




Ronald McDonald
House Charities®
Manitoba

Keeping families close™

FAMILIES ARE BETTER TOGETHER



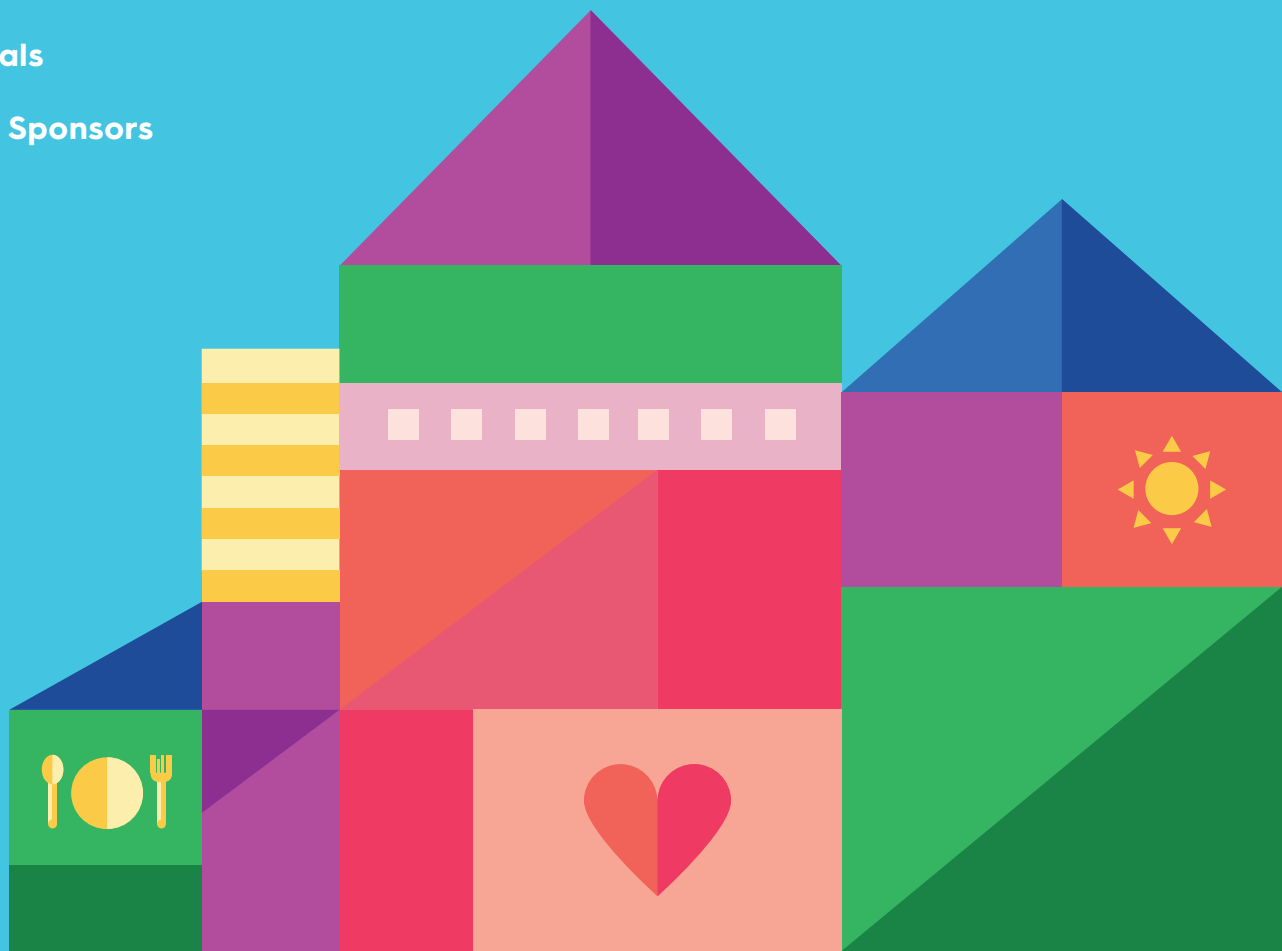
ANNUAL REPORT 2017



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.

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is for
Leadership



Dave Einarson,
President of the Board

Wendy Galagan,
Chief Executive Officer

In 2017, Ronald McDonald House Charities Manitoba (RMHC Manitoba) celebrated 34 years of keeping families close—close to the medical care their child needs and close to each other. Through our two core programs, Ronald McDonald House and Ronald McDonald Family Room, families are provided with accommodations and essential services so they can focus on what is most important during times of childhood illness or injury—each other.

Together with our stakeholders, we proudly supported 2,225 families with our day use program and overnight accommodations, offering 5,645 total nights of accommodation in 2017. Our support saved Winnipeg and rural Manitoba families over \$1,280,000 in costly, out-of-pocket expenses.

Last year celebrated many successes for RMHC Manitoba with our programs serving more families than ever before. Leading with compassion, we focused on the critical needs of our families and their children. Through increased awareness and understanding, support grew through engagement with our stakeholders and the community.

RMHC Manitoba continues to strive for excellence to meet our calling to serve families. We listen to our families to meet their evolving needs. Always operating with inclusiveness, accountability and transparency, we find ways to improve and grow our Mission.

In our commitment to serve more families, we worked to deepen community relations with key provincial stakeholders and our hospital partners. As we move forward, our resolve to grow and expand the RMHC Manitoba Mission remains a priority.

The theme of this year's report is *building blocks*, celebrating families and the compassion of our Mission. Presented in the form of a storybook, the report reads from the eyes of a child with playfulness and creativity. Our report welcomes readers to celebrate the RMHC Manitoba Mission and our community of generous donors, champions, partners, volunteers and sponsors who make it all possible.

Thank you to all who are part of RMHC Manitoba.

Dave Einarson
President of the Board

Wendy Galagan
Chief Executive Officer

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*

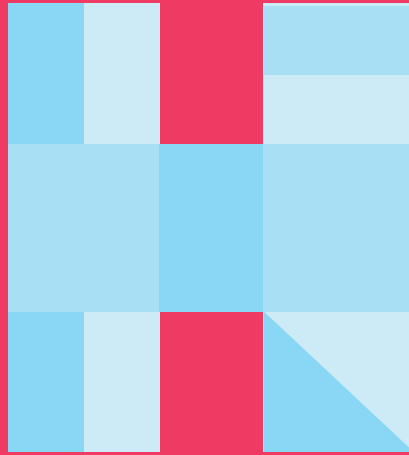
Melissa Beaumont

Mike Vanderhorst

Rhonda Lorch

Timothy O'Connor

*Outgoing January 2018



is for **Home**

A “Home-Away-from-Home”

RONALD MCDONALD HOUSE®
A RMHC MANITOBA CORE PROGRAM

Ronald McDonald House is a “home-away-from-home” for rural Manitoba 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 and supports up to 14 families at a time. Support is available to families living outside of Winnipeg whose residence is located at least 50 km away. The House allows rural families to be close to their sick child during their healing journey and close to the resources their child needs to thrive.

A “Home within the Hospital”

RONALD MCDONALD FAMILY ROOM®
A RMHC MANITOBA CORE PROGRAM

Ronald McDonald Family Room is located on the third floor 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 just steps away from their child. A napping lounge, as well as three on-site sleeping rooms, provides a comfortable haven to families. The Family Room supports families from Winnipeg and rural locations across Manitoba and neighboring provinces that have a sick child receiving treatment at HSC Children’s Hospital. The sleeping rooms are available to families with a sick or injured child whose health is in a critical state so they can be as close as possible when it matters most. We are grateful for our establishing partner, Health Sciences Centre, for continuing to support the overnight accommodations and day use program provided by our Family Room.

All the Comforts of Home and More

To create an environment that promotes well-being in all aspects of life during one of the most challenging times a family will face, Ronald McDonald House and Family Room offer essentials and comforts of home. This includes fully equipped kitchens, lounge spaces, children’s play areas, Wi-Fi 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 meaningful programming intended to relieve stress and promote quality time together for our families.

2,225

FAMILIES SUPPORTED BY SLEEPING
ROOMS AND DAY USE PROGRAM



5,645

NIGHTS OF
ACCOMMODATION

\$1,280,230

TOTAL ESTIMATED SAVINGS FOR FAMILIES
FACED WITH CHILDHOOD ILLNESS OR INJURY

House and Family Room Programming through our Community Partners

With the support from its community partners, RMHC Manitoba is committed to promoting wellness through meaningful program options available at Ronald McDonald House and Family Room. Our programming gives families the opportunity for quality time together, helping them to stay strong for their child and for each other.

2017 saw new developments for our core program facilities and general programming. Thanks to our donors, RMHC Manitoba was able to repaint Ronald McDonald House's indoor common area, renovate its outdoor patio and playground, implement a garden therapy program, introduce a space for a family gym with new workout equipment and install a Little Free Library in the House's front yard.

We take pride in our meal options which provide nutritious, comforting food for all our families. We serve a daily continental breakfast at the House and last year, extended our Family Room lunch program to offer families lunch three times a week. Ronald McDonald House hosts Souper Friday every week for eight months of the year thanks to caring volunteers who serve homemade soup and baked treats. For guests spending the day at HSC Children's Hospital, our Grab & Go Bag program offers takeaway snacks and beverages.

Our Home for Dinner program invites groups to plan and create home-cooked meals for our families. Thanks to these volunteers, dinner is offered at Ronald McDonald House at least three times a week. We thank our ongoing Home for Dinner teams including Homestead Manitoba, Stella Mazza & Friends, Pizza Hotline and IKEA Winnipeg.

Our volunteers from MC College continue to offer haircuts and mini manicures, while volunteers from Robertson College's massage therapy program ease tensions with therapeutic and relaxing massage. St. John Ambulance's therapy dog program continues to bring furry friends for our Ronald McDonald House and Family Room families to visit with. In partnership with Clarion Hotel & Suites, we are able to offer families the opportunity to enjoy dinner at The Pancake House and the hotel's pool facilities monthly.

Thanks to our generous donors, we can offer families tickets to local sports, music and theatre events. Holiday celebrations and birthday parties allow families to continue to celebrate special moments at their "home-away-from-home".

OVER
22,000

VISITS TO
COMMON AREAS



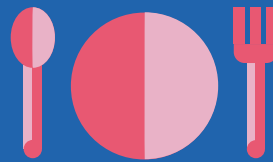
12
HAIRCUT &
MANICURE DAYS



365
CONTINENTAL
BREAKFASTS

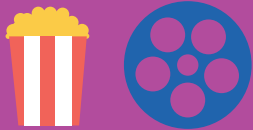


12
PIZZA
NIGHTS



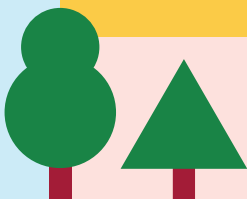
22
MESSAGE
THERAPY
SESSIONS

10 MOVIE
NIGHTS



242
HOME-COOKED
DINNERS

23 FURRY FRIEND VISITS





is for
Together



Meet the Breemersch Family

"A few years ago, our daughter, Katrina (age 15), was diagnosed with a second inoperable brain tumour leaving her blind in her left eye and with low vision in her right, turning our lives upside down once again. After countless conversations with doctors in Winnipeg, it was decided she must undergo radiation treatment because when she was a young child, she had already received chemotherapy to treat her first tumour. With no living arrangements and a requirement to stay for several months, our nurse contacted Ronald McDonald House Charities Manitoba to get us the care we so desperately needed. Staying at Ronald McDonald House allows us to provide better care for Katrina and reduce the financial burden on our family.

Ronald McDonald House has become a "home-away-from-home" for our family. We continually stay there on our medical trips to Winnipeg from Brandon. We are so thankful for the staff and volunteers of Ronald McDonald House and Ronald McDonald Family Room for all their support throughout this most difficult journey. We will never forget what RMHC Manitoba has given our family, including treasured memories that provide a light at the end of the tunnel. The people who give their time, effort and donations help make miracles like this possible."

- Kristen Breemersch



We will never forget what RMHC Manitoba has given our family including treasured memories that provide a light at the end of the tunnel.



is for
Unity



Meet the Kehler Family

"In late February 2016, our son, Karsen, was born at Health Sciences Center in Winnipeg. Shortly after he was delivered, he had difficulty breathing and was immediately rushed to the NICU in the HSC Children's Hospital. After some tests and X-rays, it was discovered that Karsen was born with collapsed lungs. Subsequent testing revealed that there was also something very abnormal with his kidneys and bladder. His bladder was refluxing causing damage to both kidneys, especially to the right side.

Karsen has had several surgeries to date and has started peritoneal dialysis. While on dialysis, Karsen will be awaiting a kidney transplant which will hopefully occur sometime between the age of 30 and 36 months. Much of Karsen's young life has been spent in HSC Children's Hospital and many other days spent going there for testing and treatments.

As a family, we are extremely grateful for the Ronald McDonald Family Room in the Children's Hospital. Many

hours have been spent there discussing his progress and current issues. It has been a place where we can relax, grab a slice of toast, wash our clothes and meet other families going through similar experiences, themselves. In fact, the Family Room was the place Karsen's two older brothers and sister met him for the very first time. The smell of freshly brewed coffee greets us every time we enter, taking away some of the stress of the moment. As small as that seems, it's something to look forward to.

The Family Room is a tremendous resource for those who are dealing with the issues that come with having a child in the hospital. It has helped bring us some normality into an otherwise chaotic situation. It is truly a "home-away-from-home"!

- Jeremy Kehler



The smell of freshly brewed coffee greets us every time we enter and takes away some of the stress of the moment. As small as that seems, it's something to look forward to.



is for
Support



Meet the Smith Family

“Since Isaac was born, we have made regular trips to Winnipeg. Travelling back and forth to Winnipeg is a physical, emotional and financial challenge. Ronald McDonald House Charities Manitoba has been a blessing for us. The staff, volunteers and other families are all amazing people—super friendly and very supportive. The House and Family Room operates with donations from various supporters. It’s through these donations that they can offer so much. There is always food available if you are not able to get out to the grocery store. At the House, a hot dinner is served three to four times a week and a continental breakfast is available every day of the week. The Family Room always welcomes families with freshly brewed coffee and baking, and regularly offers a lunch program as well. Supporting RMHC Manitoba helps all families that have a sick or injured child.

My favourite part about staying at the House is feeling truly welcomed. Whether it’s another family we’ve become close with, staff member or volunteer, it’s a community that lets you know you’re not alone in this.”

- Alea Smith



Whether it’s another family we’ve become close with, staff member or volunteer, it’s a community that lets you know you’re not alone in this.



is for Partner

Our Relationship with McDonald's®

The incredible generosity of McDonald's Owner/Operators, crew, customers and suppliers helps us keep families together when it's needed most.

Approximately 25-30% of RMHC Manitoba's annual funding is provided by McDonald's Owner/Operators. This is raised through restaurant coin box donations, the 10 cent Happy Meal® program and the amazing third party event that is McHappy Day®.

We are blessed to have a close relationship with our 13 Manitoba Owner/Operators, who offer additional support through sponsorship, product donation and media awareness. They also donate their time to volunteer at our two core programs, host special events and are members of our Board of Directors.

Together with our founding and forever partner, we will continue to strengthen and grow our relationship to deliver our Mission to families in need from Winnipeg, rural Manitoba and beyond.

McHappy Day®

On Wednesday, May 3rd, 2017, McDonald's Restaurants of Manitoba and Northwestern Ontario's Owner/Operators came together with their employees, customers, suppliers, volunteers and other special guests to raise money to help RMHC Manitoba and other children's charities across Canada. This was the 24th annual McHappy Day for McDonald's Canada, and is a special annual tradition shared by McDonald's crew and RMHC Chapters across Canada.

During McHappy Day, \$1 from every Big Mac® sandwich, Happy Meal®, and hot McCafé® beverage sold in McDonald's restaurants goes to local families and children in need. We thank community leaders, politicians, entertainers, sports figures, media representatives, friends and families for donating their time to work with McDonald's crew and Owner/Operators in support of keeping families together.

Together with its supporters, McDonald's raised a record-breaking **\$152,177** that went directly to RMHC Manitoba and its families.

This couldn't have been done without the kindness and generosity of all involved in this incredible day of community spirit. We thank them for making this McHappy Day the most successful one yet!



McHappy Day Fun Facts

McHappy Day is McDonald's Canada's largest charity-driven program.

Proceeds from the event has helped more than 300,000 families stay together in Ronald McDonald Houses and Ronald McDonald Family Rooms while their children are treated in nearby hospitals.

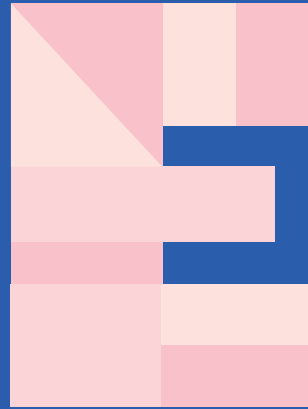
Established in 1977 by McDonald's Canada founder, George Cohon, McHappy Day has helped raise more than \$66 million for Ronald McDonald House Charities and other local charities.



Together Sharing Smiles and Laughter







is for Events

Strengthening our Mission through Third Party Events

RMHC Manitoba is fortunate to be the benefactor of many wonderful fundraising events in support of our cause. We rely on the willingness of many individuals, organizations, companies, service groups and schools that generously initiate fundraising events and activities in support of our programs and services. We are grateful to our community of supporters who allow us to continue to offer all the comforts of home, and more, for families through our two core programs, Ronald McDonald House and the Ronald McDonald Family Room.

\$10,000-\$100,000+

McCain Clear Lake Golf Classic

Cargill FORE! The Houses

Winnipeg Police Service Canine Unit
Calendars

Northern Lights Barrel Racing

\$2,000-\$9,999

Cargill SCORE! for the Houses Charity
Hockey Tournament

Dane's 4th Annual Hot Dog Sale &
Rainbow Auction

Brandsource

Alpha Delta Pi Spaghetti Dinner

Poirier Family Kenora Garage Sale

\$1,000-1,999

Alex's Drive across Canada

Make Fun Matter.ca

Sterling North—Stonewall, Manitoba

Lorette Ringette Association

Wolverine Supplies

Children's Hospital Pumpkin Campaign

\$500-\$999

City Looks Spa

Wellwood Colony

Birthday Party Fundraiser

Dryden Police Association Fishing
Tournament

Academy Lanes

Chatters Hair Salon—A Beautiful Cause

Homestead Car Show

CWB Financial—Do Good in Denim

Manitoba Public Insurance—Denim Days

East St. Paul Canada Day Super Run

Harris Twins' First Birthday

Erin Warwaruk Pumpkin Sale & Corn
Maze

Tim O'Connor's McBowl Fundraiser

Manitoba Blue Cross Casual Days



31st Annual Hope Couture Fashion Show
 A RMHC Manitoba Signature Event

On Thursday, April 6th, 2017, close to 600 family and friends of RMHC Manitoba came together at RBC Convention Centre in Winnipeg to rock the runway at our 31st annual Hope Couture Fashion Gala.

Together, with the support of our donors, sponsors, volunteers and staff, we broke records and raised **\$318,171**. We send sincere thanks to our community of supporters for making this signature fundraising event an unbelievable success and for being a part of our special evening of fashion, family and fun.



28th Annual FORE! THE HOUSE Tournament of Champions
 A RMHC Manitoba Signature Event

On Thursday, September 7th, 2017, the 28th Annual FORE! THE HOUSE Tournament of Champions raised a record-breaking **\$192,504** for RMHC Manitoba! Golfers enjoyed Breezy Bend Country Club's beautiful 18-hole course and evening reception, while also giving RMHC Manitoba families the gift of togetherness.



3rd Annual RED SHOE CREW WALK
 A RMHC Manitoba Signature Event

We thank everyone who took part in our 3rd Annual Red Shoe Crew Walk in support of RMHC Manitoba! From September 16th to 23rd, communities came together for family-friendly, three kilometre walks: on September 16th in Brandon and Dauphin, September 17th in Portage la Prairie, and September 23rd in Winnipeg. Together with the sponsorship, fundraising, and participation of our Red Shoe Crew Walk supporters, we collected **\$58,736** for RMHC Manitoba families. We thank all event supporters for putting one foot in front of the other to keep families together.





is for
Gratitude

Volunteer Kindness

Our dedicated volunteers are at the heart of Ronald McDonald House Charities Manitoba, allowing families to stay together and 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 essential in making a positive impact on families and supporting family-centered care.

In 2017, we held our annual volunteer recognition event at Time Lapse Escape Rooms, allowing our volunteers to try their hand at solving intricate puzzles in a race against the clock. We presented four Volunteer of the Year Awards to Alison Diacos, Hiren and Tash Shah, and Dorothy Barg Neufeld and Nancy Trush for their outstanding support of our families and organization.

Thank you to all volunteers who, through their hard work, dedication, and commitment, keep RMHC Manitoba families together when it's needed the most.





2017 Volunteer of the Year Award winners: Nancy Trush, Dorothy Barg Neufeld, Alison Maxwell Diacos, Tash and Hiren Shah



“Growing up, my family showed me the importance of volunteering and how helping others brings joy to both those you are helping and yourself. At the Family Room, I enjoy helping families going through tough times feel a bit closer to home. Sharing laughs, stories, smiles and comfort motivates me to continue to volunteer.”

- Miranda, RMHC Manitoba Program and Special Event volunteer

Compassion in our Community

We are truly fortunate to be able to carry out RMHC Manitoba's Mission thanks to the dedicated support from caring individuals, companies and organizations from our local community.

Because we often operate at full capacity, we are thankful to have Canad Inns Destination Centre Health Sciences Centre as our hotel partner. Due to operating at 100% capacity, 128 bookings were made for families, totaling 361 nights of accommodations at Canad Inns in 2017.

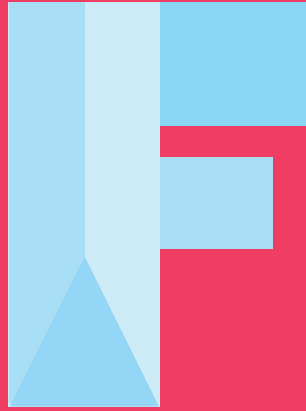
We are truly grateful for our Adopt-A-Room program sponsors who help keep our families close at Ronald McDonald House Charities Manitoba every night. Through this program, donors sponsor a Ronald McDonald House or Family Room common area or bedroom for one to three years at \$5,000-\$10,000 per year. These supporters save our families over \$100 per night in hotel costs alone. Thanks to them, we ensure our families have access to the comforts of home including welcoming accommodations, essential services and meaningful programming that promotes wellness.

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 Christian Public Service, RBC, and Sherwin-Williams, among others. In addition to volunteered time, we were blessed with many wonderful donations in 2017 from our compassionate donors.

For the second year in a row, RMHC Manitoba attended the Association of Manitoba Municipalities (AMM) Annual Convention to help spread awareness of our Mission to community leaders and partners of rural Manitoba. We look forward to growing our relationship with our AMM contacts to strengthen and grow RMHC Manitoba's network of support across the province.

RMHC Manitoba was thrilled to announce and welcome Andrew Harris of the Winnipeg Blue Bombers as a RMHC Manitoba Ambassador. As a proud father, proud Winnipegger and Manitoban, and as a Winnipeg Blue Bomber, Andrew is an ideal ambassador for our organization and has attended our signature events, third-party events and spent time with our families. We are truly grateful and excited for the opportunity to work with Andrew to raise awareness, understanding, and support of the RMHC Manitoba Mission and our families.





is for **Financials**

2017 was another amazing year at RMHC Manitoba. Due to the continued generosity from our donors and supporters, we could keep our families where they truly belong –together. The House and Family Room often operated at full capacity and we were able to build on the record-breaking success of 2016.

Gross revenues were \$1,682,589, which represents a 4% increase over the prior year. Expenses increased over the previous year by 13% due to expanding our offerings and fundraising opportunities to help our families.

Our key annual fundraising events, the Hope Couture Fashion Gala, FORE! THE HOUSE Tournament of Champions and Red Shoe Crew Walk continued to be the highlights of the year and maintained 2016's incredible success. We are grateful to the sponsors, individual donors and volunteers who continue to make these events a tremendous achievement.

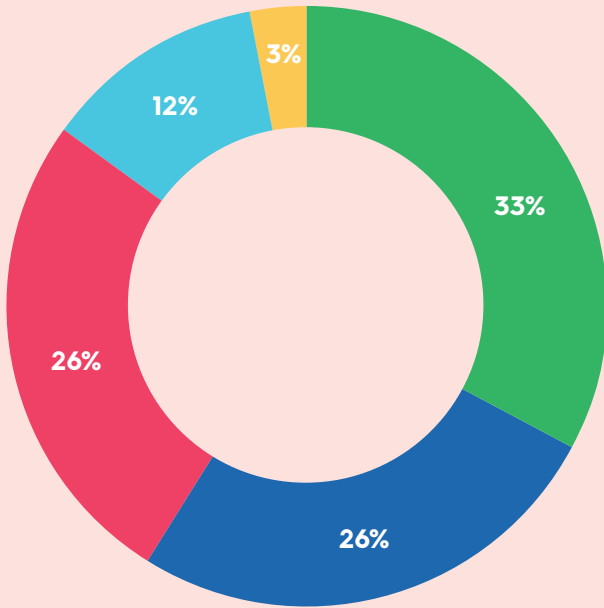
Our ability to provide a welcoming and loving “home-away-from-home” for families of sick and seriously injured children would not be possible without the continued support of our donors, volunteers, and sponsors. We look forward to continuing to work with the community to provide a safe and welcoming haven to families and children who need it the most.

Steven Paschak, CPA, CMA, Treasurer

*Audited Financial Statements are available upon request

REVENUES

WHERE DONATIONS CAME FROM

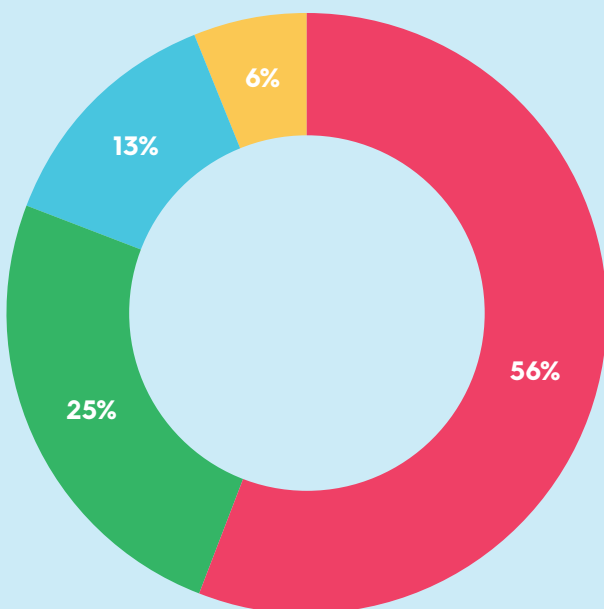


- SIGNATURE EVENTS
- McDONALD'S
- GENERAL DONATIONS
- FUNDRAISING FROM THIRD PARTY EVENTS
- ROOM RENT

Cost per Dollar Raised: 12%

EXPENSES

WHERE DONATIONS WENT



- PROGRAMS
- FUNDRAISING
- GENERAL & ADMINISTRATION
- FUNDRAISING COST OF DIRECT BENEFIT TO DONORS

Thank you to each and every one of our sponsors who have helped us provide continuous support to families in need. Your kind donations, no matter how big or small, go towards the cost of accommodation, providing nutritious meals and upgrades and improvements to Ronald McDonald House and Family Room.

FOUNDING + FOREVER PARTNER



NATIONAL PARTNERS



NATIONAL IN-KIND SUPPORTERS (PRODUCT SUPPORT)





LOCAL SUPPORTERS



A special thanks to our agency partner, Cossette, for their generous help designing and illustrating our annual report.

RONALD MCDONALD HOUSE CHARITIES MANITOBA

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Charity # 10412 5323 RR0001

rmhcanitoba.org

FROM OUR FAMILIES TO YOURS



FOR KEEPING FAMILIES TOGETHER