



Ronald McDonald
House Charities®
Atlantic

Annual Report 2018



Hearts
so full

First Steps, Second Homes

"My daughter learned to climb stairs at the House during our first visit when my son was in the hospital. My mother would stay at the House when I sat beside Teddy at the hospital, and Claire would do laps on the stairs. She was so excited to show off her new skill."

"My daughter calls it the house with the red door. I call it our second home."

↖ The Randalls
Hanwell, NB



Executive Letter

"Gratitude can turn a meal into a feast, a house into a home and a stranger into a friend." - Melody Beattie

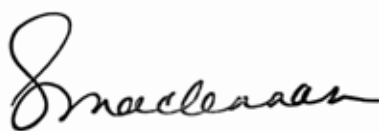
This sentiment is truly at the heart of Ronald McDonald House Charities® (RMHC®) Atlantic. The families that arrive at our front door are facing some of the toughest challenges they will ever endure. They open their hearts to other families and to our volunteers and staff, inviting us all to become part of their journey. Our community of supporters – our volunteers, donors, and our founding and forever partner, McDonald's® – is critical to our success in helping these families.

Volunteers are an integral part of what we do. Whether it's reading a book or playing a game with a child, a quiet conversation with a parent, or preparing one of our rooms, volunteers provide comfort for our visiting families. They are also the driving force behind our PJ Walk for Kids, our Home for Dinner program and so much more.

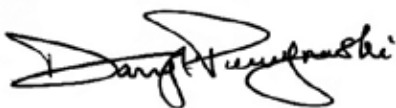
Sincere thanks, as well, to the 2,382 donors who supported us in 2018. Your contributions and your belief in our mission helped keep 2,085 families together during times of need.

As we face an increasing demand for our services, our Board of Directors is committed to seeing RMHC Atlantic support even more families in the years to come. We look forward to sharing these exciting plans as 2019 unfolds.

Thank you for standing beside us and helping to keep families close when they need it most.



Shauna MacLennan
Chief Executive Officer



Darryl Pierrynowski
Board Chair



About RMHC Atlantic

Imagine learning that your child is ill and you need to travel to a different city to receive the medical care they need. In the midst of your worst nightmare as a parent, you also have to leave your home, your job and your support system. This is the reality for 78% of Maritime families with seriously ill or injured children.

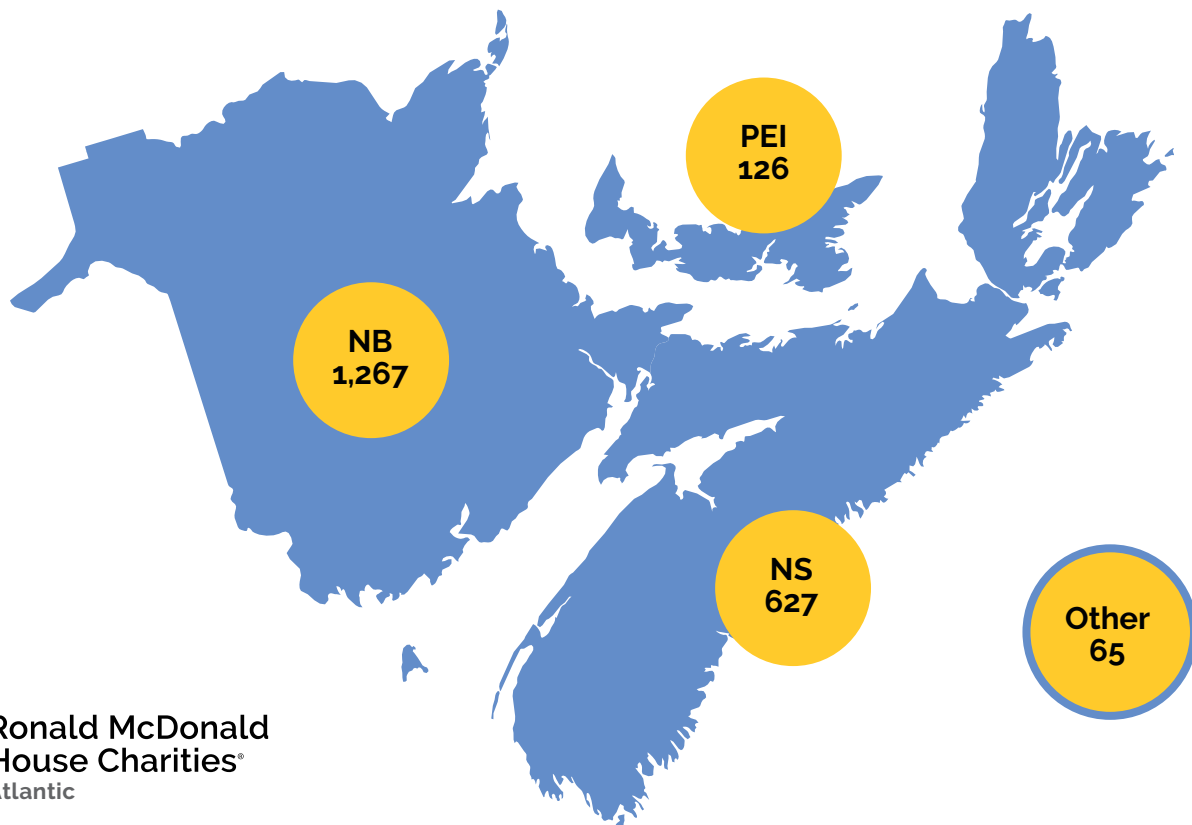
Ronald McDonald House Charities Atlantic is here to help.

We are a non-profit organization, and we depend upon charitable donations and volunteer support from many individuals, organizations and foundations to fulfill our mission.

Our Mission

Ronald McDonald House Charities Atlantic helps families with sick children stay together and near the medical care they need.

2,085 families served in 2018



Ronald McDonald
House Charities®
Atlantic

Our House

Ronald McDonald House® in Halifax is a “home away from home” for out-of-town families with sick children being treated at the IWK Health Centre (and other nearby facilities). Much more than accommodation, our House is a place where families support each other through the unique situations they are facing.

Our House also helps to ease the financial burden on families who must travel to receive treatment. Just a short walk from the hospital, families are able to stay close to their child and be fully involved in their treatment and recovery.



2018 Highlights

Nights of Comfort: 4,771

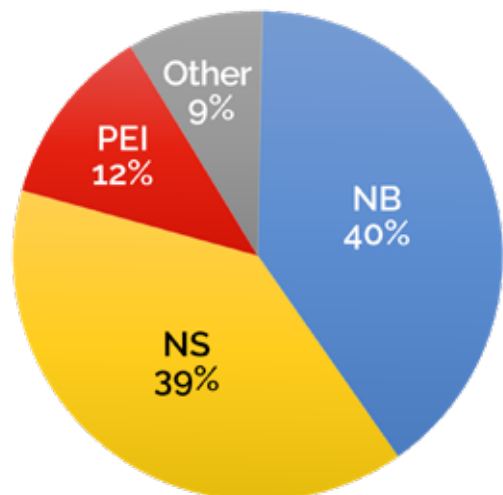
Family Stays: 1,014

Longest Stay: 228

Average Length of Stay: 4.9 nights

Meals served: 2,378

Breakdown of overnight stays by province



"We have stayed 114 nights at the Ronald McDonald House in Halifax.

The Savoy's
Tracy, NB

Jayden was 13 months old when he had his very first surgery. All of his surgeries required long hours at the IWK. During all of these sleepless, trying nights away from home, the staff and other families we met definitely helped make this easier for us. We very much enjoyed the meals and delicious treats that were made every day. We will always greatly appreciate the hospitality and kind staff at RMHC."

- The Savoy Family (Tracy, NB)

Our Family Rooms

Ronald McDonald Family Rooms® provide an oasis of calm and support at the IWK Health Centre and The Moncton Hospital, allowing families to be just steps away from their child receiving medical care.

Both of our Family Rooms have a full kitchen, shower facilities, a play area and a comfortable living room, offering families a place to relax, refresh and recharge.

The newly re-located family room in the IWK Health Centre also has three bedrooms available for overnight stays.

Sincere thanks to our partners at the **IWK Health Centre** and **The Moncton Hospital** who support our organization and our families each and every day.

2018 Highlights - Halifax

Visits: 25,034

Nights of Comfort: 861

Meals served: 1,590

2018 Highlights - Moncton

Visits: 14,880

Meals served: 2,971



"My son Lucas and I travel to Halifax every month for his IVIG transfusions at the IWK. These appointments are high stress but each day we take breaks in between appointments at the Ronald McDonald Family Room. The calm space gives Lucas a chance to de-stress, see familiar faces, and play. When he's there, he forgets the tears, the fear, and the hard stuff and can get back to being a kid."

- April Lynn Parent (Yarmouth, NS)



Our Programming

With tremendous support from our community, the children and parents who visit us are able to enjoy nutritious food, as well as entertaining family activities at our House and Family Rooms.

Meals & Nourishment

Sometimes the simple things, like a home-cooked meal after a long, stressful day at the hospital, can make all the difference. Our Home for Dinner Program helps ease the stress and financial burden on families. Volunteer groups supply the ingredients and prepare meals in our kitchens.

In addition to Home for Dinner, we offer grab-and-go breakfast snacks through our Pick Me Up Program.

Family Activities

We offer a range of activities in our House and Family Rooms that provide entertainment for children and adults, and give families an opportunity to unwind and enjoy each other's company. These activities include:

- Therapy dog visits
- Creative play
- Baking
- Game nights
- Movie nights
- Craft sessions
- Science experiments
- ...and much more!*





Our Volunteers

Our dedicated volunteers provide families with the gift of time so they can spend more moments together. Whether it's hosting activities for children and families, maintaining the cleanliness of our space, or supporting the front office, our volunteers are committed to making our House and Family Rooms feel like home.

When families visit us, they are welcomed by a volunteer's warm and friendly smile. Our volunteers are at the heart of our organization and play a vital role in our day-to-day operations.



Our 2018 Volunteers

Program Volunteers: 218

Day of Caring Volunteers: 91

Home For Dinner Volunteers: 1,300

Fundraising Volunteers: 213

Total Number of Volunteer Hours: 31,263

Board of Directors

Thank you to our Board of Directors who volunteer their time to help guide and shape the future of RMHC Atlantic.



- Darryl Pierrynowski, Chair
- Andrew McCulloch, Vice Chair
- Dragana Toprek, Treasurer
- Mark Marshall, Past Chair
- Mike Schulze
- Bob Smith
- Darrin Taylor
- Alan MacPherson
- Forest Kenney
- Jamie Angus
- Matthew Campbell
- Shauna MacLennan, CEO

THE Johnstons

A letter from Jason (Cornwall, PEI)

We have been going to the IWK for more than five years. Most of our visits were in the first two years of Lily—my youngest daughter's—life. Each visit meant a visit to Ronald McDonald House. Lily was born with bi-lateral clubbed feet and was referred to the IWK after turning two months old. We sometimes had to travel twice a week for leg castings and visits to specialists. She had three surgeries within five years. We're happy to say she is doing well and now enjoys soccer and Judo (she even received her yellow belt in the fall).

RMHC was a huge financial help for us. I couldn't imagine having to stay in a hotel for all those visits. The warm, loving family atmosphere that staff and

volunteers provide is always comforting. The girls are excited every time we tell them we're going to Ronald McDonald House - not the response you'd typically expect when telling a child they have to go back to the hospital.

My family decided to give back to show our appreciation for all the good things that Ronald McDonald House has done for us and so many families like ours. To support the House we have volunteered at McHappy days in PEI. I've also donated artwork, hosted an East Coast Art Party fundraiser, my wife has crocheted items and we did a donation drive for items frequently used by families at the House. We have also fundraised as a family as part of the PJ Walk for Kids.

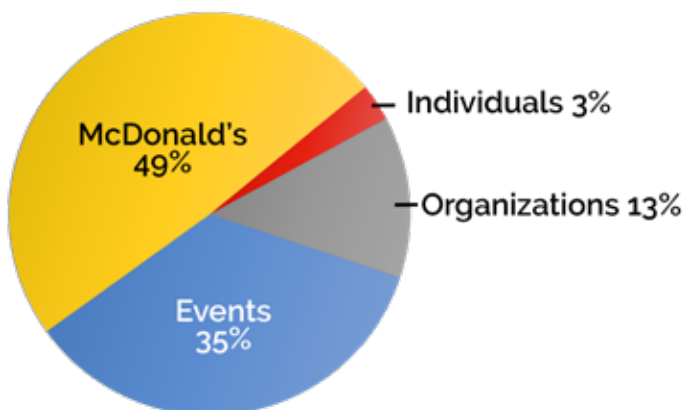


Financial Report

Revenues, expenses, and changes in net assets

	2017	2018
REVENUES		
<i>Contributions</i>	636,343	659,784
<i>Special Events</i>	328,964	377,979
<i>Room Fees</i>	47,963	47,475
<i>Grants</i>	235,322	253,946
<i>Other</i>	12,490	3,799
TOTAL	\$ 1,261,082	\$ 1,342,983
EXPENSES		
<i>Amortization</i>	40,105	40,132
<i>Programming</i>	502,638	666,871
<i>Management/General</i>	202,521	38,532
<i>Fundraising</i>	289,488	412,100
TOTAL	\$ 1,034,752	\$ 1,157,635
<i>Excess of revenues over expenses</i>	378,086	90,792
<i>Fund Balances - beginning of year</i>	4,011,553	4,389,639
Fund Balances - end of year	\$ 4,389,639	\$ 4,480,431

Where our support comes from



Fundraising Return on Investment



\$3.26 raised
for every \$1 invested

Value of volunteer hours



\$346,323



Our Founding & Forever Partner

We are sincerely grateful for the support of the McDonald's family, our founding and forever partner, including Ronald McDonald House Charities Canada, McDonald's Maritime Owner/Operators, McDonald's Restaurants of Canada Limited, and its founder, George Cohon, in addition to their supplier network, which all continue to provide critical support for our families.

Thank you to every Owner/Operator, crew member, supervisor, manager, corporate employee and customer who helps us keep families close.

The McDonald's family also supports us by volunteering on committees, raising awareness of our events, serving on the Board of Directors and providing product for so many of our gatherings.

A total of **\$508,777** was raised through the following activities in 2018:

- **McHappy Day**
- **The Happy Meal program**
- **Coin boxes**
- **Launch of the RMHC Cookie**
-New in 2018!
- **Kiosk donations**
-New in 2018!



Thank you to

- **Bob Chisholm:** Fredericton, Oromocto
- **Bob Smith:** Bedford, Lower Sackville, Greenwood, Digby, Windsor, Coldbrook, Halifax
- **Chantal Cormier:** Moncton, Sussex, Riverview
- **Danny Moore:** Amherst, Shediac, Sackville
- **Dave Murray:** Halifax, Upper Tantallon
- **David McKenna:** Summerside
- **Denis Albert:** Woodstock, Grand Falls, St. Leonard
- **Francois Perreault:** Miramichi, Campbellton, Tracadie-Sheila, Atholville
- **Georges Nammour:** Dieppe, Moncton
- **Glenn Stitt:** Bridgewater, Liverpool
- **Jean-Marc Albert:** Edmundston
- **Justin Smith:** New Minas
- **Larry Swenson:** New Glasgow
- **Mike McKenna:** Charlottetown, Stratford, Montague
- **Mike Schulze:** Saint John, Quispamsis
- **Peter MacIsaac:** Halifax, Dartmouth
- **Pierre Marois:** Yarmouth, Barrington
- **Ron McLellan:** Bathurst
- **Stephanie Jones:** Elmsdale, Fall River, Dartmouth, Truro
- **Wayne Kennerknecht:** Sydney, Antigonish, North Sydney, Port Hawkesbury, Sydney River, Glace Bay



PJ Walk for Kids

The second annual Ronald McDonald House *PJ Walk for Kids* was held on Sunday, June 10th, 2018 and raised more than **\$217,971** in support of Maritime families with sick children.

Walks were held in all three Maritime provinces, including four cities: Halifax, Moncton, Charlottetown and (for the first time!) Saint John. **2,091** participants came out to support the cause.

Four organizing committees made up of **57 volunteers** put in more than **2,000 hours**, and on the day of the event, we had the help of **170 volunteers**.

Special thanks to our major sponsors

Presenting Sponsor

- ServiceMaster Restore

Regional Sponsors

- Mars Wrigley
- McDonald's® Maritime Owner/Operators
- Terrapure

Communications Sponsors

- Cossette Inc.
- CTV Atlantic





Ronald McDonald House®

PJ Walk for Kids

PRESENTED BY SERVICEMASTER RESTORE®

Local Sponsors

Charlottetown: ADL, CFCY Charlottetown 95.1 FM, Hot 105.5, KKP Charlottetown, Maritime Electric, Murphy's Pharmacies, Parkdale Sherwood Lions Club, PEI Credit Unions, Praxair Canada Inc., Richardson GMP, Stewart McKelvey, Superior Sanitation.

Halifax: Audi Halifax, Bell Media: C100, 101.3 & Virgin Radio, Chatters Hair Salon, Domus Realty, Fix Auto, FX 101.9 Today's Country, Halifax Grammar School, HRM Lions Clubs, KKP Halifax, Q104, The Westin Nova Scotian

Moncton: Avondale Construction, Bell Media: Virgin Radio, C103 Moncton's Rock Station, Fix Auto, K94.5, Riverview Lions Club, Subaru of Moncton, The Bend 91.9, The Foresters - Magnetic Legacy Branch, UNI Financial Cooperation, XL New Country 96.9

Saint John: Aberdeen Motors Ltd. (Subaru), Acadia Broadcasting: Country 94.1 & 97.3 The Wave, Atlantic Windoor Ltd., B&N Flooring, Delta Hotels by Marriott Saint John, KKP Saint John, McTague Insurance, United Commercial Travellers, Zone 13 Lions Club



Golf Classic

\$174,140 raised.

Our **most successful** tournament to date!

On September 13th, 2018, **144 golfers** gathered at Glen Arbour Golf Course for the 21st Annual RMHC *Golf Classic*.

The event was a blast for our golfers, and for all of those involved, and we're grateful to the sponsors, suppliers, teams, and the **46 volunteers** who made it possible.



Sponsors

Presenting Sponsor \$15,000

- McDonald's Maritime Owner/Operators

Dinner Sponsor \$10,000

- Coca Cola

Cart Sponsor \$7,500

- TFI Food Equipment Solutions

Family Sponsors \$5,000

- CTV Atlantic
- KKP Halifax
- McCain
- McDonald's PEI

Child Sponsors \$2,500

- Barrington Consulting Group
- Clearwater/CFFI Ventures Inc.
- Davis Pier Ltd.
- DKI Canada Ltd.
- Enterprise Holdings Inc.
- Garland Commercial Ranges Ltd.
- GFL Environmental
- H&K Canada Inc.
- Lydon Lynch Architects Ltd.
- Martin Brower of Canada

Child Sponsors \$2,500

- McDonald's Amherst (Mormac Ltd.)
- McDonald's Annapolis Valley (Jus-Mar Investments) & Bridgewater (Gladd Restaurants)
- McDonald's Sydney (Justin Restaurants Inc.)
- McDonald's Halifax & Dartmouth (Angus G. Foods)
- McDonald's Halifax (Lealin Ltd.)
- McDonald's Restaurants of Canada
- McDonald's Saint John (McPort City Food Services)
- McDonald's Truro (Jones2G Inc.)
- McInnes Cooper
- Scotiabank
- Scotia Wealth Management
- Superior Propane
- Sureshot Solutions
- TJ's Convenience Store
- The Hershey Company



THE Stewarts

This letter was delivered to us with a donation from Charity (Amherst, NS)

This donation is from Charity, who is unable to give it to you herself as she is in the hospital recovering from surgery.

We have been coming here off and on for the last 21 years. We ended up being here longer than expected (5 months). We had to stay over Christmas of 2016 and you guys made it special for us, making a Christmas dinner, and even having a present done up for us which will never be forgotten. The friendliness and caring attitude of your staff and volunteers means more than this family could ever say or show. It has never changed in all the years we have been coming.

This donation of \$200 has been saved in the 6 months Charity has been working at McDonald's and the full amount has been saved in nickels and dimes. As Charity has often said, "They've given so much to us, I wanted to give back to say thanks for all you have done. No amount of money will ever show how much you mean to us as a family.

We will miss making memories here with

you guys. This truly is a home away from home for us.

Love,

The Stewart family

.....
Charity Everett

Donna

Carolyn





Our Donors

Tribute Giving

Thank you to the donors who paid tribute to friends or family members with a donation. Contributions totaling more than \$500 were received as tributes to the following individuals:

In Memory

Oliver Hudson Graham
Sean Laskey
Madeline Joy Power
Becca Schofield

Corporations, Foundations, Schools, Churches and Service Clubs

We truly appreciate the support of the 79 organizations that collectively donated **\$69,492** to RMHC Atlantic in 2018.

\$10,000+

- RBC Foundation
- RBC Insurance

\$5,000-\$9,999

- BrandSource Canada
- Enterprise Rent A Car Canada Foundation
- Quarterback Mobile Limited
- Shire Pharma Canada ULC
 - Adopt a Room

\$2,500-\$4,999

- Fix Auto
- RBC Rewards
- TFI

\$1,000-\$2,499

- Alpha Appliance Solutions
- American Express
- Ameublement BrandSource Rice
- Burke's BrandSource Home Furnishings
- CAF America
- Chediac BrandSource Home Furnishings
- CIBC Children's Foundation
- Coldbrook & District Lions Club
- Daley's BrandSource Home Furnishings
- Ecolab
- Fred and Edith Greene Foundation
- Kinsmen Club of Sackville
- McLellan BrandSource Home Furnishings
- Renaud's BrandSource Home Furnishings
- Rotary Club of Chatham-Community
- Saputo Dairy Products Canada
- Suncor Energy
- Thinking Big

2,382 donors

contributed 3,753 gifts
in 2018



Our donors are very important to us. Every effort has been made to ensure the listings in this Annual Report are accurate. Please notify our Development Office at 902-482-1249 of any omissions or changes.

Gifts in-Kind

In-kind donations are a meaningful way that RMHC Atlantic receives support.

Thank you to the following organizations that donated more than \$1,000 in products and services.

\$10,000-\$25,000

- Boyne Clarke LLP
- Cossette Inc.
- Halifax Mooseheads
- Killam Properties Inc.
- WestJet

\$5,000-\$9,999

- Coca Cola Ltd.
- Edmonds Landscape & Construction Services Ltd.
- NS Health Authority
- Saputo Foods
- Thirty-One Gifts

\$2,500-\$4,999

- Jones & Company Artist Management
- Mother Parker's Tea & Coffee Inc.
- La-Z-Boy Furniture Galleries
- Pattison Outdoor
- The Westin Nova Scotian

\$1,000-\$2,499

- Acadia & Quigley's Decorating Centre
- Benjamin Moore
- Basil Audio-Visual Inc
- Bell Aliant
- Bellissimo Antiques Ltd.
- Cargill Value Added Meats Canada
- Chateau Bedford Hotel & Suites
- Chicago Blackhawks Hockey Team Inc.
- Courtyard Marriott
- DSS Marine
- East Coast Lifestyle
- Emera Energy Inc.
- Garrison Brewing Company



\$1,000-\$2,499

- Kruger Products
- Moneris Solutions
- Mr. Rooter
- Nova Tile & Marble Limited
- O'Regan's Infinity
- Payworks
- St. Francis Xavier Hockey Team
- STI Technologies
- Sony Canada Charitable Foundation
- Super Circus Spectacular
- The Foresters – Magnetic Legacy Branch

Community Events

Thank you to the more than 40 groups that organized fundraising events and activities, collectively raising nearly **\$40,000** for RMHC Atlantic.

The following list recognizes those who raised more than \$1,000 in 2018.



\$20,000+

- Cargill Value Added Meats Canada
 - Cargill FORE the Houses

\$5,000-\$7,500

- A Beautiful Cause – Chatters Hair Salon
- RMHC® Atlantic Board of Directors West Jet Raffle
- The Oliver Hudson Graham Memorial Cancer Sucks Cup
 - 2018 Community Champion

\$2,500-\$4,999

- East Coast Subaru
- Halifax West High School
- Kings Church Halifax
- Meduxnekeag Consolidated School
 - 2018 Community Champion

\$1,000-\$2,499

- ACI Central Incorporated
- Canadian Jewellery Group
- McDonald's® Staff – Tantallon
- Mount Saint Vincent University Business & Tourism Society
- Playtime at Dodie's Preschool
- Rhina @ Forty
- Steele Subaru
- St. Croix International Quilters
- St Francis Xavier Hockey Team
- Willowbrae Childcare Academy/ KJG Childcare Services Ltd.



Kids helping kids!

It is extra special when we see young people stepping forward to help others in need. A special shout out to those who raised funds and volunteered in 2018:

- The 100s of children who participated in the Ronald McDonald House PJ Walk for Kids
- 1st Sackville (NB) Girl Guides
- Arnold H. McLeod School
- Aslynn Buote
- Brynn Nugent
- Charles P. Allen High School
- Dalhousie Community Outreach Society
- Dalhousie University Faculty of Medicine
- East Coast School of Languages
- Erika Cox
- Esme & Joe Arsenault
- Eva Talbot
- Garret Acklerley
- Gordon R. Snow Community Centre Youth Group
- Halifax Grammar School
- Halifax West High School
- Heidi McCullogh
- Holden Masters
- Justine Balin
- Katelyn Lord
- Lakeside Community Centre Youth Group
- Lali Chandler - Les Fleurs de Lali
- Meduxnekeag Consolidated School
- Mount Saint Vincent University Business & Tourism Society
- Nicholas and Lacey Smith
- NSCC Boulanger & Baking Arts
- Playtime at Dodie's Preschool
- Prince Andrew High School
- Quispamsis Middle School
- Sackville High School
- Sackville Youth Leadership
- Saint Mary's University Varsity Athletes
- St. Francis Xavier Hockey Team
- Tiny Tot Child Care Centre
- Willowbrae Childcare Academy/KJG Childcare Services Ltd.
- YMCA Day Camp



Connect with us

Ronald McDonald House

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Halifax, NS, B3H 2Y7
T: (902) 429-4044
F: (902) 429-8650
house@rmhcatlantic.ca

Halifax Family Room

IWK Health Centre
Main Gallery (*across from the gift shop*)
5850/5980 University Avenue
Halifax, NS, B3K 6R8
T: (902) 470-6391
F: (902) 470-6394
halifaxfamilyroom@rmhcatlantic.ca

Moncton Family Room

The Moncton Hospital
2nd Floor Mezzanine
135 MacBeath Avenue
Moncton, NB, E1C 6Z8
T: (506) 867-6582
monctonfamilyroom@rmhcatlantic.ca

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Instagram: @RMHCAntlantic

Twitter: @RMHCAntlantic

Charitable Registration Number:
11893 2490 RR0001



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