

Delivering

Hope on Wheels...



Summer/Fall 2005

What an exciting first year we have just completed! The unveiling of our Ronald McDonald Care Mobile™ in early November capped months of planning and hard work. We raised funds to support its operations, hired staff, engaged community partners and defined services to be performed.



In just the six months since its debut we have touched the lives of over 2,250 underserved children throughout Collier County. We have identified over 350 children who either need glasses or a follow-up hearing evaluation, or who are at significant risk of developing diabetes. Most importantly, we identified nearly 700 children requiring follow-up dental care for multiple cavities or other serious dental conditions, confirming our belief that dental disease is rampant among these underserved children. Everything tells us that we have just scratched the surface of a huge backlog of unmet needs.

We recently concluded we need to expand capacity to reach out and to treat each dentally screened child needing follow-up care. Thus, we will begin providing preventive and restorative dental services on the Ronald McDonald Care Mobile.

Our entire Ronald McDonald Care Mobile Program team of caring health professionals, dedicated Collier Health Services, Inc. leaders and staff, supportive volunteers and community partners, and talented Advisory Council members extends its appreciation and thanks to all of you. We especially thank the Naples Children & Education Foundation for its generous contribution of \$300,000 (see our featured insert). None of this could have been accomplished without all our generous donors and strong support from the entire community.

Best wishes,

Tom

Tom Schneider, Chairman
Ronald McDonald Care Mobile™ Advisory Council

What a Difference 4,000,000 Pennies Can Make!

Just think what a difference four million pennies will make for the Ronald McDonald Care Mobile™ Program. This money enables the Program to expand its services by adding its first outreach specialist. This individual will not only work both to educate the parents of the children screened on the Ronald McDonald Care Mobile on the importance of medical and dental care, but also to help parents get their children to a medical or dental center by assessing the need for such things as transportation, translation services and child care support. Thanks to the incredible work of Mike Adams and Tom O'Reilly (owners of the McDonald's restaurants in Collier County) the **Pennies from the Heart Campaign** resulted in thousands of children and adults donating their pennies.

On March 5, 2005 the donations, which amounted to \$20,000, were counted by Fifth Third Bank employees. The Murray Family Foundation generously matched penny for penny to reach a grand total of \$40,000. 100 percent of the money donated will help support the Ronald McDonald Care Mobile Program. Mike Adams and Tom O'Reilly created the fundraising penny drive to "help the children."

"The **Pennies from the Heart Campaign** was extremely successful," said Tom Schneider, chairman. Tom continued, "This money allows the Ronald McDonald Care Mobile Program to grow and expand, to make an added effort to bring the parent or guardian and the child directly to needed care and to be more responsive and caring for its audience of 12,000 children in need."

For more information, visit our Web site at www.collier.org



The Advisory Council

Mike Adams
Richard Akin
W.F. (Bill) Blood
Mary Boyce-Johnson
Norm Crowder
Mary Ann Durso
Steve Fain
Michele King
Bill Laimbeer
Maureen Lerner
Estela Lozano
Joann Maguire
Bob Meisenheimer
Ken Murray
Jo O'Reilly
Tom O'Reilly
Mollie Ottina
Karen Moran
Tom Payne
Tom Schneider
Mike Schroeder
Myra Shapiro
Ned Stedem Jr.
Stephen Teaford
Sally Van Buskirk
Gail Vergara
Stephanie Vick
Elaine Wade
Emily Watt
Ken Williams
Linda Zellen

A Success Story

Through the hard work and efforts of everyone involved with the Ronald McDonald Care Mobile™ Program, children in Collier County are healthier. The Ronald McDonald Care Mobile Program conducts medical, dental and vision screenings.

Recently seven year-old twin sisters, Alicia and Marie Carmen Resendiz were granted the gift of improved vision thanks to everyone involved with the Ronald McDonald Care Mobile Program, especially Van Buskirk Opticians, a Community Partner. The adorable sisters initially had their vision screened when the Ronald McDonald Care Mobile visited the Farm Workers Village in Immokalee. The staff quickly determined that Alicia and Marie Carmen had challenges with their eyesight and would need a more thorough vision examination by Optometrist, Dr. Jason Eugenides of Van Buskirk Opticians to determine how they could best be helped.

Dr. Eugenides decided that both girls needed corrective glasses, which were generously underwritten by Van Buskirk Opticians and Jacob F. Schmidlapp Trust/Fifth Third Bank, Trustee. On March 15, the girls were fitted with their new glasses and their reactions were priceless. "They just lit-up with joy," said Ronald McDonald Care Mobile Coordinator, Jules Mijares. Mijares continued, "They were so appreciative." Marie Carmen told the staff that "the eyeglasses are the first new thing we've ever had."

The Resendiz twins, are from a migrant farm family, as are many of the children screened by the Ronald McDonald Care Mobile Program. If the twins did not have their vision screened by the Program, the situation may have gone undiagnosed for many years.



Left to right: Marie Carmen Resendiz, Todd Van Buskirk and Alicia Resendiz

**Laurel Schumm,
Ronald McDonald House Charities® Global,
Visits Collier County**



Left to right: Mollie Ottina, Laurel Schumm, Tom Schneider and Pat Schneider

On March 4, 2005, Mollie and John Ottina and Pat and Tom Schneider hosted a reception for Laurel Schumm of Ronald McDonald House Charities® Global in honor of the **Pennies from the Heart Campaign**. The reception not only honored Laurel, but also highlighted the work underway in the Ronald McDonald Care Mobile™ Program. Laurel's visit with the Advisory Council was scheduled to coincide with the **Pennies from the Heart Campaign** and she participated in the pennies "counting" on March 5th at the Park Shore McDonald's restaurant.

Laurel spoke to the Advisory Council and thanked everyone for their hard work and continued dedication. Laurel stated "Ronald McDonald House Charities Global commends Collier Health Services, Inc., the Ronald McDonald Care Mobile Program Advisory Council and Ronald McDonald House Charities of Southwest Florida for their ongoing commitment to the Ronald McDonald Care Mobile Program...your program continues to be a national (and international!) model for a successful mobile healthcare initiative that is truly a collaborative effort between a health care organization, community supporters, the school system, McDonald's owner/operators and Ronald McDonald House Charities. In other words... other markets should be following your lead!"

In the Spotlight



Left to right: Ken Murray, Ronald McDonald and Sue Murray

The Murray Family Foundation

Sue and Ken Murray, along with their daughters Margot Olness and Megan Hayes created the Murray Family Foundation in late 2003. The foundation primarily focuses on children's health issues and education. Their generous support over the years has helped numerous organizations throughout the midwest and here in Collier County. Most recently, their \$20,000 match to the **Pennies from the Heart Campaign** doubled the amount and brought the grand total to \$40,000.

McDonald's Restaurants of Collier County

Mike Adams and Tom O'Reilly, owners of McDonald's restaurants throughout Collier County, have contributed to several local children's charities. Their philanthropic efforts have raised money for Ronald McDonald House Charities®, numerous Collier County Schools and many youth organizations. Since its inception, Mike Adams and Tom O'Reilly have been strong supporters of the Ronald McDonald Care Mobile™ Program and their commitment is crucial to its success.

The mission of the Ronald McDonald Care Mobile™ Program is to deliver "Hope on Wheels" and improve the health status of underserved children by providing quality health care services.

We Need Your Help!

The obvious need for access to medical and dental health care -- particularly for children -- is increasing. There are an estimated 12,000 uninsured children in Collier County. While the situation continues to grow, there are few additional resources to deal with the problem. Collier Health Services Inc. (CHSI) is the largest provider of medical services to children in Collier County. With the opening of the Neighborhood Health Clinic and Horizons Primary Care Clinic in Golden Gate, adults now have additional health care resources, but gaps in services remain for underserved children. CHSI and the Public Health Department are the only dental offices in the county that routinely accept Medicaid patients. The Ronald McDonald Care Mobile™ Program is beginning to fill this gap in health care to our most vulnerable residents -- our children.

Thousands of children in Collier County are going without appropriate medical and dental care, and often only see a doctor in the emergency room. The incidence of serious health problems such as diabetes, asthma and dental disease is high among these children and these problems often go untreated for far too long. The Ronald McDonald Care Mobile Program will increase the number of patients served and improve the overall health of children in Collier County. Your support is greatly needed for the Ronald McDonald Care Mobile Program - a 501(c)(3) initiative. For additional information call Ms. Jules Mijares at (239) 658-3037 or return the enclosed envelope with your contribution. Thank you!

Platinum Sponsor

Naples Children & Education Foundation

Major Donors

- American Dental Association
- Barron Collier Jr. Foundation
- Blood Family Foundation
- Blue Foundation for a Healthy Florida
- Collier County Rural Health Network
- Community Foundation of Collier County
- Friends of Greater Naples Leadership
- Gulf Bay® Group of Companies
- Island Country Club
- The League Club
- Linda Jane Parson/Hu-Friedy Mfg. Co.
- McDonald's Restaurants of Collier County (Adams & O'Reilly, Inc.)
- Murray Family Foundation
- Ronald McDonald House Charities® of S.W. FL
- Jacob F. Schmidlapp Trust/Fifth Third Bank, Trustee
- Six L's Packing Company, Inc.
- Trinity-by-the-Cove Episcopal Church
- United Way of Collier County



P.O. Box 877

Immokalee, FL 34143