

2019



Ronald McDonald
House Charities'
Atlantic

Keeping Families Close

rmhcatlantic.ca

PICTURED:

Cover: Alex with Kadi (summer intern)

Inside: A.J. with Claire (volunteer)



“ *This was a very hard time for our family. We were traveling to a city where we didn't have any family while we waited for A.J.'s open-heart surgery. We were so amazed by the House. The volunteers were so friendly, and it was so nice to just sit and talk with other families and to meet new friends.* **”**

- Ashely Bolt, mother of A.J.

Nights stayed: **7** | Money saved by staying at the House: **\$1,904**

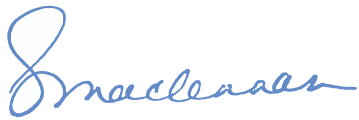
Keeping Families Close

Imagine learning your child is ill and you need to travel to a different city for the medical care your child needs. 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 sick or injured children.

For those families, Ronald McDonald House Charities® Atlantic is here to help. When a child is ill or injured, it's vitally important that they have the support of their family nearby. Dr. Audrey Evans, co-founder of the very first Ronald McDonald House®, put it best: "A family with a sick child is a sick family."

The services we provide simply wouldn't be possible without the incredible support of our Maritime community. The individuals, organizations, and foundations that help us fulfill our mission are an inspiration to our board and staff, and a meaningful source of support for our families.

On behalf of our team, our Board of Directors, and our families, thank you.



Shauna MacLennan
Chief Executive Officer



Darryl Pierrynowski
Board Chair

2019 Highlights

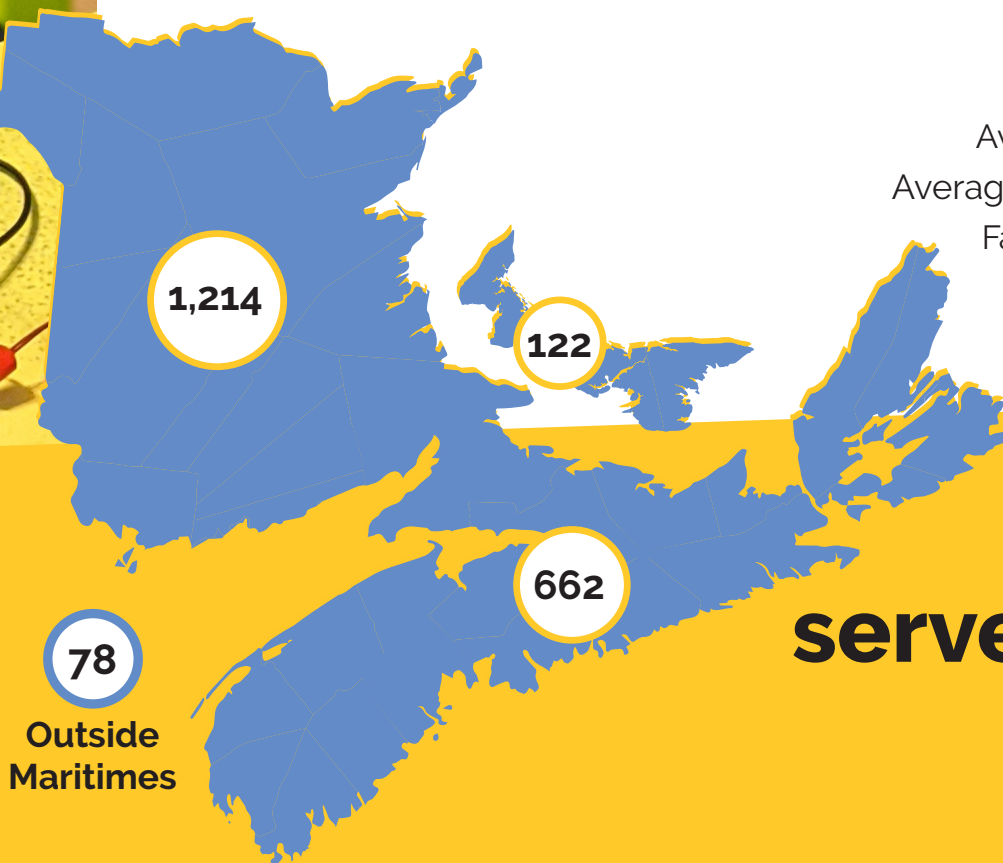
Nights of Comfort: **4,195**

Family Stays: **735**

Average Nights Per Family: **7**

Average Family Savings: **\$1,904**

Family Room Visits: **38,094**



Families served in 2019:
2,076

Our Programs

A visit to our Ronald McDonald House® or our Ronald McDonald Family Rooms® in the IWK Health Centre and The Moncton Hospital brings a sense of normalcy during tough, emotional times.

We strive to provide an environment and offerings that allow kids to be kids, and families with sick children to rest and unwind after a day of appointments at the hospital. Our House and Family Rooms offer warm, safe spaces for family members of all ages, and —with the help of our Maritime community— provide regular meals and a range of nurturing activities.

One of our most popular activities, *Home For Dinner*, invites volunteer groups to prepare home-cooked nutritious meals for our families. Along with ensuring a hot, healthy dinner, these meals are often where families become friends and build important networks of support. Families can also grab snacks from our morning or afternoon *Pick Me Up* trays, or make use of our kitchen to prepare their own meals.

Our variety of activities are aimed at bringing families together to relax, build memories and enjoy the comfort of others. They include therapy dog visits, baking, game nights, craft sessions, science experiments, and much more.

Everything we offer at our House and Family Rooms is made possible by our incredible volunteers and the generous support of our donors. Thank you!

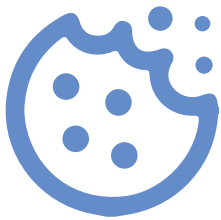




80,300
Cups of coffee



5,321
Hot meals



18,352
Cookies



100
Therapy dog visits



2,980
Loads of laundry



Our Volunteers

Home For Dinner & Day of Caring Volunteers:	2220
Program Volunteers:	208
Maintenance Volunteers:	3
Fundraising Volunteers:	450
Total Volunteer Hours:	19,001
Total Value:	\$228,193

Our Fundraising Highlights



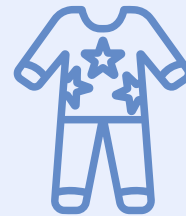
MCHAPPY DAY

\$184,012 raised



GOLF CLASSIC

\$150,186 raised



PJ WALK FOR KIDS

5 cities

888 participants

\$204,618 raised



Community Fundraisers

61 fundraisers held

\$70,243 raised



Adopt a Room Program

3 spaces adopted

\$20,000 raised



COMMUNITY CHAMPIONS

We're grateful for the success of this program, created to celebrate the groups & individuals who go above and beyond to support our mission.

Last year, Jason Thorpe —a former guest at the Ronald McDonald House at age 9— rode his bike across the Maritimes, raising \$12,932, and spreading the word about our organization along the way.

Thank you, Jason!

We're making...

It's an exciting time for Ronald McDonald House Charities Atlantic!

Following years of wait lists for our families, the Board of Directors has made the decision to build a new Ronald McDonald House to better support Maritime families with sick children.

In addition to doubling our capacity from 18 to 36 bedrooms, the new House will better meet the needs of our families in many ways.

If you're interested in helping bring this vision to life, please contact **Lori Barker** at **902.222.5559** or at **lori@rmhcatlantic.ca**.

More 
Room
FOR Love

CAMPAIGN CABINET

CO-CHAIRS

Scott McCain
Leslie McLean

MCDONALD'S

Dave Murray +
Rod MacDonald

NS

Judy Steele +
Bruce Towler +
Mike Bagnall
Lee Bragg
Scott Brison
Kiki Kachafanas
Andrew McCullogh
Kerry Muise
Sue Payne
Darryl Pierrynowski
Anne Robinson
Cyrilla Saunders
Greg Simpson

NB

Victoria Clarke +
Ben Craig +
David Savoie +
Clarence Bennett
Todd Burgess
Barb Curry
Kevin Darling
Dr. Ed Doherty
Krista Han
Peter Hickey
Jeff MacDonald
Gerry Moore

PEI

David McKenna +
Alex MacBeath +
Jennifer Evans
Ted Pahl
Margo Thompson
Kathy O'Rourke

+ Division leads

2019 CAMPAIGN GIFTS

\$3.5 m

McDonald's Restaurants

\$1 m

The McCain Foundation

\$100k - \$250k

Scott McCain & Leslie McLean
The Read Family
David & Cheryl Murray
David & Roberta McKenna

\$50k - \$99.9k

Amalgamated Dairies Ltd.

\$10k - \$24.9k

Darryl & Karen Anne Pierrynowski
Accomplice (in-kind)
James and Carolyn Croft
PEI McDonald's crews

\$1k - \$9.9k

Donna & Glenn Stitt
John & Lynda Pierce
ACI Central Inc.



“The Ronald McDonald House in Halifax always feels like home. No matter what a child and their family are going through, when they come to the House, they can find comfort - incredible volunteers, fresh-baked goods, and a hot cup of coffee.”

- **Allan Wood, father of Dawson & Denver** (pictured above)

Nights stayed: **137** | Money saved by staying at the House: **\$37,264**

Our Financial Report

	2019	2018
REVENUES		
Contributions	1,359,564	659,784
Special Events	355,003	377,979
Room Fees	46,171	47,475
Grants	249,344	253,946
Other	3,050	3,799
TOTAL	\$ 2,013,132	\$ 1,342,983
EXPENSES		
Programming	744,665	666,871
Management/General	40,546	38,532
Fundraising*	565,346	412,100
Amortization	38,503	40,132
TOTAL	\$ 1,389,060	\$ 1,157,635
Excess of revenues over expenses	624,072	185,348
Investment Income	311,575	(94,556)
Fund Balances - beginning of year	4,480,431	4,389,639
Fund Balances - end of year	5,416,078	\$ 4,480,431

*Reflects an increased investment in fundraising for our campaign to build a new Ronald McDonald House.

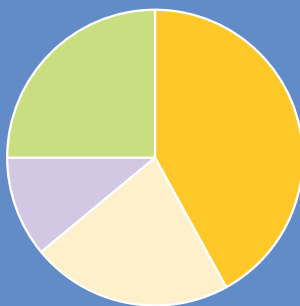
Where our support comes from:

McDonald's **42%**

Events **22%**

Individuals **11%**

Organizations **25%**



Total donors in 2019:



2,572

Fundraising Return on Investment:



\$4.59 raised
for every \$1 invested*

*excludes campaign revenue & expenses

Honour Roll



Thank you to our
Founding and Forever Partner,
**McDonald's Restaurants
of Canada Ltd!**

McDonald's Maritime Owner Operators - \$700,000+

Denis Albert (NB)
Jean-Marc Albert (NB)
Bob Chisholm (NB)
Chantal Cormier (NB)
Stephanie Jones (NS)
Wayne Kennerknecht (NS)
Peter MacIsaac (NS)
Pierre Marois (NS)
David McKenna (PE)
Mike McKenna (PE)
Ron McLellan (NB)
Danny Moore (NS)
Dave Murray (NS)
Georges Nammour (NB)
Francois Perreault (NB)
Mike Schulze (NB)
Bob Smith (NS)
Justin Smith (NS)
Glenn Stitt (NS)
Larry Swenson (NS)
Gary Wager (NB)

\$20,000+

Aryzta
Cargill Value Added Meats Canada
RBC Insurance
ServiceMaster Restore

\$15,000 - \$19,999

Fix Auto Canada Inc
RBC Trade For Kids Day

\$10,000 - \$14,999

Estate of Sheila Kathleen Piercey
Maritime Bike Tour
Mars Wrigley
Martin Brower of Canada
Newman's Own Foundation Fund
Nova Scotia Egg Producers
Parkdale Sherwood Lion's Club
Sobeys Atlantic

\$5,000 - \$9,999

Estate of Norma K. Laba
James Publicover
BrandSource
Canadian Progress Club Halifax
Citadel
Chatters Ltd.
CIBC
Coca Cola Company
DKI Canada Ltd.
Irving Consumer Products Ltd.
Kraft Heinz
McCain Foods Ltd.
Oliver Graham Cancer Sucks Cup
Quarterback Mobile Ltd.
RBC
RBC Rewards
TFI Food Equipment Solutions
United Way of Halifax Region

\$2,500 - \$4,999

David & Margaret Bailey
Glenn Carvery
Mike Schulze
Aberdeen Motors Ltd.
Acadia Broadcasting
Agriculture in the Classroom
Alexander Keith's Brewery
Amalgamated Dairies Ltd. (ADL)
Atlantic Window Ltd.
Audi Halifax
Avondale Construction
Barrington Consulting Group
Bluenose Insurance Brokers
Capital Honda
Credit Unions of PEI
Davis Pier Ltd.
Domus Realty

Enterprise Holdings
Fairlanes Bowling
Garland Commercial Ranges Ltd.
GFL Environmental
Government of Canada
H&K Canada, Inc.
Halifax Grammar School
Hershey Canada
Maritime Electric
McInnes Cooper
McTague Insurance
Metro Roofing Inc.
Midland Transport
Murphy's Pharmacies Inc.
PayPal Giving Fund Canada
Plaza Ford
Remax Park Place Inc.
Scotia Propane
Scotia Wealth Management
SE Mutual Insurance
Seaside Wireless
Communications
Sons Bakery
Stewart McKelvey
Superior Propane
Superior Sanitation
Sydney Credit Union
UNI Financial Cooperation
United Commercial Travellers

\$1,000 - \$2,499

Francis Allwood
Michelle Brewer
Devin Bruce
Amy Burgoyne
Shauna Grant Smith
Ann Harvie
Ethel Kostman
Tony LeBlanc
Bruce MacDonald
Angus MacIsaac
Peter MacIsaac
Shauna MacLennan
Mark Marshall
Chris McQuillan
Danny Moore
Dave Murray
Darryl Pierrynowski

Sharon Richardson
Justin Smith
Terry & Angela Thorpe
Loraine & Stephen Walker
100 Bedford Men Who Care
Administrative & Accountant
Staffing
American Express
Becca Told Me To
Canadian Jewellery Group
Cardinal Health
CIBC Commercial Banking
CIBC Wood Gundy
Coldbrook & District Lions Club
Deloitte Holiday Fundraiser
Ecolab Pest Control Services
Enterprise Rent A Car Canada
Foundation
Envirosystems
Fair Haven Funeral Home &
Cemetery
First Cornwallis Baptist Church
Fred and Edith Greene
Foundation
Global Maritimes
IWK Pediatric Dept. Dinner
Lydon Lynch Architects Ltd.
Mara Consulting
McDonald's Tantallon Fundraiser
Montgomery Sisam
Northern Furniture
PriceWaterhouse Coopers Inc.
Rotary Club of Chatham-
Community
Saputo Dairy Products Canada
Sealy Canada Ltd.
Summerside Lion's Club
The John and Jeanne Eyking
Family Foundation
Thirty-One Gifts
Willowbrae Adacamy - Burnside
Wilson's Heating

GIFTS IN KIND

\$20,000+

IWK Health Centre
Killam Properties Inc.,
Moneris Solutions
Neo Traffic
OMD Canada
The Moncton Hospital

\$10,000 - \$19,999

Cossette
La-Z-Boy Furniture Galleries
Thirty-One Gifts

\$5,000 - \$9,999

Dave Murray
Coca Cola Ltd.
Edmonds Landscape &
Construction Services Ltd.
Google Canada
Halifax Mooseheads
Royal Bank of Canada
Saputo Foods
Sony Canada
WestJet

\$2,500 - \$4,999

Jessie Babin
951 FM CFCY
96.5 The Breeze
97.3 The Wave
101-NINE, The Giant
Lisa and Aaron Pelletier
C103
C-One Hundred FM
Cameron Corporation Ltd.
The Cape 94.9
Country 94
Delta Hotels by Marriott
Saint John
Eastern Fence
Ecolab Pest Control Services
FX 101.9
Glance Bay Lions Club
HOT 105.5
HRM Lions
KKP Charlottetown
K945
KKP Halifax
MAX 98.3 FM
Mother Parker's Tea & Coffee Inc.
New Country 96-9
Nova Scotia Health Authority
Parkdale Sherwood Lion's Club
Ocean 100
Pattison Outdoor
Q104
Riverview Lions Club
The Westin Nova Scotian
Virgin Radio
Zone 13 Lions Club

\$1,000 - \$2,499

Casino Taxi
Chicago Blackhawks Hockey
Team, Inc.
Coca Cola Bottling Ltd.
Cornerstone Wesleyan Church
Deloitte
Delta Hotels by Marriott
Beausejour
DSS Marine
Electric Vehicle Association of
Atlantic Canada
Emera Energy Inc.
Glow Gardens
Herovi Coach
Kids Up Front - Atlantic
Kruger Products
Scodesign Distribution Inc.
SkinFix
St. Paul's United Church
Staycor Enterprises Ltd.
The Foresters - Magnetic
Legacy Branch
The Marketing Store

**Special thanks to our
Board of Directors for
their time, expertise,
and leadership:**

Darryl Pierrynowski (*Chair*)
Andrew McCullough (*Vice Chair*)
Dragana Toprek Cooper (*Treasurer*)
Mark Marshall (*Past Chair*)
Jamie Angus
Mike Bagnall
Matthew Campbell
Forest Kenney
Mike Schulze
Bob Smith
Darrin Taylor
Shauna MacLennan (CEO)

**We are truly grateful
for all that they do to
support RMHC Atlantic's
mission and growth.**



Ronald McDonald
House Charities®
Atlantic

More 
Room
FOR **Love**

Capital Campaign

rmhcatlantic.ca

Charitable Registration Number: 11893 2490 RR0001

@rmhcatlantic

