



RMHC®

Southwestern Ontario

*Celebrating 35 Years*

# 2019 ANNUAL REPORT

## KEEPING FAMILIES CLOSE





## Messages from the Executive Leaders

2019 was a mission driven year for Ronald McDonald House Charities Southwestern Ontario (RMHC-SWO). Continued investments and improvements to all three of our programs helped to enhance family experiences and invest in key program elements. We continued to serve more families with 4,605 unique families benefiting from our three programs - an increase of 2 % over the previous year.

We know a good night's rest is vital for families in order to stay strong for their sick children. Renovations to bedrooms at RMH Windsor and the RM Family Room London increased sleeping capacity, allowing more families to stay together and close to their hospitalized child. For those families staying bedside to their seriously ill child, our [Cart with a Heart Program](#) in Windsor and London continued to bring support and information about our services directly to caregivers. While some parents called us "home-away-from-home" just once, others used our programs several times throughout their child's medical journey. [We were able to support 867 NEW families in our two Houses, with a longest consecutive family stay of 272 nights in London and 87 nights in Windsor.](#)

Two of the largest projects we completed last year were the renovation of RMH London's main lobby, and refresh of our seven-year-old RM Family Room inside London Children's Hospital. Our lobby renovations added a heated vestibule to our main entrance, and relocated our volunteer greeting desk front and center demonstrating the importance of volunteers in welcoming guests. [A new digital donor wall was installed in the lobby to recognize this incredible donor community, and features some wonderful photos of the families benefiting from your generous support.](#) Community support is integral in securing the operating funds necessary to make program improvements; last year we were fortunate to have over 265 community third party events raise support for RMHC-SWO. We held our 34<sup>th</sup> Annual Curling Bonspiel, 36<sup>th</sup> Annual Golf Classic, and the Red Shoe Society hosted three incredible events. The success of these events are thanks in part to the great participation from alumni families and community partners.

Increasing community awareness for the Chapter was achieved throughout the year, with our first ever [Show Your Stripes Campaign](#) in the Fall being a prime example. A television ad and four new program videos shared on social media informed the public of our services and invited them to purchase our specially branded socks, hats, and scarfs to show their stripes for RMHC-SWO. The holiday season then kicked-off with [Illuminate the Houses](#), followed by two McDelivery commercials aired in December featuring two RMH London families. We saw the support of our McDonald's community through their active participation in McHappy Day, the McDonald's Thunder Bay Golf Tournament, the Oxford Country Golf Classic, and the 2<sup>nd</sup> Annual Big Red Shoe Run in Windsor-Essex. [A big thank you to the McDonald's Owner Operators and crew across the region for demonstrating incredible commitment to families.](#)



Our Volunteers – the heart of our Houses – continue to help us care for families every day. When you enter an RMHC-SWO program or attend an event, you will meet one of the thousands of volunteers who give their time to make a positive impact on RMH families. Also, to the staff who give their all everyday, thank you for making a difference.

Please enjoy this report and all the wonderful elements that make Ronald McDonald House Charities Southwestern Ontario special for so many families from across Ontario. Thanks to you, our programs provide a soft place to land at the end of a long hospital day, and a place where memories are made.

With Gratitude,

*Tracey Keighley-Clarke*

Chief Executive Officer

*Harry Van Bavel*

Board President

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## Our Impact



**4,605**

**FAMILIES SERVED** BY  
RMHC SOUTHWESTERN  
ONTARIO PROGRAMS<sup>1</sup>

**16,534**

**NIGHTS OF COMFORT**  
THROUGH OUR HOUSES &  
FAMILY ROOM<sup>1</sup>

**272**

**NIGHTS WAS THE LONGEST  
CONSECUTIVE STAY**  
BY A SINGLE FAMILY<sup>1</sup>

**281**

**COMMUNITIES SERVED**  
WITH FIVE FAMILIES FROM OUT  
OF COUNTRY<sup>1</sup>

**\$244** /DAY

**SAVED BY A FAMILY**  
STAYING AT RMHC ON THE  
COST OF MEALS, LODGING  
AND TRAVEL<sup>2</sup>

# Our Accomplishments

## Enhanced Program and Services

- Completed the Expansion Projection document and submitted to Global Field Advisor
- Developed a referral algorithm for London and changed referral criteria to 40 km from 30 km
- Modified fire door in Windsor to ensure compliance with Fire Safety Standards and promote rest for families



- Refreshed the remaining 12 of 34 guest bedrooms in RMH London with new paint, mattresses, and new furnishings promoting rest and relaxation for families



- Completed an extensive front lobby renovation and refresh
- Added a canopy and water features in the RMH London courtyard to enhance volunteer and guest experience



- Introduced a Hairdresser Service to compliment the Barber Service
- Refreshed the London Family Room; added trundle beds to double sleeping capacity of each room



- Applied for and received RBC Wellness Grant, Year Three
- Initiated the "Quilts from the Heart" program
- Increased Pet Therapy to two days per week

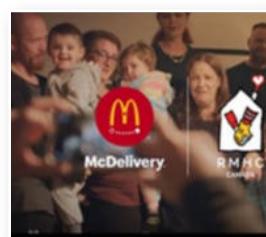
## Achieve Organizational Excellence

- Achieved Canadian Code for Volunteer Involvement designation
- Designated "Employee Recommended Workplace" in 2019
- 100% of Chapter Staff trained in all mandatory Ontario training programs
- Collaborated on Abuse policy with all Chapters across Canada and all staff and regular volunteers completed an annual declaration



## Strengthen Strategic Relationships and Mobilize Support

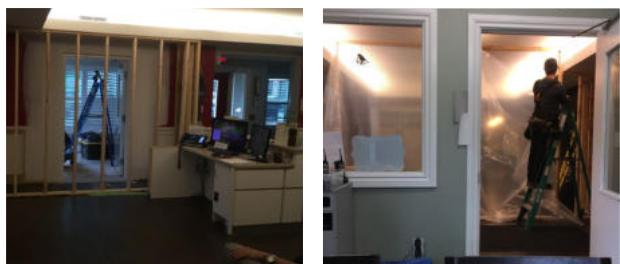
- Maintained employee payroll giving above 80%
- Increased volunteer capacity from 1:77 Staff to volunteer ratio in 2018 to 1:134 ratio in 2019
- Grew community third party event support by 6% for a total of \$578,984
- Seasonal holiday campaign successfully raised \$107,767 and reconnected 141 lapsed donors with our mission
- Launched **Show Your Stripes** initiative with White Oaks Mall raising \$39,537
- Developed and launched 4 awareness videos featuring all programs
- Secured 11 new room sponsors
- Selected by RMHC Canada to participate in McDelivery video for December - these videos reached over 8 million views
- Introduced thank you phone calls to donors by staff and board members- 26% of holiday donation donors thanked



# Operation Program Refresh

## RMH London Lobby Renovations

Renovating the RMH London lobby added space, security, and practicality for families, volunteers and visitors. A heated sidewalk and vestibule helps keep things warm in the colder months while providing more security with a two door entrance. Our volunteers are also front and centre so they can keep track of those coming in and out of the House and a digital donor wall helps thank supporters in an economically responsible way.

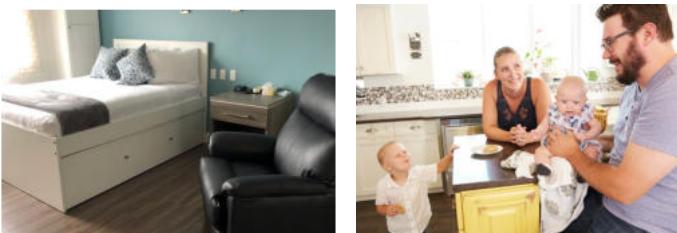


Before &  
After



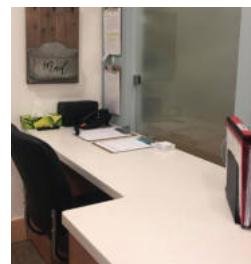
## RMH Windsor Updates

RMH Windsor bedrooms were refreshed with new mattresses, bedding and black-out curtains. The RMH Windsor Day Pass Program was also extended with longer operating hours, giving families who aren't staying at the House more time to utilize amenities like the kitchen, laundry, nap rooms, and showers.



## RMH Family Room Renovations

After opening in 2012, our RM Family Room inside London Children's Hospital was in need of updates to adapt to the ever-changing needs of families with seriously ill children. Increased seating capacity in the common space, trundle beds allowing more family members to stay overnight, and new furniture and decor make the space truly feel like home while improving functionality.



More space for volunteers provides opportunity to **better welcome families and support their needs** while they stay bedside with their seriously ill child.



Special thanks to our **Renovation Sponsor, McKenzie Lake Lawyers LLP**, for helping to provide the monetary support necessary for these renovations.



**MCKENZIE LAKE  
LAWYERS**



*Thank you to all of our RM Family Room Refresh Gift-in-Kind Donors:*

Bernardo Group Ltd.	Jack Astor's Bar and Grill
BrandSource - Sealy Canada	London Health Sciences Centre
Centreville Construction	ProAble Hardware
Corian Solid Surface	Sealy Canada
Curney Mechanical	Turnay Electrical Specialties
ECO Architectural Glass	Urban Barn
IKEA Canada	VanderSchaaf Countertops
Image Graphics & Signs	

# Our Signature Events

## 36<sup>th</sup> Annual Golf Classic

Our cornerstone tradition continued this past year! We pulled in a favour from Mother Nature who gave us an absolutely beautiful day for all of our guests to hit the links for a memorable game of golf. Thank you to all our sponsors, donors, and both new and returning players for joining the 36<sup>th</sup> Annual RMH Golf Classic in August. Together, you raised an incredible \$129,880.01 (net) - an amazing gift, which will keep countless families close when they need it most.



## 34<sup>th</sup> Annual Curling Bonspiel

The Curling Bonspiel has been a cherished part of our culture at RMHC-SWO for decades and the 34<sup>th</sup> year was no exception. Returning players, new friends, sponsors and RMHC families were all main ingredients for another successful curling event! Their determination and passion saw this spectacular day, raise more than \$46,000.00 (net) - the highest revenue in our bonspiel history.



## 3<sup>rd</sup> Annual Illuminate the Houses

Lighting Ronald McDonald House London and Windsor for the holiday season has become a "just like home" tradition we like to give families who can't be home for the holidays. With hot cocoa, warm blankets and CTV London's Julie Atchison joining the evening, we kicked off the holidays with the support of our communities. RMH London was included in the CTV news article "Best London-Area Christmas Light Displays".



## Red Shoe Society London



From stunning attire to unforgettable themes, London's Red Shoe Society (RSS) pulled out all the stops as they spread the word about RMHC-SWO. In 2019, RSS London Signature Events, Scarlet Ball 007 and Fall Ball NYFW - After Party, raised \$135,508.37(net) to keep families close.

## Red Shoe Society Windsor-Essex



Red Shoe Society Windsor/Essex, strengthened successful partnerships while introducing new local businesses to the RMH mission. New events, volunteer initiatives and awareness-raising programs in the community continue to make an impact on RMHC-SWO. We look forward to seeing what 2020 brings!

# Our Communities, Our Families

Keeping families close with the **average length of stay at RMHC-SWO in 2019 being 15 nights\***, and the longest stay being 272 nights.<sup>1</sup> Six of our families used both London and Windsor Houses during their child's medical journey. Families calling us "home-away-from-home" traveled from:

Windsor-Essex  
Grey Bruce  
Oxford-Elgin  
Sarnia-Lambton  
Huron Perth  
Chatham-Kent

Northern Ontario  
Out of Province  
Out of Country



*“The love and support of family is a vital part in a child's emotional well-being and aids their physical recovery. I don't know how we would have made it through without our family being together.”*

-Howe Family

The **RM Family Room London** saw over 49,000 visits by caregivers with children receiving medical treatment at London Children's Hospital.<sup>2</sup> This space remains vital to family centered care by providing a home-like environment for families down the hall from their child's hospital room. In 2019, we saw an increase in the services used.



**384 naps** taken in three available sleep rooms<sup>2</sup>

**1,934 loads of laundry** done to keep necessities & favourite blankies clean<sup>2</sup>

**1,886 showers** taken by caregivers in need of a refresh<sup>2</sup>

**Show Your Stripes** invited communities across Southwestern Ontario to join in raising awareness for their local families calling RMHC Southwestern Ontario home while staying close to their seriously ill children. **We were thrilled to partner with our friends at White Oaks Mall in a community-wide campaign** that rallied individuals, families, and businesses to show their stripes. New videos highlighted the programs and services offered to families when calling RMHC-SWO "home-away-from-home".



Show  Your  
**STRIPES**

\*1 and 2 night stays removed

Reference: 1.GRMHS Reporting 2019 2.RM Family Room Census Reporting

# Our Volunteers

Over four thousand volunteer roles filled totaling over thirty one thousand and six hundred hours given. As volunteer support grows, so does the support provided to families.



RMH London expanded its Barber Shop program by adding a Hair Salon. Since starting in September 2019, 23 people used the service.<sup>1</sup>



An estimated 50, 873 individual meals were prepared and served to families from our kitchen volunteers across the Chapter.<sup>4</sup>



Pet Therapy was our busiest family activity at RMH London with over 791 visits from guest families.<sup>1</sup>

"Volunteers do not necessarily have the time; they just have the heart." -

**Elizabeth Andrew**



The RM Family Room London served over 4,500 pots of coffee to families using the room and Cart with a Heart program.<sup>3</sup>

The Day Pass Program at RMH Windsor provided access to Houses amenities to 858 families, allowing them to use spaces like the kitchen, nap rooms and showers while at the hospital.<sup>2</sup>

**Cart with A Heart** at both the RM Family Room London and RMH Windsor brought comfort to 12,800 caregivers staying bedside to their seriously ill children.<sup>4</sup>

*“Sometimes the simplest things bring the most comfort. It feels rewarding to know you’re helping families when they need it most.”*

- Claudette, Volunteer



With the help of our Volunteer Christmas Store Committee, holidays at the Houses brought just like home traditions to families. During the month of December:



RMH London served 76 families with gifts<sup>1</sup>



38 Letters to Santa were sent from kids staying RMH London!<sup>1</sup>

57 families at RMH Windsor received gifts<sup>2</sup>



## Applauding Our Volunteers

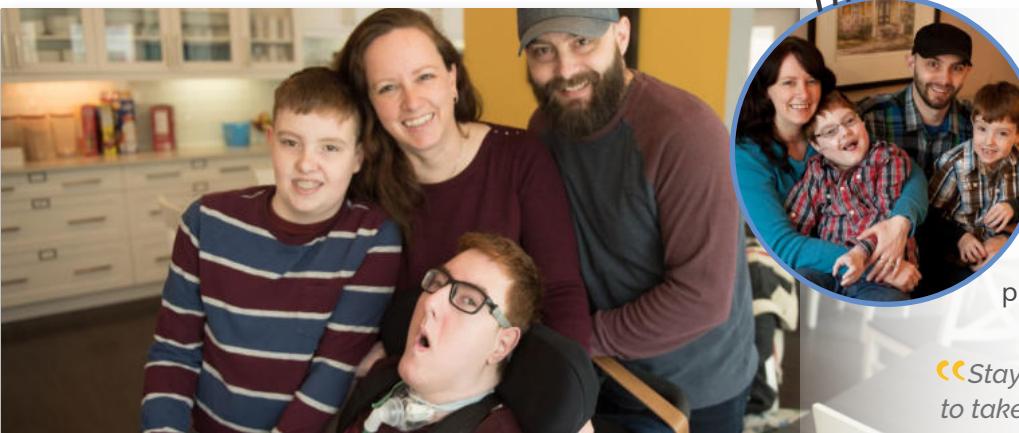
"The volunteers welcoming me with a smile every time I came through the door made me feel at home. The amazing groups that came in to cook meals and bake goodies brought a sense of comfort. Many of them would sit down, talk with me, and listen because they were truly interested in our family's journey."

-Alicia

Family stayed at RMHC-SWO in 2015

# Celebrating 35 Years

From supportive volunteers, to dedicated staff and appreciative families, RMHC-SWO has many reasons to be thankful. We followed up with some past McHappy Day Advocate Families to learn their reason for holding RMH close to their hearts, even after returning home.



Then



For Brandon, having his twin brother Tyler close meant he had the comfort of his best friend. The McDonald family has called us their "home-away-from-home" for 100 nights since 2011 and have fond memories of exploring the House and playing games together. Today, both boys find themselves preparing for their Grade 8 Graduation.

## BRANDON'S REASON: A BEST FRIEND BY MY SIDE

*“Staying at the House means we have somewhere to take a break, get a good night sleep, and enjoy a homemade meal while being close to Brandon.”*

- Brandon's mom



Kameryn has been cancer free and in remission for seven years since her diagnosis in 2010, just before her second birthday. Her family found friendship and support at the House during their long journey with Kameryn. Looking back on her experience, Kameryn is looking forward to learning how she can help other kids just like her one day.

## KAMERYN'S REASON: A SPACE TO BELONG

*“I want to help other children. I want them to know how important it is to never give up and to always keep trying.”*

- Kameryn



A diagnosis of Osteosarcoma shortly before her 16th birthday changed the way Taylor viewed the world. The support she received while her family stayed close for 69 nights led to a new outlook on life. Now, four years after her final chemotherapy treatment, Taylor is enrolled in nursing college.

*“I was inspired by the nurses and care my family received. I realized I wanted to care for others who are in difficult situations like I was.”*

- Taylor

## TAYLOR'S REASON: A BRIGHT FUTURE

# Our Donors

RMHC-SWO is thankful for our generous and valued donor partners!

RMHC-SWO Programs are created as a part of the community. We rely on the support of many donors, partners and individuals to help the families of seriously ill children. Thank you to our friends who:

- Donate items from our Wish List,
- Host fundraisers on our behalf,
- Sponsor or participate in our events,
- Make contributions to support our programs and much, much more



## Our Founding and Forever Partner



Our local McDonald's Owner / Operators have been keeping families close since the very beginning by generously opening their hearts and providing invaluable support to RMHC-SWO.

Each year, RMHC-SWO receives 25-30 percent of our annual operating budget from McDonald's. This funding comes from a portion of every Happy Meal and RMHC Cookie purchased, collection of donations through coin boxes and cashless giving options and fundraising efforts from McHappy Day. Thank you to every crew members, Owner/Operator and corporate employee for your tireless efforts to support our families.

## RMHC Canada Partners



RMHC Canada helps to support all 15 Houses across Canada. Their partnerships help to provide funding vital for keeping families close across the country.



## Local Partners \$10,000



Cocktails &  
Candy Canes  
Fundraising Event



The Hotchkiss  
Family Foundation



LJK Drew Doughty  
AAA  
Int'l Hockey Tournament



PERSONAL  
INJURY  
LAWYERS

Let's Move!  
Tavistock Run



Optimist Club  
of Brussels



Roger Salter  
Memorial Golf  
Tournament



Unifor Local  
2458 Canada



Zach D'Souza  
Smiles 4 Miles  
Soccer Tournament

## Local Partners \$5,000 - \$9,999

Bowling Benefit for RMHC-SWO  
Canadian Jewellery Group  
Chatters  
CIBC Private Wealth Management  
Cohen Highley LLP  
Darrell Ellwood Memorial  
Economical Mutual Insurance Company  
Fore Our Families  
Froesey's Show & Shine  
Georgijev Financial Group  
Goderich Sunset Golf Club Annual  
Charity Golf Tournament  
Hiram Walker & Sons  
Kevin Siddall Baseball Tournament –  
Windsor Starts Baseball Club

Jake's Bowling Social  
Johnstone & Cowling LLP  
Lerners LLP  
Let's Dance! For RMH  
London Knights Hockey Club  
Maple City Slo-Pitch Tournament:  
Diamond Division  
Maureen Burke - Illuminate the House  
McCormick Canada: Clubhouse Division  
Orange Rock Developments  
Play4Brae - Wallaceburg Minor  
Hockey Association  
Richter Asmussen Financial Group

Sobeys Chatham  
Sobeys North London  
Tom & Jerry's Golf Tournament  
Tuukka Cup 3 on 3 Road Hockey  
Tournament



## Operations Partners

### Agropur

- Provides a selection of bread products and baked goods

### Best Western Lamplighter Inn

- Supports Hotels with Heart program

### BrandSource

- Donates in-House electronics

### Canus

- Provides hand soaps, lotions and other care products

### Coca Cola

- Provides product and drink machines for both Houses

### EcoLab

- Provides sanitizer and laundry detergent to both Houses

### Google

- Provides connection for families with helpful Google products

### Holiday Inn Express

- Supports Hotel with Heart program

### Kruger

- Donates paper products, like toilet paper, Kleenex & paper towels

### La-Z-Boy

- Furnishings for both Houses

### London Hospital Linen

- Provides sheet cleaning services for RMH London

### Mars Wrigley

- Donates candy produc for families over Halloween

### Mother Parker's

- Provides coffee, tea and hot chocolate

### Payworks

- Donates software package to Chapter

### Saputo Dairy Products Canada G.P.

- Provides daily milk essentials from chocolate milk to creamers to RMH Windsor

### Thirty One Gifts

- Donates RMHC branded totes used as welcome bags for families

### Triple D Electric

- Provide electrical services for the renovation of the RMH London lobby

### Urban Barn

- Donates home decor items to help furnish family spaces

## Payroll Giving

A payroll deduction plan is an easy and seamless way to make a big difference by donating a set amount from each pay cheque. Thank you to the many employers who participate in a payroll giving program.

### Thank you to our 2019 Payroll Donors:

Cargill Value Added Protein

CIBC Canada

Damar Security Systems

McDonald's Restaurants of London, Car-Jon Family Restaurants

McDonalds's Restaurants of Exeter, Kincardine & Goderich

Nestle Canada Inc

Ronald McDonald House Charities Southwestern Ontario

Royal Bank of Canada

Spriet Associates

## Adopt-A-Room Program

The Adopt-a-Room program presents the opportunity for donors to support one of the 44 rooms in the Ronald McDonald House London and Windsor or the RM Family Room London. Adopting a room helps ensure our ongoing financial viability and enables these rooms to be kept in excellent condition for all the families that come to stay.

### Thank you to our 2019 Room Sponsors

A.P. Plasman - Windsor Plant 1

A.P. Plasman Tecumseh Plant

Active Industrial Solutions

The Bank of Nova Scotia

The Bouck Family

Fight Like Mason Foundation

Go Platinum Realty Inc.

Hospice of Windsor

In Honour of Chrissy McNeil

In Honour of Darlene Circelli

Kaiser Aluminum

McKenzie Lake Lawyers LLP

Optimist Club of Oakridge Acres

Reliance Home Comfort

Reno Pros Windsor Inc.

The Shamrock Club

Soccer Dogs in Honour of Tyson S.

Sun Parlour Rodeo

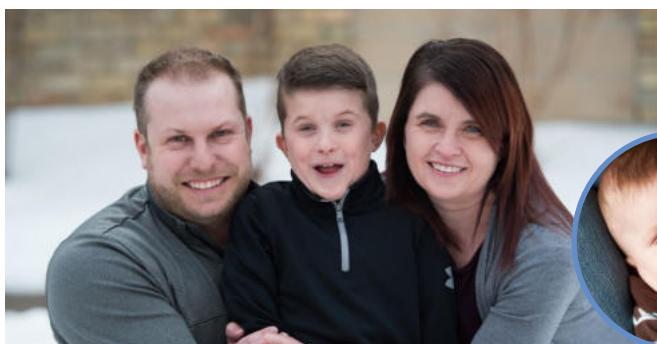
The Thompson Family

Trucking for Kids

Trust Company

Wayne Toyota in Honour of Melaina Marostica

Zach D'Souza Smiles4Miles



Then

“Thank you for your support. Our son was born prematurely and we spent 114 days at Ronald McDonald House. We will forever be grateful for the home-away-from-home during a difficult time. Your support makes all the difference.”

-The Konecny Family

# Financial Report

2019 was a year of growth and change for RMHC-SWO. With the support from the community, donors and friends of the Chapter we were able to expand our programs and support the increasing demand for our services.

## Financial Position as at December 31, 2019

	2019	2018
Assets	\$15,088,716	\$14,583,304
Liabilities	\$173,814	\$192,743
Fund Balances	\$14,914,902	\$14,390,561

Operating bank accounts were higher than normal level with a balance of \$792,605 at the end of the year, representing approximately 4 months of operating expenses. Investments were \$6,528,166, an increase of 6% from 2018, causing an unrealized gain at year end of \$179,700 and returns for the year of 7.994% compared to (2.999)% in 2018 and 6.099% in 2017.

The investments were allocated into the following funds:

- Capital asset fund of \$1,494,949:
  - Received \$33,609 of contributions, a \$302,047 transfer in from the General fund, earned \$54,696 in investment income and spent \$335,656 on capital expenditures.
  - Expenditures primarily went to room refreshes for the final 12 rooms at the London House and renovation to the front lobby including a video donor wall.
- General fund of \$5,033,217:
  - RMHC Canada recommends this balance be two times our program expenses. We met this target in 2019.

## Revenues and Expenses from January 1 to December 31, 2019

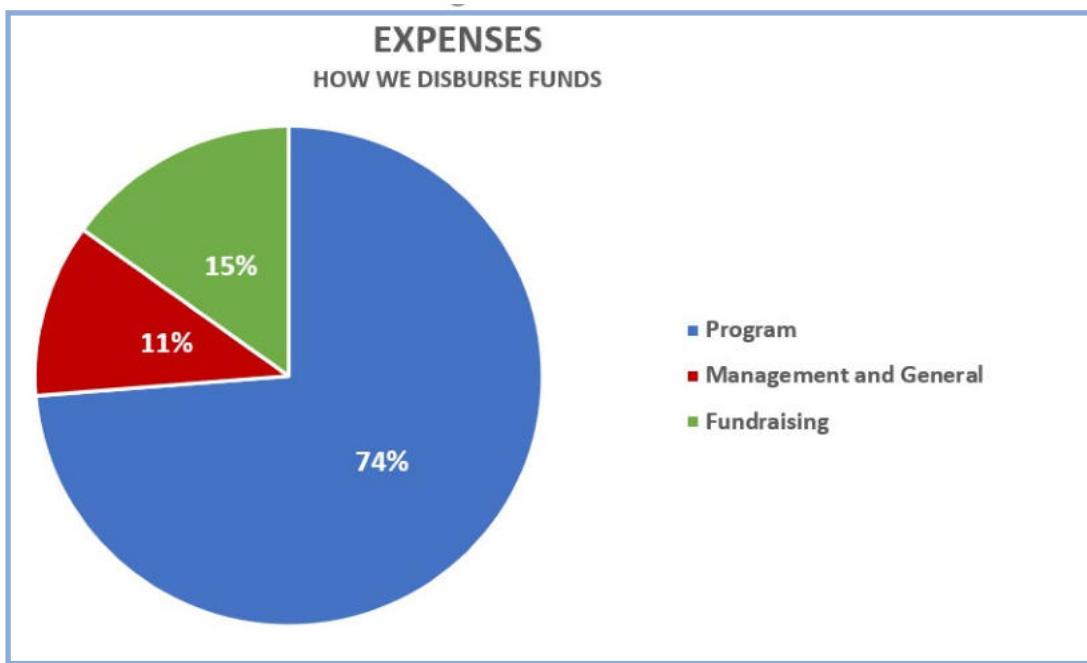
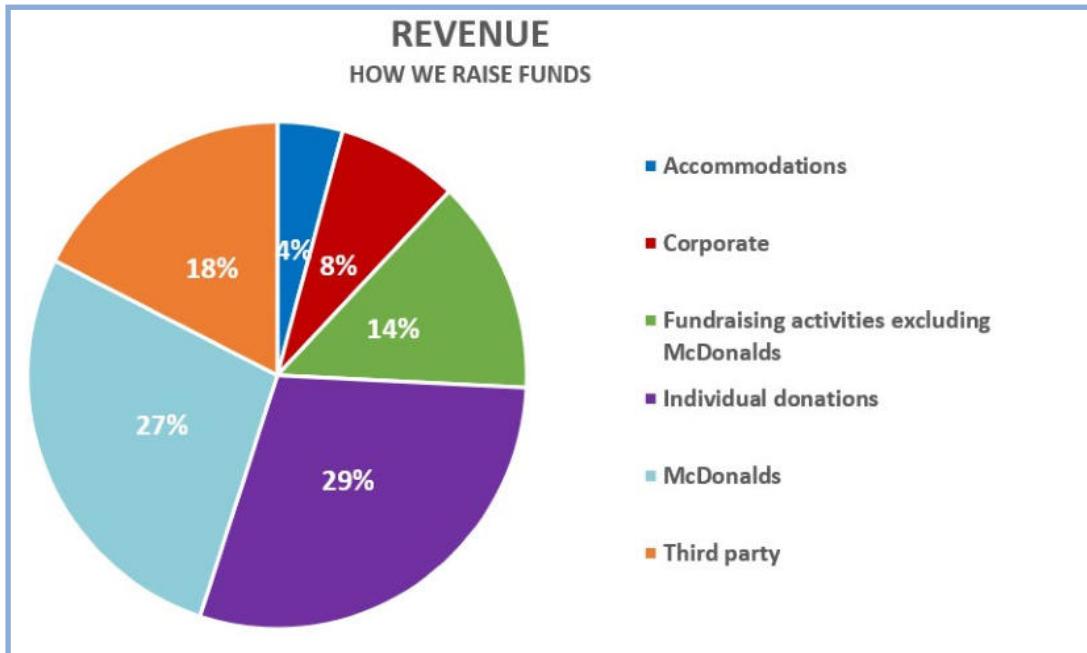
	2019	2018
Revenues and other support	\$3,323,319	\$3,026,079
Investment income (loss), net	\$494,376	(\$198,455)
Expenses	\$3,293,354	\$3,218,124
Excess (deficiency) revenue over expenses	\$524,341	(\$390,500)

### General Fund

Revenues and expenses have both increased since 2018 due to the generosity of individuals, the recruitment of key talent and the launch of new fundraising campaigns including "Show Your Stripes".

### Capital Asset Fund

There was a deficiency at the end of 2019 of \$410,206 due to amortization of capital assets of \$498,511. To provide for the sustainability of our Houses, \$302,047 was transferred from the General fund to the Capital Asset fund.



The financial information provided above is in a condensed format. The complete audited financial statements are in the Appendix below.

Thank you to all the staff, Board members and volunteers who made this possible and for their ongoing support and commitment to our mission.

Respectfully submitted,

**Amanda Mulder, CPA, CA**

Treasurer and Board Member



## Board of Directors 2019

### Officers

Harry Van Bavel, President  
Lou Anne Farrell, Past President  
Anne McNeil, Vice President  
Carl Edwards, Vice President  
John Simioni, Director  
Amanda Mulder, Treasurer

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Dave Strano  
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Jon Williams  
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Laura Emmett  
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