

# RONALD MCDONALD HOUSE CHARITIES SOUTHWESTERN ONTARIO

## 2017 ANNUAL REPORT

Presented at the Annual  
General Meeting

April 12, 2018



Ronald  
McDonald  
House®  
LONDON



Ronald  
McDonald  
Family Room®  
LONDON



Ronald  
McDonald  
House®  
WINDSOR

Regan was born with complications so her family has stayed close at RMH London 8 times in the past 5 years while she receives the medical care she needs. Having a "home-away-from-home" brings piece of mind to the family because Regan can continue to defy the odds with her parents beside her.

The Berg Family, Windsor



**Because  
there are No Limits to  
what YOU CAN DO with your  
FAMILY BY YOUR SIDE**



Ronald McDonald  
House Charities®  
Southwestern Ontario

Keeping families close

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519.685.3232

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**190**  
**NIGHTS**  
at Ronald McDonald House



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**Mission**  
*To provide  
comforting  
and  
supportive  
programs  
and services  
for families  
of seriously  
ill children  
who require  
medical  
care.*

## ***Message from the President - Lou Anne Farrell***

We began this 16-month 'year' with the successful recruitment of our new CEO, Tracey Keighley-Clarke, who joined us officially in January of 2017. Tracey has been doing a great job steering the RMH ship - helping us to move toward our objective of making our Chapter a Centre of Excellence and as always, advancing our mission to provide comforting and supportive services and programs for families of seriously ill children who require medical care. I would also like to take a moment to recognize Susan Fahner, Operations Director - who supported the team through the transition as the acting Executive Director in the Fall of 2016.

In May, we celebrated the first anniversary of Canada's first "*House within a Hospital*" in Windsor Regional Hospital. With a full year of operation under our belts, the Windsor house is serving as a prototype for other chapters throughout Canada and served over 135 families and provided 1686 nights of comfort.

In August, we completed a refresh of our Strategic Plan with the assistance of consultant Fred Galloway. We expect that the evolution and growth of the Chapter will continue in the coming year. The London House is at full capacity, with some families staying off-site with one of our great hotel partners. The Windsor House too is often full. As such, we are undertaking a Capacity Review to consider alternatives in order to be able to meet the current and future needs of the families we serve. We are also exploring the possibility of opening a second family room at a hospital in our larger Southwestern Ontario region.

I want to thank all of our staff for their true dedication and commitment to our mission, particularly over this year of change. Warm thanks as well to our volunteers, who take tremendous pride in the House, always ensuring that the families have the comfort and security they need to allow them to focus on their children. In closing, I would like to thank our donors, who give generously knowing that Ronald McDonald House will be good stewards of their contributions.

Emma was born premature and rushed to London for medical care, where her family called RMH London their "home-away-from-home". Having proud big sister Olivia staying at the House meant she could spend time with baby Emma while helping mom and dad feel right at home.

The Kovacs Family, Thunder Bay



Because  
**BIG SISTERS**  
make a *big difference*



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***Message from Tracey Keighley-Clarke,  
Chief Executive Officer***



# ***VISION***

## *Giving sick children what they need most... their families*



The past 16 months have been filled with growth and change. A new strategic plan has refocused the Chapter on the priorities for the next 3 - 5 years. To align Ronald McDonald House chapters worldwide, we adjusted our financial period to a calendar year. This allows us to compare our chapters - to grow and learn. April 1, 2018 will see the launch of new organizational structure positioning RMHC-SWO for the future.

This year there has been significant investment in the London House - with painting, replacement of appliances, modifications to our kitchen and the addition of a larger commercial dishwasher freeing up staff and volunteer time. In 2018 all 34 bedrooms will undergo a refresh.

All three of the regional programs have been busy - demonstrating the value of our services to families. Windsor's Day Pass Program, the Family Room On-the-Go Cart and the two Houses have allowed us to support more families in 2017. The London Family Room experienced a 23% increase in visits. Based on feedback from staff and families we introduced several new London programs including Pet Therapy, a hot lunch program and Eddie "the Barber."

Our community continues to show how much they care for our families by attending our events, holding their own third-party fundraisers and more than 3,200 individuals making personal donations to the Chapter.

I am humbled by the ongoing support of McDonalds - our forever and founding partner. With 63 restaurants across the Chapter supporting us - we are in awe of all they do to help us keep families close. With about 25-30% of our annual operating budget being raised through the coin box program, the sale of Happy Meals and McHappy Days they make a significant investment in our families and our communities. We are and will be forever grateful.

After Max was diagnosed with Leukemia at two days old, his mom stayed close at RMH London while dad was able to care for his brothers back home. The ability to have the boys come and stay on weekends meant Max received the medical treatment he needed along with a healthy dose of brotherly love.

The **Rombouts Family, Sarnia**



Because  
**"BOYS NIGHTS"**  
ARE *more fun* WHEN  
**MOM** *is there, too!*



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**144**  
**NIGHTS**  
at Ronald McDonald House



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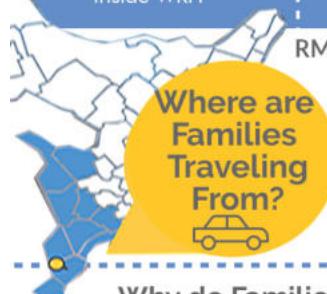
# A YEAR IN REVIEW

*"The family is one of nature's masterpieces" – George Santayana*

When a child's medical care requires a family to travel to Children's Hospital, London Health Sciences Centre, or to Windsor Regional Hospital, Metropolitan Campus, we are there to help them land as softly as possible. It is our honour to focus on the parents and family, so they can give their child receiving medical care the very best of themselves in a time of great need. We celebrate the ability to be here and carry the necessities of life when a parent simply cannot.

The story in the numbers below depicts our first full year of reporting on the successful operation of 3 separate programs across Southwestern Ontario. In the past year, we have excelled in our learnings of what a family may need brought to them while bedside with our On-the-Go program, what they need steps away inside the hospital with our Day-Pass and Family Room programs, and what they need when they arrive to their Home-away-from-Home with our two House programs. Our programs now span these needs and serve families each step of the way.

With over 15,000 nights of comfort and services provided to families, just imagine if we could tell our story in the number of full tummies, giggles, cuddles, bedtime songs and butterfly kisses.



## Why do Families Need to Stay Close?

**RMH Windsor Top 3 Diagnosis**  
Premature Infants - 66%  
Newborn Complications - 11%  
Respiratory - 9%

**RMH London Top 3 Diagnosis**  
Premature Infants -13%  
Respiratory - 10%  
Neurology - 9%

## Support Programs Serving Families

 Countless puppy cuddles with the Pet Therapy program at RMH London & RMH Windsor

 Weekly haircuts provided in RMH London's new Barber Shop and Art for Family sessions in our Multi-Purpose space

 RM Family Room On The Go cart program has served 4,917 individuals staying bedside at London Children's Hospital

 827 families made a total of 5,015 visits to utilize RMH Windsor's resources with the Day Pass Program

When Olivia was diagnosed with an extremely rare form of Meningitis her family stayed just 165 steps from her hospital room at RMH London. Olivia's brothers were always protective of their little sister, so there was no questioning that they needed to be by her side, too.

**The Ireland Family,  
Listowel**

Because  
*big brothers*  
WORK TOGETHER TO  
*look out for*  
**LITTLE SISTERS**



**34  
NIGHTS**  
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# FAMILY AND COMMUNITY IMPACT 2017

## *House Guest Families*



### Meet Our Families!

Where are  
Families  
Traveling  
From?



- ▼ Windsor-Essex—333 families
- ▼ Grey Bruce—138 families
- ▼ Oxford-Elgin —120 families
- ▼ Northern Ontario—169 families
- ▼ Other Areas of Ontario—149 families
- ▼ Out of Province—5 families
- ▼ Out of Country—4 families



An additional 3,246 families were supported by RM Family Room and the Windsor Day Pass Program.



Oliver and Levi are healthy toddlers on the move today, but both boys needed some extra care to get there. Staying close at RMH London when Oliver was born, and then again a year later with little brother Levi, the family was thankful to have their "home-away-from-home" not just once, but twice!

The **Steenbergen** Family, Woodstock

Because  
**KIDS** LIKE TO  
*move fast,*  
*but growing strong*  
*can take some time!*



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**100**  
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# SELECTED CHAPTER HIGHLIGHTS

## Expand Our Programs And Services

- Programs and service expansion allowed us to increase families served
- Planned and implemented *Pet Therapy Program* serving 150 people in 2017
- *Eddie the Barber Program* provided 63 hair cuts in 2017
- Successfully launched Windsor Day Pass Program serving 827 families in 2017
- Expanded Family Services Coordinator support for Meals from the Heart Program and Family Room Support
- Planned and implemented facility improvements including expanding storage space, adding a commercial dishwasher, and equipment replacements
- Expanded *Meals from the Heart Program* to London Family Room
- Improved internet speed and dependability for guest families

## Achieve Organizational Excellence

- Benchmarked with Canadian Peers and expanded housekeeping and maintenance services at London House
- Operationalized new Donor Management System to improve stewardship
- Advanced Technology with phased system upgrades to infrastructure to improve functionality
- 100% of Chapter Staff Trained in Mental Health First Aid
- Developed a standardized recruitment process
- Completed website audits for security and accessibility standards
- Activated asset management system with London Health Sciences Centre support

## Strengthen Strategic Relationships and Mobilize Support

- 72% of Board Members attended Board Source Governance Training
- Successfully recruited new board members
- Developed a Board Member Orientation program
- Expanded payroll giving with key community partners
- Increased volunteer capacity from 1:48 Staff to Volunteer ratio to 1:62 ratio
- Seasonal Holiday campaigns successfully increased revenue by more than \$41,000 and reconnected 115 lapsed donors with our mission

Mandy and Don have had three boys, each born weighing less than 3 lbs 2 oz. Their first stay at RMH London kept them close to twins Zarian and Xzavier, making it easier to balance caring for the boys and running a business. Five years later, these now big brothers spent time with baby Zendrix while he grew strong before returning home – just like them!

The Zuk Family, Walkerton

Because  
BEING TOGETHER as a  
*family matters*  
EVERYTIME



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**217**  
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# *Keeping Families Close*



*In 2017 we embarked on a process to define our priorities and focus for the next 3-5 years. The following list represents our planned focus moving forward.*

## **STRATEGIC PRIORITIES 2018-2022**

### ***Enhance Family Experiences***

- Develop long term program plans to meet our families' evolving needs
  - Complete a Facilities Assessment and Development Plan
  - Improve service excellence that creates positive family experiences

### ***Deepen and Broaden Donorship***

- Foster donor relationships
- Build a donor stewardship and engagement program
- Increase fund development revenues

### ***Expand Strategic Partnerships***

- Broaden our regional presence
- Grow our strategic partnerships

### ***Cultivate our Peoples Potential***

- Develop our organizational culture and structure to reflect our evolving scope and services
- Improve employee engagement and accountability
- Continuously improve our governance model and practices

When Preslie was rushed by ambulance over an hour away from home after being found unresponsive, the Hensel Family stayed close at RMH London. Preslie's mom had the comforts of home just steps away from the hospital, making it possible to advocate for her daughter's care while being by her side every step of the way.

The Hensel Family, Wallaceburg



Because  
**everyone**  
needs their  
**MOM**



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**88**  
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**Southwestern Ontario Childrens Care Inc.  
o/a Ronald Mc Donald House Charities Southwestern Ontario  
2016-2017 Annual General Meeting**

**Treasurer's Report**

**Transition for Consistency**

As part of RMHC Canada's Financial Consistency Project, we have implemented numerous changes to our accounting policies and financial reporting. We have adopted these changes effective September 1, 2016 to ensure our financial reporting is consistent with other Chapters in Canada and around the globe. The changes in accounting policies have been applied retrospectively. This report covers the 16-month period from September 1, 2016 to December 31, 2017. Highlights of the changes are as follows:

<b>INITIATIVE</b>	<b>IMPLICATIONS</b>
<ul style="list-style-type: none"><li>• Fiscal year end change: From Aug 31 to Dec 31</li></ul>	2017 reports 16 months of operations (2016 reports 12 months)
<ul style="list-style-type: none"><li>• Amortization of Capital Assets: Adopted the straight-line method from the declining balance method</li></ul>	Net book value as at Aug 31, 2016 increased \$94,595 2016 amortization expense increased \$10,466
<ul style="list-style-type: none"><li>• Contributions Received: Adopted the Restricted Fund Method from the Deferral Method</li></ul>	Deferred Contributions as at Aug 31, 2016 changed from \$7,436,603 to \$NIL. Capital Asset Fund balance as at Aug 31, 2016 increased by \$7,531,198 Revenue from contributions increased from \$181 to \$979,875 in 2016 Revenue from amortization of deferred contributions decreased by \$351,542 to \$NIL in 2016

We have lost some of the comparability between 2016 and 2017 due to changing our fiscal year end date and adopting the new accounting policies and financial statement presentation format. However, normalized revenues and expenses of the General Fund have both increased since 2016 as we have expanded our programs. 2017 ended with a surplus of \$537,620 for the General Fund.

The Capital Asset Fund now reports capital campaign contributions received in the year as revenue (as opposed to deferring them and amortizing them into revenue over time). 2017 ended with a surplus of \$86,762 for the Capital Asset Fund. In order to provide for the sustainability of our Houses, we transferred \$279,065 from the General Fund to the Capital Asset fund in 2017.

Net investment income for 2017 was \$216,632, which was allocated \$172,644 to the General Fund and \$43,988 to the Capital Asset Fund.

During 2017 we acquired \$181,070 of capital assets (2016 - \$1,398,557 including Windsor expansion).

On December 31, 2017 our investments had a fair market value of \$6,303,711 (\$4,823,124 of General Fund resources and \$1,480,587 of Capital Asset Fund resources). Our reserve study recommends we have at least \$1,216,952 in the Capital Asset Fund by the summer of 2018. RMHC Canada recommends that our General Fund balance should be two times our program expenses (approximately \$4,515,000). We are ahead of that target as at December 31, 2017, as our General Fund has a balance of \$5,464,096. However, using our 2018 budget for program expenses, we are on, or slightly below, the 2:1 target.

The return on our investments for 2017 was 6.07%. The 3-year return on our investments was 4.17% and the 5-year return was 5.20%.

I would like to thank all of the staff, board members and volunteers that helped us through this period of significant operational and financial transition. Our financial success in 2017 is a direct result of your tremendous efforts to support the families we serve.

I am truly grateful for the extra guidance and assistance we received this year with our adoption of the new accounting policies and financial reporting framework from our auditors Michael Watson, Adam Dennerley and their team at Davis Martindale.

Respectfully submitted,

*Robert G. Sandford, CPA, CA*  
*Treasurer*

To review the Audited Financial Statements please visit  
[www.rmhcswo.ca](http://www.rmhcswo.ca)  
Or contact Lisa Dahm at [ldahm@rmhc-swo.ca](mailto:ldahm@rmhc-swo.ca)



RMHC®

Southwestern Ontario

***Three Programs - One Goal***

***Keeping Families Close***



Ronald  
McDonald  
House®  
London



Ronald  
McDonald  
Family  
Room®  
London



Ronald  
McDonald  
House®  
Windsor



Ronald  
McDonald  
House®  
LONDON



Ronald  
McDonald  
Family Room®  
LONDON



Ronald  
McDonald  
House®  
WINDSOR

## Board of Directors 2016-2017

Lou-Anne Farrell, President

Harry Van Bavel, Vice President

Anne McNeil, Vice President

Robert Sandford, Treasurer

Mike Barrett, Past President

Mick Malleck, Director

Laurie Gould, Director

Kelly Findlayson, Director

John Simioni, Director

Jon Williams, Director

Greg Marshall, Director

Carl Edwards, Director

Anitia Imperioli, Director

Noah Fullbright, Director

Patricia Hoffer, Director

Rob Reid, Director

## Deepest Gratitude and Appreciation

Melissa Doyle - Photographer

Jaclyn Gillier – Graphic Designer

**Thanks to all of our incredible volunteers and chapter staff who  
make a difference in the lives of families everyday.**

# Award Recipients 2017

## *The Heart of the House*



Laura DeSando  
(London House)



Ghada Meddou  
(London Family Room)



Brenda Haesler  
(Windsor House)

## *Champion of Honour*



Micheal Barrett

## *Leader(s) of Distinction*



Dave Strano



Micheal Malleck

## *Community Advocate*



Sara Grace Donally



## **Team Harmony (London House)**

*London Health Sciences Dinner Program Teams:*



SJHC Health Information Management Team, LHSC ITS, LHSC Finance, LHSC pathology,  
UH Pharmacy, LHSC Family Advisory Council and LHSC Medical Affairs

## **Team Harmony (Windsor House)**



Beverly McGregor and  
Christine Latreille

## **Sue Taylor Booster Award**



June Guyett

## **Allison Twohey HooHah Award**



Lynn Reilly from McDonalds  
in Kincardine

dedicated fundraiser thanks christmas fund  
genuine because of you awesome work helping  
supporting the community food bank inspiring wonderful work  
graciously st. john ambulance coaches work greatest people  
passion improve time teachers students help merci beaucoup  
caring place spca success heart and soul  
community great example senior homes saving lives a million thanks  
contribute extracurricular activities special  
thankful greatly appreciated better  
**thank you volunteers**

# Volunteer Service Awards 2017

## 1 Year Award Recipient

- Kelly Finlayson
- Beverly McGregor
- Brenda Haesler
- Christina Carter
- Christine Latreille
- Darlene Belanger
- Gloria Murphy
- Jacklyn Hurst
- Jessica Chee
- Kathy Parker
- Lorie Laforet
- Megan Kumm
- Pam Garrod
- Ron Bertolo
- Sue Denomy
- Sylvia Mousseau



## 3 Year Award Recipients

- Barb Mortley
- Dennis Westaway
- Gary Guyitt
- Julia Jones
- June Guyitt
- Kristina Bell
- Laura DeSando

## 5 Year Award Recipients

- Brenda O'Reilly-Brunelle
- Claudette MacDonald
- Elizabeth Peloza
- Jamie Asmussen
- Janine Easton
- Kristi Woolley
- Lesley Lightfoot
- Lesley Priestley
- Linda Sabourin
- Mary Roberts
- Samantha Parsons
- Tonette Zangari

## 10 Year Award Recipients

- Michael Barrett
- Linda Oliver

## 15 Year Award Recipient

- Sharon Wimperis