

# DRAWING HOPE

RONALD McDONALD  
HOUSE CHARITIES  
MANITOBA

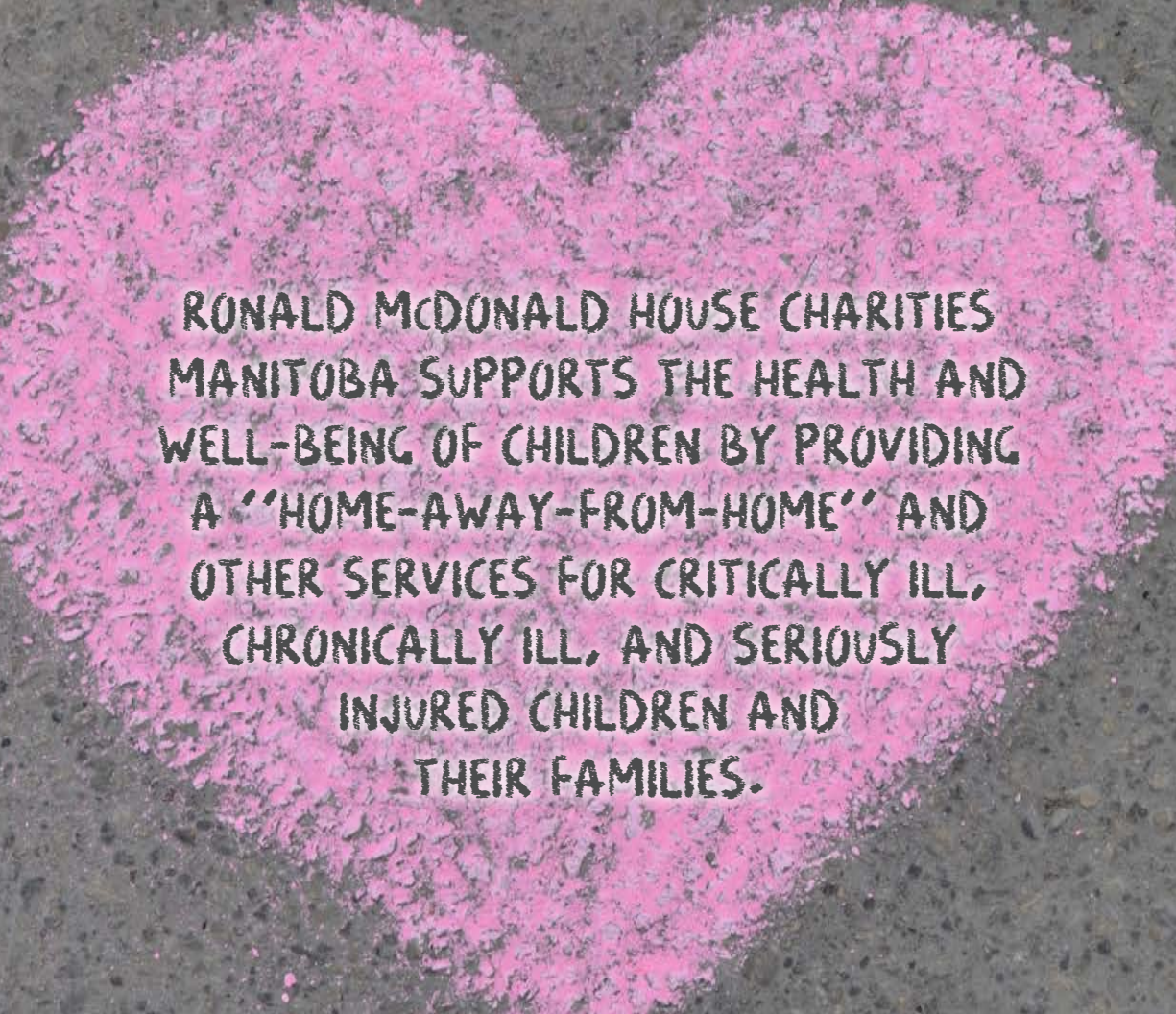
2018  
ANNUAL  
REPORT



Ronald McDonald  
House Charities®  
Manitoba

Keeping families close®

# THE RMHC 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.

# MISSION

# TABLE OF CONTENTS

03 LEADERSHIP MESSAGE

05 RONALD MCDONALD HOUSE +  
RONALD MCDONALD FAMILY ROOM

07 HEARTFELT THANKS TO OUR DONORS

09 FAMILY STORIES

15 FAMILY PHOTOS

17 FOUNDING + FOREVER PARTNER

19 THIRD PARTY & SIGNATURE EVENTS

24 VOLUNTEER KINDNESS

26 COMPASSION IN OUR COMMUNITY

27 OUR FINANCIALS

29 VALUED PARTNERS



LEADING THE  
MISSION





**Rhonda Lorch**  
President of the Board

**Wendy Galagan**  
Chief Executive Officer

It is with pride and gratitude that we reflect on the success of the Ronald McDonald House Charities (RMHC) Manitoba Mission throughout 2018. When a child becomes sick, the whole family is impacted. Our Mission is to keep families close - close to each other and close to the care they need. Our two core programs, the Ronald McDonald House and the Ronald McDonald Family Room, kept over 2,000 families close by providing a safe haven amidst the storm of childhood illness or injury.

Focusing on the entire family, RMHC Manitoba offers overnight accommodations and day use programming. We proudly offer welcoming and inclusive services to all families and support all pediatric medical disciplines.

Throughout 2018, we continued to work closely with our hospital partners and RMHC Global/RMHC Canada leadership. To meet the current and future needs of families, we proudly confirm our plans to expand the RMHC Manitoba Mission. We are building a new Ronald McDonald House and increasing our Mission delivery by 186%. Our new Ronald McDonald House will ensure children have access to the medical care they need and that families are together, supported and actively involved in their child's medical journey.

Through the generosity of our donors, sponsors, supporters and partners, RMHC Manitoba is there for families in need. As we grow to meet and serve the needs of families, we do so standing strong and shoulder-to-shoulder with all stakeholders as we come together as a community to deliver the RMHC Manitoba Mission.

We extend sincere appreciation to all who support, participate and partner in the RMHC Manitoba Mission. Together, we are making a difference in the lives of families with sick children and together, we will continue to do so.

This Annual Report is dedicated to the RMHC Manitoba families who inspire us daily with their courage, strength and love. Families are the reasons why we do what we do.

With much gratitude,

*Rhonda Lorch*

Rhonda Lorch  
President, RMHC Manitoba

Wendy Galagan  
CEO, RMHC Manitoba

## 2018 Board Listing

### PRESIDENT

Dave Einarson\*  
Rhonda Lorch (June-Dec.)

### VICE PRESIDENT

Ryan Turner\*  
Dave Coverdale (June-Dec.)

### SECRETARY

Dr. Kyle Millar\*  
Melissa Beaumont (June-Dec.)

### TREASURER

Steven Paschak (Jan.-June)  
Hong Zhang (June-Dec.)

### DIRECTORS

Alison Maxwell Diacos\*  
Britta Spiring  
Dave Coverdale (Jan.-June)  
Dean Melnic (Nov.-Dec.)  
Hong Zhang (Jan.-June)  
Jan Augert-Yarema (Oct.-Dec.)  
Melissa Beaumont (Jan.-June)  
Mike Vanderhorst\*  
Dr. Norm Silver\*\*  
Rhonda Lorch (Jan.-June)  
Steve Bulejsza\*\*  
Steven Paschak (June-Dec.)  
Timothy O'Connor  
Wayne Devlin\*\*

\*Outgoing June 2018

\*\*Incoming June 2018



HOME IS  
WHERE THE  
HEART IS

## RONALD MCDONALD HOUSE®

Since 1984, Ronald McDonald House Manitoba has provided a "home-away-from-home" for families with a child requiring medical treatment at a nearby hospital.

Families are referred to Ronald McDonald House by hospital staff who determine eligibility for rural Manitoba and out-of-province residents living 50 km or more from HSC Children's Hospital. This allows rural families to have the comforts of home while remaining close to their child during their medical journey.

The 11,000 square foot house is located in close proximity to the hospital and supports 14 families at a time.

## RONALD MCDONALD FAMILY ROOM®

Located on the 3rd floor of HSC Children's Hospital since 2010, this 3,500 square foot space offers children receiving medical treatment, and their family members, a place to rest and relax in a home-like environment. The Family Room is a comfortable haven offering three on-site sleeping rooms, napping lounge, full kitchen, laundry facilities, showers, computers and living room, just steps away from pediatric medical care.

The Family Room welcomes and supports pediatric, neonatal and emergency patients, and their families, who reside in Winnipeg, rural Manitoba and out-of-province. Sleeping rooms are available to families whose child is in critical condition requiring the most urgent care. Hospital staff make sleeping room referrals to the Family Room allowing families to remain together just steps from their child's bedside.

## All the Comforts of Home and More

Providing an environment that feels like home is of the utmost importance for our Ronald McDonald House and Family Room. As families face one of the most challenging times, our two core programs provide much-needed support.

Amenities include:

- 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 (at House)
- Transportation
- Daily nutritious meals

# WORDS OF HOPE & THANKS FROM OUR FAMILIES

Your Family Supported by  
Double JK  
Thompson Farms

201  
KEEPING FAMILIES CLOSE

DAD MOM LOWN KEIRA RILEY

Our Family

Aug 2

Words cannot express how grateful we are for the care, compassion and support of this facility. Our angel comes home today and we have this facility to thank! Thank you from the bottom of our hearts. Donations coming

Your Family Supported by  
Brody Emerson Uhrau  
Love Nana & Pop Pop, Toews

303  
KEEPING FAMILIES CLOSE

The Littlest FEET  
Make The Biggest FOOTPRINTS  
In Our HEARTS

Thank you RMHC - MB. Helping us stay close to our child as this time and all the things you do for our family.

WE LOVE YOU

From our family

Without you All we would be minus a part. Thank you from the bottom of our hearts

U  
SO  
MUCH

Thank you for bringing us together

Your Family Supported by  
Emergent Biosolutions

202  
KEEPING FAMILIES CLOSE

My heart sleeps till brother is back

# HEARTFELT THANKS TO OUR DONORS

## 2018 MISSION SUCCESS

**2,208**

FAMILIES SUPPORTED  
BY OVERNIGHT  
ACCOMMODATIONS  
AND DAY USE  
PROGRAM

Because of the kind, caring and generous giving of our donors through monetary donations, foundation giving, annuities, bequests, legacy giving and more, we celebrate our 2018 Mission impact.

**5,546** NIGHTS OF  
ACCOMMODATIONS

**\$1,350,000**  
TOTAL SAVINGS  
FOR FAMILIES IN  
OUT-OF-POCKET  
EXPENSES

Our sincere appreciation goes out to all who contributed to RMHC Manitoba and ensured we continued to serve and support families in need at Ronald McDonald House and Ronald McDonald Family Room.





OVER  
24,000  
VISITS TO  
COMMON AREAS

242 HOME-COOKED MEALS	365 CONTINENTAL BREAKFASTS
-----------------------------	----------------------------------

156  
LUNCHES  
SERVED

15 MASSAGE THERAPY SESSIONS	20 PET THERAPY DOG VISITS
--------------------------------------	---------------------------------

12  
PIZZA  
NIGHTS

10 MOVIE NIGHTS	12 DAYS OF HAIRCUTS & MANICURES
-----------------------	--

7  
SEASONAL  
CRAFT  
ACTIVITIES



FAMILY

IS

LOVE

"WE COULDN'T HAVE ASKED FOR A BETTER ENDING."



## MEET THE SPRUYT FAMILY

**The Spruyt family stayed at RMHC Manitoba's Family Room while their son, Henry, received life-saving medical treatment. Pictured (from left) are Jack, TJ, Luke, Henry and Jennifer.**

"In April, our youngest son, Henry, was diagnosed with bronchiolitis. Being a preemie and only six-weeks-old, the infection quickly became serious. The morning after his diagnosis, we found him unresponsive and turning blue. Emergency medical staff revived Henry. He was placed on a ventilator and admitted to the pediatric intensive care unit (PICU).

We were fortunate to stay at the Ronald McDonald Family Room. The staff and volunteers go above and beyond to provide a welcoming and comforting environment. It's a huge relief to be with your family and close to your sick child.

Thankfully, Henry is doing very well. We're very appreciative of RMHC Manitoba and everyone who helped us throughout the whole process. We're glad things worked out the way they did and couldn't have asked for a better ending."

- TJ and Jennifer Spruyt





BETTER TOGETHER

"I FINALLY  
FEEL LIKE  
MYSELF, LIKE  
THE PERSON I  
WAS ALWAYS  
MEANT TO BE  
- SOMEBODY'S  
MOM."



## MEET THE WATSON FAMILY

After struggling with fertility issues for several years, the Watson family, from Saskatoon, Saskatchewan, were thrilled to be parents of an adopted baby girl from Nunavut. While their premature daughter, Lola, grew strong enough to make the trip to her new home, Nicolene and Ryan stayed at Ronald McDonald House. Pictured (from left) Ryan, Lola and Nicolene.

"We were chosen to adopt on a Sunday with the baby expected to come in two months. Four days after hearing the news, we found out the baby was arriving early at 31 weeks gestation, weighing three pounds and eight ounces.

We immediately drove all night to Winnipeg to meet our baby and arrived at the hospital at 9 am the next day. I can't even begin to explain the feeling of meeting our daughter, but also how special it was to be able to spend a week in NICU with Lola's birth mom and grandma, sharing a lot of laughter and just as many tears. Not only did we gain a child, but also a new culture and family. We were also so thankful to be able to stay for two weeks at Ronald McDonald House while Lola received care in the NICU.

As new parents to our healthy baby girl, I finally feel like myself, like the person I was always meant to be — somebody's mom."

- Nicolene Watson



HOME IS  
WHEREVER  
I'M WITH  
YOU





"WE HAD A HOME IN THE MIDDLE OF ONE OF THE HARDEST STRUGGLES WE HAVE FACED."

## MEET THE VREUGDENHIL FAMILY

**While their premature daughter, Elle, grew stronger and recovered from a heart defect, Aren and Holly Vreugdenhil, from Virden, Manitoba, stayed at Ronald McDonald House and Family Room to be close by her side.**

"We were so relieved. We had a home so we could focus on our daughter. We bonded with her, learned to care for her and helped her adjust to her new world. We had a home where our other children could stay and meet their sister. We had a home in the middle of one of the hardest struggles we have faced.

We will never forget our family at the Ronald McDonald House and Family Room. This included the clean and wonderful bedroom where we wept, prayed and found rest and the kitchen where we ate many delicious meals, cooked and laughed. The Family Room is where we had coffee with friends, our children played, a snack-to-go always waited and a friendly volunteer was always ready with a hug and a smile. The House and Family Room were homes where all the volunteers remembered who we were and who our children were. They always asked how Elle was doing, shared our sorrows and our celebrations. We can never thank RMHC Manitoba enough."

- Holly and Aren Vreugdenhil



# FINDING HOPE IN EACH OTHER







TOGETHER  
WHEN IT  
MATTERS  
MOST



# FOUNDING & FOREVER

MISSION PARTNER



## Our Relationship with McDonald's®

The generous support of our McDonald's founding and forever partner, Owner/Operators, crew, customers and suppliers help us deliver our Mission each and every day.

Our incredible support from them was achieved through these existing and new initiatives:

- New kiosks donation opportunities
- Coin box donations
- 10 Cent Happy Meal® program
- McHappy Day®
- Signature event sponsorship and support
- New RMHC Cookie program

We are so thankful for our amazing McDonald's partners and the many wonderful ways they continue to support our RMHC Manitoba Mission.

## McHappy Day®

On Wednesday, May 2nd, Manitoba and Northwestern Ontario McDonald's Owner/Operators came together with their crew, customers, volunteers and other special guests to raise money for RMHC Manitoba and other children's charities across Canada. In 2018, we celebrated McDonald's Canada's 25th annual McHappy Day.

On McHappy Day, \$1 from every:

- Big Mac®
- Happy Meal®
- Hot McCafe® beverage

sold in McDonald's restaurants goes to local families and children in need.

Thank you to our community supporters including leaders and politicians, entertainers, sports figures, media representatives, family and friends for donating their time to partner with McDonald's Owner/Operators and crew in support of keeping families together.

Last year, a record-breaking \$184,688 was raised for the RMHC Manitoba Mission.



McHappy Day®

# McHAPPY DAY FUN FACTS



Established in 1977 by  
McDonald's Canada founder,  
George Cohon, McHappy Day  
now has 2.5 million guests  
connecting with RMHC  
across Canada.

IN 2018, OVER  
SIX MILLION  
WAS RAISED ON  
McHAPPY DAY  
FOR RMHC AND  
OTHER CHILDREN'S  
CHARITIES!

LOCALLY, MANITOBA  
AND NW ONTARIO  
McDONALD'S  
OWNERS, CREW +  
CUSTOMERS RAISED  
\$184,688 FOR RMHC  
MANITOBA FAMILIES!

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

THANK YOU!

# FUNDRAISING FOR FAMILIES



## STRENGTHENING OUR MISSION THROUGH THIRD PARTY EVENTS

RMHC Manitoba is blessed to benefit from many fantastic fundraising events held in support of our Mission thanks to our incredible supporters. Many individuals, organizations, companies, service groups and school initiatives help support our programs and services by raising funds for us in many different ways. These include sport tournaments, craft sales, birthday parties, barbecues, corporate casual days and more! Thanks to the help and enthusiasm of our third party event supporters, we are able to continue offering a "home-away-from-home" for our families at the House and Family Room.

### **\$100,000+**

McCain Clear Lake Golf Classic

### **\$10,000-\$99,000**

Cargill FORE! The Houses  
Northern Lights Barrel Race  
McCreary Mustang Atoms  
U of M Bed Push

### **\$2,000-\$9,999**

Cargill SCORE! for the Houses  
Chatters - A Beautiful Cause  
Alpha Delta Pi Spaghetti Dinner  
Treasured Gifts N Things  
Vendor Fairs

Grow a Crop fundraiser from

Scott Russell, Alliance Seed,  
Omex Agriculture Inc. and  
Parrish & Heimbecker Limited  
DuckyFest 2018 - Rubber Ducky  
Resort & Campground

### **\$500-\$1,999**

Royal Canadian Legion  
Steinbach BBQ Fundraiser  
Manitoba Hydro - Gillam  
Radisson Chili Cook-off  
Heather Mcbey  
Wedding Fundraiser  
Wolseley School Fundraiser

Newhaven Colony Provincial Exhibition

Homestead Classic Car Show  
Luxe Furniture Company  
BBQ & Raffle Fundraiser  
Brandsource BBQ & National Events  
Yoga Public Karma Classes  
Canada Day East St. Paul Super Run  
City Looks Salon & Spa Eminence  
Organic Skincare Event  
Dawson Trail Apartments  
Hilary Druxman Good Works Necklace  
Nancy's Birthday Bash  
Bethel Baptist Church -Collection  
Insurance Women's Association  
Shopping Night Event

# 32ND ANNUAL HOPE COUTURE FASHION SHOW

## An RMHC Manitoba Signature Event

On Thursday, April 12th, the 32nd annual Hope Couture Fashion Gala broke records by raising over \$328,000 for RMHC Manitoba families. This is made possible thanks to our caring sponsors, donors, supporters and close to 600 attendees joining us at RBC Convention Centre Winnipeg for an exciting evening of fashion, family and fun.



# 29<sup>TH</sup> ANNUAL FORE! THE HOUSE TOURNAMENT OF CHAMPIONS

## An RMHC Manitoba Signature Event

Our 29th annual FORE! THE HOUSE Tournament of Champions on Thursday, September 6th, at Breezy Bend Country Club, was a fun-filled day of exciting competition, delicious dinner, wonderful prizes and compassionate generosity. Together, we raised over \$184,000 in support of Ronald McDonald House and Ronald McDonald Family Room. We are so thankful for this gift of togetherness for our families.



i'm lovin' it<sup>®</sup>

McDONALD'S<sup>®</sup> RESTAURANTS OF MANITOBA

**HOMESTEAD**  
Manitoba | Assisted Living • 55+ Rentals • Apartments





# 4TH ANNUAL RED SHOE CREW WALK

## An RMHC Manitoba Signature Event

Together, we kept families close one step at a time at our 4th annual Red Shoe Crew Walk for RMHC Manitoba! From June 15th to 24th, Red Shoe Crew Walks and events were held in Dauphin, Brandon, Portage la Prairie and Winnipeg in celebration of RMHC Manitoba families. Thanks to our generous sponsors, event fundraisers, and participants, we raised over \$65,000 in support of our cause. We are grateful for all who support this amazing signature event that is tied so closely with our Mission.



THANKFUL  
TO BE  
CLOSE



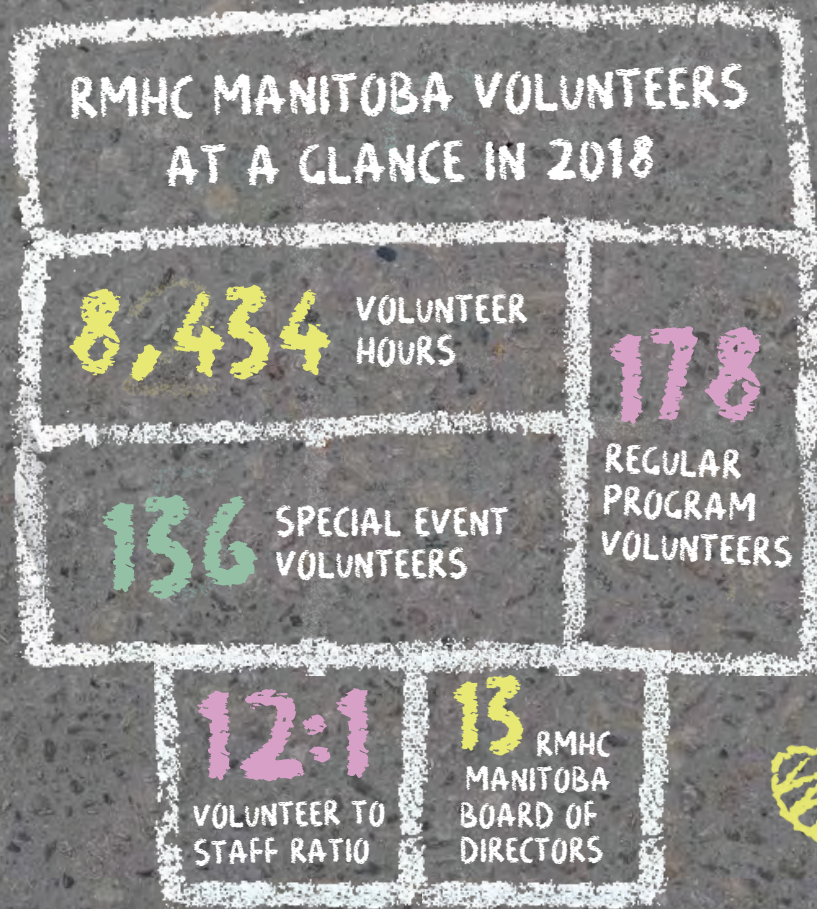


# VOLUNTEER KINDNESS

RMHC Manitoba volunteers make an important difference in the lives of our families every day. Through family services, event roles or volunteering on our Board of Directors and committees, the impact on families is felt and deeply appreciated.

We celebrated the many contributions of our amazing volunteers in 2018 with a fun evening filled with laughs, great conversation and gratitude. We presented Volunteer of the Year Awards to Helen Halpin, Donna Drever and Dr. Kyle Millar for their outstanding efforts for our families and organization.

It is through the time and talent of our incredible RMHC Manitoba volunteers that our Mission is able to serve and support over 2,000 families in need each year. Each and every volunteer brings a unique and valuable set of skills that is recognized as an integral part of our Mission delivery.





2018 VOLUNTEER OF THE YEAR AWARD WINNERS:  
HELEN HALPIN, DR. KYLE MILLAR AND DONNA DREVER



"WHEN FAMILIES COME IN AND SMELL THE COOKIES, THEY HAVE SMILES ON THEIR FACES. IT MAKES THEM FEEL AT HOME AND LIKE THEY'VE LEFT THE HOSPITAL FOR A FEW MINUTES. THEY REALLY APPRECIATE IT. IF I CAN MAKE THEIR DAY A LITTLE BETTER BY JUST THE SMELL OF A COOKIE OR THE TASTE OF A COOKIE, I'M VERY GRATEFUL I CAN DO THAT."  
- BETTY FRIESEN, RMHC MANITOBA PROGRAM VOLUNTEER



# COMPASSION IN OUR COMMUNITY

Thanks to the dedicated support from caring individuals, companies and organizations from our local community, RMHC Manitoba continues to provide safe havens for families.

We are truly grateful for our Adopt-A-Room program sponsors who help ensure our families have a welcoming, safe and comfortable place to stay every day with essential services and meaningful programming. This program provides the opportunity for donors to sponsor a Ronald McDonald House or Family Room common area or bedroom for one to three years at \$5,000-\$10,000 per year.

We also send our heartfelt thanks to our many caring programming partners and volunteer groups who donate their time and energy to help make sure our families feel comfortable in our two core

programs. Through our community partners, meaningful programming such as daily nutritious meal programming, massage therapy, pet therapy, haircuts, mini manicures, garden therapy and more, is made available.

We also extend our sincere gratitude to the many generous donors who donated funds and in-kind wish list items in support of our Mission. In addition to monetary funds helping day-to-day operations, in-kind donations of tickets to local events offer families opportunities for quality time while enjoying local sports and culture. Donations of pantry items supplement and support our daily nutritious meal programs.

We are forever grateful to belong to such a generous community that helps us bring comfort and wellness to our families in so many ways.

## ADOPT A ROOM SPONSORS (\$5,000)

Alexandra & Jesse Campbell  
Cargill Ltd.  
Community Safety Net  
Double JK Thomson Farms

Emergent BioSolutions  
Kirby & Jessica Watson  
Lawton Partners  
Ryan & Rosalind Toews  
The Dufresne Foundation  
Town of Carman and  
RM of Dufferin



# OUR FINANCIALS

2018 was another successful and inspirational year at RMHC Manitoba. The success was truly built on the continuous support of our donors, volunteers, and sponsors. The House and Family Room continued to operate at full capacity to provide a “home-away-from-home” for families of sick and seriously injured children.

Financially, gross revenues of 2018 finished at \$2,128,911, which is up 26% over the prior year and expenses increased over the previous year by 36%. The significant leap is mainly the result of the accounting policy change that occurred in 2018 – gift in-kind donations for programs and fundraising activities are now recognized under both expenses and revenues. This change helps stakeholders gain a better picture of the scales of our fundraising efforts and the exact cost of our program offerings.

Besides the portions of increasing due to the accounting policy mentioned above, revenues continue to rise compared to the prior year thanks to the support from our donors. Our key annual fundraising events maintained the prior year’s incredible success along with increased funding from RMHC Canada and our local McDonald’s Owner/Operators. The strong growth of revenues enabled RMHC Manitoba to offer more program enhancements and develop more fundraising opportunities.

We are very grateful to the sponsors, individual donors and volunteers who contributed to another tremendous year. We look forward to continuing to work with the community and all stakeholders to provide a safe and caring environment for the families and children who need it the most.

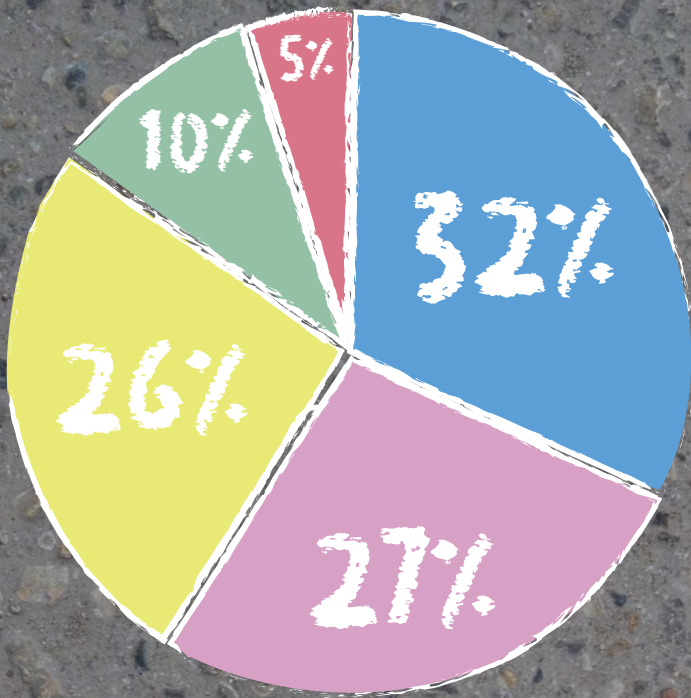
Hong Zhang

Hong Zhang CPA, CGA, Treasurer

\*Audited Financial Statements  
are available upon request

# REVENUES

WHERE DONATIONS CAME FROM



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

COST PER DOLLAR RAISED:

15%

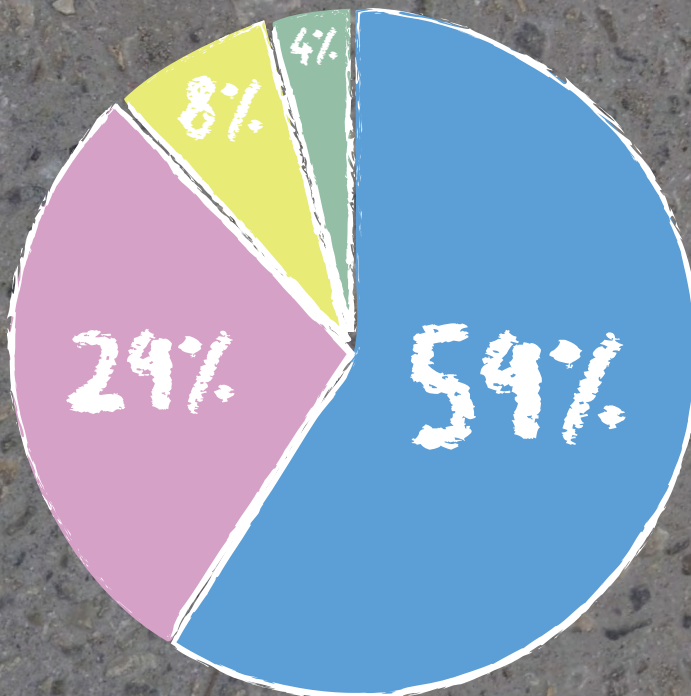
(EXCLUDES GIFTS IN-KIND)

28%

(INCLUDES GIFTS IN-KIND REVENUES AND EXPENSES AS PER THE REVISED RMHC GLOBAL REPORTING STANDARDS)

# EXPENSES

WHERE DONATIONS WENT



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

# THANK YOU!

THANKS TO THE CONTINUED SUPPORT FROM SO MANY INCREDIBLE PARTNERS, WE ARE ABLE TO CARRY OUT OUR MISSION OF KEEPING FAMILIES TOGETHER.

FOUNDING + FOREVER PARTNER



NATIONAL PARTNERS



FRIGIDAIRE

L A Z B O Y



NATIONAL IN-KIND PARTNERS  
(PRODUCT SUPPORT)



cossette



L A Z B O Y





### LOCAL IN-KIND PARTNERS



RONALD MCDONALD HOUSE CHARITIES MANITOBA  
566 Bannatyne Avenue  
Winnipeg Manitoba R3A 0G7

Phone: 204.774.4777  
Fax: 204.774.2160  
Charity # 10412 5323 RR0001

[rmhcanitoba.org](http://rmhcanitoba.org)





THANK

YOU!

