



40
years of
Hope. Healing.
Love ♥

2021
at a glance...

Celebrating 40 years at RMHC Atlantic!

To our incredible community of families, donors and supporters - Wow! Where to begin?

2021 was a year worth celebrating! Despite the on-going challenges that the pandemic brought to our doorstep, your remarkable support of Ronald McDonald House Charities® Atlantic was unwavering, enabling us to continue providing a home away from home for the Maritime families that needed our help.

Thanks to the creativity, hard work and dedication of our Family Services team, we continued to find ways to safely support as many families as possible through our House and Family Room programs.

Despite the setbacks our communities faced this past year, your support of our **More Room For Love** capital campaign was beyond what we ever could have imagined. We surpassed our fundraising goal and were truly overwhelmed by Maritimers' generosity. Sincere thanks to our Campaign Cabinet for their leadership.

To our outstanding Board of Directors, huge appreciation for the vision, expertise and guidance you continue to provide.

2022 is shaping up to be a very exciting year as we break ground on our new Ronald McDonald House and we celebrate 40 years of supporting families at RMHC Atlantic.

With every new milestone, all of us at RMHC Atlantic recognize that it's you—the families, donors, sponsors, volunteers and community partners—who have made every moment possible, and it's YOU that we celebrate and cherish with each step on the road ahead.

From the bottom of our hearts, thank you.

Lori Barker
Chief Executive Officer

Andrew McCulloch
Board Chair





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2021
at a glance...

Our Programs

Throughout 2021, families with ill or injured children were able to find a home away from home at the Ronald McDonald House in Halifax, as well as in-hospital support through our Family Rooms in Halifax and Moncton.

Our sincere thanks to the **IWK Health Centre, The Moncton Hospital,** and all of our healthcare partners for your tireless, outstanding efforts to guide, protect, and take care of our families and communities.



**FAMILIES WHO
STAYED OVERNIGHT**

314



**OVERNIGHT
STAYS**

1,553



**LONGEST
STAY**

57



**MEALS
PROVIDED**

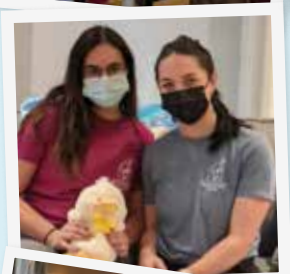
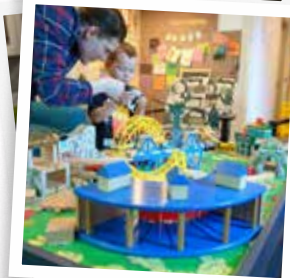
4,076

Thank you to our volunteers!

As always, our volunteers continued to be at the heart of everything happening here at RMHC Atlantic throughout 2021.

From the **program volunteers** who supported us at the Ronald McDonald House or handed out meals and snack bags in our Family Rooms, to our **special event volunteers, committee volunteers, Campaign Cabinet,** and **Board of Directors** - thank you!

We're excited to be scaling up volunteer operations as we look ahead to reopening our Family Room spaces, returning to in-person events, and opening our NEW Ronald McDonald House!



2021 Fundraising Highlights



PJ WALK FOR KIDS

\$153,576

joyfully raised!



GOLF CLASSIC

\$160,874

chipped in!



MCDONALD'S

\$898,403

combined support



PLANNED GIVING

\$160,126

total - wow!



COMMUNITY FUNDRAISING

\$81,340

combined support

Amazing!

We're making **More Room For Love!**

We are thrilled to share that, thanks to the success of our **More Room For Love** capital campaign, we raised more than **\$24 million** to build a new House that will double the number of families we can support/help

The new House will be located directly across the street from the IWK Health Centre and will support up to **600** additional families per year. It will have **36 bedrooms** and private bathrooms, will be fully accessible, and will provide unlimited potential to enhance the quality of services we provide Maritime families.

We're turning **40!**

Since opening in May 1982, the Ronald McDonald House in Halifax has provided care for an estimated **44,000 visits** for families staying with us while seeking medical treatment for their ill or injured child.

In the decades that followed, **thanks to you**, we've expanded our capacity at our House on Tower Road, we've grown to provide additional support to families through our Family Rooms in Halifax and Moncton, and we've continued to weave a history full of **compassion, togetherness, and family-centered care** for Maritime families.

The credit is all yours, and we're spending 2022 celebrating with all of you!



2022
a cause for
celebration!

2021 Financial Report



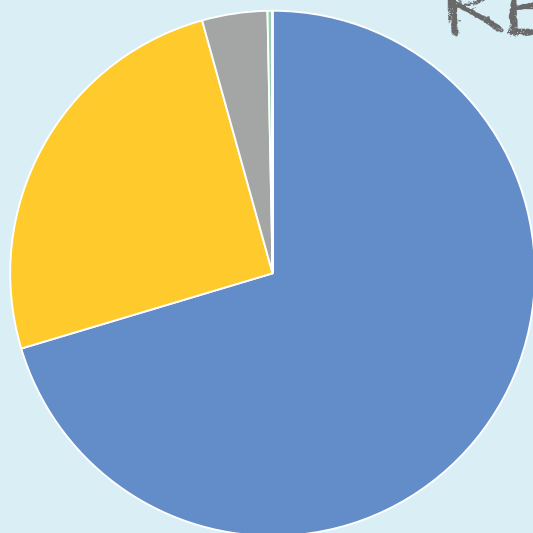
2,580
Total donors



\$4.80

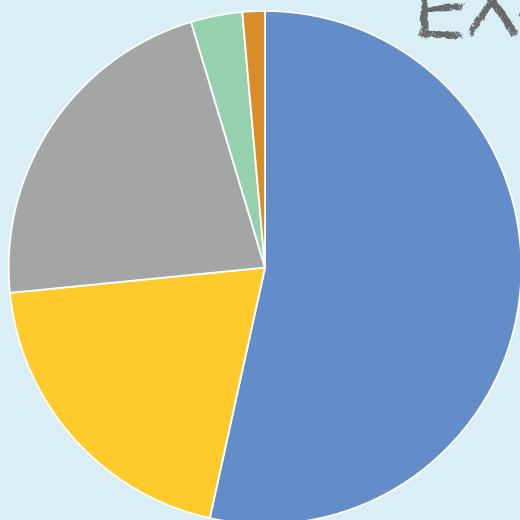
raised for every \$1 invested
in our annual fund.

REVENUE



Capital Campaign	\$4,817,904
Annual Fund	\$1,731,712
• General donations	\$518,859
• Special events	\$314,450
• McDonald's initiatives <i>does not include special event support.</i>	\$898,403
Canada Emergency Wage Subsidy	\$275,122
Room revenues	\$19,963
Other	\$1,293

EXPENSES



Programming	\$878,849
Campaign Fundraising	\$328,344
Annual Fundraising	\$360,242
Management/General	\$53,318
Direct benefit to donors	\$23,276

To review our 2021

Audited Financial Statements

& previous **Annual Reports**,

visit rmhcatlantic.ca/reports.

Excess of revenues over expenses	\$5,201,964
Investment Income	\$522,338
Fund Balances - beginning of year	\$14,047,406
Fund Balances - end of year	\$19,771,706