



**More Room
FOR Love**
Capital Campaign

2020 *at a glance*

A NOTE FROM RMHC ATLANTIC

To our incredible donors, volunteers and community partners, we would like to begin by extending our deepest appreciation for your continued support over the past year. You have understood that, even in the midst of a global pandemic, children are still getting sick and traveling for their medical care – and they still need your help.

While life at our House and in our Family Rooms looked very different in 2020, we continued to take care of our families in the ways we know best - through providing accommodation, meals and togetherness. Above all else, the health and safety of our families, volunteers and staff remained our top priority.

Aside from the challenges the year presented, much excitement and inspiration also found its way to our doorstep. Our plans for a new Ronald McDonald House have continued to progress, with a goal of beginning construction in the fall of 2021! The new House will support twice as many Maritime families as our current space, in addition to providing many other significant improvements, including better programming spaces, and private washrooms for each family. We have been humbled by the response of our community who have stepped up in big and amazing ways, including government, businesses, foundations, service clubs and individuals. And, we're grateful, as always, for the incredible support of our founding and forever partner, *McDonald's*, for their support of our campaign, our mission, and all that we do here at RMHC Atlantic.

Thank you for joining us on this journey and helping to make **More Room For Love** for the amazing families who call Ronald McDonald House "home".

Onwards and upwards,

Lori Barker
Chief Executive Officer

Andrew McCulloch
Board Chair





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OUR PROGRAMS & COVID-19 RESPONSE

While 2020 was a year of adapting to new realities for how we operate, our mission remained the same - supporting Maritime families when they need it most.

When it wasn't safe for families to stay at Ronald McDonald House, we provided hotel stays; when visits to our Family Rooms posed risks for families and hospital patients, we shifted to providing take-away snacks and meals, and worked with our hospital partners to repurpose these spaces.



**FAMILIES WHO
STAYED OVERNIGHT**

345



**OVERNIGHT
STAYS at HOUSE**

1,423



**NIGHTS
IN HOTELS**

178



**MEALS
PROVIDED**

1,702

FUNDRAISING HIGHLIGHTS



PJ WALK FOR KIDS
\$163,041
joyfully raised!



GOLF CLASSIC
\$116,990
chipped in!



MCDONALD'S
\$560,444
combined support



PLANNED GIVING
\$280,145
from the Estate of
Heather Joy Jordan-Vasileski



ADOPT-A-ROOM
Largest Room Adopter:
Egg Farmers of NS



COMMUNITY FUNDRAISING
Largest fundraiser:
**Oliver Hudson Graham
Memorial Cancer Sucks Cup**



2020 at a glance

OUR CAMPAIGN

With the hard work of our incredible Maritime community, the capital campaign demonstrated strong momentum towards the goal of building a new Ronald McDonald House for Maritime families. Construction is expected to begin in 2021!

Sincere thanks to our Campaign Co-Chairs, Scott McCain and Leslie McLean, and our Campaign Cabinet for your leadership and tireless work. You've helped make our dream—to make More Room For Love—a reality.



OUR VOLUNTEERS

For the safety of our families and all of those that donate their time to us, our volunteer activity looked different in 2020.

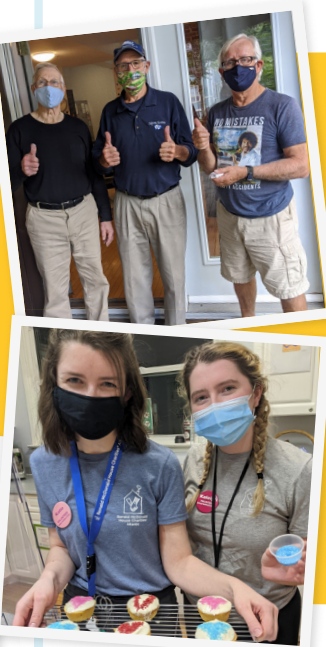
However, as you'll see, our volunteers remained at the heart of all that we do - providing support for our families, our fundraising efforts, and the oversight of our organization.

Program Volunteers
3,867 hours

Fundraising Volunteers
2,330 hours

Board of Directors
600+ hours

TOTAL CONTRIBUTED:
6,917+ hours



THANK YOU!

From all of us at RMHC Atlantic, we'd like to extend our sincere thanks to the incredible donors, supporters and community members who make what we do possible. We truly couldn't do it without you!

We look forward to sharing many exciting developments in 2021!



@rmhcatlantic



2020 FINANCIAL REPORT

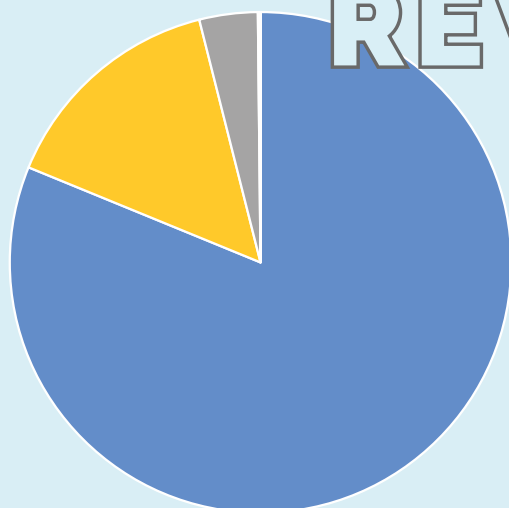


1,304
Total donors in 2020



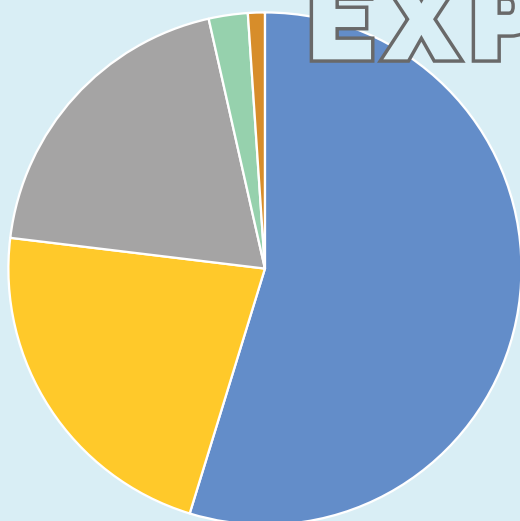
Annual Fund:
\$4.65 raised
for every \$1 invested
excludes capital campaign

REVENUE



Capital Campaign	\$8,373,527
Annual Fund	\$1,533,507
• General donations	\$744,882
• Special events	\$280,031
• McDonald's initiatives	\$508,594
<i>does not include special event support.</i>	
Canada Emergency Wage Subsidy	\$387,875
Room revenues	\$15,569
Other	\$1,911

EXPENSES



Programming	\$939,985
Campaign Fundraising	\$380,878
Annual Fundraising	\$335,920
Management/General	\$42,236
Direct benefit to donors	\$18,237

To review our 2020

Audited Financial Statements

& previous **Annual Reports**,

visit rmhcatlantic.ca/reports.

Excess of revenues over expenses	\$8,595,132
Investment Income	\$36,194
Fund Balances - beginning of year	\$5,416,078
Fund Balances - end of year	\$14,047,404