

2022 Annual Report



GROWING OUR MISSION



Ronald McDonald
House Charities®
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 essential services for critically ill, chronically ill, and seriously injured children and their families.

The Ronald McDonald House Charities mission is delivered through its two core programs, Ronald McDonald House and Ronald McDonald Family Room.



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Keeping the Kanhai Family Close



The Kanhai Family from Steinbach, MB. Pictured (from left) Marcilla, Khalia, and Jordan

“We stayed at the Ronald McDonald Family Room for three nights and at Ronald McDonald House for a week while our daughter, Khalia, received treatment for GBS (group B strep).

She was improving every day and became stronger and more lively. We went from not being able to hear our daughter’s voice to being able to breastfeed her again and take her home. She got to go home after 12 days of being at the hospital. We are so thankful for all the staff at the hospital who took such good care of our daughter. We are also very thankful for RMHC Manitoba. It made this very hard situation bearable and feel a little more normal. The staff were all so kind, and we even made connections with other families in the house.

After Khalia became strong enough, we were so excited to be able to take her home and get back to normal life again. We couldn’t be more proud of our little warrior and are so thankful for everyone that helped her get to where she is today.

Thank you, RMHC Manitoba!”

— The Kanhai Family

Leading the Way for Family- Centered Care



For RMHC Manitoba, 2022 was a year filled with sincere gratitude and immense pride. It was the year when the dream of a new Ronald McDonald House became a reality.

With much persistence and endless dedication, RMHC Manitoba pushed forward to ensure the new House opened in 2022. Together with our incredible community of donors, partners, board, staff, and volunteers, RMHC Manitoba increased mission delivery by 186 % when the doors of the new Ronald McDonald House opened on September 14th. Through strengthening existing hospital partnerships and connecting with new agency partners, more families than ever before are being served and supported in the new House.

In addition, the RMHC Manitoba Family Room program directly within HSC Children's Hospital continues to serve critical cases for families from Winnipeg and rural communities. By providing overnight accommodations, a robust day use program, and hospital-wide outreach, families with pediatric patients find refuge and respite from the busy and hectic hospital environment.

Strengthened by our 39-year RMHC Manitoba history, and focusing on meeting the current needs of families, the RMHC Manitoba mission has never been more relevant. RMHC Manitoba keeps families with sick children together — close to each other and close to the care their children need.

Thank you to all who recognize, value, and support the RMHC Manitoba mission. Thank you to all who believe in the power of community and the beauty of dreams. Because of you, RMHC Manitoba families are stronger together!

Deepest gratitude,

Wendy Galagan
Chief Executive Officer
RMHC Manitoba

Doug Fawcett
Board President
RMHC Manitoba

We recognize and celebrate the incredible contributions of our 2022 Board of Directors.

President:
Rhonda Lorch*
Doug Fawcett**

Vice President:
Elizabeth Boroditsky

Treasurer:
Helen Lee

Secretary:
Teresa Woyna

Directors:
Dr. Norman Silver
Steve Bulejsza
Tim O'Connor***
Jan Augert-Yarema***
Wayne Devlin
Lana Maidment
Sharyne Hamm
Thom Proch
Amit Kapoor****
Gillian Muise****
Rosalind Toews****

*Outgoing Feb. 2022
**Incoming Feb. 2022
***Outgoing Jun. 2022
****Incoming Jun. 2022



Mission Impact

Keeping Families
together from
Winnipeg,
across Manitoba,
Northwestern
Ontario, and
beyond



2022 By The Numbers Mission Impact



884

Families supported by
overnight accommodations
and day use program



5,380

Nights of accommodations
supported by Ronald
McDonald House
and Family Room



\$1,414,345

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



...AND BEYOND

Families' emotional, physical,
and mental health are
supported with meaningful
programming and connection.

*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

Our heartfelt thanks and immense appreciation go out to all those who helped build a stronger foundation for families and a stronger community for all of us.



New House Construction

The new Ronald McDonald House broke ground on March 16th, 2021 and opened its doors in September 2022. The new House increased mission delivery by 186%, growing from 11,000 sq. ft. to 60,000 sq. ft. and from 14 to 40 bedrooms. The House includes two kitchens to support meal programs, multipurpose rooms, specialty suites to serve bone marrow and organ transplant patients staying for extended periods, secure parking, indoor and outdoor play areas, and more.



Our New House

Grand Opening, September 14th, 2022

After years of planning, fundraising, and awareness outreach, we were so proud to celebrate the Grand Opening of our new Ronald McDonald House on September 14th!

Our heartfelt gratitude goes out to all our donors and partners who joined us for the ribbon cutting ceremony, tours of the new facility, and a delicious lunch thanks to our kind volunteers and staff.

Our new home away from home for families is now a reality allowing us to support so many more families needing to stay safe, comforted, nourished, supported, and close to their sick children. Our immense appreciation goes out to all involved for making this dream possible.



Ronald McDonald House[®] Ronald McDonald Family Room[®]

Since 1984, the **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 new House is located at 62 Juno Street, only three blocks from HSC Children's Hospital. Now supporting up to 40 families at a time, the House offers all the comforts of home and more.



Located on the third floor of HSC Children's Hospital since 2010, the **Ronald McDonald Family Room** is a 3,500 square foot space offering families with a sick or injured child a place to rest and relax in a home-like environment while their child receives essential care. The space provides a comfortable safe haven with three on-site sleeping rooms for the most critical cases, as well as a napping lounge, full kitchen, dining area, shower and laundry facilities, living room, and more, just steps away from pediatric medical care. The Family Room welcomes and supports families from Winnipeg, rural Manitoba, or out-of-province.



Founder and Forever Partner

We are truly fortunate to have an incredible partnership with our Founder & Forever Partner, McDonald's. With their generous, ongoing support, families facing childhood illness are able to stay close to the medical care they need and close to each other. Across Manitoba and Northwestern Ontario, McDonald's owner/operators, managers, crew, customers, and suppliers band together to support our mission in so many wonderful ways.

This includes...

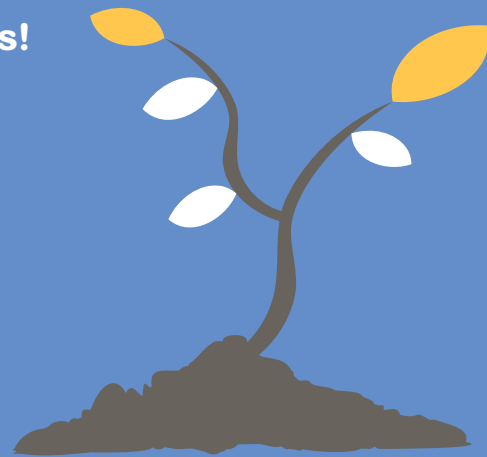
- Capital campaign support
- McHappy Day®
- Round Up for RMHC initiative
- Kiosk donation opportunities
- Coin box donations
- Happy Meal® program
- Signature event sponsorships and support
- RMHC Cookie® program
- In-kind donations



Since the first Ronald McDonald House in Canada opened its doors in Toronto, ON in 1981, McDonald's fundraising programs have helped RMHC support nearly 450,000 families across Canada. With the amazing support of McDonald's to the RMHC mission, families stay stronger together.

On average, RMHC Manitoba receives 20% - 35% of our annual operating costs from McDonald's. In 2022, the generous giving from McDonald's was 32% of our overall funding.

Thank you, McDonald's!



Supporting RMHC Families on McHappy Day®



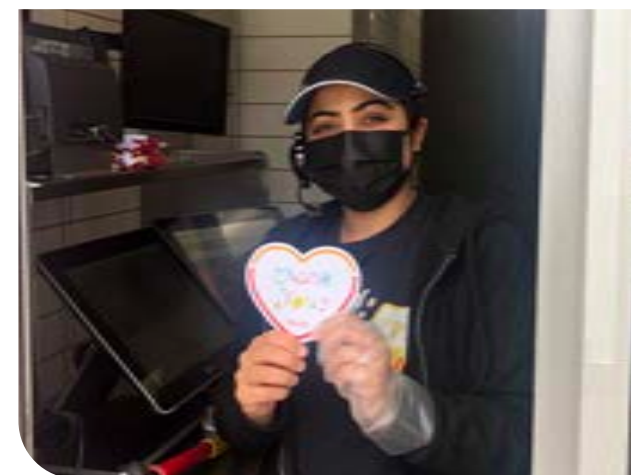
With the help of our McDonald's partners, their customers, and their communities, we had another fantastic McHappy Day in 2022 supporting the RMHC mission!

On May 11th, a portion of proceeds from ALL McDonald's menu items ALL day supported RMHC and other children's charities.

Whether it was taking part in the celebrations in restaurant or placing an order at the drive-thru, mobile order, McDelivery® on the McDonald's app, or ordering via Uber Eats, SkipTheDishes, or DoorDash, many found an easy, convenient, and delicious way to support RMHC families.

Customers were also encouraged to round up their orders to the nearest dollar, donate \$2 for a McHappy Day paper heart, or donate \$5 for a pair of fun McHappy Day socks.

Thanks to the compassionate and generous support of all involved, over \$150,000 was raised for families staying at our House and Family Room programs!



Thank you, McDonald's, for supporting family togetherness!

Community of Supporters

Our Adopt-A-Room program gives donors the meaningful opportunity to sponsor one of the bedrooms or common areas in our Ronald McDonald House or Family Room

Through Adopt-A-Room donors' annual support of \$5,000 (bedrooms) or \$10,000 (common areas and suites), families receive a welcoming place to relax, rest, and recharge. During one of the most challenging times families may face, this support is essential.

Our sincere gratitude also goes out to our many caring donors, programming partners, and volunteer groups who support RMHC Manitoba families through monetary and in-kind donations, advocacy, and volunteerism. With the help of our incredible community of supporters, we can give families the greatest gift of all — each other.



Adopt-A-Room Sponsors

\$10,000 Sponsors



The Michaud Family Foundation



\$5,000 Sponsors



Double JK Thompson Farms



Earl & Heather Maclaren, Carberry

Eric, Randi, Brody & Leo Unrau

Frank & Carmela Wade



Jessica and Kirby Watson & Family



Frank & Carmela Wade

In memory of Krystyna and John Machow

In memory of Makenna Meindertsma



The Michaud Family Foundation



Ryan & Rose Toews in honour of Brody Emerson Unrau

The Shindleman Family & Staff Shindoo



Vic & Pam Richert

Winnipeg Cargill Cares Council



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



Fundraising for Families

Our gratitude goes out to all fundraisers for partnering with us in support of our mission.



36th Annual Hope Couture Fashion Gala Welcome to the Masquerade

October 20th | RBC Convention Centre Winnipeg and Virtual Event

Our 36th annual Gala was a glamorous, masquerade-themed evening in support of family togetherness. Thanks to all involved, we raised over \$325,000 for families.

Hope Couture
FASHION GALA



Presenting Sponsor



Gold Sponsor



Silver Sponsors



Bronze Sponsors



Media, Print & Audio Visual Sponsors



Winnipeg Free Press

Live Action Sponsor



Hors D'oeuvres Sponsor

FillmoreRiley

Sparkling Wine Sponsor

Assiniboine

Dinner Wine Sponsor

LIQUOR MART

Dessert Sponsor

Wealth Management

Silent Auction Sponsor

Cargill

33rd Annual FORE! The House Tournament of Champions

September 8th | Breezy Bend Country Club

Together with our sponsors, donors, participants, volunteers, and supporters, we raised over \$242,000 for RMHC Manitoba during this exciting day of friendly competition.



Presenting Sponsors



Platinum Sponsors



Gold Sponsors



Silver Sponsors



Bronze Sponsors



Breakfast Sponsor



Lunch Sponsor



Golfer Gift Sponsor



Reception Sponsor



Driving Range



Golf Cart Sponsor



Wine Sponsor



Print Sponsor



2nd Annual Champion for Families

July-August | Virtual Event

We challenged participants to pick their favourite activity, do it 218 times during July and August (in honour of the longest RMHC Manitoba family stay the prior year), and have fun while raising pledges online. Together, over \$58,000 was raised for our mission from this fun community event.



Presenting Sponsor



Restaurants of Manitoba and Northwestern Ontario

Media Sponsors



Strengthening our Mission through Third Party Events



With the help of all involved, we're able to sustain operations at both our House and Family Room programs. We couldn't do this without all our third-party fundraisers organizing initiatives and events in support of our mission. This includes compassionate individuals, companies, organizations, and teams who host events, create donation drives, online fundraisers, birthday/holiday parties, sporting events, raffles, and more. Thanks to our fundraisers, RMHC Manitoba is here to support sick children and their families.

\$4,000-\$50,000

- Dan Thibeault
- Fight for Charity Corporate Boxing Event
- McCain Foods – Free Fry Day
- Primco Product Fundraiser
- Save-On-Foods – Light the House Campaign
- Winnipeg Kinsmen

\$1,000-\$3,999

- Cargill
- Kinsmen Club – Kin Car Raffle
- Oak Park Raiders Football Club Alumni
- Spud Plains Farms - Free Fry Day
- Winnipeg ICE RMHC Game/Geekie Goals initiative sponsored by 24-7 Intouch

\$500-\$999

- ADESA Winnipeg Car Donation (Alana Holden)
- Delaloye Family Wedding Event
- Manitoba Blue Cross - Casual Days
- Paterson GlobalFoods Staff Party
- Two Rivers Sunday School



Lending a Hand for Those in Need

Our hearts go out to our volunteers for giving their time to help us deliver our mission and keep families together.



Volunteer Kindness

We are very fortunate to have such a committed group of volunteers who help us deliver our mission in so many meaningful ways. From baking, cooking, cleaning, deliveries, and more, volunteers help our programs feel like home for our families.

Volunteers also help in many other essential ways such as sitting on our Board of Directors, assisting with special events, or aiding with preparations as we opened our new Ronald McDonald House last fall.

Volunteers play an integral role in our mission. We are deeply grateful and share continued and heartfelt thanks to all RMHC Manitoba volunteers for their commitment, compassion, and care. Thank you!



Giving the Gift of Togetherness

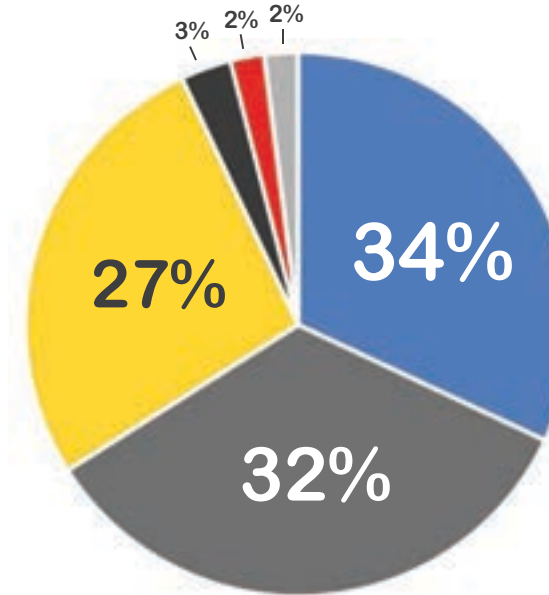
Funding family-centered care where and when it's needed most



Our Financials

REVENUES

WHERE DONATIONS CAME FROM



*Gifts in-kind, Capital Campaign, and sale of original House are not included.

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

2022 was an incredibly successful year and great milestone for RMHC Manitoba. The success was made possible by the generosity and continued support of our donors, partners, volunteers, and event sponsors. We did not only achieve our mission to assist families in need, we were also able to increase our capacity and service to families by 186% in our new Ronald McDonald House facility. As we closed the year, we did so with a very strong financial position.

Our annual gross revenues of \$6,047,619 represents an increase of 26% in operating revenue compared to the prior year. Increases were driven by outstanding donor generosity, record breaking fundraising events, and loyal partnerships. Of the total 2022 revenue, \$2,145,604 was allocated to the capital campaign fund for the new Ronald McDonald House.

We are deeply grateful to all who participated and gave generously to our mission. We are also forever thankful to everyone who helped make the dream of a new Ronald McDonald House a reality.

Thank you to everyone who contributed to the RMHC Manitoba mission throughout 2022. Your support and partnership strengthen RMHC Manitoba and the beautiful families we serve.

Helen Lee

Helen Lee, Treasurer *Audited Financial Statements are available upon request

COST PER DOLLAR RAISED:

1%

(Excludes gifts in-kind)

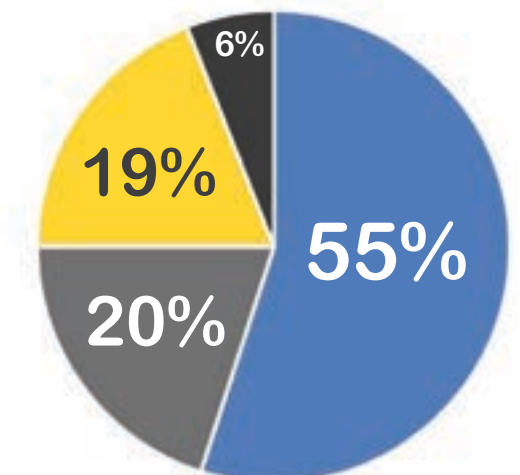
20%

(Includes gifts in-kind)

EXPENSES

WHERE DONATIONS WENT*

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



The Zolinskis share their gratitude



The Zolinski family from The Pas, MB. Pictured (clockwise from top-left) Chad, Thomas, Jennifer, and Walter

Our stay at RMHC made supporting our sick infant a little bit easier. It's so uncomfortable being away from home. Something as simple as having a place to keep groceries, wash dishes, and comfortably cook and clean, are small moments of normal so appreciated during such an abnormal time in our life. Truly, everyone at RMHC Manitoba has been so welcoming and amazing with our family. It's such a wonderful service that we are forever grateful to have received during this difficult period of our lives.

— The Zolinski Family

Valued Partners

Stronger Together



RMHC Leadership and Healthcare Partners

RMHC Manitoba wishes to acknowledge the support, guidance, and partnership received from the leadership and teams at RMHC Global throughout 2022. During this momentous year, RMHC Manitoba is thankful for the organizational preparedness best practices RMHC Global provided to ensure organizational readiness and system excellence as we prepared for the opening of our new Ronald McDonald House.

In addition, RMHC Manitoba recognizes, celebrates, and appreciates the endless partnership, guidance, and assistance from RMHC Canada. Their steadfast leadership and passionate commitment continuously supports families as it strengthens the RMHC mission across Canada. We are also deeply indebted to RMHC chapter leadership and teams across Canada for sharing best practices, resources, and support as we embarked on this memorable and meaningful journey to increase RMHC Manitoba's care and service to children and families.

Finally, we acknowledge the endless dedication and commitment of our amazing hospital and agency partners. We are sincerely grateful for our strong partnership and look forward to continuing to work together to advance RMHC Manitoba's integral role in the continuum of family-centered healthcare.



**Health Sciences Centre
Winnipeg**
A Shared Health facility



Hôpital St-Boniface Hospital



With the help of our valued partners, we make together possible for families needing to stay close.

Our Founder & Forever Partner



Lead National Mission Partners



National Mission Partners



Founding Partners



Local Supporters



Capital Campaign Donors (Up to December 2022)

Transformational (\$100,000+)

BPG The Benefits Planning Group Ltd.
 Carolyn Sifton Foundation
 Craig McIntosh/Lorraine Beck Family
 EBL Construction
 Elizabeth and Dr. Michael Boroditsky
 Enns Brothers
 Estate of Evelyn Pidwinski
 Fettes Family Foundation
 Friends of RMHC Manitoba
 Gerry and Barb Price
 Gillian and Steven Muise
 Gord and Diane Peters
 Independent Jewellers - IJL
 Johnston Group
 McCain Foods Canada (Carberry
 and Portage la Prairie)
 Manitoba Health
 Moffatt Family Fund
 Murray Family and Murray Auto Group
 Novak MacDonald Fund
 Parrish & Heimbecker, Limited
 Prosper Wealth and The Devos Family
 RBC Wealth Management -
 RBC Dominion Securities Inc.
 RMHC Global
 Thompson Dorfman Sweatman LLP
 RMHC Canada, McDonald's Canada,
 Manitoba, and Northwestern Ontario
 McDonald's Owner/Operators
 The Burns Foundation Fund
 The Winnipeg Foundation
 Winnipeg Kinsmen

Leader (\$25,000 - \$99,999)

Brandon Area Community Foundation
 Calvin and Jennifer Polet
 Doug Fawcett and Terra Welsh
 Friends of RMHC Manitoba
 Frank and Carmella Wade
 George and Tannis Richardson Fund
 Industrial Metal
 Jewish Foundation of Manitoba
 Leonard and Susan Asper and family
 Linda McGarva-Cohen and James Cohen
 Lois MacDonald
 MacDon Industries Ltd.
 Michael Nesbitt
 Payworks
 Thomas Sill Foundation
 Wawanesa Insurance

Major (\$5,000 - \$24,999)

Air Wise Inc.
 Allan and Simone Penner
 Arni Thorsteinson and Susan Glass
 Ben Galagan
 Christie Laberge
 Community of Portage and
 District Foundation
 DR. R. Bruce McFarlane
 Darren Earn
 Dean and Karen Cooley
 Drew Foundation
 Elisabete Doyle
 Empire Life
 Estate of Elsie Strain

Capital Campaign Donors (Up to December 2022)

Friends of RMHC Manitoba
 Hiren and Tash Shah
 In Loving Memory of Arnold Frieman
 In memory of Makenna Jade Meindertma
 Jennifer and Tim Dumore
 Jennifer Blumenthal and Daniel Bubis
 Jessica Hartey and Kyle Millar
 Jim, Julie, and Kallie Strong
 Jonathan and Taliah Klippenstein-Epp
 Karen Derkacz
 Lac Du Bonnet & District
 Charitable Foundation
 Louise Welsh
 MAG Dean Cooley Match
 Mel McManus
 Paul and Wendy Kuzina
 Rhonda and Brian Lorch
 Robert and Sophie Prondzinski
 Robinson Family Fund
 Sean, Wendy, Ben, and Jolene Galagan
 Shane Silver
 Steve & Lisa Kroft Family Foundation
 Stuart and Lois Blake
 The Asper Foundation
 The Headingley Community Foundation
 and The Charleswood Kinsmen Fund
 Tim Dewart
 Weinberg Foundation



In addition to the Transformational, Lead,
 and Major donors, we recognize and
 celebrate all those who gave generously
 to make the new House possible.



Keeping Families Close



Ronald McDonald House Charities® Manitoba

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Email: info@rmhmanitoba.org



Ronald McDonald
House Charities®
Manitoba