



2023 Annual Report

Our year at a glance...



Hope Healing Home



Our Programs

Supporting Every Family!

With each new family visiting the House and our Family Rooms in Halifax and Moncton, a new opportunity arises to find unique ways to provide the comforts of home to our guests. From snacks to supper, care packages to the craft corner, and toothbrushes to time together, our team of staff and volunteers provide meaningful support to every family.

But the most important thing we provide families is time together, close to their child receiving medical treatment. Keeping families close helps everyone focus on what matters most, and provides space to heal.



FAMILIES WHO STAYED OVERNIGHT

659



OVERNIGHT STAYS

4,629



LONGEST STAY

251



MEALS PROVIDED

7,300

Thank you to our volunteers!

With more than 10,000 hours logged at RMHC Atlantic this year, it's no wonder that volunteers are at the core of our mission to support families. In donating their time and expertise, our volunteers make the lasting impressions, bonds, and memories that make Ronald McDonald House special.

Sincere thanks to the volunteers at our House & Family Rooms, 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!

2023 Fundraising Highlights

2023 brought RMHC Atlantic its **most successful year ever** for operational fundraising, thanks to the unbelievable generosity of our Maritime donors. Thank you for supporting Ronald McDonald House families.



**MCDONALD'S
RESTAURANTS**

\$983,928
combined support



**PLANNED
GIVING**

\$60,000
total gifts



**GOLF CLASSIC
TOURNAMENT**

\$164,712
chipped in



**COMMUNITY
FUNDRAISERS**

\$143,388
thanks to you



**PJ WALK
FOR KIDS**

\$211,625
raised joyfully

Hope Healing Home

In 2023, we launched the next 3 years of RMHC Atlantic with our 2023-2026 Strategic Plan. **Hope, Healing, Home** are the guiding stars that will usher in the next era of Ronald McDonald House in the Maritimes. We are committed to giving families room for **hope** and the support to **heal** in a home away from **home**.



Our Last Year On Tower Road

As we prepare to move into our new Ronald McDonald House, we're spending more time than ever reflecting on our wonderful home of more than 40 years. Our Tower Road House has seen first steps, Christmas's and birthdays, laughter and tears, and we wouldn't change that for the world. For so many families, our House will forever be their **home-away-from-home**, and we're grateful for the time we've shared there.



Lori Barker
Chief Executive
Officer

2023 marks the last full year on Tower Road, as we embark upon the move to our new Ronald McDonald House in the coming months. Thank you to our Board of Directors, volunteers, staff, donors, healthcare partners, and our McDonald's Maritime Owner Operators, who have helped make our next chapter possible.



Matt Campbell
Board Chair

Oh, what new memories we will make together!

The RMHC Atlantic Experience

Families know us best, and their stories resonate with our community of donors, volunteers, and other families along their medical journey.

Check out this excerpt from our 2023 Holiday Giving Campaign:

"My life was turned upside down when Peyton, my 16-month old daughter, was diagnosed with cancer while I was 38 weeks pregnant with my second child. Peyton started chemotherapy immediately, and we tried to navigate her treatment while living at home. When she was airlifted to the LWK Health Centre, the uncertainty was overwhelming.

I didn't know where we would stay, how long we would need to be at the hospital, or how we would manage financially. That's when we heard about Ronald McDonald House.

Having a place to stay so close to the hospital meant that I could be by Peyton's side through every appointment and treatment. Over the course of 14 rounds of chemotherapy and 22 hospital admissions, we spent 294 nights at the Ronald McDonald House. It was nothing short of a lifeline for our family.

It was the Ronald McDonald House, incredible staff, dedicated volunteers, and donors like you who provided us with the strength to face this overwhelming challenge. We spent nearly a year away from our home. The House became a place where we found a community of support. We cooked together, laughed together, and shared moments of both vulnerability and triumph with other families."

-Ashton, RMHC Atlantic Mom, NB

2023 Memories...



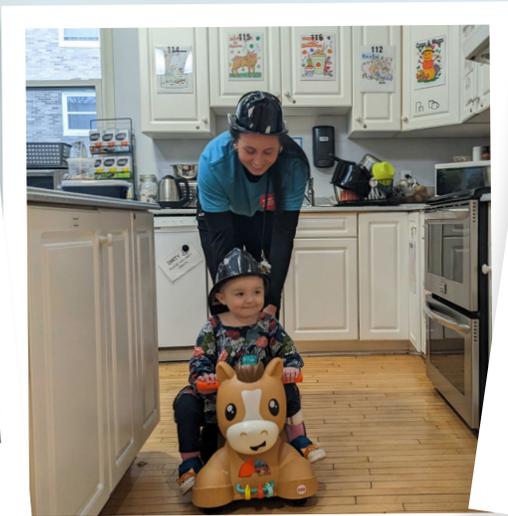
Family Room



Magic Moments



Progress Pics



Play-Time



Making Memories



PJ Walk for Kids!



Home For Dinner



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!

CAPITAL CAMPAIGN

\$2,170,000+

Amazing!

Contributed by McDonald's Canada & our McDonald's Maritime Owner/Operators as of
 Dec 31, 2023!



KIOSKS

In 2023, kiosk donations totaled

\$333,663



COIN BOXES

In 2023, coin box donations totaled

\$62,388



RMHC COOKIES

In 2023, RMHC Cookies raised

\$30,687



MCHAPPY DAY

In 2023, McDonald's raised

\$310,461



HAPPY MEALS

In 2023, Happy Meals raised

\$246,350



ROUND-UP

Thanks to the hard work of McDonald's crews, customers increased their round-up by **13%** over 2022!

THANK YOU FOR SUPPORTING OUR EVENTS!

Once again, in 2023, 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!

NEW Ronald McDonald House

More 
Room
FOR Love

What a difference a year makes!
Check out the progress in 2023



January 2023



March



July



September



First Snowfall



December 2023



\$571 per night

saved per family staying with
RMHC Atlantic

\$17,000 each month

potential cost to families
without RMHC Atlantic



2023 Financial Report



2,828

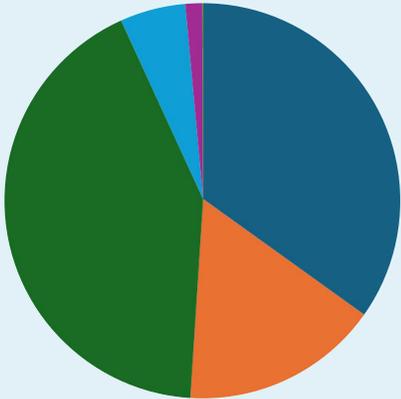
Total donors*



\$3.85

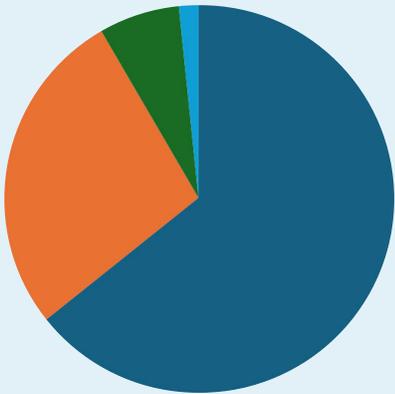
raised for every \$1 invested in our annual fund

REVENUE



General Donations:	\$815,660
Special Events:	\$376,337
McDonald's:	\$983,928
Gifts In-Kind:	\$125,742
Room Revenue:	\$32,872
Other:	\$1,321
Capital Campaign:	\$3,427,568

EXPENSES

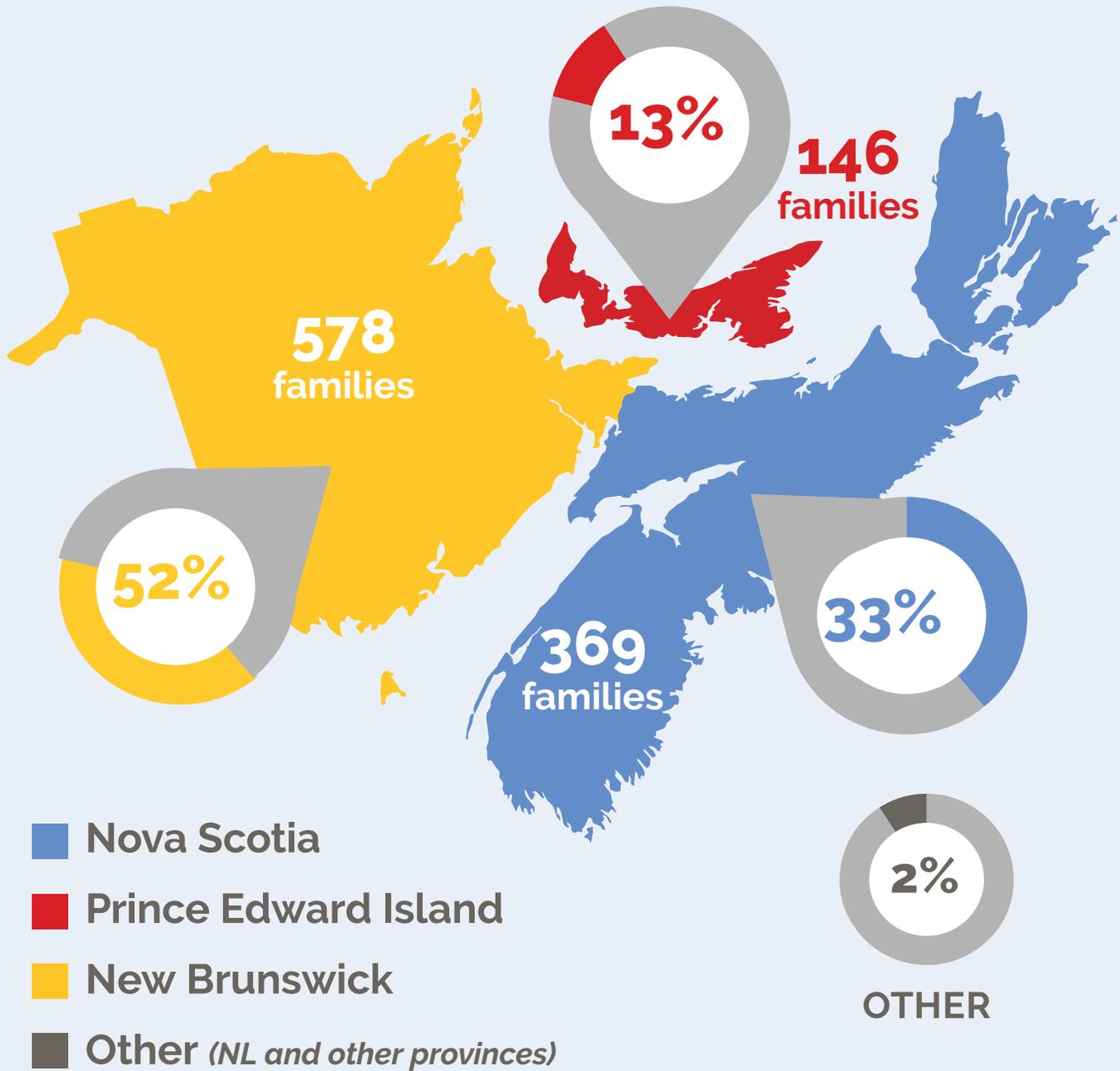


Programming:	\$1,387,556
Annual Fundraising:	\$592,136
Management/General:	\$145,697
Direct Benefit to Donor:	\$34,988
Campaign Fundraising:	\$177,370

All financial information is based on RMHC Atlantic's approved 2023 **Audited Financial Statements.**

Excess of operating revenues over expenses	\$180,069
Investment income	\$655,081
Gain on sale of capital asset	\$2,778,570
General fund balance - end of year	\$10,971,534

2023 Ronald McDonald House Family Stay Summary



Nights of Comfort: **4,508**

Family stays at our House: **1,117**

Total Family Savings: **\$2,574,068**