

SECU FAMILY HOUSE AT UNC HOSPITALS

IMPACT REPORT JULY 1, 2019 - JUNE 30, 2020



Kathy's daughter Gemma sustained severe injuries in a car accident. Kathy shares deep gratitude that Family House is here for them, thanks to the support of donors who help bridge the gap between what a guest pays and the actual cost of operating a room, which keeps guest room rates affordable.

"THIS PLACE HAS BEEN A BLESSING, A LIFESAVER. I'VE MADE LIFELONG FRIENDS IN A SHORT PERIOD OF TIME."

Kathy M., Lumberton, NC



To make a gift online, visit www.secufamilyhouse.org/donate

My donation to the annual operating fund is \$ _____

In addition, my company _____ will match my gift.

☐ **One-time Gift** ☐ **Recurring Donation** ☐ Monthly ☐ Quarterly

Method of Payment ☐ Cash ☐ Check ☐ Credit Card ☐ Bank Draft ☐ Other

CREDIT CARD NUMBER CODE EXP. DATE

SIGNATURE DATE

In ☐ honor of ☐ memory of _____

ACKNOWLEDGEMENT TO ADDRESS

Donations to the Annual Fund help Family House shine hope through the darkness for families facing difficult medical treatment or recovery.

- \$95 helps a guest stay for one night
- \$190 helps a guest stay for two nights

Join our Foundation Family by committing to a monthly gift:

- \$25/month = \$300/year = 3 nights
- \$40/month = \$480/year = 5 nights
- \$55/month = \$660/year = 7 nights
- \$80/month = \$960/year = 10 nights

secufamilyhouse.org/FoundationFamily



123 Old Mason Farm Road
Chapel Hill, NC 27517
www.secufamilyhouse.org
919.932.8000

let's connect!

- facebook.com/FamilyHouseChapelHill
- instagram.com/secufamilyhouse
- twitter.com/SECUFamilyHouse
- linkedin.com/company/secu-family-house-at-unc-hospitals

Non Profit Org.
U.S. Postage
PAID
Permit No. 14
Chapel Hill, NC

20/20 vision

SECU FAMILY HOUSE AT UNC HOSPITALS IMPACT REPORT



MISSION

SECU Family House is a safe, nurturing, affordable home for patients and their loved ones who travel great distances to UNC Hospitals for life-saving procedures and serious illnesses. We provide guests lodging, meals, supportive programs, transportation and a caring support network. We serve families from all 100 North Carolina counties and beyond, helping them rest, heal, and gather strength when they need it most.

“‘20/20 VISION’ DOESN’T MEAN PERFECT. IT MEANS HAVING MEASURED CLARITY GIVEN A CERTAIN DISTANCE—A FITTING DESCRIPTION OF WHAT WE’VE ACCOMPLISHED TOGETHER IN FY2019-2020.”

Janice McAdams, Executive Director



BOARD OF DIRECTORS
FY 2019-20

thank you!

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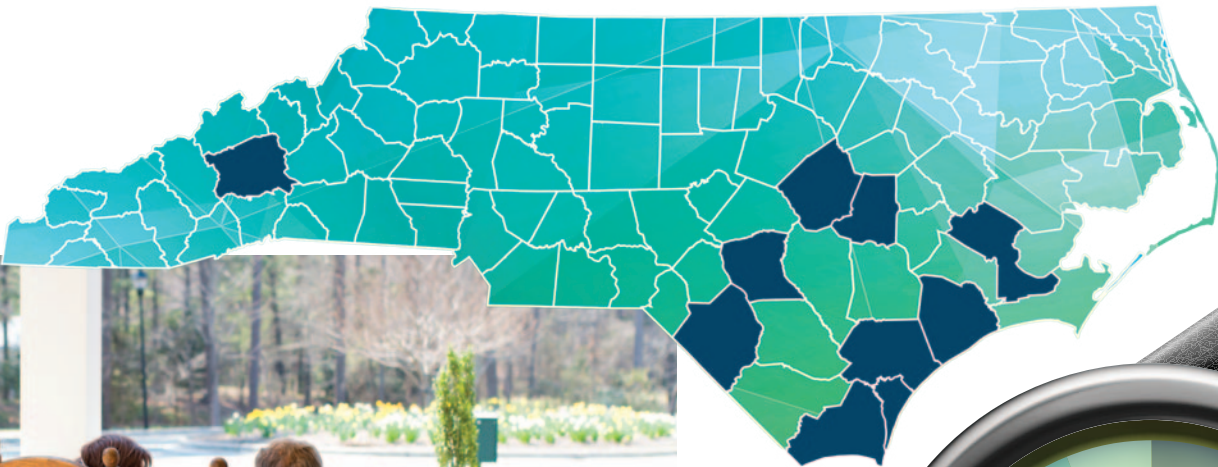
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Ali Fromme, CPA

Tom Haber
Willy Hoos, PhD
Allyson Pierce Lawless, JD
Maureen O'Connor, JD
Bryony Winn, MA



OUR IMPACT

90% of Family House guests in our last fiscal year hailed from North Carolina. Your support makes a tremendous impact on the lives in our communities.



TOP TEN COUNTIES

Families served from July 1, 2019 – June 30, 2020*

Cumberland	122
New Hanover	109
Brunswick	91
Onslow	87
Pender	69
Craven	63
Wayne	61
Robeson	59
Johnston	56
Buncombe	44



DELIVERING OUR SERVICES**

67%
PROGRAMS & SERVICES
focused on our guests

- 1,779 guests served
- 86 North Carolina counties served
- 93% average occupancy rate (during open months)



20%
FUNDRAISING
looking ahead

- Efficiently grew our revenue model to secure our future
- Established Foundation Family and Legacy Family programs
- Strengthened community partnerships

13%
MANAGEMENT & GENERAL
strategic clarity

- Maintained operational excellence during global pandemic
- Worked hand-in-hand with UNC Health
- Navigated construction and renovation while serving families
- Managed Volunteer Program to optimize operations

OUR MISSION AT WORK

July 1, 2019 – June 30, 2020*

Despite economic and public health uncertainty, Family House moves forward as a focused community of donors, board members, volunteers, staff, guests, and partners to realize and even expand our founders' vision. We look forward to serving nearly twice as many guests when the new building opens later in 2020.

* Family House was closed April 1-May 31, 2020 to prevent COVID-19 contagion and operated at one-quarter capacity in June 2020; these figures reflect decreased operations.
** Income differential is allocated to reserves. Capital campaign data, such as \$519,000 in grant awards, is not included in operating data. Unaudited financial data; Form 990 will be available after the official audit is complete.

PHOTOGRAPHY BRIAN STRICKLAND, DESIGN LEESA BRINKLEY, JULY 2020

IN COORDINATION WITH UNC HEALTH, OUR EFFECTIVE RESPONSE TO COVID-19 AND TEMPORARY CLOSURE ALLOWED US TO SUCCESSFULLY REOPEN AND SERVE FAMILIES IN A LIMITED CAPACITY, EVEN DURING A BUILDING RENOVATION AND CONSTRUCTION.

Jan Ross, Director of House Operations (pictured right with Georgie Clemens, Volunteer Services Manager)



FUNDING OUR MISSION**

- 21% – Guest Room Income
 - \$34 average guest payment per night
- 36% – Annual Giving
 - 1,127 Donors
 - 28 Foundation Supporters
 - 173 in-kind gifts valued at \$84,514
 - \$200,315 in Annual Campaign Grants
 - \$7,757 Raised through Facebook
 - \$9,480 Guest Challenge
- 28% – Special Events
- 15% – Investments/Other



OUR GUESTS

the center of our mission

- 21 states served plus Washington, DC
- 149 active military or veteran patients and guests
- 96% of guests say Family House has a positive impact on their sense of safety
- 94% of guests say Family House has a positive impact on their wellbeing

OUR VOLUNTEERS

keeping our mission sharp

- 1,070 active volunteers
- 11,085 volunteer hours logged
- 256 meals provided to guests
- 64 volunteer groups from UNC
- 22 SECU branch volunteers
- 138 music & arts activities

THANK YOU FOR SUPPORTING OUR GUESTS!

Please tear along the dotted line and mail to: SECU Family House at UNC Hospitals, 123 Old Mason Farm Road, Chapel Hill, NC 27517
Your donor information will be used for gift processing only. Your donation is tax-deductible to the extent permitted by law.

NAME _____

ADDRESS _____ CITY/STATE/ZIP _____

TELEPHONE _____ MOBILE _____ EMAIL _____

☐ Please contact me about donating securities.
☐ I have included SECU Family House in my estate plan and would like to be included in the Legacy Family.
Questions about your donation? Call Family House at 919-932-8000.

www.secufamilyhouse.org

IR19-20

