

Home is Where the Heart Is

Ronald McDonald House Charities® Manitoba


2019 Annual Report



RMHC®
Manitoba



The RMHC Manitoba Mission



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.

Table of Contents

03	Combined Leadership Message
04	Ronald McDonald House + Ronald McDonald Family Room
05	Mission Success in 2019
07	Meet the Mistry Family
09	Founding + Forever Partner
10	Compassion in our Community
11	The Heart of our Mission
13	Third Party & Signature Events
17	Volunteer Kindness
26	Compassion in our Community
19	Our Financials
21	Valued Partners

COMPASSION

Combined Leadership Message



Mike Vanderhorst
Acting President of the Board

Rhonda Lorch
Past President of the Board

Wendy Galagan
Chief Executive Officer

For so many of us, when asked what is most important in our life, the consistent response and priority is family and health. It is what we hold dearest, the health and well-being of our loved ones. These universal priorities are the cornerstones of the Ronald McDonald House Charities (RMHC) Manitoba Mission. Guiding day-to-day operations and RMHC Manitoba's commitment to growth, is family. Home is where the heart is, and hearts are at home at RMHC Manitoba because they are together as a family.

In the words of one of RMHC's Mission founders, Dr. Audrey Evans, "A family with a sick child, is a sick family". The integral role of the RMHC Mission is essential to a family's health and wellness during times of childhood illness or injury. Throughout 2019, RMHC Manitoba played an important role in family-centered healthcare. Across RMHC Manitoba's two core programs, Ronald McDonald House and Ronald McDonald Family Room, 2,040 families were provided with essential support and services. The significant impact of the RMHC Manitoba Mission is reflected in 5,311 total nights of accommodations and over \$1,307,000 in costly, out-of-pocket expenses saved by families.

RMHC Manitoba is guided by our values of compassion and care for all families, evolving to the needs of families, inclusivity, and operating with accountability and transparency. Guiding values and the increased needs of families confirmed RMHC Manitoba's steadfast commitment to expansion. Momentum and progress continued for the new Ronald McDonald House in 2019. With thanks to the incredible generosity of transformational and lead donors, ground-breaking is estimated for the late summer to fall of 2020.

RMHC Manitoba's 2019 success and impact was a result of our community stakeholders coming together united in generosity, support, and kindness. Because of donors' generous giving, families were close to the medical care their children needed, and families were together. Supporters provided necessary resources to help ensure accommodations and every essential of daily life was provided, leaving families the time, focus, and attention to support their sick children and each other. Mission service was provided by an incredible team of caring and compassionate staff and volunteers. Board leadership and governance played an instrumental role ensuring progress and momentum for the new Ronald McDonald House continued.

As we celebrate the success of the 2019 RMHC Manitoba Mission and the families we proudly serve, we do so with a full heart that is overflowing with gratitude. We are inspired by the strength and courage of RMHC Manitoba families, and those who generously support them. Heartfelt appreciation is shared with all who make the RMHC Manitoba Mission possible. Together, we are giving families the greatest gift of all - each other. Thank you!

With sincere gratitude,



Mike Vanderhorst
Acting President
RMHC Manitoba



Rhonda Lorch
Past President
RMHC Manitoba



Wendy Galagan
Chief Executive Officer
RMHC Manitoba

2019 Board Listing

PRESIDENT

Rhonda Lorch (Jan.-Sept.)*
Mike Vanderhorst
(Acting: Oct.-Dec.)*

VICE PRESIDENT

Dave Coverdale (Jan.-June)*
Mike Vanderhorst (June-Sept.)**
Melissa Beaumont
(Acting: Oct.-Dec.)*

SECRETARY

Melissa Beaumont

TREASURER

Hong Zhang

DIRECTORS

Britta Spiring*
Doug Fawcett**
Dr. Norm Silver
Jan Augert-Yarema
Kathie Gerrard
Steve Bulejsza
Teresa Woyna***
Timothy O'Connor
Wayne Devlin

*Outgoing June 2019

**Incoming June 2019

***Incoming September 2019



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
- Shower and washroom facilities
- Toiletries
- Wheelchair accessibility
- Free laundry facilities
- Parking (at House)
- Transportation
- Daily nutritious meals
- And more...

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, HSC Women's Hospital, or St. Boniface Hospital. This allows families living a far distance away 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 third 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, 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, or out-of-province. Sleeping rooms are available to families whose child is in critical condition and requires 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.

Heartfelt Thanks to our Donors

2019 Mission Success

KINDNESS

2,040

families supported
by overnight
accommodations and
day use program

5,311

Nights of
accommodations
and comfort

\$1,307,000

total savings
for families in
out-of-pocket
expenses

Because of RMHC Manitoba's incredible community of supporters who gave through monetary donations, foundation giving, annuities, bequests, legacy giving, sponsorships, in-kind donations, and more, families were provided with essential services and support.

2019 Fun Facts

Over
24,000

Visits to
Common Areas

762

Families from HSC
Children's Hospital
served by the
Cart with a Heart
(Launched July 2019)

365

Continental
Breakfasts

347

Lunches
Served

22

Massage
Therapy
Sessions

232

Home-Cooked
Dinners

20

Pet Therapy
Dog Visits

10

Movie
Nights

12

Pizza
Nights

11

Days of
Haircuts and
Manicures



Meet the Mistry Family



The Mistry Family, from Virden, Manitoba, stayed at Ronald McDonald House and visited the Ronald McDonald Family Room while their premature sons received life-saving medical treatment. Pictured above (clockwise from top-left): Zeus, Parmeg, Zorav, and Shirav.

"When we realized I was in preterm labour, we rushed to the Brandon hospital. We were soon informed that we would be moved to Winnipeg due to the complexity of my pregnancy.

Knowing we were going to deliver away from home and our boys would need to spend significant time in the NICU, we were terrified. It was a great relief when we found out we could stay at Ronald McDonald House during this time.

As a parent of a sick child, away from the comfort of your home, all you have to think about is your children while everything else is taken care of by the amazing staff and volunteers at RMHC Manitoba. Their House and Family Room give support and comfort when you are going through a stressful time.

It is hard to put the impact RMHC Manitoba has had on our family into words. They provided us with a safe place to get through the tough times together. It's true that they keep...



...families together when it's needed most. Among the many wonderful things RMHC Manitoba gives us, the top two things in our opinion are:

1. As a parent, all you have to think about is your children. Everything else is taken care of for you by the amazing staff and volunteers at RMHC Manitoba.
2. At RMHC Manitoba, you're assured that you're not alone and there's always support. Staying here gives you the feeling of a strongly knit community, a family. To us, the H in RMHC Manitoba means Home."

-Parmeg Mistry



RELIEF



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 initiatives:

- Kiosk donation opportunities
- Coin box donations
- Happy Meal® program
- McHappy Day®
- Signature event sponsorship and support
- RMHC® Cookie program
- In-kind donations

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

McHappy Day®

On Wednesday, May 8th, Manitoba and Northwestern Ontario McDonald's Owner/Operators came together with their crew, customers, volunteers, and special guests to raise money for RMHC Manitoba and other children's charities across Canada. In 2019, we celebrated McDonald's Canada's 26th 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, McDonald's broke McHappy Day records and over \$206,000 was raised for the RMHC Manitoba Mission!

JOY

Compassion in our Community

RMHC Manitoba continues to be a beacon of hope for families thanks to the kind and generous support from caring individuals, groups, companies, and organizations from our local and national community.

Our Adopt a Room program helps ensure families have a welcoming, safe, and comfortable place to stay every day, in addition to essential services and meaningful programming. This program provides the opportunity for donors to sponsor a Ronald McDonald House or Family Room common area or family bedroom for one to three years at \$5,000 to \$10,000 per year.

Our heartfelt thanks also extends to our many caring donors, programming partners, and volunteer groups who donate monetary gifts, in-kind wish list items, time, and energy to help foster wellness for guests in our two core programs.

Through our community partners, meaningful programming is made available which includes daily nutritious meal programming, massage therapy, pet therapy, haircuts, mini manicures, garden therapy, and more. 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, while other donations, such as toys, games, and more, help bring fun and comfort to our families.

Thank You Adopt a Room Sponsors!

\$10,000 Sponsors



**Double JK
Thompson Farms**



\$5,000 Sponsors

**The Campbell
Family**



**Carman
& RM of Dufferin**

**Charleswood
Kinsmen
Club Fund**



David Penner



**Jessica and
Kirby Watson
& Family**



**The Manji
Family**

**The Michaud
Family
Foundation**



**Ryan &
Rose Toews
in honour of
Brody Emerson
Unrau**

**The
Shindleman
Family & Staff
Shindico**



WELLNESS



COMFORT





LOVE



SUPPORT



Strengthening our Mission through Third Party Events

RMHC Manitoba is deeply grateful to benefit from so many wonderful fundraising events thanks to our incredible community of supporters. Many individuals, organizations, companies, service groups, and school initiatives help support our programs and services by raising funds for us in various ways. These include sports tournaments, product sales, birthday parties, barbecues, paint nights, 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 House and Family Room families in need.

\$100,000+

McCain Clear Lake Golf Classic

\$10,000-\$99,000

Cargill FORE! The Houses
Northern Lights Barrel Race
Wolverine Supplies Fundraiser

\$2,000-\$9,999

Tiber River Holiday Fundraiser
Team Dustin's BBQ & Live
Music Fundraiser
Lowe Mechanical Services Ltd.
Holiday & Staff Fundraisers
RBC Convention Centre Staff Party
Alpha Delta Pi Spaghetti Dinner

Viriden Horse Fair

Lorette Ringette Assoc. Tournament
Paint Night in Memory of Dane Kaleta
Shindico
Delaurier Cookie Fundraiser
Fundraiser in memory of
Mackenzie Gair
Barkman Fundraiser
Sunrise Credit Union (Baldur) BBQ
Rubber Ducky Resort & Campground
Fundraiser in memory of Alea Smith
City Looks Salon & Spa Fundraiser
Avonlea United Church
Provincial Helicopters Ltd.
Casino Night

\$500-\$1,999

Shank Fest Volleyball Tournament
Homestead Car Shows
Louis Riel School Division
Lutheran Church - Vacation Bible
School & Baptism
Ryan & Kim Riddell
Family Day Fundraiser by Ridhima Singla
Laila's Birthday Art Sale
Jeremy & Jasmine Hildebrand
Insurance Women's Assoc. of
Western Manitoba Shopping Night
Saint Salon Inc. Fundraiser
Canada East St. Paul Super Run



33rd Annual Hope Couture Fashion Show

An RMHC Manitoba Signature Event

On Wednesday, March 13th, the 33rd Annual Hope Couture Fashion Gala raised over \$328,000 for local families in need. Thanks to our caring sponsors, donors, supporters, and attendees taking part in this stylish event for a beautiful cause at RBC Convention Centre Winnipeg, we were able to offer this amazing support to families.

GOLD SPONSORS



VIP SPONSOR



McDonald's Restaurants of Manitoba

SILVER SPONSOR



BRONZE SPONSORS

Dr. Elisabete Doyle
& Rhyl Doyle



LIVE AUCTION SPONSOR



MEDIA SPONSORS



DESSERT SPONSOR



WINE SPONSOR



RECEPTION SPONSORS

Dr. Michael Boroditsky Corp.



SPARKLING WINE SPONSOR





30th Annual FORE! THE HOUSE TOURNAMENT OF CHAMPIONS

An RMHC Manitoba Signature Event

The 30th Annual FORE! THE HOUSE Tournament of Champions held on Thursday, September 5th, at Breezy Bend Country Club, was an exciting day of friendly competition, delicious food, amazing prizes, and giving in support of the RMHC Manitoba Mission. Together, we raised over \$186,000 for Ronald McDonald House and Ronald McDonald Family Room. We are grateful for 30 years of incredible community support through this fun-filled signature event.

PRESENTING SPONSOR



McDONALD'S® RESTAURANTS OF MANITOBA

PLATINUM SPONSOR



GOLD



SILVER



BRONZE



LUNCH SPONSOR



CHAMPAGNE & HORS D'OEUVRE SPONSOR



WINE SPONSOR



PRINT SPONSOR



LIVE AUCTION SPONSOR





5th Annual RED SHOE CREW WALK

An RMHC Manitoba
Signature Event

We are so thankful for our wonderful supporters for putting one foot in front of the other at our 5th Annual Red Shoe Crew Walk. From June 1st to 9th, Red Shoe Crew Walks were held in Dauphin, Brandon, Portage la Prairie, and Winnipeg. Because of our generous sponsors, event fundraisers, and participants, we raised over \$71,000 in support of RMHC Manitoba families!

PRESENTING SPONSORS



McDonald's® Restaurants of Manitoba



GOLD SPONSOR



SILVER SPONSORS



BRONZE SPONSORS



Volunteer Kindness

The devoted team of RMHC Manitoba volunteers bring their efforts, skills, and time to support our Mission every day. Whether supporting our core programs, our Home for Dinner program, serving on our Board of Directors and committees, or supporting the many different roles that make our signature events successful year-over-year, their impact is certain.

2019 saw the introduction of our Cart with a Heart Program, allowing us to not only expand our reach and support families and hospital staff, but also to offer an additional rewarding volunteer experience.

Each year, our Chapter gathers in late fall to celebrate the valuable contributions of all volunteers. In 2019, it gave us great pleasure to recognize Melissa Beaumont, Lucie Hewitt, June Reece, as well as Pat and Rand Shipman, for their outstanding support with our Volunteer of the Year Awards. We're grateful for each and every volunteer for their invaluable dedication to helping the RMHC Manitoba Mission.



RMHC Manitoba Volunteers at a Glance in 2019

9,032

**Volunteer
Hours**

1,409

**Special Event
Volunteers**

166

**Regular Program
Volunteers**

13

**RMHC Manitoba
Board of Directors**

9:1

**Volunteer-to-
Staff Ratio**

2019 Volunteer of the Year Award Winners



Melissa Beaumont



Lucie Hewitt and June Reece



Pat and Rand Shipman

Cart With a Heart Program 2019 Launch



RMHC Manitoba Cart with a Heart shift volunteers, Colleen Hrabi and Bill Miller



Colleen and Bill serving coffee to HSC Children's Hospital staff

"Having been a parent using the Family Room when our son was just a baby, I know how positive an impact RMHC Manitoba has on families. I love the connection we make with parents on a Cart with a Heart shift. Having those brief moments to give someone a coffee and let them know about the services RMHC Manitoba offers is terrific."

- Colleen Hrabi, RMHC Manitoba Program Volunteer



Our Financials

2019 was a year of financial success for RMHC Manitoba. This steadfast support is a testament to the loyalty, respect and trust of stakeholders as they continue to give generously to the RMHC Manitoba Mission.

Our strongest annual gross revenues to date were driven by tremendous donor generosity, record-breaking signature fundraising events, increased third party event support, and generous partnerships. Continued and careful management of expenses, and growth of in-kind donations supported strong spending controls while increasing and deepening Mission delivery.

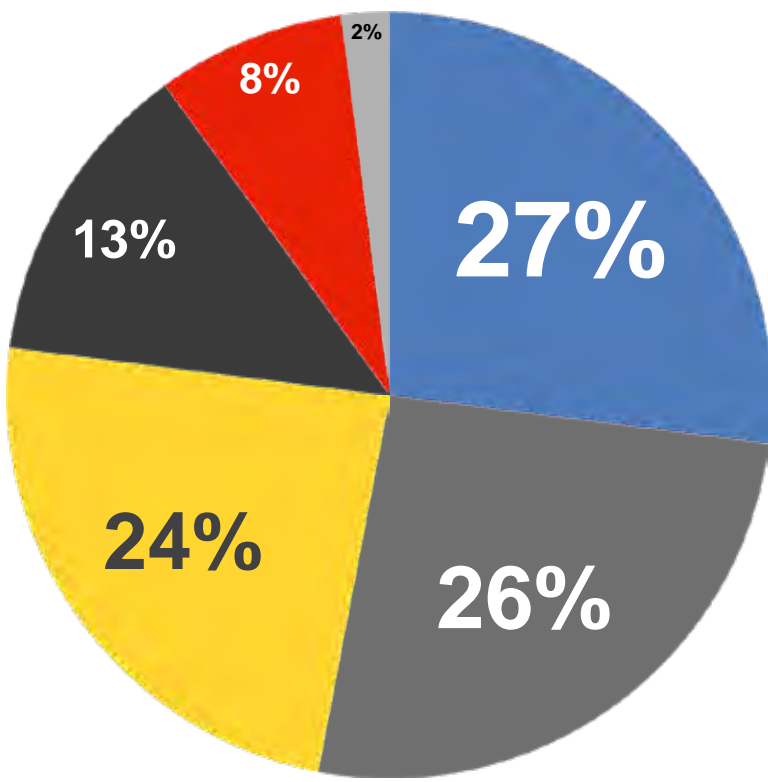
As noted, in 2019, our signature events, the Hope Couture Fashion Gala, FORE! THE HOUSE Tournament of Champions Golf Tournament, and Red Shoe Crew Walk were extremely successful. We are incredibly grateful to all who supported including generous donors, corporate sponsors, volunteers, and attendees who made the events outstanding successes.

RMHC Manitoba is an integral part of family-centered healthcare offering a "home-away-from home" and all the day-to-day essential services families require when faced with childhood illness or injury. Families are close to the care their children need, and close to each other. The RMHC Manitoba Mission would not be possible without the generous donations of individuals and corporations in the community. Thank you for your heartwarming kindness and giving. We look forward to your continued support and partnership in keeping families together.

A handwritten signature in black ink, appearing to read 'Hong Zhang'.

Hong Zhang CPA, CGA, Treasurer

*Audited Financial Statements
are available upon request



REVENUES

WHERE DONATIONS CAME FROM

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

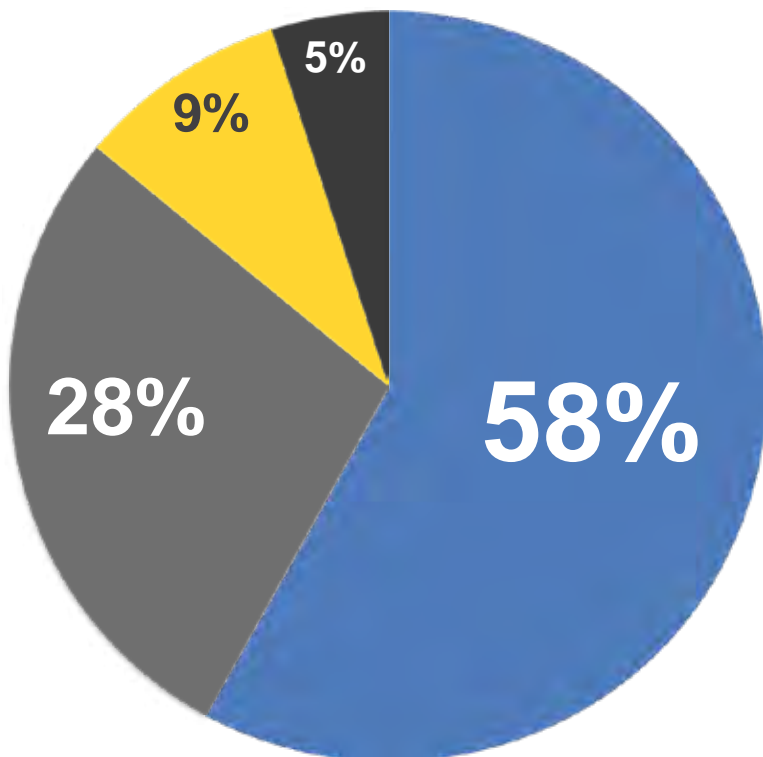
COST PER DOLLAR RAISED:

11%

(Excludes gifts in-kind)

21%

(Includes gifts in-kind)



EXPENSES

WHERE DONATIONS WENT

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

Thank You!

With the help of our amazing Partners, we are able to carry out our Mission of keeping families with sick children close.

FOUNDING + FOREVER PARTNER



NATIONAL PARTNERS



Insurance



LOCAL PARTNERS



HAPPINESS

JOY
WELLNESS
CARE
COMFORT
KINDNESS
RELIEF
LOVE
HAPPINESS
SUPPORT
GENEROSITY
COMPASSION

Ronald McDonald House Charities Manitoba
566 Bannatyne Avenue, Winnipeg, MB R3A 0G7
P. 204.774.4777 | Fax: 204.774.2160
Charity # 10412 5323 RR0001
rmhcanitoba.org



Ronald McDonald
House Charities®
Manitoba

Keeping families close®