

Family is Medicine



The Yucot family, from Rosburn, Manitoba, stayed at Ronald McDonald House for seven nights as their daughter received life-saving surgery.



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 essential services for critically ill, chronically ill, and seriously injured children and their families.



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Stronger Together for Karsen



(Left to right) Jacob, Jinelle, Karsen, Jeremy, Aleena, and Daniel from Ste. Anne, Manitoba. The Kehler family stays at RMHC Manitoba programs while Karsen receives life-saving medical treatment.

“When Karsen was born, he had some issues with his bladder and kidneys. When we realized his kidneys were not working at all, we ended up staying in the hospital for about three months. We were closely monitored, and during that time, we were introduced to the Ronald McDonald Family Room inside HSC Children’s Hospital and Ronald McDonald House on Bannatyne Ave.

When you walk into the Family Room or House, you smell coffee, and everyone is so welcoming and supportive. We would go there to be together as a family, have a meal together, and play games. Through our journey, RMHC Manitoba has been there.

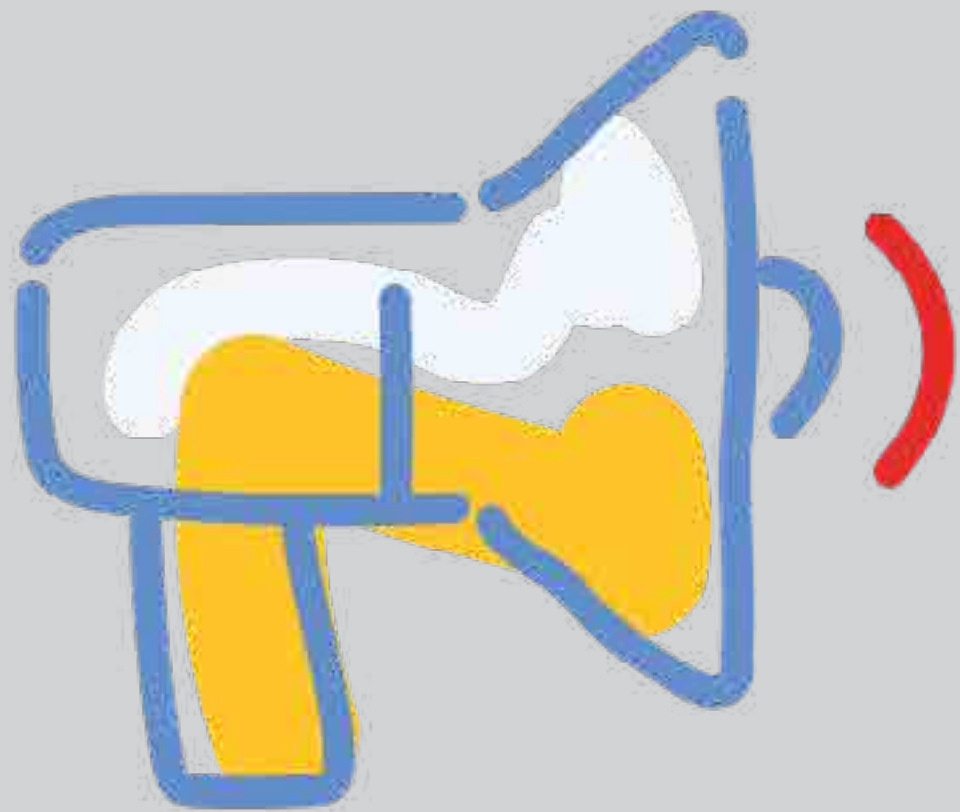
Karsen had his kidney transplant in 2018 and it has been a long journey. But we got

to know everyone at the Family Room and they felt like part of our family. It felt so comforting and they were such a support to us.

Without them, I don’t know what we would have done. We would have been stuck in the 6 ft. by 6 ft. hospital room for days and days with no one to talk to. But the Family Room and House are set up to be like a house. They are more family-friendly and you have other people you can talk to who are going through the same things as you.

To have that support is huge. It feels like home and made our hospital stay so much better.” - **The Kehler family**

Leadership Message



Throughout 2021, the challenges of COVID-19 continued. New and more contagious variants surfaced placing increased strain on our day-to-day lives and the economy. Our personal and professional endurance and perseverance was once again tested and stretched.

For families facing childhood illness or injury, RMHC Manitoba's unwavering mission delivery was a safe haven of care and compassion. We were proud to offer a 'home-away-from-home' where families were welcomed, supported, and provided with all the essential services.

Guided by our core commitment to delivering programs that directly improve the health and well-being of children and families, safe mission delivery was our utmost priority. We continued to follow the expertise and guidance of public health leaders, hospital partners, and the RMHC worldwide system as necessary programs were adapted and modified to safely serve and support families.

As the needs of children and families continued, RMHC Manitoba's commitment to the construction of the new Ronald McDonald House persevered amid challenging times. We are incredibly grateful for the kindness and generosity of amazing donors. Because of our community of generous supporters, both operations and capital campaign success was achieved.

Once again, RMHC Manitoba staff and volunteers served families with compassion and dedication. We recognize team members across all departments, programs, and Board leadership whose invaluable contributions are celebrated and deeply appreciated.

It truly is outstanding what can be accomplished when so many are aligned in a shared commitment and passion to serve children and families. Our heartfelt gratitude goes out to all who help make the RMHC Manitoba mission possible. Thank you for making RMHC Manitoba and the families we proudly serve stronger.

With sincere thanks and endless appreciation,

Wendy Galagan
Chief Executive Officer, RMHC Manitoba

Doug Fawcett
Acting President, RMHC Manitoba

On March 16, 2021, the RMHC Manitoba leadership team broke ground on the new Ronald McDonald House project construction site.



2021 Board Listing

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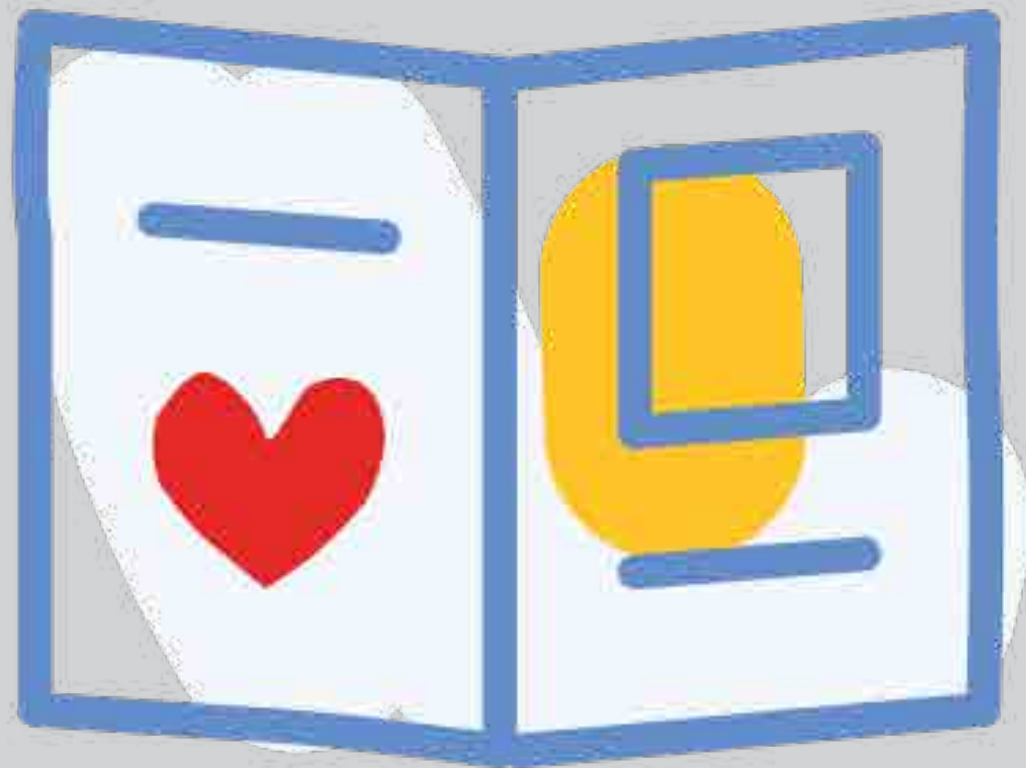
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*Outgoing June 2021
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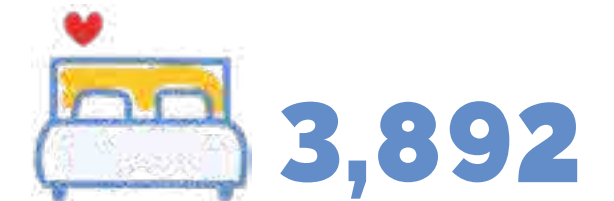
Mission Impact by the Numbers



2021 BY THE NUMBERS MISSION IMPACT



Families supported by overnight accommodations, day use program, and takeout service



Nights of accommodations supported by RMHC Manitoba



Savings for Winnipeg and rural Manitoba families faced with childhood illness and injury*

...and beyond

Emotional and mental health are supported with meaningful programming as well as family, social, and youth connection opportunities

*Based on the RBC Economic Impact Study and nightly average of \$253 in out-of-pocket savings for families. The RBC Economic Impact Study is a third party peer-reviewed study substantiating the annual economic impact of the RMHC Manitoba mission. The full report is available upon request.

Home Away From Home



Building a Stronger Foundation for Families



The new Ronald McDonald House construction site at 62 Juno Street

With thanks to provincial, individual, organizational, foundational, corporate, private, and community donors, together, we are less than \$1M away from reaching our \$20.7M goal in support of the RMHC Manitoba capital campaign. Our heartfelt thanks and immense appreciation go out to all those who have helped build a stronger foundation for families and a stronger community for all of us.

OPENING SUMMER 2022!



Keeping families close®

All the Comforts of Home and More



RONALD MCDONALD HOUSE®

Since 1984, RMHC Manitoba's Ronald McDonald House has been a 'home-away-from-home' for families when they need it most.

Families from rural Manitoba or out-of-province residents who are eligible to stay with us are referred to stay at the House by hospital staff. The 11,000 square foot facility is located a short walk from Health Sciences Centre and supports up to 14 families at a time. The program provides welcoming accommodations, programming, services, and support to families requiring the medical care of pediatric health care centres including HSC Children's Hospital, HSC Women's Hospital, and St. Boniface Hospital.



ALL THE COMFORTS OF HOME AND MORE

Amenities offered to guest families 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 much more...

RMHC Manitoba is proud to keep families close to the medical care their sick children require while alleviating the many potential financial burdens they may encounter when faced with the challenges of childhood illness or injury. In addition to this, families have access to compassionate support and essential resources while navigating their healing journey together.

RONALD MCDONALD FAMILY ROOM®

Operating since 2010, the Family Room provides a 'haven-within-the-hospital' on the third floor of HSC Children's Hospital.

The home-like environment offers 3,500 square feet of space for families to stay together just steps away from the essential care their children require. The program includes an snapping lounge, full kitchen, laundry facilities, shower, and living room, which are available for all families with children receiving medical care from Winnipeg, rural Manitoba, or out-of-province. For families requiring the most critical care, three on-site sleeping rooms are available so they can be as close as possible to life-saving treatment for their child.



Founder & Forever Partner



Our Relationship with McDonald's®

Thanks to the dedicated support to our mission from our Founder & Forever Partner, McDonald's, families facing childhood illness are able to stay together each and every day. Our local McDonald's Owner/Operators, managers, crew, customers, and suppliers helped us deliver another year of serving families in need due to their many initiatives for RMHC Manitoba:

- Capital Campaign support
- McHappy Day®
- Fries for RMHC fundraiser
- Round Up for RMHC initiative
- Kiosk donation opportunities
- Coin box donations
- Happy Meal® program
- Signature event sponsorship and support
- RMHC® Cookie program
- In-kind donations

We are truly blessed to have McDonald's by our side in supporting the RMHC mission. Because of their incredible support, sick children and their families from Winnipeg, throughout Manitoba, and across Canada are able to stay together where and when it's needed most.

Supporting RMHC Families on McHappy Day®

After a year-long hiatus due to pandemic restrictions, we were thrilled to celebrate McHappy Day again in 2021 with our McDonald's partners in support of the RMHC mission!

On September 22nd, a portion of proceeds from all McDonald's menu items supported RMHC and local children's charities. Customers were also encouraged to round up their orders to the nearest dollar, donate \$2 for a McHappy Day paper heart containing a link to a special video message from an RMHC family or celebrity, or donate \$5 when purchasing an extra value meal to receive a pair of colourful McHappy Day socks.

Thanks to our McDonald's family and the support of all involved, we raised over \$124,000 for RMHC Manitoba families!



Community of Supporters



By supporting RMHC Manitoba's Adopt-A-Room program at the \$5,000 or \$10,000 level per year, donors help provide families with a warm and comfortable place to stay during some of the most difficult times they may ever encounter. Adopt-A-Room program sponsors have their sponsorship indicated on a beautiful plaque of their designated room for one to three year commitment periods.

In addition to Adopt-A-Room sponsors' support, RMHC Manitoba is fortunate to have many caring donors, programming partners, and volunteer groups supporting its mission through monetary gifts, wish list items, time, and energy to help support operations at the House and Family Room. Due to ongoing pandemic restrictions, program modification continued throughout 2021. We are grateful to have partners who provide comforting services and stress relief to our families through haircuts, mini manicures, wellness kits, pet therapy, massage therapy, garden therapy, and tickets to local events.

It is with our community of supporters by our side that we can help our programs feel like home for sick children and their families.



Thank You Adopt-A-Room Sponsors!

\$10,000 Sponsors



The Michaud Family Foundation



\$5,000 Sponsors

The Campbell Family



Charleswood Kinsmen Club Fund



Double JK Thompson Farms



Jessica and Kirby Watson & Family



Ryan & Rose Toews in honour of Brody Emerson Unrau

The Shindleman Family & Staff Shindico



Fundraising for Families



McCain Foods held the annual Free Fry Day event in 2021 to help keep RMHC Manitoba families together.

Strengthening our Mission through Third Party Events

RMHC Manitoba is thankful to have many wonderful supporters joining us in our mission by hosting fundraising events for families in need. This generous group of fundraisers and donors include caring individuals, companies, organizations, teams, and schools who organize exciting donation drives, online fundraisers, birthday/holiday parties, sporting events, and more. Thanks to the help of our third party fundraisers, we can continue keeping families close to the medical care their sick children require and close to each other.

\$4,000-\$50,000

Free Fry Day—McCain Foods
The Kinsmen Club of Winnipeg—
October Charity of the Month
for Kinsmen Jackpot Bingo
Donation in Memory of
Mackenzie Gair
Living for Luc Fundraiser

\$1,000-\$3,999

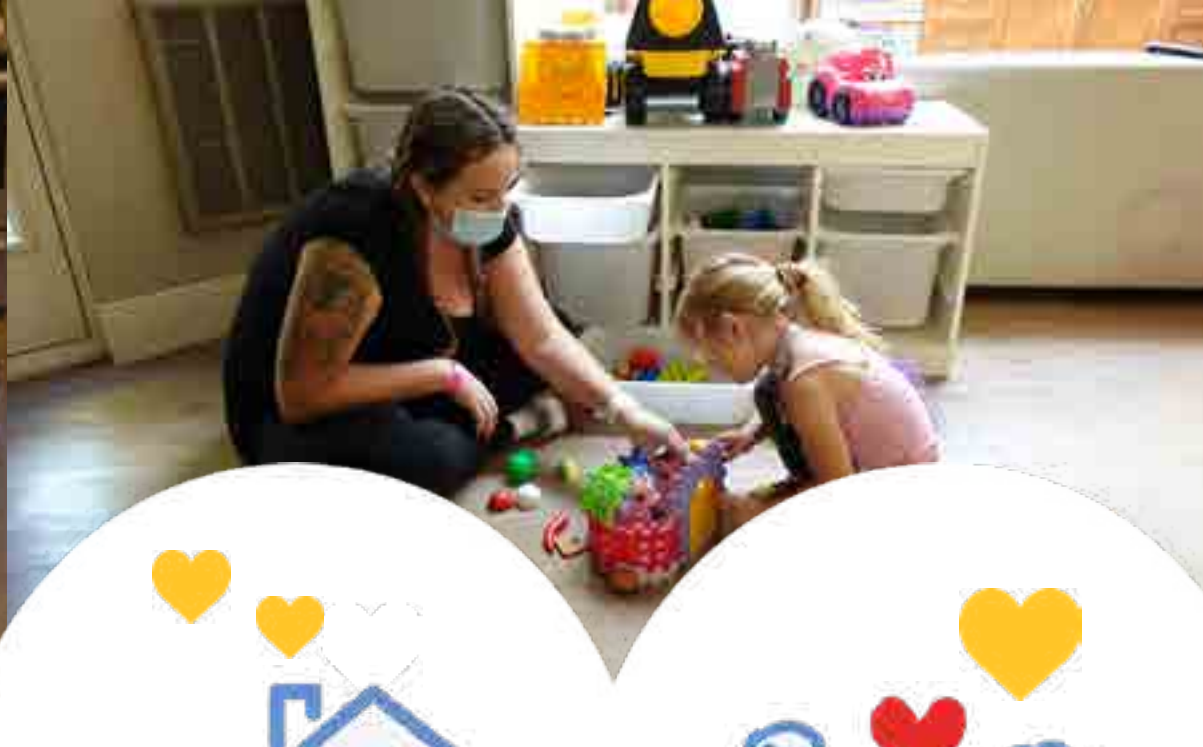
Association of RM Capital Region
— Annual Christmas Fundraiser
The Kinsmen Club of Winnipeg—
Kin Kar Raffle
Lowe Mechanical Staff Party
City Looks Salon, Spa & Wig Centre
NAC Construction—Holiday Fundraiser
Manitoba Blue Cross—Casual Days

\$500-\$999

Winnipeg ICE game in support
of RMHC Manitoba
Olive Park Yarns Fundraiser
Dan Thibeault Fishing Derby
Daydreams Esthetics Spa

We are proud to have the Winnipeg ICE team as partners in the RMHC Manitoba mission. Our Ambassador, Conor Geekie, raised \$100 per every goal scored during the regular 2021/2022 hockey season.





Thank you for helping us grow
a stronger foundation
for families.



Fashion Family Fun



35th Annual Hope Couture Fashion Show

An RMHC Manitoba Signature Event

We came together in-person and virtually to celebrate 35 years of fashion, family, and fun at our Hope Couture Fashion Gala on November 5th at the Fort Garry Hotel. Guests enjoyed a haute couture fashion show production, a delicious gourmet meal, the chance to win dazzling prizes from our silent and live auctions, and heartwarming RMHC Manitoba highlights. Together, we raised over \$261,000 for families staying at our House and Family Room! Our sincere appreciation goes out to all who helped make this glamorous evening an astounding success for families in need.

PRESENTING SPONSOR



GOLD SPONSOR



McDonald's Restaurants of
Manitoba and NW Ontario

SILVER SPONSORS



BRONZE SPONSORS



MEDIA, PRINT & AUDIOVISUAL SPONSORS



LIVE AUCTION SPONSOR



HORS D'OEUVRES SPONSOR



DINNER WINE SPONSOR



DESSERT SPONSOR



SPARKLING WINE SPONSOR



A Hole-in-One for Families



32nd Annual FORE! THE HOUSE TOURNAMENT OF CHAMPIONS

An RMHC Manitoba Signature Event

We held another wonderful FORE! THE HOUSE Tournament of Champions on September 8th at Pine Ridge Golf Club. Participants enjoyed an exciting day of friendly competition on Pine Ridge Golf Club's picturesque 18-hole golf course. From this fun day of golfing, delicious food, amazing prizes, giveaways, and more, over \$228,000 was raised for the RMHC Manitoba mission!

PRESENTING SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



BRONZE SPONSORS



BREAKFAST SPONSOR



LUNCH SPONSORS



GOLFER GIFT SPONSOR



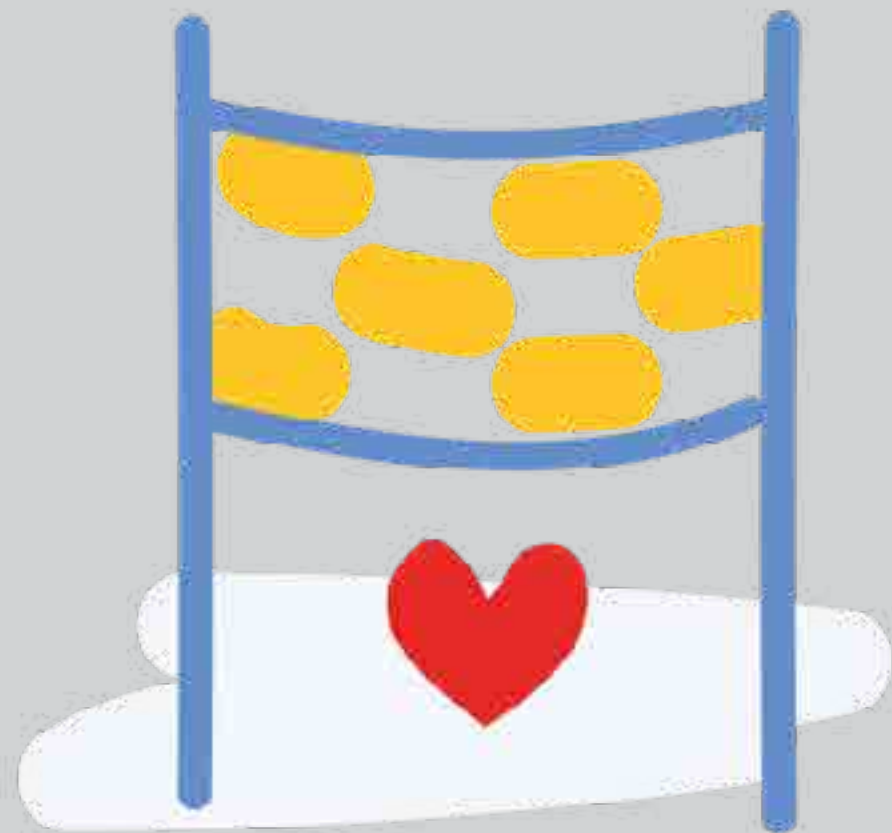
WINE SPONSOR



PRINT SPONSOR



Taking the Challenge for Family-Centered Care



1st Annual Champion for Families

An RMHC Manitoba Signature Event

We celebrated our first annual Champion for Families event in 2021, which is an engaging virtual event accessible to everyone!

We challenged participants to pick their favourite activity, do it 194 times during July and August (in honour of the longest RMHC Manitoba family stay the prior year), and have fun while raising pledges online. With the help of all who took on the challenge, over \$64,000 was raised for RMHC Manitoba families!

PRESENTING SPONSOR



McDonald's® Restaurants of Manitoba and Northwestern Ontario

GOLD SPONSOR



BRONZE SPONSORS

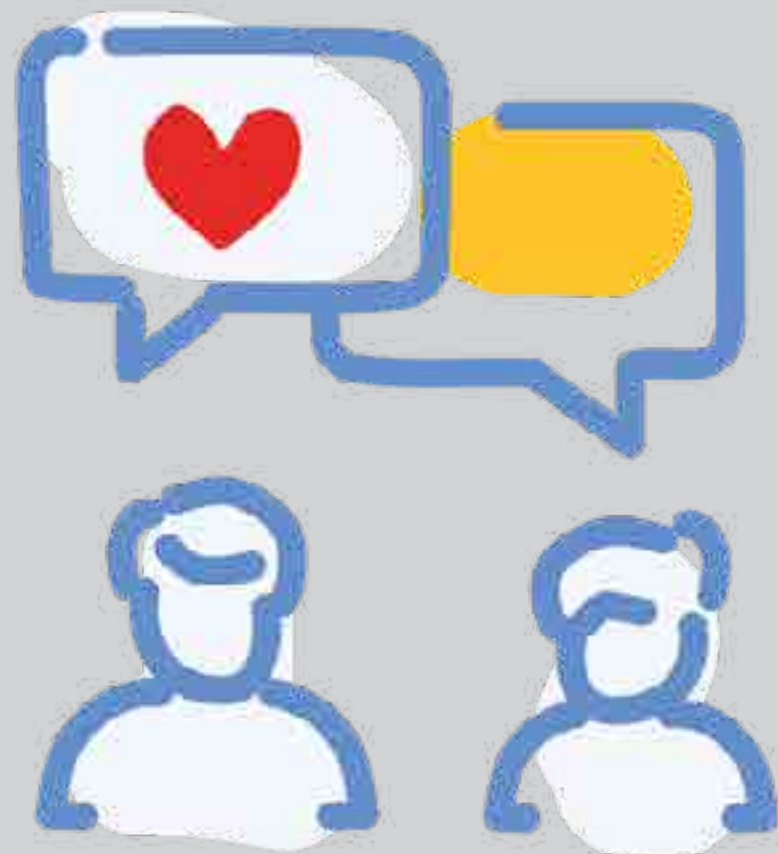


Harbinder Singh Benning Medical Corporation

MEDIA SPONSORS



Lending a Hand for Those in Need



Volunteer Kindness

Throughout 2021, RMHC Manitoba volunteers continued to provide essential support to our mission and care for families, adjusting and pivoting as needed when faced with continuing pandemic challenges. We maintained connection with our volunteer team through virtual updates and activities.

Program volunteers at both Ronald McDonald House and Ronald McDonald Family Room provided invaluable hands-on support to operations. Our Cart with a Heart program was able to return in the fall to provide support once again to families throughout HSC Children's Hospital units.

Our dedicated and committed Board of Directors, Capital Campaign Cabinet, and event committees also continued their important work to support and advance our mission. Volunteer support to our signature events was crucial to ensure success.

We remain deeply grateful and share continued and heartfelt thanks to all RMHC Manitoba volunteers for their commitment, compassion, and care. Thank you!



Board Member and volunteer, Liz, helping to bring comfort to families through freshly-baked and decorated cookies



Volunteer, Timothy, baking sweet treats for families at the Family Room



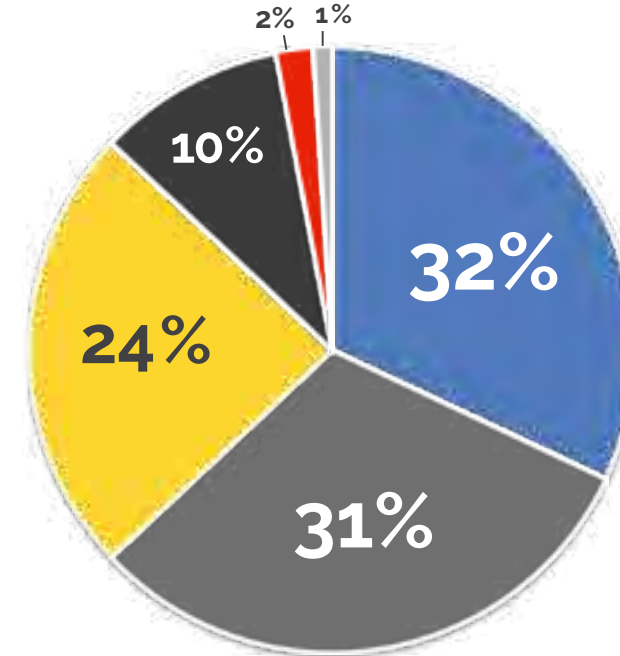
Volunteers, Betty and Janice, helping to support the Cart with a Heart program



Irene and Pat volunteering at the 2021 FORE! THE HOUSE Golf Tournament

Giving the Gift of Togetherness

Our Financials



REVENUES

WHERE DONATIONS CAME FROM

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

2021 was another inspiring and successful year for RMHC Manitoba.

The success was made possible by the generosity and continued support of our donors, partners, volunteers, and event sponsors. We maintained our commitment to continued and safe mission delivery, and achieved our strongest financial position to date.

Our financial year showed an annual gross revenue of \$12,514,361 which represents an increase of 212% compared to the prior year. Of the total revenue, \$10,376,009 was the capital campaign funds raised for the building of the new Ronald McDonald House.

Our annual fundraising events, the gala, golf tournament, and Champion for Families, were extremely successful. We are grateful to all who participated and gave generously.

Thank you everyone who supported the RMHC Manitoba mission in 2021. Through your generosity and kindness, families are stronger together.

Helen Lee

Helen Lee,
Treasurer

*Audited Financial Statements
are available upon request

COST PER DOLLAR RAISED:

2%

(Excludes gifts in-kind)

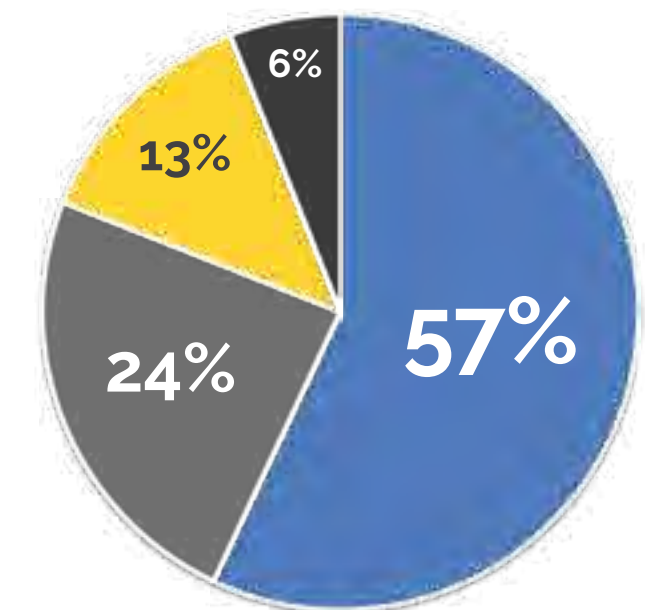
20%

(Includes gifts in-kind)

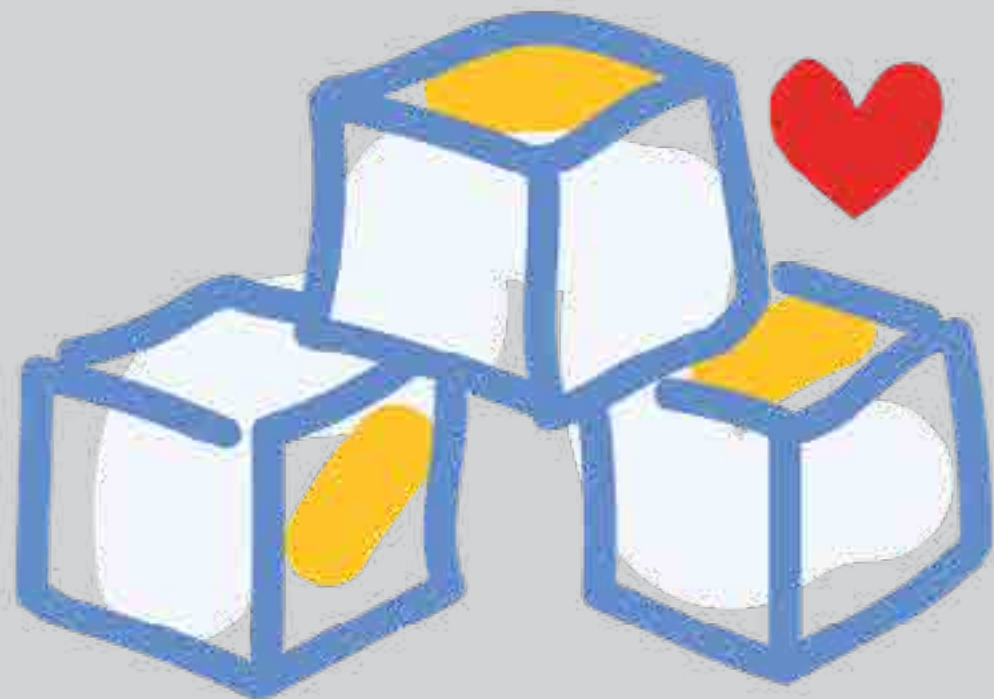
EXPENSES

WHERE DONATIONS WENT

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



Keeping the Clelands Together



(Right photo - Left to right) Lexie, Cristina, and Alysa from Headingley, Manitoba, stayed at the Ronald McDonald Family Room program as a place of rest and relaxation while receiving essential medical care.

"RMHC Manitoba has been an amazing support to me during our incredibly difficult journey.

My daughter, Aly, was born at 24 weeks. In the NICU she had multiple complications, and ended up needing a tracheostomy. After five months, we went from NICU to PICU for two weeks and resided in PSCU/CK4 in HSC Children's Hospital.

This has been the hardest journey of my life, but the staff at the Ronald McDonald Family Room are amazing. I look forward to my walks there to grab a coffee, snacks, or whatever they've cooked up. They help me do my daughter's laundry when I'm busy and I can't drag it home and back.

I can't ever thank you enough. It gives me something nice to look forward to at a time when I need it the most." - **The Cleland Family**



With the help of our Valued Partners, we make together possible for families needing to stay close. ❤️

Valued Partners



OUR FOUNDER & FOREVER PARTNER



LEAD NATIONAL MISSION PARTNERS



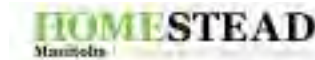
NATIONAL MISSION PARTNERS



FOUNDING PARTNERS



LOCAL PARTNERS



CAPITAL CAMPAIGN DONORS (UP TO DECEMBER 2021)

TRANSFORMATIONAL (\$5M)

Province of Manitoba

TRANSFORMATIONAL (\$100,000–\$2.2M)

BPG The Benefits Planning Group Ltd.
 Carolyn Sifton Foundation
 Chris and Jeff Fettes
 Craig McIntosh
 EBL
 Elizabeth and Dr. Michael Boroditsky
 Enns Brothers
 Estate of Evelyn Pidwinski
 Gerry and Barb Price
 Gill and Steven Muisse
 Gord and Diane Peters
 Independent Jewellers Ltd. - IJL
 Johnston Group
 Kinsmen Club of Winnipeg
 Manitoba Health
 McCain Foods (Canada) (Carberry and Portage la Prairie Plants)
 Moffatt Family Fund
 Murray Auto Group
 Norm Silver/Michael Silver/Jason Bonneteau
 Parrish & Heimbecker, Limited
 Prosper Wealth and Devos Family

RBC Wealth Management Dominion Securities
 RMHC Canada, McDonald's Canada, and local Manitoba and Northwestern Ontario McDonald's Owner/Operators
 RMHC Global
 Thompson Dorfman Sweatman LLP
 Tracey Novak and Scott MacDonald
 The Burns Foundation Fund
 The Winnipeg Foundation

LEADER (\$25,000–\$99,999)

Brandon Area Community Foundation
 Doug Fawcett and Terra Welsh
 Frank and Carmella Wade
 George and Tannis Richardson Fund - The Winnipeg Foundation
 Industrial Metals
 Jen and Calvin Polet (Neptune Properties)
 Jewish Foundation of Manitoba
 Leonard and Susan Asper
 Linda McGarva-Cohen and James Cohen
 Lois MacDonald
 MacDon
 Michael Nesbitt
 Payworks
 Shane Silver
 Thomas Sill Foundation
 Wawanesa Insurance

We look forward to providing a new Ronald McDonald House facility so we can support more families than ever before.



CAPITAL CAMPAIGN DONORS (UP TO DECEMBER 2021)

MAJOR (\$5,000–\$24,999)

- Air Wise Inc.
- Allan and Simone Penner
- Arni Thorsteinson and Susan Glass
- Asper Foundation
- Ben Galagan
- Bruce McFarlane
- Community Foundation
of Portage and District
- Darren Earn
- Dean and Karen Cooley
- Drew Foundation
- Elisabete Doyle
- Empire Life
- Estate of Elsie Strain
- Former Charleswood Kinsmen Club
(The Headingley Community Foundation)
- Jennifer Blumenthal and Daniel Bubis
- Jennifer and Tim Dumore
- Jessica Hartley and Kyle Millar
- Jonathan and Taliah Klippenstein-Epp
- Julie Strong
- Karen Derkacz
- Lac du Bonnet & District
Charitable Foundation
- Louise Welsh
- MAG Dean Cooley Match
- Mel McManus
- Myra Frieman
- Paul and Wendy Kuzina
- Rhonda and Brian Lorch
- Ridgecrest Orthodontics
(Christie Laberge)
- Robert and Sophie Prondzinski
- Robinson Family Fund
- Steve and Lisa Kroft
- Stuart and Lois Blake
- Hiren and Tash Shah
- Tim Dewart
- Vala and David Meindertsma
- Weinberg Foundation Inc.
- Wendy Galagan and Family

RMHC Manitoba recognizes the immense support from its capital campaign donors and expresses heartfelt gratitude to them for making this essential project possible for families in need.



The new Ronald McDonald House will feature a large courtyard for families to spend quality time outdoors together.



A welcoming front lobby with one-of-a-kind donor art wall will greet families upon arrival at the new Ronald McDonald House.



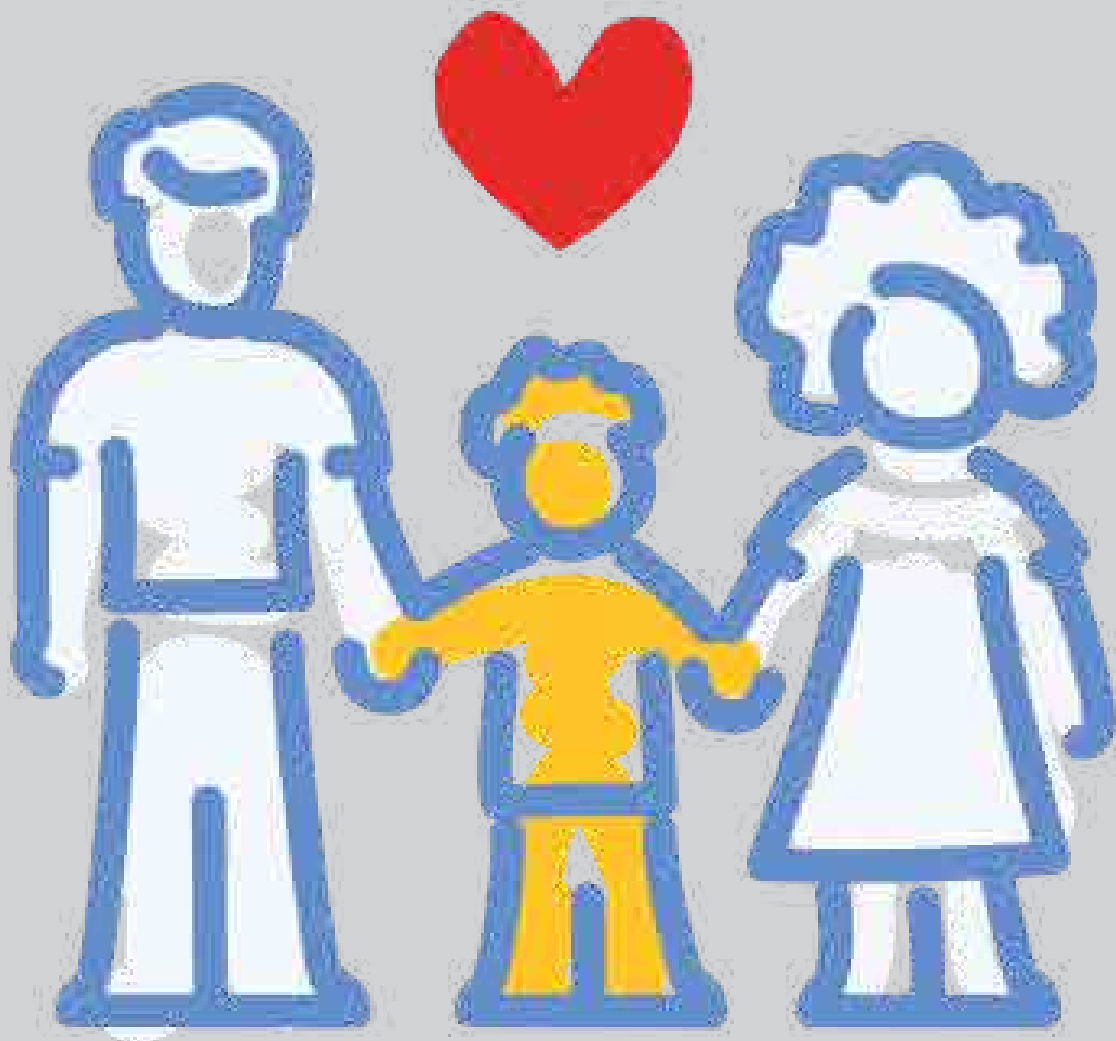
Two large kitchens and expansive dining areas will be available for families to use in the new House.



Lizzie and her mother, Jessica, stayed at Ronald McDonald House for eight nights while Lizzie received the medical care she needed and became strong enough to make the journey back home to Brandon, Manitoba.

“Thank you so much for making us food, and I hope I can come visit again.” - Lizzie





Keeping families close®

Ronald McDonald House Charities Manitoba

566 Bannatyne Avenue, Winnipeg, MB R3A 0G7

Phone: 204.774.4777 | Fax: 204.774.2160

Charity # 10412 5323 RR0001

rmhcmanitoba.org



**Ronald McDonald
House Charities®**
Manitoba