

There's only one way to fit more **love**
into our Ronald McDonald House®



More 
Room
FOR **Love**



We keep families together when they need each other the most.

Not all families live in a city with a children's hospital. For parents of children who are sick or seriously injured, Ronald McDonald House helps to alleviate significant financial burden and provides a crucial community of support while they're away from home.

We need *More Room For Love*.

We're proud to support approximately 600 Maritime families each year, but over the past couple of years we have turned away more than 400 families who came to us for help—and the demand continues to increase.

Helping more families will require \$13M in community support.

Building a larger, more modern facility will enable us to serve an additional 600 families annually, and offer 6,570 more nights of comfort for families with sick children.

We are turning to you, our Maritime community—friends, families, service clubs, businesses, and more—to help make this vision a reality.

We need to double its size.

Join us in making

***More Room
For Love.***



Our Ronald McDonald House is a critical resource for thousands of families.

For parents with a sick or seriously injured child, life can be very difficult. Their situation leaves them emotionally drained, anxious and financially stressed.

For the 78% of Maritime families who live far from a children's hospital, there's an added stress: distance.

Families often have to travel hundreds of kilometres for treatment and, on top of that, many face a healing journey that can take months or possibly years.

While families who stay with us are asked to contribute \$11/night, those who cannot pay are never turned away; last year, this was the case for 39% of families that visited us. If it wasn't for our Ronald McDonald House, they'd face costs of \$272/day for accommodations and meals elsewhere. This is incredibly stressful and, for many families, it may be financially debilitating. There is an urgent need to ensure that these families have an option that's reliable, supportive, and most of all, near the medical care their child needs.

A word from our Campaign Co-Chairs

'Your child is seriously ill...'

For a parent, these are among the most terrifying words they could ever hear.

Imagine the fear, anxiety and stress families face as they cope with their child's illness. Then imagine facing that struggle alone, in an unfamiliar city, far away from home.

Every day, Maritime families reach out to Ronald McDonald House Charities Atlantic looking for a place to stay. Unfortunately, they are turning away hundreds of families due to limited capacity.

Family is everything to us, as are our Maritime roots. We are honoured to be leading this important campaign that will help ensure all Maritime families with sick children have a warm and loving place to stay when they need it most.

Please help us make **More Room For Love** for these amazing families.



Scott McCain
Co-Chair

Leslie McLean
Co-Chair

Campaign leadership

Ronald McDonald House Charities Atlantic is so grateful for the support of these community leaders who share in our passion for helping Maritime families in need. Our Campaign Cabinet, led by **Scott McCain** and **Leslie McLean**, is supported by individuals from across the Maritimes who have joined us to help make **More Room For Love**.

NB

Victoria Clarke ♦
Ben Craig ♦
David Savoie ♦
Clarence Bennett
Todd Burgess
Barb Curry
Kevin Darling
Dr. Ed Doherty

Krista Han
Peter Hickey
Jeff MacDonald

PEI

David McKenna ♦
Alex MacBeath ♦
Jennifer Evans
John Horrelt
Kathy O'Rourke
Margo Thompson

NS

Judy Steele ♦
Bruce Towler ♦
Mike Bagnall
Lee Bragg
Scott Brison
Joanne Hames
Kiki Kachafanas
Andrew McCullogh
Kerry Muise

Sue Payne
Anne Robinson
Greg Simpson
Matthew Trask

McDONALD'S

Dave Murray ♦
Rod MacDonald

♦ Division leads

the Harrington-Cochrane family

Josh shares that, "the support of the community at Ronald McDonald House can turn a scary time into something to look forward to. When I'm having painful treatments, I'm able to get through them because I think of how much fun I'll have when I get back to the House. I know I'll play board games, watch movies, bake cookies, and play hide and seek. The volunteers never forget who I am, and they remember everything I like.

Without Ronald McDonald House, families like mine couldn't afford the hotel stays, meals and everything else that comes up when we visit the IWK. Me and my brother and sister all have medical conditions, so we've made a lot of trips to Halifax and have become regulars at Ronald McDonald House over the past twenty years. We've stayed a total of 319 nights!

So from all of us, we say a big **THANK YOU!"**

Josh, 13 years old
Yarmouth, NS
Stayed 319 nights

\$86,768

SAVED



Our impact last year...



1,827

family members
helped



7

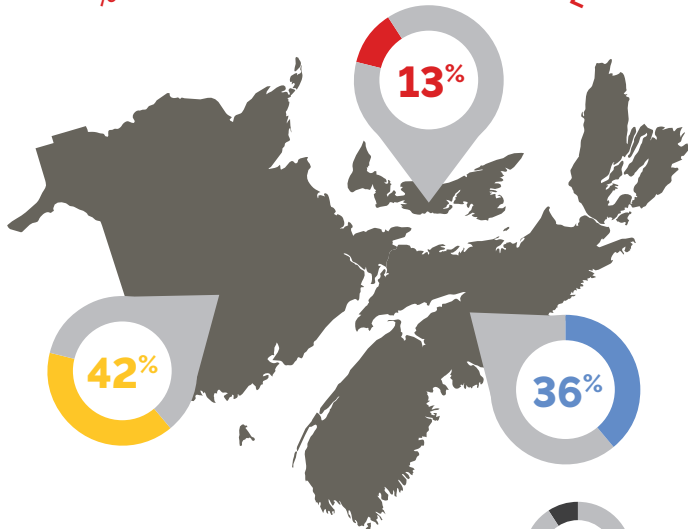
average number of
nights per family



\$1,904

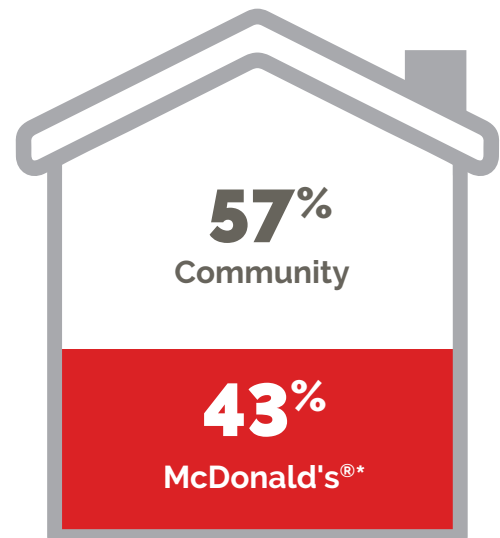
average annual
savings per family

% OF OVERNIGHT STAYS BY PROVINCE



- Nova Scotia
- Prince Edward Island
- New Brunswick
- Other (NL and other provinces)

WHERE OUR FUNDING COMES FROM



*Based on 5-year average.

We currently receive no government
funding for operational costs.



32,850

cups of coffee



3,107

meals served



2,250

loads of laundry

Why we need to create *More Room For Love*

It's truly heartbreaking to tell a desperate and stressed parent that there is no room for them. In recent years, we have turned away hundreds of families because our House is simply too small. Without a place to stay, families face being apart from one another at a time when their love and presence is so vital.

In addition to a lack of space, our current House has many other limitations, including inadequate accessibility and no support for immunocompromised children. The recent pandemic also highlighted our inability to safely accommodate families during public health crises. While we have made some changes to our current space, we are limited in how we're able to modify the physical infrastructure to adequately address these important concerns. We need to be better prepared for what the future may bring.



♥ We must do more to support our families moving forward. Unfortunately, our 100-year-old House is beyond the scope of renovations.



“ I look after some of the sickest kids imaginable. Some are required to stay for several weeks, or even months, which means uprooting an entire family to be near their treatment in Halifax. I struggle to imagine what families would do if we didn't have Ronald McDonald House to ease some of the burden for families looking after a sick child. I'm also led to believe that the cookies are out of this world! ”

Dr. Bruce Crooks, Pediatric Oncologist, IWK Health Centre

Our current reality: Limited capacity, limited comforts

Lack of Space

Small bedrooms, shared bathrooms and only one confined communal space limit privacy and comfort for families.

Hundreds of Families Turned Away

We must do better to support Maritime families in need.

Pandemic Preparedness

Limited protection and program offerings for families during public health crises.

Unserved Population

We have no space to support children with compromised immune systems.

Limited Accessibility

Our current House is not an accessible building, creating barriers for our families.

Distance from Hospital

Even an eight minute walk can be an added burden for families with a sick child.



Picture eighteen families staying in a 100-year-old House that was originally built for a single family. While we've added bedrooms over the years, we still don't have enough to meet the need. Families dealing with very sick children are sharing bathrooms, and up to 18 families are using a kitchen built for one.

Despite these limitations, we are still striving to provide loving support to these families, but we need to do better."

Andrew McCullogh,
Board Chair





We plan to begin construction in **2021**,
but we can't do it without you. Please help
us reach our fundraising goal of **\$13 million!**

Welcome to our **NEW**
Ronald McDonald House!



More Room For Love means more support for Maritime families

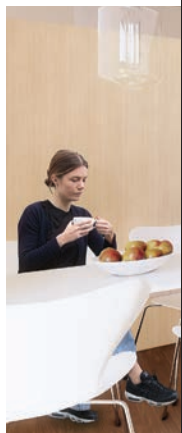
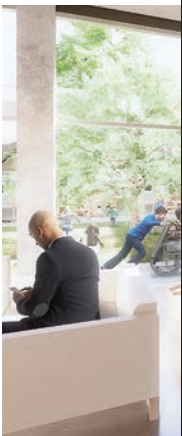
The only solution is a larger House.

We are seeking your support to fund the construction of a modern, 36-bedroom facility. The new House will be a thirty-second walk from the IWK Health Centre—directly across from the emergency entrance. It will double the number of families we can support and it will better meet their needs in every way.

There is conclusive evidence that the House is a key part of a child's recovery by enabling families to have greater participation in their child's medical journey. More than 95% of hospital administrators agree that being affiliated with a Ronald McDonald House reduces parental stress and enhances the hospital's ability to provide family-centred care.

The new House will enable us to:

- Eliminate our wait list for families
- Provide new and enriched programs tailored to our families' needs
- Provide play areas and recreation rooms for children of all ages
- Offer a variety of indoor and outdoor spaces that promote positive health and well-being
- Ensure full wheelchair accessibility
- Support children with compromised immune systems
- Accommodate *more* families in a functional, versatile and sustainable setting
- Ensure spaces are adaptable to accommodate public health crises



We're making *More Room For Love*

40,000

Square feet of
new space for
our families

6,570

Additional nights
of comfort annually

1,200

Maritime families
accommodated
annually

36

Bedrooms
with private baths

\$3.6M/YR

Financial burden
alleviated for families
staying at the House

80%

Funds required
before construction
can begin



Keeping more families together requires an investment of \$24 million

Helping families get through what may be some of their darkest days is an expensive proposition, but a critical one.

Projected capital and transition bridging cost of a fully-furnished 36-bedroom House	
Construction costs	\$15,750,000
Professional fees: architects, planning, legal, insurance, campaign	\$3,250,000
Furniture, fixtures and equipment	\$1,500,000
Financing	\$500,000
Transition bridging costs	\$3,000,000
Total Project Costs (incl. HST)	\$24,000,000

Funding

Funding for this important project will be generated through partnerships between various levels of government and the private sector. The McDonald's Maritime Owner Operators, longtime friends and incredible supporters of the House, have pledged \$3.5M to the campaign.

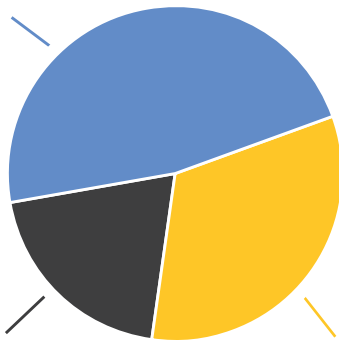
RMHC® Atlantic is committed to maintaining the highest level of accountability and fiscal responsibility. To that end, construction will not begin until 80% of funds have been pledged. We have a strong understanding of future operating costs and have doubled our annual fundraising revenue in the past four years to prepare for the new House. We also have a comprehensive plan to continue to grow our fundraising program to ensure sustained operations for years to come.

An estimated \$1.5 million in proceeds from the sale of our existing building will provide a strong foundation as we transition to the new House.

Community Support
\$13M


Federal Government Contribution
\$4M

Expected Provincial Government Contributions up to \$7M
(from NS, NB and PEI)



💡 \$24 million is a significant investment, but it's what is required to provide the support that Maritime families need. Our new House, like all Ronald McDonald House programs, is so much more than a hotel—it's designed with our families' needs at the core. This House will belong to all of us. Together, let's build a bigger and better Ronald McDonald House so we can make *More Room For Love*. 🏡

Lori Barker, Chief Executive Officer, RMHC Atlantic



“ You would think this
would be the saddest
place on earth, but it
isn't—it's awesome!”

Christopher, 12 years old
Charlottetown, PEI
Stayed 64 nights

\$17,408

SAVED



Babies Elodie & Vincent
Bathurst, NB
Stayed 77 nights
\$20,944
SAVED

“ From a financial perspective, I'm certain that it saved our lives.”

When Geneviève and André found out they were expecting, they were elated. They had planned for a smooth delivery and had imagined taking their babies home surrounded by friends and family. Like most new parents, they did not plan to spend months in a hospital far away from home when their twins, Vincent and Elodie, arrived prematurely at 26 weeks.

In April 2019, both babies were transferred from Moncton to the Neonatal Intensive Care Unit (NICU) at the IWK Health Centre to receive vital medical care. Vincent developed Necrotizing Enterocolitis, and they learned it would be weeks—maybe months—before they could take their family home.

Soon after, a nurse from the IWK referred them to RMHC Atlantic where they found much more than just a place to stay—from laundry to meals, coffee and more, the House had it covered.

“You don't realize how important the House is, and what an essential service it is, until you need it,” Geneviève says.

**Help us write
the next chapter
in our story
—more families,
more impact and
*More Room For Love.***



More 
Room
FOR Love

For information about how you can help
make **More Room For Love**, contact:

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