partnership with Arkansas Children's Hospital, travels to elementary schools in six central Arkansas counties and spends summers at the ACH Southwest Clinic.



**2017**

Ronald McDonald House Charities Global increased our program territory, adding nine counties in southwest Arkansas, one county in southeast Oklahoma, eight counties in northeast Texas, and nine parishes in northwest Louisiana.

**1**



**1979-1981**

Ray Hoxeng, an Arkansas Children's Hospital representative, and Sam Perroni, a Little Rock attorney, had the idea to form a nonprofit to provide lodging for parents from the hospital. They purchased a home near ACH and began renovations. Opening to the first family July 26, 1980.

**2**



**1985**

An 11,000 sq. ft. addition was constructed within one week. This was made possible by the local Association of General Contractors with the help of many volunteers from all building trades. This expansion increased capacity from housing eight families each night to serving 28 families.

**3**

**4**

**5**



**2012-2016**

Recognizing the age and lack of privacy in the current House, we embarked on a three-year capital campaign to build a new House. In 2016, the 5-story, 32-room House opened, including spacious dining and kitchen facilities, indoor and outdoor play spaces, and a volunteer-staffed hair salon.

**6**



# TIMELINE CONTINUED



**2020**

The Clinton School of Public Service conducted research for the Ronald McDonald Family Room in UAMS, and was again engaged to research our new territory in northwest Louisiana. A great need was identified in Shreveport. This study was presented in 2020, but due to the Covid-19 pandemic, the focus quickly shifted back to Arkansas.

**7**



**2019-2020**

The Board approved the addition of Central Arkansas' first Ronald McDonald Family Room® in UAMS on the NICU floor in 2019. It opened in January 2020 with four overnight rooms and a common area for day use that includes a dining area, kitchenette, living area, shower, and laundry.

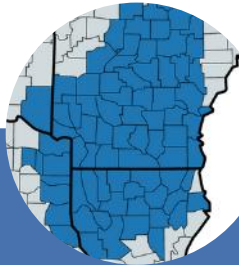
**8**



**2022 - 2025**

After due diligence, the Board voted to launch a capital campaign to build the Ronald McDonald House® Shreveport-Bossier in October 2022. A year later, the property had been donated by Willis Knighton Health, and \$6+m had been raised. Groundbreaking was held April 2024 with \$8+m raised, and opening is set for August 2025 with a goal of \$10+m.

**9**



**2023**

RMHC Global once again increased RMHCA's program territory, adding three counties in southeast Arkansas and 16 parishes in northeast Louisiana. In October 2023, our name changed to **Ronald McDonald House Charities® of Arkansas & North Louisiana.**

**10**



**2024-2025**

The Board approved a \$2.5 million campaign to construct the Ronald McDonald Family Room® in St. Francis Medical Center. It will have three overnight rooms and day-use space. It is set to open in October 2025.

**11**



**2025-2026**

Ronald McDonald House® in Baptist Health is in the works to become the first Ronald McDonald House inside a hospital in Central Arkansas. This 6,000 sq ft. House will include six overnight rooms and day-use space to serve NICU families.

**12**



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## SIX CORE PROGRAMS



32 Suites (New House  
opened 2016 - Original  
House opened 1981)  
Serves all  
Little Rock Hospitals



4 Suites + Day Use  
(opened 2020)  
In UAMS on NICU Floor



\$5 Million in free dental  
care services to kids  
(opened 2009)



20 Suites + Day Use  
Serves all  
Shreveport Hospitals



### Ronald McDonald Family Room in St. Francis Medical Center-Monroe, LA

Located in the hospital, this Family Room will have four overnight rooms and day use space to serve all St. Francis NICU families.

This will be **RMHC AR & NLA's 5th program and open in October 2025**



### Ronald McDonald House in Baptist Health-Little Rock

Located inside the hospital, the House will have six overnight rooms and day use space to serve all Baptist Health NICU families. **This program will be the first House inside a hospital in Central Arkansas and will open in 2026**



**\$52+ Million**

Free services  
provided to families  
since 1981

**44 Years**

Since our first Ronald  
McDonald House  
opened its doors  
in Little Rock



**Over 50,000  
Families**

Have stayed together  
in one of our programs  
so they could fully  
support their  
hospitalized child





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House Charities®  
Arkansas & North Louisiana

## Ronald McDonald House Little Rock

Over 50,000 families served since 1981

OPEN 24/7/365

Actual operating costs for each family suite  
is approximately \$100/night

- Tempur-Pedic® Beds
- Large Tub/Shower Combo Bathrooms
- Living Room with Sleeper Sofa
- Rooms sleep up to four people
- Pack 'n Plays available for infants & toddlers
- Long term stay suites (3) w/kitchenettes

Each floor includes:

- TV Lounge
- Laundry Room
- Supply Closet
- Mother's Room



**Dinner** is provided nightly by Meals from the Heart groups and our kitchen manager.

**Daily essentials**, like personal hygiene products, toothpaste, toothbrushes, shampoo, deodorant, laundry products, etc. are all provided.

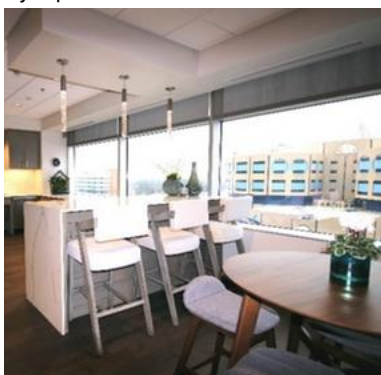
**Well-Being Salon** is staffed by volunteer stylists and haircuts are given at no cost.

**Celebrations** to recognize birthdays, bingo, movie nights, holidays, and more are held regularly to help families relax and provide entertainment to siblings

## Ronald McDonald Family Room in UAMS

A place of respite for caregivers of babies in the NICU











- Four overnight rooms with en suite bathrooms
- Lounge area with TV
- Kitchenette and dining area
- Breakfast cart, snacks and dinner
- Day use laundry and shower facilities
- Play space





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# ROLE OF THE RMHC AR & NLA BOARD

-  Support the organization publicly and be its best ambassador.
-  Understand the mission, vision, and values of RMHC AR & NLA and consistently act to implement and fully support them.
-  Attend a minimum of 80% of all Board meetings as required by RMHC Global.
-  Make a meaningful annual gift, support all capital campaigns, and prioritize RMHC AR & NLA as one of your top three charities.
-  Guide the course and strategic direction, and set its principles. Participate in strategic planning sessions.
-  Serve on at least one committee and support RMHC AR & NLA events.
-  Actively volunteer and help expand the circle of supporters.
-  Ensure policies are in place, up-to-date, and are being followed.
-  Hire and support the CEO.
-  Help recruit new Board members.



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# LINKS

## BOARD OF DIRECTORS DOCUMENTS

*[rmhcar-nla.org/board-of-directors](https://rmhcar-nla.org/board-of-directors)*

- **RMHC AR & NLA BYLAWS**
- **THREE-YEAR STRATEGIC PLAN**
- **RMHC AR & NLA FINANCIAL POLICIES**
- **2023 AUDIT (ALSO POSTED ON OUR PUBLIC SITE)**
- **2023 FORM 990**
- **ANNUAL IMPACT REPORT**
- **RONALD MCDONALD CARE MOBILE ANNUAL REPORT**
- **2025 ORGANIZATIONAL CHART**



**[RMHCAR-NLA.ORG](https://rmhcar-nla.org)**



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## RMHC Chapter Licensing Agreement

Each local RMHC Chapter is granted a license from RMHC Global that allows the organization to utilize RMHC trade and service marks to identify its organization and programs, and to use in communications and fundraising activities.

This agreement also sets forth specific guidelines and standards applicable to RMHC Chapters.







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# HELPFUL LINKS

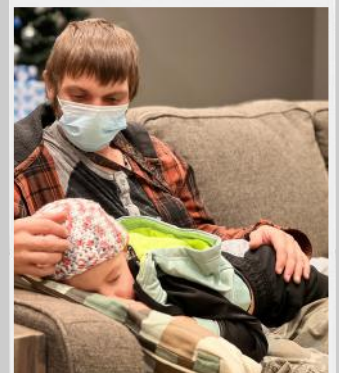
[OUR PROGRAMS](#)

[HOW TO VOLUNTEER](#)

[MEALS FROM THE HEART - SIGN UP TO COOK A MEAL](#)

[RED SHOE CREW](#)

[COLLECT POP TABS/POP TAB PANDEMONIUM](#)







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House Charities®  
Arkansas & North Louisiana

# 2025 LEADERSHIP AND BOARD OF DIRECTORS



Chair: Eric Mangham  
Executive Vice President,  
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Vice Chair: Phyllis Rogers, CPA, CGMA  
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Treasurer: Brent Beaulieu  
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Immediate Past Chair: David Avery  
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Springdale, AR

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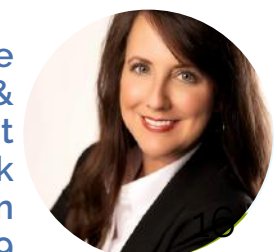
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# EVENTS

## Chocolate Fantasy Ball

March 8 - StateHouse Convention Center

A delightful evening filled with delicious treats. Attendees will enjoy a wonderful dinner, participate in live and silent auctions, dance the night away, and take part in our signature raffle. This gala serves as the largest fundraiser for RMHC AR & NLA.

## Blue Jeans & Bubbles

June 6 - Rusty Tractor Vineyards

Blue Jeans & Bubbles is a laid-back and enjoyable event taking place at Rusty Tractor Vineyards in Little Rock. Now in its fifth year, this gathering will showcase live music and delicious food. Attendees can look forward to signature cocktails, along with our beloved elements: blue jeans, bubbles, a VIP area complete with exclusive swag bags, and countless Instagram-worthy moments.

## Annual Golf Scramble

August 25 - Pleasant Valley Country Club

The Golf Scramble brings together golfers of all skill levels for an unPARalleled day of fresh air, sun and fun. Your foursome will take your best shots while encountering fun games along the course, and don't miss our PAR-TEE Cart stocked with everything from drinks, snacks, bloody marys in the AM, and margaritas in the PM to keep you going

## A Night In Vegas

September 19 - The Hall

Experience the thrill of Las Vegas returning to The Hall for an evening brimming with exceptional entertainment, tasty offerings from local eateries, live music, additional casino games, raffle prizes, and the opportunity to make a meaningful difference in the lives of families with hospitalized children.



Keep up with all our events at [HERE!](#)



Ronald McDonald  
House Charities®  
Arkansas & North Louisiana



@rmhcarnla

# SOCIAL MEDIA

As an RMHC AR & NLA Board member, you are tasked with supporting and governing this organization. You are highly respected in the community and have a passion for helping families in need, making you the ideal person to share this mission with your network. Social media is an easy and powerful way for you to share your personal RMHC AR & NLA story.

Being an advocate means that you let it be known that you are a Board member and care about the cause through personal testimonials, sharing events, and your personal interactions at the House. Personal and heartfelt posts have the most profound impact on others.

**Facebook** – for sharing family stories and your personal interactions with our programs. Like our page, comment, and share our posts with your network. We encourage everyone to create their own posts and tag us by using @ and typing the name of the organization. Include your Board service in your “about” information, Respond to facebook event invites

**X (twitter)** – for sharing short thoughts, updates, and advocacy

Follow and tag @rmhcarnla. If you are active on twitter, tag us in your posts and engage with us! We will engage back.

**Instagram** – for sharing photos, short videos, telling stories, and keeping followers up to date on events and happenings in the moment.

Follow @rmhcarnla. We want to see your event photos! Tag us any time you visit the House or attend something on our behalf. You can share our posts/reels to your stories.

**LinkedIn** – for professional connections and building organization credibility

Follow, Update your profile, and add your involvement with Ronald McDonald House under Volunteer Experience and Causes. Update your status to show activities you are involved with and share our posts, including link to rmhcar-nla.org or the event page. This is where we will focus posts to thank corporate donors and sponsors, so be on the lookout to share any about the company you work for.

**If you have any questions about social media, contact Candice Hickman at [candice@rmhcar-nla.org](mailto:candice@rmhcar-nla.org)**

# MEETING DATES

## 2025 Meetings & Event Calendar - RMHC Arkansas & North Louisiana

1.1.2025

Unless notified otherwise, meetings held in the Windstream Capitol View Room on the 5th Floor of Ronald McDonald House

<b>Board Meeting</b> 2 <sup>nd</sup> Thursday of even months <b>Chair: Eric Mangham</b>	Thursday, February 13	11:30 AM	
	<b>Tuesday, March 18 VIRTUAL</b>	<b>11:30 AM</b>	<b>This meeting is special called</b>
	Thursday, April 10	11:30 AM	RMH Little Rock w/Virtual Component
	<b>Tuesday, June 17</b>	11:30 AM	
	Thursday, August 14	11:30 AM	
	Thursday, October 9	11:30 AM	
	Thursday, December 11	11:30 AM	
<b>Executive</b> Last Friday of odd months <b>Chair: Eric Mangham</b>	Friday, January 31	<b>12:15 PM</b>	RMH Little Rock w/Virtual Component
	Friday, March 28	11:30 AM	
	Friday, May 30	11:30 AM	
	Friday, August 1	11:30 AM	
	Friday, September 26	11:30 AM	
	Tuesday, December 5	11:30 AM	
<b>Finance</b> Last Thursday of odd months <b>Chair: Brent Beaulieu</b>	Thursday, January 30	4:00 PM	RMH Little Rock w/Virtual Component
	Thursday, March 27	4:00 PM	
	Thursday, May 29	4:00 PM	
	Thursday, July 31	4:00 PM	
	Thursday, September 25	4:00 PM	
	Thursday, December 2	<b>11:30 AM</b>	
<b>Development</b> Meets Every Other Month <b>Chair: Paula Styers</b>	TBD		RMH Little Rock
<b>Facilities and Operations</b> Meets Quarterly <b>Chair: Andrew Norman</b>	TBD		RMH Little Rock
<b>Governance</b> Meets Ad Hoc	TBD		RMH Little Rock
<b>Special Events</b> Meets Ad Hoc	TBD		RMH Little Rock

DATE	EVENTS	TIME	LOCATION
TBD	<b>Onboarding for New Board</b>	11:30 AM-1 PM	Ronald McDonald House
Saturday, March 8	<b>Chocolate Fantasy Ball</b>	6:00 PM	Statehouse Convention Center
Saturday, April 5	<b>Shamrock Shuffle</b>	TBD	Two Rivers Park
Wednesday, May 15	<b>Pop Tab Pandemonium</b>	TBD	Pinnacle Mountain State Park
Friday, June 6	<b>Blue Jeans &amp; Bubbles</b>	6-10 PM	Rusty Tractor Vineyard
TBD	<b>Major Donor Stewardship</b>	TBD	Ronald McDonald House
Monday, August 25	<b>Golf Scramble</b>	8AM & 1PM	Pleasant Valley Country Club
Friday, September 19	<b>Night In Vegas</b>	5-9PM	The Hall
Wednesday, October 15	<b>Day of Change (TENTATIVE)</b>	7-9 AM	Participating McDonald's

Ronald McDonald House Charities® of Arkansas & North Louisiana

1501 West 10th Street  
 Little Rock, AR 72202

Main # 501-374-1956

Website [rmhcar-nla.org](http://rmhcar-nla.org)

Social Media Tag @rmhcarnla





Ronald McDonald  
House Charities®  
Arkansas & North Louisiana

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(501) 374-1956  
We are available 24/7

