

Keeping Families Close™



2016 Annual Report



Ronald McDonald
House Charities®
Manitoba





Ronald McDonald
House Charities® Manitoba
supports the **health**
and **well-being** of children
by providing a
“home -away-from-home”
and other services for
critically ill, chronically ill,
and seriously injured
children and their families.

Meet the Finnimore Family

A Ronald McDonald House® Family.

In 2014, Melanie Finnimore couldn't contain her excitement; she was five months pregnant with her first child.

On December 24th, 2014, she went for a routine ultrasound only to be told devastating news: a large cyst was found in her baby's neck. Melanie quickly travelled from her hometown of Portage la Prairie, Manitoba to receive a fetal assessment in Winnipeg's HSC Children's Hospital. The cyst was due to a rare condition known as cystic hygroma.

On April 7 of 2015, with 17 doctors and nurses in the delivery room, Melanie's baby was born. She was delighted to have a new baby girl. Melanie named her Joy.

Melanie needed to be close to Joy while she received critical treatment, but didn't know where to stay. She heard about Ronald McDonald House Charities® Manitoba, the only organization of its kind in Manitoba to provide support and accommodations for families with sick or seriously injured children.

Joy's condition turned out to be more complicated than expected. She stayed in HSC Winnipeg's Neonatal Intensive Care Unit for weeks. Her cyst continued to grow, reaching below her tiny stomach. Three weeks after her birth, Joy received her first operation.

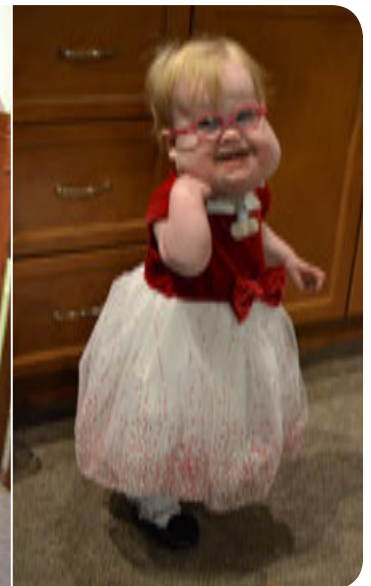
After five months of constant hospital supervision, Joy was allowed to join Melanie for day visits at Ronald McDonald House. Melanie has stayed at Ronald McDonald House since Joy was born and continues to be a guest.

Special medical procedures and a second surgery in 2016 have improved Joy's condition. Melanie is hopeful. Looking to the future, the family hopes to soon transition to their home in Portage la Prairie, Manitoba.

Ronald McDonald House will always be a home for the Finnimore family when they need a place to stay while Joy receives the medical care and treatment she requires.

"She defies the odds every day. I don't know where we would be without Ronald McDonald House. I believe in miracles and she is my little miracle."

- RMHC Manitoba guest, Melanie Finnimore



A woman with long dark hair, wearing sunglasses on her head and a red and white patterned scarf, is smiling warmly while holding a baby. The baby is wearing a red vest over a white long-sleeved shirt and is also smiling. The background is a plain, light-colored wall.

A place

to
stay
close

Meet the Lau Family

A Ronald McDonald House® and Ronald McDonald Family Room® Family.

Lucy Lau was born premature at 23 weeks. She was immediately flown in from Churchill, Manitoba, to receive immediate medical attention at HSC Children's Hospital in Winnipeg. During Lucy's journey, her parents, Ian and Cynthia, were always by her side while staying at Ronald McDonald House or spending time at the Ronald McDonald Family Room.



"Dearest RMH Family,

From the bottom of our hearts, we will be eternally grateful for the love, care, and hospitality you have shown us. You took us in on a cold February winter night and kept us warm with your kindness. We said farewell on a warm summer evening in June. And throughout it all, we felt the support of this newfound family and friends.

You always knew what we needed before we even realized and you showered us with generosity. The help you all provided allowed us to focus care on our wee daughter, born in the remote town of Churchill. Her thriving and growth were made possible because her parents were supported and looked after. Thank you so much for being a HUGE difference maker in our lives.

With love, Cynthia, Ian, and Lucy Lau"



A place

to
feel
supported

Executive Message

2016 marked the 32nd anniversary for Ronald McDonald House Charities® Manitoba (RMHCMB). We have provided support and services to families with sick or injured children through our Ronald McDonald House core program since 1984. In 2010, we extended our mission into the walls of HSC Children's Hospital through our Ronald McDonald Family Room core program.

In 2016, RMHCMB helped more families than ever before. Our programs offered 733 family stays totalling 5,608 nights of comfort with over 22,000 visits welcomed in the common areas of our two core programs. Intuitively, we have always known the services we provide to families are important. Through recent impact research and peer-reviewed studies our role in family-centered healthcare is both qualified and quantified.

The longevity of the RMHCMB mission and the integral role we play in supporting Winnipeg and rural Manitoba families is a result of the collective and compassionate effort of stakeholders. The depth and impact of our mission is only achieved by the dedication and passion of our Board of Directors, staff, volunteers and generous donors. Like our families, we are stronger together.

Thanks to medical advances and talented healthcare professionals, more children are healing today than ever before - creating the need and demand for Ronald McDonald Houses and Family Rooms. RMHCMB is committed to helping more families and expanding, even further, the impact of our mission.

We are incredibly grateful for our community of support and continue to strengthen and grow our existing relationships while also welcoming new partners. As we look to the future, we are committed to meeting the increased need of Keeping Families Close™ during times of childhood illness and injury.

Thank you.

Sincerely,



Dave Einarson
Chair of the Board



Wendy Galagan
Chief Executive Officer



Dave Einarson, Chair of the Board and Wendy Galagan, Chief Executive Officer

2015–2016 Board Listing

President: Dave Einarson

Vice President: Mike Vanderhorst

Secretary: Ryan Turner

Treasurer: Britta Spiring

Directors: Alison Maxwell Diacos, Ana Mendoza*, Dave Coverdale, Hong Zhang, Kyle Millar, Lanette Siragusa, Melissa Beaumont, Steven Paschak, Timothy O' Connor

**Outgoing June 2016*

2016–2017 Board Listing

President: Dave Einarson

Vice President: Ryan Turner

Secretary: Kyle Millar

Treasurer: Steven Paschak

Directors: Alison Maxwell Diacos, Britta Spiring, Dave Coverdale, Hong Zhang, Lanette Siragusa, Melissa Beaumont, Mike Vanderhorst, Rhonda Lorch*, Timothy O' Connor

**Incoming December 2016*

Ronald McDonald House Charities® Manitoba

Supporting Winnipeg and rural Manitoba families through our two core programs.

A Home Away from Home – Ronald McDonald House®

A RMHC Manitoba Core Program

Ronald McDonald House is a "home-away-from-home" for rural Manitoban and out-of-province families with a child requiring treatment at a nearby hospital. The 11,000 square foot House is located on Bannatyne Avenue, only two blocks from HSC Children's Hospital. It supports up to 14 families at a time.



A Home within the Hospital – Ronald McDonald Family Room®

A RMHC Manitoba Core Program

Ronald McDonald Family Room is located within the walls of HSC Children's Hospital in Winnipeg's Health Sciences Centre. The 3,500 square foot space offers families a place to rest and relax, remaining close to their child. Like Ronald McDonald House, the Family Room offers all the comforts of home and more. A napping lounge as well as three sleeping rooms on-site, provide a safe haven for families, directly in HSC. We are thankful to our establishing partner, Health Sciences Centre, for continued support of the Family Room.

All the Comforts of Home and More

To help relieve the financial and emotional stress our families experience, Ronald McDonald House and Family Room offer all the comforts of home and more including fully equipped kitchens, lounge spaces, children's play areas, free wireless Internet access, guest computers, shower and washroom facilities, toiletries, wheelchair accessibility, free laundry facilities, parking, transportation and more.

Our two core programs also provide a wide variety of programming intended to provide our guests with an opportunity to spend time together as a family and relieve stress.

It is a privilege for our staff and volunteers to build relationships with our guest families while providing them with a safe, welcoming and comfortable home during one of the most difficult times of their lives.

Total RMHC Manitoba Program Impact in 2016



- The number of family stays Ronald McDonald House® and Ronald McDonald Family Room® supported = **733**
- Total nights of comfort offered to families by both programs = **5,608**
- Total number of visits to common areas = **over 22,000**
- Ronald McDonald House family stays since inception = **9,564**
- Ronald McDonald Family Room family stays since inception = **1,673**



Ronald
McDonald
House®



Ronald
McDonald
Family
Room®

A close-up photograph of a baby lying down, wearing a red long-sleeved shirt. The baby is holding a pink ring-shaped toy in their right hand and a yellow fish-shaped toy with a smiling face and a stack of blue and green rings on its back in their left hand. The baby's eyes are wide and looking towards the camera. The background is slightly blurred, showing what appears to be a dark-colored chair or bed frame.

A place

to
play...



...to
feel
fabulous...



...and to
make
new
friends

House and Family Room Programming Through Our Community Partners

RMHC Manitoba is blessed to have community support that provides meaningful programming to help our families feel stronger when faced with the stress of childhood illness or injury. Our programming offers opportunities for our families to spend quality time together.

We're thankful for MC College students who offer mini manicures and haircuts for our families while students from Robertson College's massage therapy program helps ease the tensions of our families with relaxing massages. Paper craft enthusiasts from Stampin Up! share fun activities with our families. Already an established program at Ronald McDonald House, St. John Ambulance's Therapy Dog Program was welcomed into our Ronald McDonald Family Room in 2016. This brought much joy to our many visitors who can visit with friendly volunteers and furry pals.

The House's continental breakfast as well as the Grab & Go Bags program, continued to offer families a nutritious start to their day and an opportunity to refuel with a healthy snack to keep them going during busy days at the hospital.

Through the support of dedicated program volunteers and volunteer groups, we were able to provide, on average, four Home for Dinner meals at the House per week and weekly lunches at the Family Room. RMHC Manitoba families greatly appreciate the home cooked meals after returning from a long day at a hospital. We are thankful to have Homestead Manitoba, IKEA Winnipeg and Pizza Hotline as regular Home for Dinner volunteers, along with many others.

Holiday meals and birthday parties for young RMHC Manitoba guests are a welcoming event for families to continue to celebrate special family moments during the storm of childhood illness or injury. Thanks to our generous donors, we were given many opportunities to provide our families with respite from their day-to-day concerns by offering tickets to local events including sporting events, concerts and theatre.

In 2016, RMHC Manitoba offered families...

- **365** continental breakfasts
- **198** home cooked dinners from Home for Dinner groups
- **17** massage therapy sessions from Robertson College Massage Therapy students
- **11** visits with a furry friend from St. John Ambulance's Therapy Dog Program
- **11** days of complimentary manicures and haircuts from MC College students
- **Quarterly** craft sessions with Stampin' Up!





Our Founding and Forever Partner – McDonald's® Restaurants

Our Relationship with McDonald's

We are so thankful to have McDonald's Restaurants, as our founding and forever partner. The generosity of McDonald's Owner/Operators, crew and suppliers, helps us continue and strengthen our mission in so many wonderful ways.

In 2016, 24% of RMHC Manitoba's funding was provided by McDonald's Owner/Operators. This was raised through in-store and drive-through coin box donations, signature event sponsorship, 10 cents from every Happy Meal® and from the unbelievable third party event that is McHappy Day. This incredible support is integral in allowing us to keep families close.

We are fortunate to have a close relationship with our 12 McDonald's Restaurants of Manitoba Owner/Operators. They offer additional support through sponsorship of our signature fundraising events, product donation, media awareness and volunteering at either of our two core programs, special events or membership with our Board of Directors.

We look forward to building and strengthening our relationship with McDonald's to continue to provide a home away from home for families in need.

McHappy Day®

On Wednesday, May 6th, McDonald's® restaurants brought together their employees, customers, suppliers, and other special guests to raise money to help Ronald McDonald House Charities® Manitoba and other children's charities across Canada. This day marked the 23rd annual McHappy Day in McDonald's Canada's history, and has become a special annual tradition for McDonald's and RMHC Chapters across Canada.

During McHappy Day, \$1 from every Big Mac®, Happy Meal®, and hot McCafé® beverage sold in McDonald's restaurants went to local families and children in need. In addition, many restaurants held fundraising events leading up to and on McHappy Day. In 2016, McDonald Restaurants of Manitoba broke records and raised **\$122,363** for RMHCMB.

McDonald's invited community leaders to join them and serve customers. Local politicians, entertainers, sports figures, media representatives, friends and families worked side by side with McDonald's crew and Owner/Operators to create a special community event and unique fundraising initiative.

RMHC Manitoba thanks McDonald's Restaurants of Manitoba, its customers and volunteers, as well as the community supporters for making this the most successful McHappy Day to date in support of Keeping Families Close™.





McHappy Day Fun Facts:

Since its inception, the national one-day fundraising event has raised nearly **\$51 million** for Ronald McDonald House Charities® Canada, the Ronald McDonald Houses and local children's charities across Canada.

First celebrated in Canada, McHappy Day is now a **worldwide event** which unites McDonald's restaurants globally in support of children in need in local communities.



Strengthening our Mission through Third Party Events

RMHC Manitoba is grateful to have dedicated and compassionate advocates holding their own fundraising events in support of our cause. Proceeds from these help sustain operations and provide much-needed supplies and services for families staying at the House and Family Room. This important revenue stream provides our guests with essential supplies and supports maintenance and program development, allowing their stay with us to be as comfortable as possible.



Thank you to our 2016 third party event fundraisers!

\$10,000-\$49,999

- McCain Clear Lake Golf Classic
- Cargill Fore! The Houses Golf Tournament
- Winnipeg Police Service 2017 K9 Unit Calendars
- Northern Lights Barrel Racing
- Swing Fore Golf Tournament
- Dane's 3rd Annual Hot Dog Sale & Rainbow Auction

\$2,000-\$9,999

- Super Alyx Golf Tournament
- Cargill SCORE! for the House Charity Hockey Tournament
- Brandsource
- Chatters Hair and Beauty Salon's A Beautiful Cause Fundraiser

\$1,000-\$1,999

- East St. Paul Canada Day Run
- Yoga Public Charity of the Month
- IBEW Golf Tournament
- Lorette Ringette Association
- RBC Bank Golf Tournament
- Schmidt Auto/Margaret Fehr

\$500-\$999

- Manitoba Public Insurance – Demin Days
- Sartaj Dhillon's Birthday Party
- Alea Smith's Thirty-One Gifts Fundraiser
- Slide the City
- Homestead Manitoba Devonshire House Classic Car Show
- Manitoba Blue Cross Casual Days
- Telus – Critter Campaign
- McDonald's® Restaurants Bloggers
- Dynasty Bathrooms Winnipeg Santa Claus Parade "WOW" Award
- Lennard Taylor "Shoulder to Shoulder" Charity T-Shirts

RMHC[®] Manitoba Signature Events

30th Annual Hope Couture Fashion Show

A RMHC Manitoba Signature Event

RMHC Manitoba's 30th annual Hope Couture Fashion Gala was an incredible success. On Wednesday, April 6th, over 600 family and friends of RMHCMB joined us at the RBC Convention Centre Winnipeg for an exciting, 80s-themed night, celebrating fashion, family and fun. Together, we raised **\$317,651**, a record-breaking amount in support of our mission. We send our thanks to our many donors, volunteers, staff and supporters. The flood of support and generosity will allow RMHCMB to continue to keep families close so they can heal together. Our sincere thanks and appreciation to all involved in this special evening for a timeless cause.



Presenting Sponsor



Haute Couture Sponsor



Avant Garde Sponsors



Fashionista Sponsors



Trend Setter Sponsors



Sparkling Sponsors



Media Sponsors



Wine Sponsor



Reception Sponsor





27th Annual Tournament of Champions

A RMHC Manitoba Signature Event

On Thursday, September 8th, over 160 golfers joined us for a day of friendly competition on Breezy Bend Country Club's beautiful 18-hole golf course. This year, the 27th annual Tournament of Champions broke records and raised **\$174,153** for RMHC Manitoba families. Everyone who attended and supported the Tournament of Champions made a difference in the lives of RMHC Manitoba families. We thank them all for helping us keep families close so they can heal together.

Presenting Sponsor



McDonald's®
Restaurants of Manitoba

Platinum Sponsor



Golf Cart Sponsor



Gold Sponsors



Silver Sponsors



Bronze Sponsors

Media Sponsors



Wine Sponsor





Big Red Shoe Sponsor

Red Boot Sponsor



2nd Annual RED SHOE CREW WALK

A RMHC Manitoba Signature Event

In 2016, RMHC Manitoba was proud to present its second annual Red Shoe Crew Walk fundraising event. The family-friendly, three kilometre walk was held on Saturday, September 24th, in five different locations across the province, including Winnipeg, Brandon, Portage la Prairie, Dauphin, and Waywayseecappo First Nation. Together with the sponsorship, fundraising and participation of our Red Shoe Crew Walk supporters, we raised the bar this year with \$59,864 collected for RMHC Manitoba families. This walk supports the needs of our families from Winnipeg and all across rural Manitoba as communities come together for a wonderful morning of family fun in support of a great cause. We thank everyone involved for helping us keep families close one step at a time!

Red Sneaker Sponsors



Media Sponsors



Food Sponsors



Volunteer Appreciation & Community Support

Volunteer Kindness

Our group of nearly 200 dedicated program volunteers are at the heart of RMHC Manitoba, helping us keep families close to their sick or injured child. Through volunteering at our two core programs, Ronald McDonald House® and Ronald McDonald Family Room®, as well as serving on our Board of Directors and volunteer committees, our volunteers' time and energy is paramount in making a positive impact on families and supporting family-centred healthcare.

Volunteer support of our programs greatly improves the quality of life for families everyday by allowing them to remain together. We thank each volunteer for their hard work, devotion and ongoing commitment in helping us with our mission.

RMHC Manitoba Volunteers At-A-Glance in 2016

The total number of regular program volunteers = **180**

The total number of event-only volunteers = **459**

The number of RMHC Manitoba Board of Directors members = **13**

Total volunteer hours = **7,096**

“Volunteering gives me a sense of purpose. I love being able to put smiles on people’s faces who may not be having the best day. I like meeting new people and learning about them and being able to help in stressful times. By helping to welcome families, I’m helping them feel at home.”

– Family Room volunteer, Maria Sevilla



Award winners: Liz Martin, Dave Einarson (Board President) and Lynn Handregan





Compassion in our Community

RMHC Manitoba is truly blessed to have strong support from the surrounding community made up of compassionate individuals, corporations and organizations. They show their support to our families in a variety of ways.

We are thankful for our hotel partnership with Canada Inns Destination Centre Health Sciences Centre. Due to operating at 100% capacity, 173 bookings were made for families totalling 403 night stays with our hotel partner.

Through our Adopt-A-Room Program, donors sponsor a Ronald McDonald House or Family Room common area or bedroom for 1–3 years at \$5,000–\$10,000 per year. We're grateful for these supporters who help ensure we can continue to provide welcoming programming, meaningful services as well as safe and comfortable accommodations for our families.

We also send a warm thank you to the many groups who graciously volunteered their skills and time at both core programs. These wonderful teams included representatives from Alpha Delta Pi, Cargill Canada, MTS Future First, Payworks, RBC Royal Bank, Shaw Direct and Volunteen, among others.

RMHC Manitoba also attended the Association of Manitoba Municipalities (AMM) Annual Convention for the first time to help spread awareness to rural Manitoba's community leaders. This led to valuable contacts within various communities and content submissions in AMM's *Municipal Leader* magazine and Northern Association of Community Council's *Whispering Pines* newsletter.

Our programs were blessed to receive many wonderful donations in 2016 included significant donations from Dufresne, Electrolux, La-Z-Boy Home & Décor, Rubbermaid and Thirty-One Gifts to name a few.

We were honoured to welcome Bailey Bram from Canada's National Women's Hockey Team to the House and Family Room. During 'Baking with Bailey', families enjoyed freshly baked cookies and quality time with an Olympic athlete. Ronald McDonald was also a regular visitor to our two core programs, bringing along his contagious energy and lifting spirits of our families at both programs.

Common Area Adopt-A-Room Sponsors (\$10,000)

- Shawn & Robert Campbell
- Forbes Brothers

Bedroom Adopt-A-Room Sponsors (\$5,000)

- A Friend
- Emergent Biosolutions
- Jesse & Alexandra Campbell

**SHAWN
& ROBERT
CAMPBELL** ★★



A FRIEND ★

emergent
biosolutions*

**JESSE &
ALEXANDRA
CAMPBELL** ★★

Message from the Treasurer

2016 was an amazing year for Ronald McDonald House Charities® Manitoba. Due to the tremendous support of our donors and supporters, the House was able to achieve amazing success in our key events and our ability to support and keep families together. It is a testament to the amazing generosity of our community, donors and supporters!

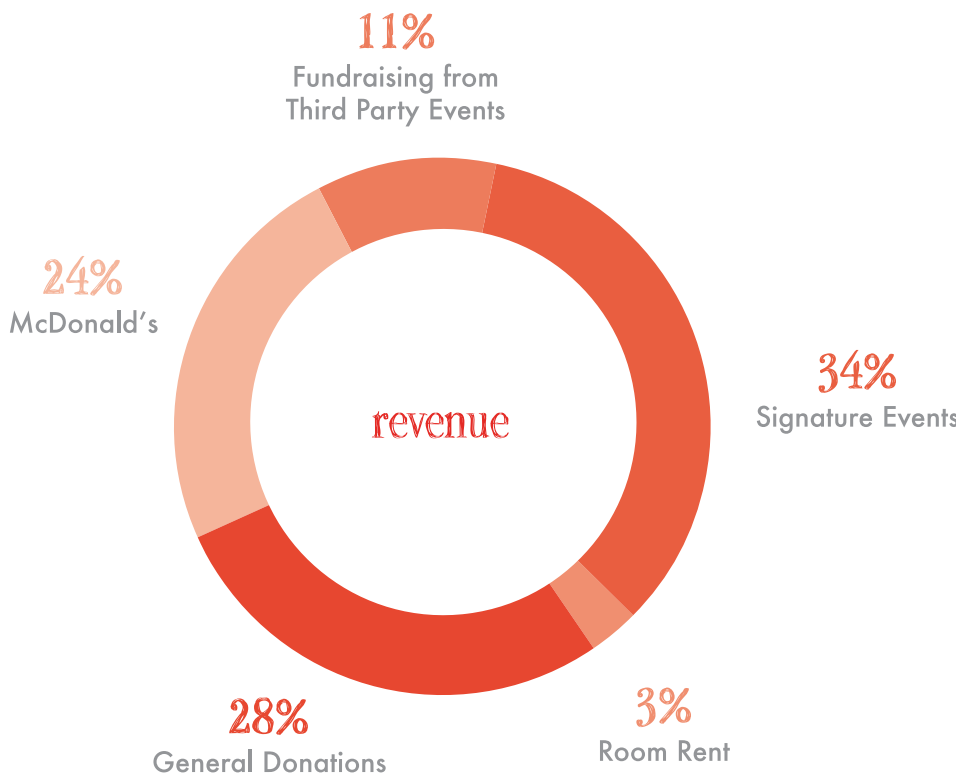
Gross revenue increased to in excess of **\$1,578,263**, driven by the overwhelming success of our signature fundraising events including the annual Hope Couture Fashion Gala, Tournament of Champions and Red Shoe Crew Walk. This, coupled with the increased generosity of general donations, pushed revenue to an astonishing **29%** increase over 2015. Total expenses decreased slightly from 2015 by 4.2%, lead primarily by increased savings in operating expenses, an improvement allowing us to contribute even more to programming that helps families.

Our signature events, the Hope Couture Fashion Gala, Tournament of Champions, and the new in 2015, Red Shoe Crew Walk, were extremely successful. We are deeply grateful to all who supported these fundraisers including generous donors, corporate sponsors, volunteers and attendees who made the events as successful as they were.

As always, RMHC Manitoba strives to provide a welcoming, home-like environment for families of sick and injured children receiving treatment in nearby hospitals. Keeping families where they should be, close and able to support each other, would not be possible without the generous donations of individuals and corporations in the community. Thank you for your heartwarming kindness. We look forward to your continued support in keeping our families together.

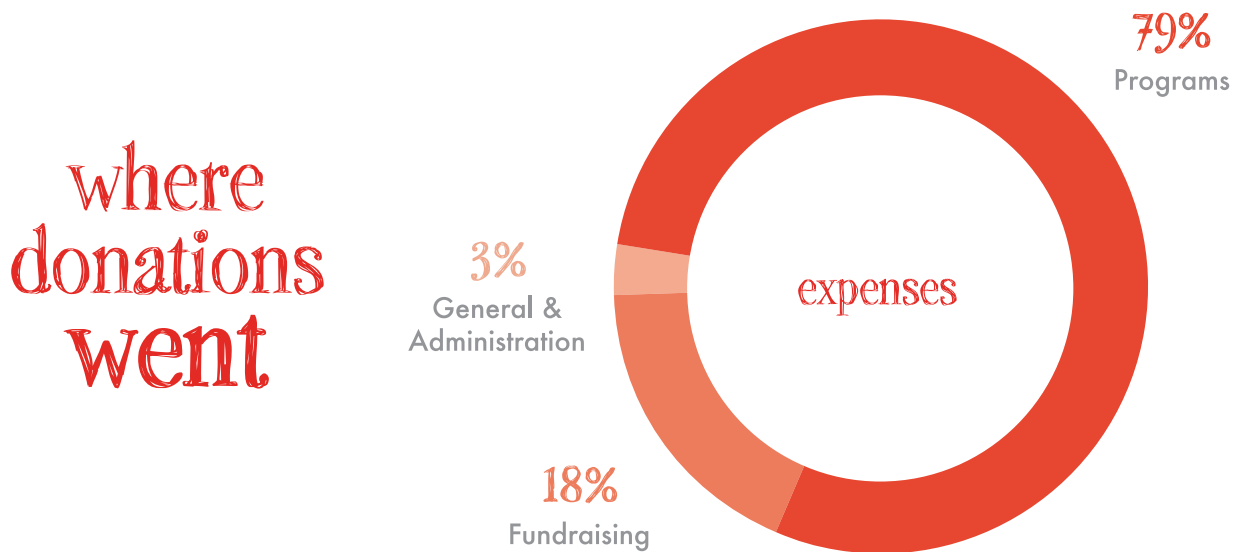
Steve Paschak, CPA, CMA, Treasurer

*Audited Financial Statements are available upon request



where
donations
came
from

Cost per Dollar Raised: **12%**



where
donations
went



Since Enzo was born, our family has spent **countless days together** at Ronald McDonald House.

Over the last 11 years, Enzo's siblings often stay with us at the House to support him while he receives treatments. He says he feels **stronger** with all of us by his side. With meal programs, free laundry services, shower facilities, parking and meaningful programming, Ronald McDonald House Charities® Manitoba has **always been there for us** and we can always depend on them. I hope Enzo can get to a point where he can eat and live life without regular hospital visits, but until then, we couldn't ask for a better place to **stay together as a family.**

– Ronald McDonald House guests, The Vanasse Family

A woman with long dark hair, wearing a black off-the-shoulder top, is sitting on a light-colored sofa. She is smiling and looking towards a young boy sitting on the floor. The boy is wearing glasses, a grey hoodie, and blue jeans. To the right, a toddler in a blue and white plaid shirt and dark pants is standing and looking towards the woman. The background shows a window with blinds, a potted plant, and a brick fireplace.

A place

to laugh
together

proudly
serving
our
families



Melanie and Joy Finnimore,
2016 RMHC Manitoba
advocate family

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Ronald McDonald House Charities® Manitoba



Ronald McDonald
House Charities®
Chapter Name

Keeping families close™