

RONALD McDONALD
HOUSE CHARITIES
ATLANTIC

Where Love Lives

2015 Annual Report



At **Ronald McDonald House Charities® Atlantic**, we provide a compassionate and comfortable environment so families can stay together and kids can heal better.



Where Hope Lives

Beyond our doors, you will meet families of all kinds. They are from around the Maritimes and are bringing their children to the hospital for many different reasons. For some of these families it was giving birth to a premature baby or learning that their child was diagnosed with a serious illness; for others it may have been an all too familiar repeat visit for cancer treatment or a chronic illness.

It is every parent's wish to see their child healthy and happy and to watch them grow and thrive. At Ronald McDonald House Charities Atlantic, the services we offer through our family-centered programs are fueled by the same desire. Did you know that seventy percent of Canadian families live outside a city with a children's hospital? So when a child gets sick, they often have to travel hours to get treatment. We recognize that no one can do it alone. In 2015, we had the privilege of supporting more than 600 Maritime families travelling to Halifax for medical care and providing them with 4,989 nights of comfort.

Regardless of their circumstances, each family finds a community of support beyond the front door of our House or in one of our Family Rooms. We welcome these families into our larger community which includes people like you who give generously of their time, passion and resources. All of our work is possible because of the commitment of our volunteers, donors and supporters.

Everyone who has been involved with Ronald McDonald House Charities Atlantic has a story to tell—the volunteer who shares their time, the donor who makes a financial gift, the organization who prepares a meal for the families and the team who works here—about why they have chosen to support our families. The common thread is the empathy, compassion and love that everyone has for children and their dedication to keeping families close when it matters most.

As you look through this report, you will get a glimpse of what life is like at Ronald McDonald House Charities Atlantic and how we are providing support to families like Edwin's (featured on our cover). Our Board of Directors recently held a Strategic Planning session to further analyze where we are and where we want to be. While we have gone through many changes during our 34 years, what is very clear is our plan to continue our growth by expanding our programming, increasing our organizational capacity and strengthening our network.

Make Fun Matter is a campaign that will encompass all three of these pillars. We all love to have fun and now we will have the ability to take what we love to do and turn it into an event to support Ronald McDonald House Charities Atlantic. The Make Fun Matter campaign provides a tool that gives you the ability to choose your fun, create your own fundraiser and then make fun matter! Selling lemonade, planning a bowling night, hosting a kitchen party or starting a golf tournament are just a few ideas that can create awareness and make a difference, all while having fun. Please visit www.rmhc.ca to see what our supporters across Canada are doing and to get inspired!

Thank you for your commitment to Ronald McDonald House Charities Atlantic. As we constantly strive to be the best we can be for our families, we hope you will continue to partner with us as we build on our story. With your support, Ronald McDonald House Charities Atlantic can continue to be a place where hope lives.

With appreciation,



Mark Marshall

Mark Marshall
Chair of the Board



Shauna MacLennan

Shauna MacLennan
Chief Executive Officer

Where Comfort Lives

Our Programs

Ronald McDonald House Charities Atlantic offers family-centered programs that promote healing and togetherness. These programs include Ronald McDonald House and Ronald McDonald Family Rooms.



Ronald McDonald House in Halifax

Ronald McDonald House in Halifax provides a home-away-from-home for out of town families with sick children being treated at the IWK Health Centre. Yet, our House is so much more than a place to stay.

Ronald McDonald House provides a sense of community for families while they are away from their own community at home, giving them the opportunity to connect with people who are going through similar situations.

Our House aims to alleviate some of the financial strain on a family by offering an affordable place to stay that is a short walk away from the hospital. With their families nearby, children can heal physically while also feeling supported emotionally.

“Having a child who is sick can make you feel like the world is spinning faster than you can keep up with, but Ronald McDonald House allows you to feel like the spinning has stopped for a bit. There truly isn’t a better place for Lucas while we are in Halifax for his appointments. We are always so grateful for a home-away-from-home complete with people he absolutely adores.”

April Parent

Home for Dinner Program

To help ease the stress and financial burden weighing on our families sometimes it is the simple things, like a home cooked meal, that can make all the difference. Our Home for Dinner Program is a group volunteer opportunity that helps ensure families receive a delicious home cooked meal after a long day at the hospital. Volunteer groups provide the ingredients and prepare the meal in our kitchen for our families. Home for Dinner is offered at our House and both Family Rooms.

“Home for Dinner is a fantastic team-building opportunity. Not only are we giving back to the community, but we are giving our employees from different locations and departments the chance to work together. Every single employee that has taken part has always walked away feeling amazing. When you have the ability to help in some way, shape or form, you should take advantage of that opportunity.”

Juanita Currie, Enterprise Holdings

“You may see your efforts as a small sacrifice, but to my family and me it has meant the world. It has meant that instead of making our way to a grocery store, worrying about what to make for a healthy dinner each night and finding time to cook the dinner, we were able to spend a greater amount of time looking after the needs of our son and family.”

Troy, Tara and Jack Leifso

Ronald McDonald Family Rooms

Ronald McDonald Family Rooms provide an oasis of calm and support inside the walls of the hospital, allowing families to be just steps away from their child receiving medical care.

Our Family Rooms offer a welcoming space for families to take a break from their daily hospital routine while enjoying some of the familiar comforts of home. Whether it’s a cup of coffee, a shower, a hot meal or a load of laundry, it is a place where families come to relax, refresh and recharge.



Halifax Family Room

The Halifax Ronald McDonald Family Room, located at the IWK Health Centre, opened in 2007 and was the first Family Room to open in Canada. The Family Room includes a kitchen, a comfortable living room with internet access, a play area and laundry facilities. There are also four bedrooms available to families with the most critical needs allowing them a place to sleep under the same roof as their child.

“Over the course of two years we spent numerous nights at the IWK for Michael’s treatment and recovery from brain cancer. I remember coming across the Family Room by fluke. It immediately felt like I was in a home. It was nice to have a change of scenery and to be in a calmer and more relaxing setting. I didn’t feel like I was in the hospital yet. I was still close enough to my son to have peace of mind. The break gave me the strength I needed to go back.”

Michelle Forrest



Moncton Family Room

The Moncton Ronald McDonald Family Room opened in 2011 and is for families of pediatric and maternity patients in The Moncton Hospital. The Family Room includes a kitchen, a play area and a comfortable lounge with TV and internet access.

“When Zoe was sick, I refused to leave the hospital. The Moncton Ronald McDonald Family Room was the only place I would allow myself to go where I could still be close to my baby. Everywhere you go in the hospital there is noise. The Family Room was my quiet place.”

Sophie LeBlanc

Our Volunteers

Volunteers are at the heart of everything we do. Our dedicated volunteers truly play a vital role in our day-to-day operations at our House and Family Rooms and add the loving touches that make our families feel at home. There are 169 volunteers that each contribute a minimum of four hours per week to help keep our programs running efficiently.

Our volunteers provide support in a wide variety of roles at our House and Family Rooms. Whether it’s a friendly smile, a comforting hug or a welcoming ear, they make a difference in the lives of all the families that come through our doors. The support we provide to families is possible because of the commitment and compassion of our volunteers.

“The first thing I noticed about the House and the Family Room was that they had such a positive environment. I had a tour of the House on the first day I arrived and was blown away by the atmosphere. I knew right away that this was a place I wanted to be a part of.”

Mike Morgan



2015 Impact

Ronald McDonald House

Ronald McDonald House provides a home-away-from-home for out of town families with sick children being treated at a nearby hospital.

Halifax



Ronald McDonald House in Halifax serves more than **600 families a year** and in 2015, provided

4,989
nights of comfort



1,804
beds made with the longest stay of the year being **365 days**



250
Home for Dinner meals served
2,200 people fed



212
Siblings stayed with us



17,680
volunteer hours from **85 volunteers**



Dave made **1,440** rolls and reached a milestone of **3,000** volunteer hours



80
Dog Therapy visits

Ronald McDonald Family Rooms

Ronald McDonald Family Rooms provide an oasis of calm and support inside the walls of the hospital, allowing families to be just steps away from their child receiving medical care.

Halifax Family Room

In 2015, the Halifax Family Room had **32,136** visits

2,459

people fed
155 home for dinner meals served



8,736
volunteer hours from **42** volunteers



1,095
loads of laundry

Moncton Family Room

In 2015, the Moncton Family Room had **19,394** visits

3,341

people fed
207 home for dinner meals served



8,736
volunteer hours from **42** volunteers

1,460
pots of coffee made

Where Community Lives

2015 Highlights



Teddy Bear Toss

On Friday, January 8, hockey fans filed into the Scotiabank Centre carrying stuffed animals of all shapes and sizes for the Halifax Mooseheads game against Rimouski. It was that time of year again—the annual Teddy Bear Toss in support of Ronald McDonald House! When the Mooseheads scored their first goal of the night, hundreds of teddy bears were tossed on to the ice in celebration and were later delivered to Ronald McDonald House by some of the Moosehead players. The Teddy Bear Toss has helped put smiles on the faces of children staying at our House for more than a decade. Every time a family checks in to our House, each child has the opportunity to choose a teddy bear from our treasure chest to keep.

McHappy Day

Our long-time, committed friends at McDonald's provide support to us in a variety of ways, all year round but on no day is this more evident than the annual celebration of McHappy Day! On Wednesday, May 6, 2015, McDonald's and community members rallied together to celebrate McHappy Day across Canada with \$1 from every Big Mac®, Happy Meal® and Hot McCafé® Beverage sold going to children's charities including Ronald McDonald House. McHappy Day festivities included in-restaurant activities, a nation-wide competition amongst all Ronald McDonald Houses to take and tweet the most photos using a "Selfie Photo Frame", and special visits from both Ronald McDonald and Premier Stephen McNeil. McHappy Day generated more than \$98,000 in support of Ronald McDonald House Charities Atlantic.



Casino Taxi

In early 2015, extreme winter weather conditions hit Nova Scotia, causing our Ronald McDonald House parking lot to flood. The sidewalks near our House were unusable for many weeks and families had a very difficult time getting to and from the IWK Health Centre. Thankfully, Casino Taxi came to our aid by providing 300 taxi chits, valued at \$1,500, for our families to use. Their kindness and generosity helped ensure that our families arrived at the hospital safely and on time for their medical appointments.

2015 Golf Classic

On September 10, 2015, Ronald McDonald House Charities Atlantic supporters came out in full force to participate in our largest annual fundraiser, the Ronald McDonald House® Golf Classic. More than 130 golfers, 60 sponsors and 40 volunteers gathered at Glen Arbour Golf Course for a beautiful day on the greens. The highlight of the day was when participants heard firsthand the powerful impact of keeping families close. St. FX student Jason Thorpe spoke during dinner, sharing his personal story about the role Ronald McDonald House played in his life as a young boy who was diagnosed with leukemia at the age of nine. Thanks to the generosity of our valued supporters, the event raised more than \$110,000!



Diamond Devilz Sisterhood

The Diamond Devilz Sisterhood, a female motorcycle group from the Annapolis Valley area, first became involved with Ronald McDonald House two years ago after one of their members stayed at our House while her granddaughter had heart surgery. They held their first Arnie "Crow" Salsman Memorial Ride in 2014 to honour their good friend who passed away in a motorcycle accident. They decided to donate the proceeds of their annual ride to Ronald McDonald House. In the first two years, they donated more than \$500 from the ride to our House and also decided to get further involved by taking part in our Home for Dinner Program.

Belfor Property Restoration

In January of 2015, Ronald McDonald House Charities Atlantic was happy to welcome Belfor Property Restoration to our community of supporters. The first few months of the year proved to be especially challenging as the winter weather took a toll on our aging House. Like many Halifax residents, our building suffered damages due to excessive snowfall and ice damming. Belfor was there every step of the way to secure and repair the building in the aftermath. Over the course of the year, they continued to provide help with major construction pieces on the House generously donating 100% of their services.



NSCC Partnership

What started out as a Christmas dinner prepared at Ronald McDonald House by Nova Scotia Community College (NSCC) instructor Larry Bergeron turned into a community partnership spanning the past twelve years. In 2015, we received two special deliveries at our House created by the exceptional culinary students at NSCC. At Easter, the Pastry Arts Program made incredible egg masterpieces out of three different types of chocolate; German, Swiss & Belgian. At Christmas, The Boulanger & Baking Arts class made a magical Beauty and the Beast themed gingerbread house for our families to enjoy. Families could not believe that these stunning works of art were 100% edible. If we were grading the students' work, we would have given them an A+!

Scotiabank Charity Challenge

The weekend of May 15-17, 2015 runners and walkers laced up to participate in the Blue Nose Marathon taking place around Halifax and Dartmouth. Many participants chose to make their event even more meaningful by selecting a charity to fundraise for as part of the Scotiabank Charity Challenge. We were fortunate to have eighteen individuals join Team Red Shoe and fundraise on behalf of Ronald McDonald House Charities Atlantic. Events spanned the whole weekend and ranged from a Youth 2 km run to a full marathon. Our team received over 250 donations and raised more than \$10,000 to help keep families close when it matters most!





Cover Family, Patrick and Edwin.

Where Treasure Lives

There were many nights at Ronald McDonald House when Edwin was not feeling well. One of the only things that seemed to perk him up would be when his dad would carry him around the House and they would talk about the treasure that might be hiding in the walls.

Melissa Howse and Patrick Withey first learned about Ronald McDonald House on the night their three year old son was diagnosed with acute lymphoblastic leukemia.

"As both Edwin's dad and I were staying at the IWK Health Centre with Edwin, it was our daughter Madeleine and her grandparents that were the first to experience Ronald McDonald House," reflects Melissa. "They stayed there for two weeks. This was a welcome break from the long days at the hospital for all of them, but for Madeleine especially."

Since December of 2015, their family has stayed at Ronald McDonald House 43 nights while Edwin received treatment at the IWK.

"The fact that Ronald McDonald House is close to the hospital has been very important," says Melissa. "We know that at the very least we can walk over in about five minutes if any issues arise. It is also nice that it is located near many parks and shops in Halifax."

Melissa and Patrick say their kids look forward to coming to Ronald McDonald House when they travel from their home in Antigonish, Nova Scotia.

"You get to know other people on every visit and you really start to recognize families that return frequently," says Melissa. "Our children love making friends at the House." They also enjoy playing with the employees and volunteers, whether it's doing crafts, baking, playing hockey or just goofing around.

"And of course, when we're at the House, they know there's a better chance that they will get to go to one of Halifax's epic candy stores," adds Patrick.

Ronald McDonald House has also impacted their life in other ways.

"The most significant way it has made a difference is that it has alleviated a great deal of financial stress," admits Melissa.

"Because we need to stay in Halifax frequently for Edwin's treatments, finding accommodation is essential. Without having the House as an affordable option, the financial burden would have been substantial. Ronald McDonald House is an amazing resource for children facing health challenges and their families."

Then one day in May, Edwin and Madeleine got a big surprise.

"On the last day of one of our visits Beth, the Family Services Coordinator, came out in the common area and found both Madeleine and Edwin and said 'I think there really might be a treasure'," says Melissa.

She then brought out a pirate hat for Edwin and princess hat for Madeleine which she told them might help them on their treasure hunt. They started to search the House and finally came upon the wall that Edwin and his dad would often pass on their walks. And then they spotted something. It was halfway up the staircase sitting on a window sill.

"They found a treasure of chocolate coins and dress-up toys and were so thrilled," recalls Melissa. "It was obvious that Beth went out of her way to make them feel special. Edwin kept calling that day his 'other birthday'."

Patrick says that although there are things they miss about home, his family does not mind being away when they stay at Ronald McDonald House.

"As long as we are all together, we try to have fun and enjoy our time."

After all, there is treasure to be found.

To see our Cover Family in action at Ronald McDonald House [click here](#)

Where Gratitude Lives

Our Supporters

Thank you to our financial donors and supporters for your generosity to Ronald McDonald House Charities Atlantic during 2015. You have helped to make a difference in the lives of hundreds of families who stayed at Ronald McDonald House and thousands of families who have used our Ronald McDonald Family Rooms. We are incredibly grateful to all the individuals, groups and corporate donors, as well as everyone who hosted fundraisers to benefit our charity. Your contributions have truly made an impact.

We are also very thankful for those companies and suppliers who donate much needed product and manpower to ensure our families are taken care of and our facilities are running smoothly.

Families are stronger together and this support from our community helps us to keep families close when it matters most.

McDonald's

Our partnership with McDonald's is local, national and international.

Since the first Ronald McDonald House opened in 1973, McDonald's Restaurants have been supporting Ronald McDonald House Charities and the children and families we serve throughout the world.

In the Maritimes, our McDonald's Owner/Operators are exceptional partners, supporting our Ronald McDonald House and Ronald McDonald Family Rooms every single day. They do this by donating ten cents from every Happy Meal sold and by accepting donations from their customers through their coin box initiative. In addition, staff from McDonald's Restaurants participate in McHappy Day annually raising funds for local children's charities, including us!

McDonald's are the Title Sponsor in our annual Ronald McDonald House Golf Classic and as individual owners they have also participated as sponsors, players and volunteers for the last 19 years—which speaks to their commitment to families from our Maritime communities. The support we received from the Maritime in-restaurant initiatives in 2015 includes:

Ten Cent Happy Meal Program	\$	142,959
McHappy Day	\$	98,488
Coin Box Programs	\$	66,908

McDonald's Restaurants of Canada, Ronald McDonald House Charities Canada, and Ronald McDonald House Charities Global have always been incredible partners in our mission to support sick children and their families. Whether participating as a board member, connecting us with new partners, providing research, learning opportunities, product or professional support—our partnership has given us the ability to reach and support more Canadian families. We appreciate this relationship every step of the way!



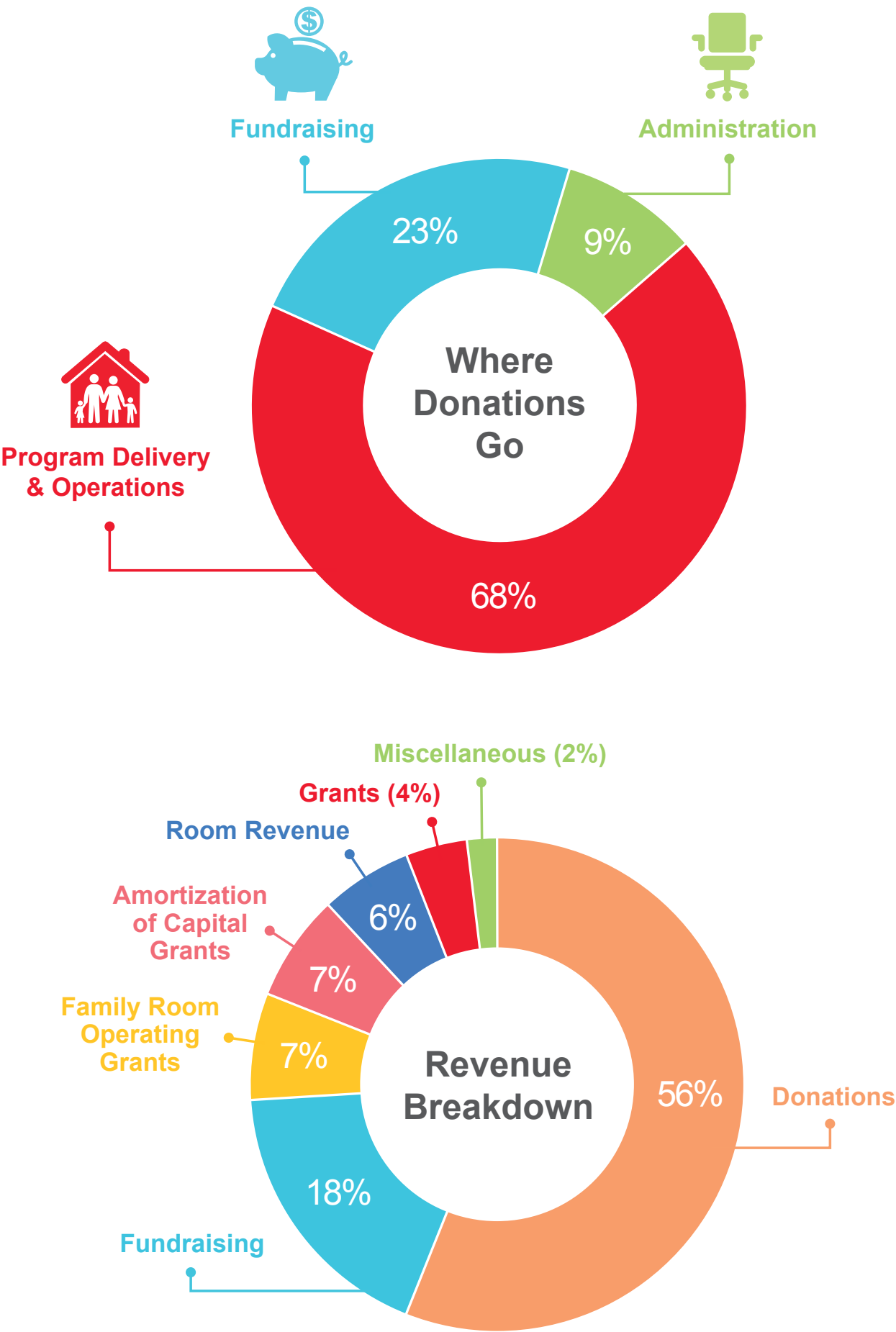
Financial Report

Revenue, expenses and changes in net assets

Year ended October	2015	2014
REVENUE		
Donations and fundraising	\$ 699,795	\$ 683,429
Room payments	48,874	42,385
Amortization of capital grants	52,032	52,032
	800,701	777,846
Net investment income	32,568	145,281
Total	833,269	923,127
EXPENSES		
Program delivery & operations	467,497	423,465
Fundraising	183,428	102,722
Administration	69,550	53,614
Amortization	65,141	65,141
	785,616	644,942
Excess of revenues over expenses	47,653	278,185
Net assets - beginning of year	3,382,935	3,104,750
Net assets - end of year	\$ 3,430,588	\$ 3,382,935

To view the full audited financial statements, please [click here](#).

Ronald McDonald House Charities Atlantic operates under the legal name - Friends of Children (Atlantic) Association.



Ways to Connect

Ronald McDonald House

1133 Tower Road
Halifax, NS B3H 2Y7

T: 902-429-4044
F: 902-429-8650
house@rmhatlantic.ca

Halifax Ronald McDonald Family Room

IWK Health Centre
5850/5980 University Avenue
P.O. Box 9700
Halifax, NS B3K 6R8

T: 902-470-6391
F: 902-470-6394
halifaxfamilyroom@rmhatlantic.ca

Moncton Ronald McDonald Family Room

The Moncton Hospital
2nd Floor Mezzanine
135 MacBeath Avenue
Moncton, NB E1C 6Z8

T: 506-867-6582
monctonfamilyroom@rmhatlantic.ca



facebook.com/RMHAatlantic



@rmhatlantic



rmhatlantic.ca

Visit rmhatlantic.ca to subscribe to our eNewsletter!



RONALD MCDONALD
HOUSE CHARITIES
ATLANTIC

Charitable Registration Number: 11893 2490 RR0001

