

Ronald McDonald Care Mobile[®] of North Dakota

Annual Report 2012

Dear Friends of the Care Mobile:

It is with great pleasure that we release our first annual report for the Ronald McDonald Care Mobile. We are humbled by the gratefulness and appreciation shown by the families and communities we served in 2012. We are truly reaching our mission of “improving the lives of children and families.”

No other program in North Dakota brings oral health care directly to underserved children in their own neighborhoods. It is through your generous support that we are able provide access to preventive and restorative oral health care services for these children.



The Ronald McDonald Care Mobile vehicle was donated by Ronald McDonald House Charities, Inc. of Oakbrook, IL. The vehicle arrived in January of 2012 with a ribbon-cutting event including all of the sponsors and supporters, Governor Jack Dalrymple and wife Betsy and Ronald McDonald himself. Service delivery was initiated in February. It has been a successful year reaching hundreds of children and providing thousands of appointments.

We are grateful to the dedicated staff who often spend long hours traveling to and from the communities we serve. In our first year we have learned about vehicle freeze-up, computer

breakdowns and a host of other challenges operating a mobile unit.

In September of 2012, Basin Electric Power Cooperative granted one of our wishes, they donated a used van to help us transport our staff and additional portable equipment to and from the sites.



We completed our first annual Patient Satisfaction Survey and are inspired by what the families are saying:

- ❖ *“I would like to thank you for the awesome work the staff did.”*
- ❖ *“The staff gave me excellent advice and referral to doctors according to my daughter’s special needs. Thank you!”*
- ❖ *“Thank you for the great dental services you provided. We so appreciate the kindness and compassion of your staff.”*

Thank you to our friends and supporters for helping us “deliver hope on wheels”.

Kathy Keiser, Executive Director
Ronald McDonald House Charities-Bismarck

Dental Care Highlights

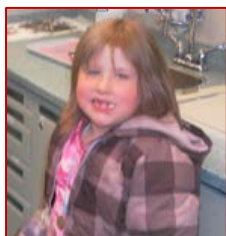
In 2012 the Ronald McDonald Care Mobile served **796** children with **1,822** patient appointments, providing **7,793** dental services for a total value of **\$410,187**.

The Ronald McDonald Care Mobile traveled to 33 sites in ten communities in western North Dakota: Bismarck, Fort Yates, Hazelton, Hebron, Mandan, Minot, Mott, New England, Raleigh and Tappen. Priority for services includes schools with 50 percent or greater of their children enrolled in the free/reduced fee school lunch program, Head Start and Early Head Start Programs, American Indian Reservations and Community Health Centers that do not have dental clinics.

Services Provided in 2012

Diagnostic	Number Provided
Exams	781
X-rays	1,020
Referrals	82
Preventive	
Oral health education	785
Cleanings	780
Fluoride Treatments	780
Sealants	2,311
Restorative/Surgical	
Fillings	1,366
Stainless Steel Crowns	15
Extractions	115
Pulpotomies	19

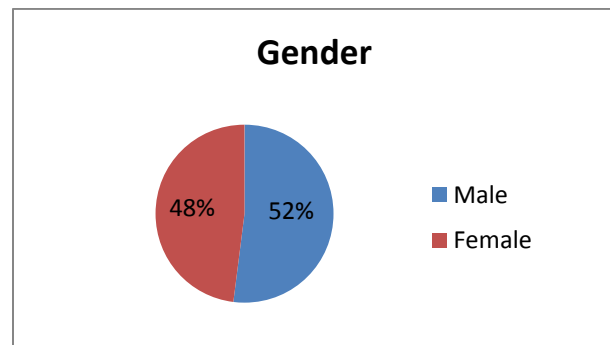
The average number of visits per child is 2.29 and the average number of dental services per child is 10. The average value of dental services provided per child is \$515.31.



Demographics of the Children Served

The Ronald McDonald Care Mobile serves children ages 0 through 21. One-half (50%) of the children seen were eight years of age or younger and slightly more boys than girls received services.

Age	Percentage
0-2	8%
3-5	20%
6-8	22%
9-11	17%
12-14	13%
15-17	10%
18-21	10%

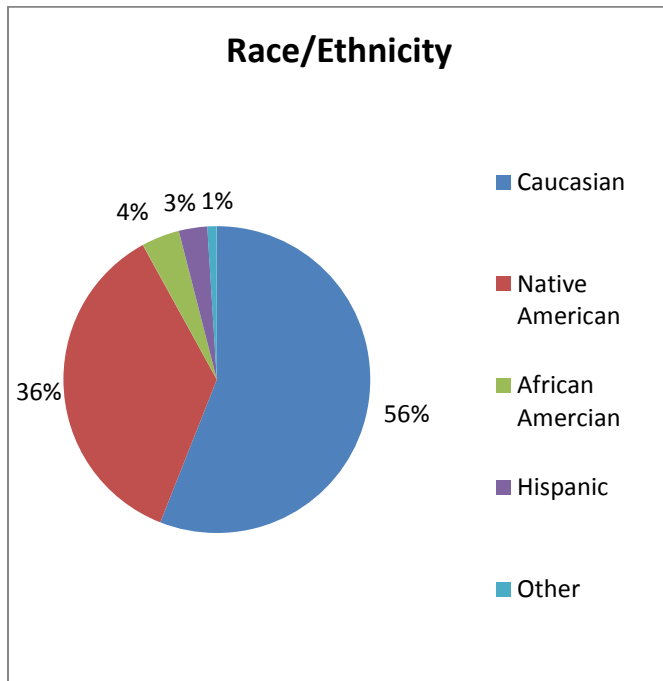


More than one-half (63%) of the children served were in pre-school and elementary school. Most of the sites visited are elementary schools.

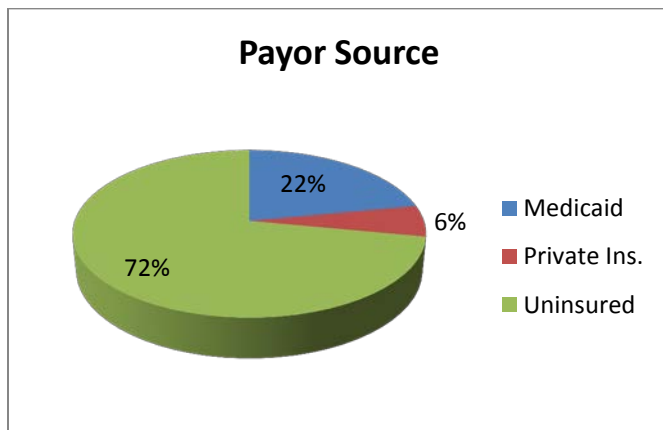
Grade	Percentage
Pre-K	10%
K-6	53%
7-9	11%
10-12	11%
13+	2%
NA*	14%

*Not Available

Over one-half (56%) of the children served were Caucasian and over one-third (36%) were Native American with eight percent other races/ethnicities indicating we are reaching our target populations.



The majority of children (72%) seen on the Ronald McDonald Care Mobile are uninsured. Slightly less than one-fourth (22%) are Medicaid and six percent have private insurance.



The annual Patient Satisfaction Survey indicated the children and parents/guardians are satisfied with and very appreciative of the services provided by the Ronald McDonald Care Mobile Program.

Tooth Fairy Club

“Delivering Hope on Wheels”



Individuals across North Dakota have teamed up to help sustain this wonderful program. Twenty inaugural members energized the campaign in our first year.

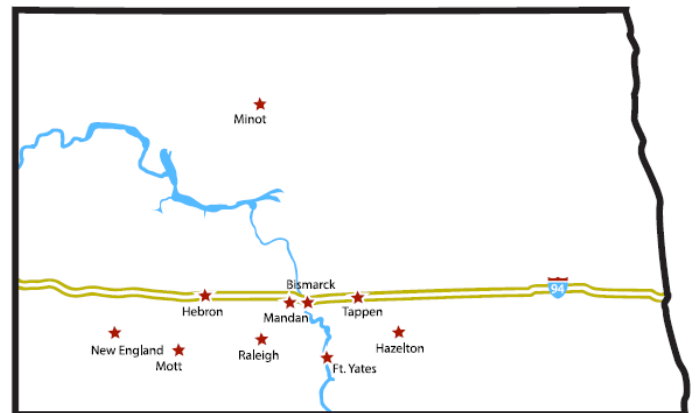
You can become a “Tooth Fairy Club” member by pledging to support the Ronald McDonald Care Mobile by:

- ★ A one-time pledge of \$1,000 (or five years at \$200/year)

Please consider giving a donation to the Tooth Fairy Club to help us provide desperately needed oral health care to underserved children. You can contribute by going to our website and donating online or downloading the membership form at:

<http://rmhcbismarck.com/caremobile/default.asp?ID=344>

North Dakota Communities Served



In 2012, the Ronald McDonald Care Mobile served 33 sites in ten communities including Bismarck, Mandan, Hebron, New England, Mott, Raleigh, Ft. Yates, Hazelton, Tappen and Minot. Sites include schools, churches and community events.



Ronald McDonald Care Mobile Financial Report 2012

<u>Revenue</u>		<u>Expenses</u>	
RMHC-Bismarck (20% of costs)	\$115,514	Salaries, Wages & Fringe	\$103,068
RMHC, Inc. (Oakbrook, IL)	20,176	Contractual	271,573
McDonald's Owner/Operators	20,000	Travel, Food & Lodging	17,503
Service Revenue (Medicaid/Ins)	75,619	Operating	
Federal Grants	99,541	Equipment	0
Foundation Grants	72,200	Supplies	
Donations	41,242	IT/Communications	7,851
Deferred Revenue	<u>100,000</u>	Office Supplies	3,698
Total Revenue	<u>\$544,292</u>	Education Supplies	2,030
		Dental Supplies	19,554
		Fuel	7,845
		Vehicle Maintenance	2,766
		Advertising/Promotion	2,005
		Fundraising	1,568
		Other	
		Professional Development	200
		Miscellaneous	675
		Vehicle License & Registration	20,999
		Vehicle Insurance	17,788
		Vehicle Storage	3,000
		Depreciation/Reserve Fund	<u>95,449</u>
		Total Expenses	<u>\$577,572</u>
		Operating Gain(Loss)	(33,280)
		Operating Gain (Loss)	\$ 66,720
		Excluding depreciation	

Notes:

Deferred revenue includes start-up grants received in 2011 but expended in 2012.
 Contractual fees include consultant fees and clinical service provider fees for staffing and billing.
 Miscellaneous fees include audit and legal fees.
 All needed equipment for start-up was purchased in 2011.



Thank you for supporting the Ronald McDonald Care Mobile

2012 Supporters

The Ronald McDonald Care Mobile is made possible through the generous contributions and support of major partners/sponsors including:

- Ronald McDonald House Charities, Inc., Oakbrook, Ill.
- Ronald McDonald House Charities – Bismarck
- Health Resources and Services Administration
- Tom and Frances Leach Foundation, Inc.
- Touchstone Energy® Cooperatives
 - Basin Electric Power Cooperative, KEM Electric Cooperative, Inc.,
 - Slope Electric Cooperative, Inc., Roughrider Electric Cooperative
- Otto Bremer Foundation
- Western North Dakota McDonald's Owners and Operators
- MDU Resources Foundation
- And many individuals