



2022 Annual Report

Our year at a glance...



40 years of **hope.**



40 years of **healing.**



40 years of **love.**



40 years of **Keeping Families Close.**



2022

at a glance...

Our Programs - a year to remember!

2022 was a jam-packed year, with exciting milestones for RMHC Atlantic as we saw both our family occupancy and volunteer activities return to pre-Covid levels, along with our family programming, Home For Dinner group visits, and so much more!

Thank you to our incredible allies at the **IWK Health Centre**, **The Moncton Hospital**, and our healthcare partners for your remarkable efforts in helping support families from across the region. Thanks, as well, to **Brigadoon Village**, the **IWK Foundation**, and **Make-A-Wish**, and all the wonderful organizations who help support Maritime children and families.

2023 will be the last full year in our current House, and we'll be spending it celebrating the support the House has provided for so many RMHC families. Here's a quick glance of our impact in 2022:



FAMILIES WHO STAYED OVERNIGHT

484



OVERNIGHT STAYS

2,819



LONGEST STAY

65



MEALS PROVIDED

7,300



Thank you to our volunteers!

It's difficult to imagine where we'd be without the volunteers who make what we do possible. They're the **power**, **heart**, and **magic** behind everything that happens at RMHC Atlantic. They're also a remarkable group of passionate, generous, and inspiring folks!

Sincere thanks to the volunteers at our House & Family Room, our event and fundraising volunteers, our Home For Dinner groups, and our outstanding Board of Directors and Board Committees.

111 Program Volunteers
6,956 hours

520 Home For Dinner Volunteers
1,040 hours

175 Fundraising Volunteers
1,750 hours

Board of Directors
600+ hours

TOTAL: 10,346+ hours!

2022 Fundraising Highlights

2022 brought RMHC Atlantic its **most successful year ever** for operational fundraising! That's all credit to the unbelievable generosity of our Maritime donors - huge appreciation to each and every one of you!

As we look ahead to doubling our capacity in the new House, we'll be working hard to continue this growth to ensure we can support every family that arrives at our Ronald McDonald House and Family Rooms.



**MCDONALD'S
RESTAURANTS**

\$950,749
combined support



**MONTHLY
DONORS**

+48%
over 2021 total



**GOLF CLASSIC
TOURNAMENT**

\$149,957
chipped in



**COMMUNITY
FUNDRAISERS**

\$68,821
thanks to you



**PJ WALK
FOR KIDS**

\$161,459
raised joyfully

40 years of Hope, Healing, and Love!

Speaking of milestones... in 2022, we celebrated **40 years** of supporting families at Ronald McDonald House - an estimated **28,000** of them! It truly takes a village to create a community of support like this, and all of us at RMHC Atlantic are beyond proud to be part of it. **Here's to the next 40 years!**



Looking ahead to exciting new horizons!

As we prepare to support twice as many families in our new Ronald McDonald House, we're spending more time than ever reflecting on our mission, on the quality of care we provide families, and on ensuring that we can be there for **every family** that needs us - **every time** they need us.

We are looking forward to many milestones in 2023, including the **transition to our new House**, and the launch of a new **Strategic Plan** that will guide us through the next three years. Sincere thanks to all who had a hand in shaping this new direction, including RMHC families, volunteers, our incredible staff, McDonald's, our healthcare partners and our Board of Directors.



Lori Barker
Chief Executive
Officer



Andrew McCulloch
Board Chair

A note from an RMHC Family:

We're truly grateful for the notes we receive from families who've stayed with us, and felt there was no better way to illustrate what happens here at the Ronald McDonald House in Halifax than by sharing one that we received in fall 2022:

"The moment I walked through that vibrant red door, I was infused with hope and surrounded with a sense of emotional protection and care. My basic needs were immediately met with genuine compassion, a roof over my head, nourishing meals & delicious baked goods, towels, movies, books, a comfortable bed, a listening ear and, most importantly, a sense of healthy community.

All of us staying here are likely going through a challenging time of crisis. It strikes me as incredibly beautiful and moving that we are all simultaneously deeply connected and walking towards the same goal of fostering wellness and safety, and building up our internal resources to continue on our way - family, staff, and dedicated volunteers alike.

I'm really emotional about leaving this place. I feel so supported and safe here, in a way that doesn't exist in the real world. It's such a glorious psychological break. I feel incredibly cared for and I realize I needed that. We all do.

I offer my deepest gratitude for providing the fuel that allows me to continue to care for my beautiful boy in a meaningful and profound way. This is life-changing, life-affirming humanitarian work happening at RMHC Atlantic."

Thank you truly.

Jennifer, Dieppe, NB

2022

Memories....



C-O-O-K-I-E-S!



Popsicle parties!



Early breakfasts



Visits from Santa!



PJ Walk in the sun!



Tastes of home!



Music therapy!



Thanks to our Founding & Forever Partner
McDonald's Canada

We're forever grateful for the continued, unparalleled support of **McDonald's Canada** and our **McDonald's Maritime Owner/Operators**. For every way you support us in restaurants, at every RMHC event, and at every turn, we truly couldn't be **McHappy**-er! From all of us at RMHC, thank you to the Owner/Operators, Crews, and our friends at McDonald's Canada!

FRIES FOR RMHC ATLANTIC
\$1 million

Amazing!

Sincere thanks to McDonald's Canada & our McDonald's Maritime Owner/Operators!



KIOSKS

In 2022, kiosk donations totaled

\$297,384



COIN BOXES

In 2022, coin box donations totaled

\$61,564



RMHC COOKIES

In 2022, RMHC Cookies raised

\$18,433



MCHAPPY DAY

This year, McDonald's raised

\$228,008



HAPPY MEALS

In 2022, Happy Meals raised

\$246,350



MONOPOLY

McDonald's customers earned Monopoly rewards and gifted

\$8,416 to RMHC Atlantic!

THANK YOU FOR SUPPORT OUR EVENTS!

Once again, in 2022, McDonald's Canada and McDonald's Maritime Owner/Operators contributed generously to our **PJ Walk For Kids** and our **Golf Classic** events.

Sincere thanks for joining us both on-site and in spirit, and for helping us make these important signature events a success!

Thanks for supporting our **NEW Ronald McDonald House**

More 
Room
FOR **Love**

As we continue to watch the construction of the new Ronald McDonald House unfold, we are overwhelmed with gratitude for all of those who have helped make it happen. Our new purpose-built facility will be a net-zero carbon building, accessibility-certified by the Rick Hansen Foundation, and will enhance the calibre of care we provide in every way.

FUNDRAISING VOLUNTEERS

50 Thanks!

TOTAL DONORS

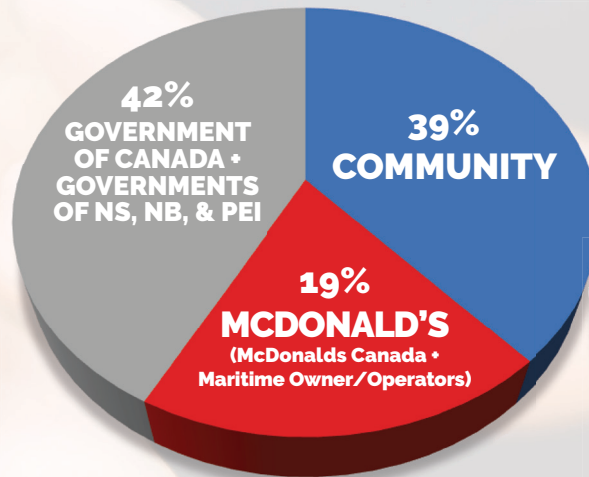
1,200+

NEW DONORS

70%

CELEBRITY DECORATORS

1! HGTV's Sarah Baemler!



← This is incredible!



IMPACT ON RMHC FAMILIES...

**FAMILIES
SUPPORTED**

1,200/yr

Double the love!

**\$ BURDEN
ALLEVIATED**

\$3.6M/yr

Double the impact!

**ANTICIPATED
OPENING**

March 2024

Hurray!

2022 Financial Report



2,407

Total donors*

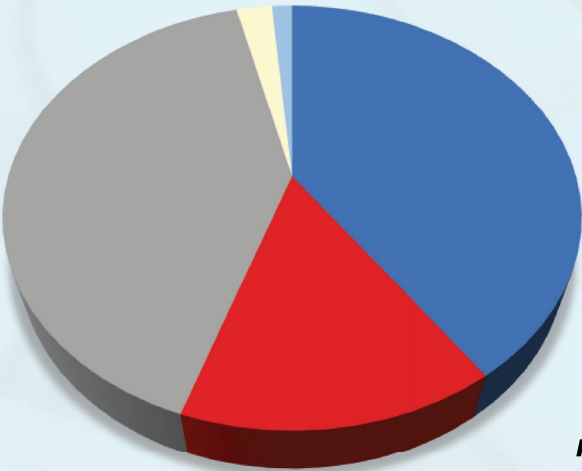


\$3.76

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

*does not include capital campaign donations

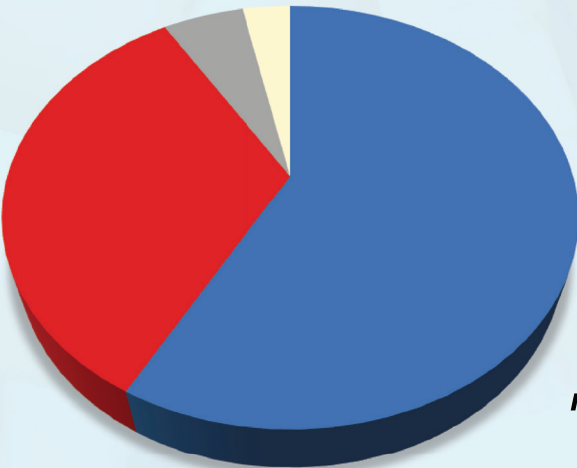
REVENUE



■	General donations	\$822,112
■	Special events	\$311,417
■	McDonald's initiatives	\$860,156
	<i>does not include special event support.</i>	
■	Gifts In-kind	\$50,000
■	Room revenues	\$28,115
■	Other	\$425

NOT INCLUDED: *Capital Campaign* **\$4,239,878**

EXPENSES



■	Programming	\$956,780
■	Annual Fundraising	\$550,014
■	Management/General	\$89,972
■	Direct benefit to donors	\$53,407

NOT INCLUDED: *Campaign Fundraising* **\$118,228**

All financial information is pending approval of our 2022 **Audited Financial Statements** to be released in **June 2023**.

Excess of operating revenues over expenses	\$422,052
Investment income	(\$133,609)
General fund balance - beginning of year	\$6,995,891
General fund balance - end of year	\$7,284,334