

CAMPAIGN PRESS RELEASE



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FOR IMMEDIATE RELEASE

RONALD MCDONALD HOUSE CHARITIES OF MADISON LAUNCHES 'ROOM FOR COMFORT'

Extending Support Beyond the House: Hotel Stays and Wraparound Services for Families in Need

MADISON, WI — MARCH 10, 2025 — The Ronald McDonald House Charities® of Madison (RMHC-Madison) is proud to announce the launch of its *Room for Comfort* campaign, a vital initiative to cover the cost of the anticipated 2,000 hotel night stays needed for families in 2025. In addition to a hotel stay, we continue to offer the essential wraparound services that make RMHC-Madison a home away from home — **warm meals, transportation support, and access to emotional and peer support**. Every dollar raised directly supports families, eliminating the financial burden of these expenses. Without your support, RMHC-Madison would face the difficult decision to turn families away during their time of need.

While RMHC-Madison offers a comforting space and support for families, the growing demand for services often exceeds available rooms. In 2024, RMHC-Madison had a record-breaking occupancy rate of over 110% with 1,979 hotel night stays. More families than ever before are counting on RMHC-Madison to provide comfort and support during their child's medical journeys. Thanks to generous hotel partners, RMHC-Madison can provide families with a *Room for Comfort* – whether they stay at the House or a hotel.

"Every family deserves to be close to their child, especially when they are receiving medical treatment. With your help, we can make sure no family is left without a '*Room for Comfort*'" said Stephanie Hayden, RMHC-Madison Chief Executive Officer.

The *Room for Comfort* campaign is already off to a tremendous start thanks to these partners who are igniting this effort to provide support for families in need.

- Exact Sciences – Major Lead Donor
- Raymond Management Company – Lead Donor
- Numbers 4 Nonprofits – Small Business Lead Donor

Community members can support the *Room for Comfort* campaign in multiple ways. Financial donations provide families with essential services and a place to stay, whether covering a single night or an entire week of comfort. Additionally, spreading the word is vital — sharing the campaign within the community and on social media using **#RoomForComfort** helps raise awareness and extend the impact of this initiative.

For more information about *Room for Comfort*, or to make a donation, visit **www.rmhcmadison.org/room-for-comfort**.

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About Ronald McDonald House Charities of Madison (RMHC-Madison):

Since 1993, Ronald McDonald House Charities of Madison has provided a continuum of care for those who live hours or even a plane ride from their child's treatment. By offering housing, meals, and a supportive community, RMHC-Madison is Keeping Families Close during life's most challenging moments.

Through the Ronald McDonald House®, the Ronald McDonald Family Room® at SSM Health-St. Mary's Hospital, and the Ronald McDonald Care Mobile®, families can stay close during life's most challenging moments and receive the care they need.