



Southwestern Ontario

MISSION FORWARD
**ANNUAL
REPORT
2020**

Ryan-Thrower Family
193 nights, RMH London

Message from the EXECUTIVE LEADERS

The year 2020 was one that will not be forgotten – it will serve as a reminder to us that everything can change, life is unpredictable, and we must be willing and able to adapt to the needs of our community. The reality is, this is how our families live. Their lives change with their child’s illness, they must adapt to a new way of life, they are isolated from their home community, and we are forever grateful to be there for them.

Each year, Ronald McDonald House Charities Southwestern Ontario® (RMHC-SWO) programs serve thousands of families travelling from across Southwestern and Northern Ontario to access the specialized children’s health care not available in their home community. In mid-March, the declaration of a world-wide pandemic resulted in mandatory changes across the RMHC global system which includes 375 Chapters across 45 countries. All Chapters were required to suspend new family intake and volunteer programs to ensure we could keep current families, staff, and volunteers safe. During this time both **Ronald McDonald House London (RMHL)** and **Ronald McDonald House Windsor (RMHW)** continued to support families in residence and never closed, while the **Ronald McDonald Family Room (RMFRL)** suspended operations for a period of time due to volunteer restrictions at London Health Sciences Centre (LHSC).

As chapters across the world developed plans to resume full operations, RMHC-SWO submitted strategies for each program aligning with partner hospitals and local Public Health Units. RMH London was the first Canadian House to receive approval from RMHC Global to re-open to new families on May 15th, with RMHW following closely behind on May 27th. Working with the Children’s Family Resource Centre at London’s Children’s Hospital, we supported families in-hospital with McCafe Coffee and snacks, delivered via the RMHC-SWO **Cart with a Heart** by hospital staff. A similar strategy with Windsor’s Child Life staff brought support to families staying bedside when the Day Pass program was suspended. Families were also able to access meals from the Houses with a unique grab-and-go dinner program set up by staff. Once the RMFRL was able to partially re-open in late June, we transitioned to a staffed Family Room host model to allow for operation

in the absence of volunteers. This new model is a great success offering stability and consistency for families and will be maintained moving forward. The Family Room will be enhanced by Family Room Volunteer resources when we are given the go ahead by our hospital partners to welcome them back to the team.

Throughout all of this, we learned the power of family and the strength of partnerships – it remains true that together we are stronger. While many have experienced loss in this past year we remain grateful for what we have gained: new learnings from undoubtedly strong RMHC-SWO families, integral relationships through community collaboration, and essential partnerships that are building a healthy community around family-centered care.

Keeping Families Close® is a value we embrace because, for our sick children, *Family is Medicine*. Thank you all for continuing to support families at a time they need it most.

With gratitude,

Tracey Keighley-Clarke
Chief Executive Officer

Mike Malleck
Board President

Contents

- 1-2** Our Impact
- 3-4** Notable Accomplishments | Creating Solutions
- 5-6** Signature Events | Your Local Charity
- 7-8** Our Volunteers | Power of Community
- 9-10** Savannah’s Family | Our Donors
- 11-12** Our Donors Continued
- 13-14** Financial Report



2020 FAMILY IMPACT



Families relied on the support of RMHC-SWO programs in an ever-changing provincial landscape guided by public health. In addition to the Houses and RM Family Room, the Cart with a Heart brought simple comforts to families in-hospital with their seriously ill child.

Families travelled from one of **193** communities served.*

Top reasons families stayed at RMH London and RMH Windsor:

Premature Infants* **Newborn Complications***
Respiratory Issues*

The RM Family Room served **608 unique families** and **provided 379 nights of comfort** in 2020, despite closing from mid-March until late June before reopening at a reduced capacity due to hospital restrictions.



Families were energized for the days ahead thanks to dinner groups, donor ordered meals, restaurant donations, as well as staff and core volunteers preparing food items throughout the year.

181 dinners were planned, prepared and served by volunteer groups before *Meals from the Heart* was put on-hold at London and Windsor Houses.**

Covid-19 Chapter staff and core volunteers put on their aprons & stepped up to make **366 homemade dinners** at both Houses.**

86 dinners were catered by local restaurants or pre-ordered by donors, helping to support small businesses in the community and families - A win-win.**

*GRMHIS Reporting 2020, **Volgistics Volunteer Reporting 2020

Iannicello Family 43 nights, RMH Windsor

"Walking into RMH, we were always greeted with a smile by volunteers who had a way of respecting our privacy, but at the same time being that listening ear when we needed it. I appreciated that balance more than I can put into words."



Notable ACCOMPLISHMENTS

Enhanced Family Experiences

- An RBC Wellness Massage Chair program was implemented at RMHL, RMHW and RMFRL.
- Both Houses began capturing each guest family's primary language in order to better understand our document translation needs.
- Support from a core group of volunteers and staff allowed us to adapt our service model related to Covid-19 and align with public health guidelines.
- RMHL and RMHW provided meals to families throughout the year even with the *Meals From the Heart* volunteer program on hold.
- Both Houses prepared "take-out" packages delivered to families staying bedside in-hospital.
- RMHW renovations expanded 2 of 7 bedrooms to increase capacity, and updated the fire safety door to connect with the hospital alarm system and better manage noise in the family residence area.
- An updated guest in-take process at the RMFRL enhanced the capture of user data to better understand program impact.

Cultivated our Peoples Potential

- Our volunteer Board of Directors advanced their role and made over 650 donor "thank you" calls.
- Year 2 of the Workplace Wellness Survey showed continued improvement and RMHC-SWO received the Recommended Workplace Status for the second consecutive year.
- Launch of a RRSP matching program for full time staff was successful with a 95% participation rate.
- Staff embraced new online learning opportunities, including registration in LinkedIn Learning to increase knowledge and facilitate information transfer.
- Covid-19 Staff Pulse Survey was completed and RMHC-SWO initiated cultural sensitivity dialogue and resources for staff.



Hospital staff daily *Cart With A Heart* pick up



Volunteers & staff feeding families with donor support

Expanded Strategic Partnerships

- RMHL was the first Canadian Chapter to re-open to new families by working with LHSC and Middlesex London Health Unit to form a unique and safe solution. RMHW was soon to follow, aligning with Windsor Regional Hospital (WRH) procedures.
- Show Your Stripes (SYS) raised community awareness and financial support for the Houses; the Pop-Up Storefront at White Oaks Mall, McDonald's Pop-Up Shops and drive-thru sales raised over \$125,000 for families.
- Both RMFRL and RMHW worked with hospital teams to reintroduce the *Cart With A Heart* Program to deliver much needed beverages, snacks, and items for families staying bedside.

Deepened and Broadened Donorship

- RMHC-SWO pivoted fundraising events successfully to align with Covid-19 restrictions:
 - 37th Golf Classic Tournament successfully teed-off in August 2020.
 - RMHC-SWO Annual Celebration took place at an outdoor venue with donors and volunteers safely distanced.
 - NEW virtual fundraisers included a successful *Online Holiday Auction* and McDonald's for Dinner: *Family Trivia Night*.
- Integration of the Raiser's Edge Donor Database with a new financial management system will improve staff efficiency and how we capture data.
- Staff payroll giving reached 95% participation and 100% of the RMHC-SWO Board of Directors made a personal financial contribution.



RMHW bedroom after refresh increasing capacity



Mask donations helping keep families safe

Creating Solutions to KEEP FAMILIES CLOSE

On May 15th, 2020 we were honoured to be one of the first chapters able to open our doors and accept new families, safely. With five new luxury trailers in the RMH London parking lot – connected to hydro, Wi-Fi internet, plumbing, air conditioning, and filled with food, blankets, and all the comforts of home – we welcomed families to stay in a comfortable respite just steps from their child's bedside. Once a family had quarantined, they were able to move into a bedroom inside the House. This process was key in ensuring families already in-House and new families could stay close and safe, while meeting the requirements of our Public Health Unit.

Trailer Sponsors:



Gift-in-Kind donations helped keep the spaces comfortable: Rogers, Triple D Electric, Electrozad, Integrated Video and Surveillance, and Dowler-Karn

RMHC-SWO thought "outside the House" alongside community donors who came together to keep families safely distanced while staying close to their seriously ill children.



These trailers provided 235 nights of comfort to 25 families close to their hospitalized children.



Dodgson Family
71 nights, RMH London

The Dodgson family stayed steps from their premature baby in a RMHL trailer before entering the House. They knew they were taking measures to keep everyone, especially Evie, safe.



Feeding Families and Supporting Local Restaurants

For 53 weeks and counting Macro Foods has been donating to RMHW, providing nutritious meals for families in absence of our Meals From The Heart volunteer program. An estimated 2,100+ meals were donated throughout the pandemic and into 2021. This also began a new meal support program originating in Windsor in response to the pandemic, where more than 500 of these meals were made available to caregivers staying bedside.

Our SIGNATURE EVENTS

The fundraising landscape may have looked a little different, but that didn't stop RMHC-SWO committees, sponsors, or participants from embracing our mission through classic and new fundraisers.



34th Annual Curling Bonspiel

Without knowing the drastic changes to the fundraising landscape soon to come, our 34th Annual Curling Bonspiel presented by NoFrills in January kicked off the year. With a temporary power outage, the dark rinks were no match for our returning players, new friends, and sponsors who were determined to sweep hope for families. **This beautiful sunny day in January raised just under \$40,000 (net) for families!**



37th Annual Golf Classic

Covid-19 regulations did not stop us from persevering and building out a fabulous day on the greens. We kicked off with a new event date and format including tee times, food stations throughout the course, and an online auction. We welcomed back our title sponsor NoFrills, donors, as well as new and returning players to the 37th Annual RMH Golf Classic in August. **Together, an incredible \$85,113 (net) was raised- an amazing gift that continues to keep countless families close when they need it most.**



4th Annual Illuminate the Houses

When we think of traditions, we think of the lighting of our Houses in both London and Windsor for the holiday season. **With physical distancing protocols in place, we were still able to welcome families within the House to join us outside for the "just like home" moment.** Many tuned in to the magic from their home, and some families waved from their child's hospital window, as CTV joined RMHL live on location for the official countdown to illuminate the Houses and start our Holiday Giving campaign!



NEW Virtual Events

LIKE KAMERYN'S!

Having to adapt to a changing fundraising landscape, RMHC-SWO embraced online platforms in new ways to raise support.

- **Virtual Trivia Night** partnering with local McDonald's restaurants at the drive-thru and raising \$7,586
- **Online Holiday Auction** encouraged holiday shopping and was a local effort in both London and Windsor-Essex regions, raising \$15,322

Red Shoe Society London

We missed the glitz and glam this year with both the Scarlet Ball and Fall Ball canceled due to the pandemic. However, Red Shoe London was able to host a few great trivia nights, a wine fundraiser, and other fundraising efforts continued with some incredible gifts from our membership.



Red Shoe Society Windsor-Essex

Red Shoe Society Windsor/Essex found new and unique ways to bring awareness and support despite barriers in place due to Covid-19. The group of "Solemates" were able to host a virtual spa day, yoga class and encourage local businesses to find new ways to give.



Your Community's LOCAL CHARITY

With 65% of Canadian families living outside a city center with a children's hospital, a "home-away-from-home" is vital for keeping families close to their seriously ill children.

Families travelling from 193 communities benefited from a cozy bedroom, supportive programs, and proximity to their child's medical care through RMHL and RMHW in 2020. The RMFRL continued to provide comfort directly inside LHSC to many additional caregivers with seriously ill children in-hospital, despite being closed from mid-March until late June due to Covid-19 hospital protocols.

Northern Ontario families account for our second largest population served. These families are often taking a 10 to 20 hour journey one way, depending on layover, as they fly over 1,000 km from home.

31% Windsor-Essex

16% Northern Ontario

11% Grey-Bruce

10% Huron-Perth

8% Sarnia-Lambton

7% Oxford

6% Chatham-Kent

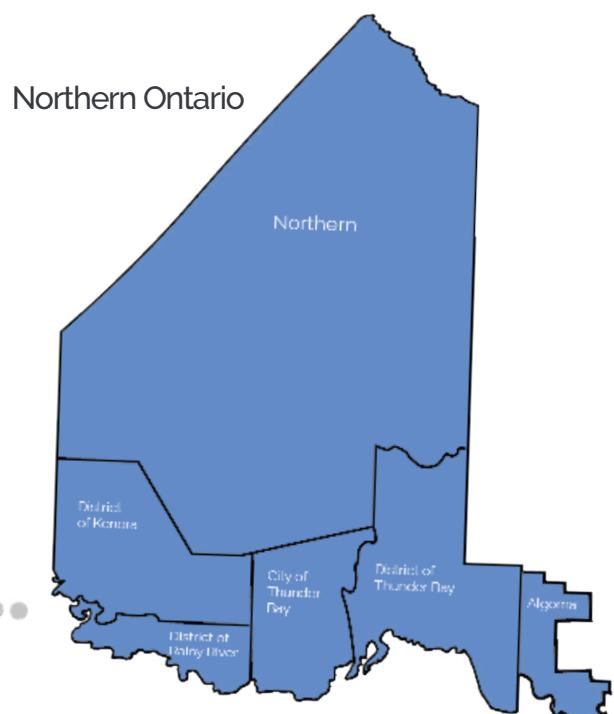
4% Wellington-Waterloo

3% Elgin-Middlesex

2% Greater Niagara Area

2% Greater Toronto Area

Southwestern Ontario



Pavletic Family
248 nights, RMH London

"From serving wonderful meals, to giving Luke and Petra jobs to keep busy, you put a smile on our faces. RMH truly felt like a "home-away-from-home" when we were so far from our home in Thunder Bay."

Our VOLUNTEERS

It has been over a year since many RMHC-SWO volunteer programs were postponed or altered due to the world-wide pandemic. Although 2020 was a year of change, unknowns, and uncertainties, the one thing we could rely on was the desire to help, and drive to support, received from our volunteer team.



4

volunteers recognized for 35 years of service at the 35th Anniversary Celebration



GRAB-AND GO SNACK BAGS PREPARED WEEKLY
by volunteers with healthy options, like veggie sticks.



361
holiday gift bags and wrapped presents brought joy to families in the month of December.



ENDLESS "WE MISS YOU" MOMENTS
while adjusting without many of our volunteers due to restrictions implemented across all chapters in mid-March.



OVER 50 ADDITIONS TO THE VOLUNTEER ROCK GARDEN
shared positive messages and brought distanced volunteer visits, lifting spirits and adding extra colour to the front of RMHL.



Power of COMMUNITY

It goes without saying that all of us were in uncharted waters. We saw communities make RMHC-SWO families a priority during the unimaginable and ensure those who couldn't stay home were able to stay safe while staying close.

Community Heroes!



London Fire Department stop by with donations



NoFrills in Windsor helped keep the pantry stocked



Making noise for front line workers across the country



Kids Curing Cancer raise support for families at RMHW

Did You Show Your Stripes?

We partnered with White Oaks Mall (WOM) and made stripes the way to keep families close again last fall! From October 24th to November 14th, supporters purchased stripes with 100% of proceeds going toward programming to support families calling RMHL, RMHW, and the RMFRL "home-away-from-home". New merchandise was added and more ways to purchase were made available across the region!

#SYSSWAG Pop-up Storefront donated by, and located inside, White Oaks Mall was staffed by RMH London volunteers.

New online store made it possible to deliver items directly to a customer's doorstep and help increase the campaign's reach.

26 Pop-Up Shops at McDonald's locations took the RMH van across SWO bringing RMHC-SWO Stripes to 20 communities.

Select McDonald's locations supported the campaign by **selling merchandise at drive-thru** over the holidays.



With the help of businesses, groups, and individuals across SWO, Show Your Stripes 2020 raised over \$125,000 for RMHC-SWO programs!

The Stockford Family 71 nights, RMH London

"I absolutely believe being a constant partner in her care allowed her to get the most out of her NICU stay and come home a little sooner."



222 nights KEEPING A FAMILY CLOSE & SISTERS TOGETHER

When Savannah was 15 months old, we had noticed that she would bruise very easily and the bruises would take a long time to fade. At a check-up, her pediatrician sent for blood work to check for any abnormalities and the following day we received a scary phone call. We had to get our little girl to the nearest E.R. as her blood results showed an extremely low platelet count that could be signs of leukemia. We were in disbelief and heartbroken.

We made it to Windsor's hospital but it wasn't long before we were airlifted to London Children's Hospital and our journey with RMHC-SWO began. In that moment all we cared about was staying close to Savannah as a family, with her big sister Isabella - RMHC-SWO made it possible.

It took 2 months for the doctors to finally find a diagnosis - an extremely rare leukemia often found in children with down-syndrome, which Savannah doesn't have. This rarity of her disease led to 7 months of treatment and tests with so many unknowns.

When Savannah became sick, our family practically relocated to London for almost a year. We had to adjust to our new normal, making sure we took extra care of ourselves because she was immunocompromised. Once Covid-19 hit, more challenges arose. The new hospital

protocols allowed for one parent at a time and no siblings which made things much harder for us, but we got through it with the help of our "home-away-from-home". My husband and I were able to be a true team, balancing who would care for Isabella at the House and Savannah at the hospital. Knowing the staff were incredibly helpful and there to listen reminded us we were not alone.

The House had everything we needed so we could focus on getting Savannah better. We felt the care of everyone there and the same support we would if we were at home with family. RMH is one of the many organizations that help lots of families going through similar situations that we did. If it weren't for the programs and the wonderful people that work and volunteer there, our family wouldn't have been able to take on this scary disease with so much hope.

- Jessica,
Savannah and Isabella's mom

Family Moments



Isabella celebrated her birthday with presents & cake at RMHL.



Enjoying a homemade meal in the RMHL dining room (pre-Covid-19).



Never a shortage of cookies in the House kitchen.



The family returned home knowing they have RMHC-SWO if they need it again!



Staying at RMHC-SWO affects families long after their stay. A study by RBC found that families with a sick child experience a catastrophic financial burden which takes an estimated 10 – 12 years to recover from. **A bedroom at Ronald McDonald House can save families an estimated \$90,000/year in hotel, food, and travel expenses.**

Our DONORS

We were thankful many donors pivoted to find new ways to continue raising support and awareness for RMHC-SWO that made it possible to adapt and serve families with sick children.



Ronald McDonald
House Charities®
CANADA

RMHC Canada builds relationships and fosters partnerships that benefit all RMHC Chapters across Canada. Lead and National Mission Partners, Founding Partners, and Corporate Donors come together to help provide invaluable support for families.

Founding and Forever Mission PARTNER



McDonald's has been a part of the mission to keep families close since the first house was built in 1985 and continued to find new ways to show support during Covid-19. New restaurant fundraisers like Fires for Good and Round Up, meal donations for RMHC-SWO families, and weekly McCafe baked good drop offs were just a few ways McDonald's continued serving families at a crucial time.



RMHC Canada Corporate Donors

BrandSource

Fix Network

Sealy Canada

Chatters

Keurig

Sons Bakery

DoorDash

Martin Brower

Uber Eats

Dufflet

Moneris



Local
PARTNERS
\$10,000



CAF America

Canadian Slovak
Villa of Windsor Inc.



The Hotchkiss
Family Foundation

Kevin Siddall
Invitational Baseball
Tournament

LJK Drew Doughty
AAA Int'l Hockey
Tournament

London and District
LDCFCA
Concrete Forming Contractors Association

McDonald's
Windsor-Essex
Big Red Shoe Run

Nancy & Friends



Oxford County
Golf Classic

Roger Salter Memorial
Golf Tournament

Scotia McLeod
Charitable
Foundation

Sunflowers 4
Smiles



Local
PARTNERS
\$5,000-\$9,999

100 Miles for RMHC-SWO

London Bridge Child Care Services
Kids Helping Kids Walkathon

1832 Asset Management L.P. -
Dynamic Funds

Lower Lakes Towing Ltd.

Alpha Delta Pi Foundation

Maureen Burke

CI Investments

McCormick Canada: Clubhouse
Division

CIBC Private Wealth Management

The OVer Company

Concept Millwork Corporation

Windsor Essex Community
Foundation

Consys Group Inc.

Economical Mutual Insurance
Company

HIRA General Contractors

Kids Curing Cancer

Operation 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

Cherished Pieces

Provides materials and supplies for quilting program

Dowler Karn

Kept the RMH London trailer village warm by donating gas hook-up

EcoLab

Provides sanitizer and laundry detergent to both Houses

Goodwill Industries

Donation of hand sanitizer to help keep programs safe for families

Heimstra Trailer Sales Ltd.

Provided new luxury trailers to RMHL to accommodate family quarantining

PAYROLL GIVING

2020 Payroll Donors:

Cargill Value Added Protein

CIBC Canada

Damar Security Systems

McDonalds's Restaurants of Exeter, Kincardine, Goderich & Wingham

ADOPT-A-ROOM

2020 Room Sponsors:

A.P. Plasman - Windsor Plant 1

Alisha Jilani Foundation

Active Industrial Solutions

Canadian Slovak Villa of Windsor Inc.

CF Masonville Place

Go Platinum Realty Inc.

Impact Auto Auctions

In Honour of Darlene Cirelli

We saw new and returning gift in kind partners come to the table with support for families. When essential items are donated it leaves financial support available to keep families close and comfortable.

Holiday Inn Express

Supports Hotel with Heart program

Integrated Video and Surveillance

Provided surveillance of RMH London trailer village for family safety

Kilred Winding Industries

Donated a new motor for the air cooling system for the House

Kruger

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

La-Z-Boy

Furnishings for both Houses

London Hospital Linen Services

Provides linen laundry services for RMH London

Mars Wrigley

Donates candy product for families over Halloween

Martin Brower

Donates cups and lids for coffee stations at both Houses & Family Room

Mother Parker's

Provides coffee, tea and hot chocolate

Thank you to the many employers who make a big difference by donating a set amount from each pay cheque.

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

McDonald's Restaurants of London, GIOPALM Inc.

Nestle Canada Inc.

Ronald McDonald House Charities Southwestern Ontario

Payworks

Donates software package to Chapter

Playtex Baby

Donated a variety of child dishware like plates, bottles, and sip-cups

Sony Canada Charitable Foundation

Donation of new televisions for both Houses

Thirty One Gifts

Donates RMHC branded totes used as welcome bags for families

Urban Barn

Donates home decor items to furnish family spaces

Financial REPORT

Financial Position as at December 31, 2020

	2020	2019
Assets	\$16,167,807	\$15,088,716
Liabilities	\$167,852	\$173,814
Fund Balances	\$15,999,955	\$14,914,902

Operating bank accounts were higher than normal level with a balance of \$1,582,488 (2019 - \$808,780) at the end of the year, representing approximately 8 months of operating expenses. **Investments** were \$7,143,589, an increase of 8.6% from 2019, causing an unrealized gain at year end of \$547,848 (2019 - \$179,700) and returns for the year of 9.29% (2019 - 7.994%).

The investments were allocated into the following funds:

- Capital asset fund of \$1,734,076:
 - Received \$310,488 of contributions, earned \$51,744 in investment income, and spent \$123,116 on capital expenditures.
 - Capital expenditures included the phased replacement of flooring on level 1; a rebuild of the chimney stack; investment in IT infrastructure the replacement of stoves in the commercial kitchen.
- General fund of \$5,409,513:
 - RMHC Global required this balance to be two times our Chapters annual operating expense to ensure we have adequate reserves to fund operations and ensure sustainability of our services. RMHC-SWO continued to meet this target in 2020.

Revenues and Expenses from January 1 to December 31, 2020

	2020	2019
Revenues and other support	\$3,156,490	\$3,323,319
Expenses	\$3,306,995	\$3,293,354
Excess (deficiency) of operating revenues over expenses	(\$150,505)	\$29,965
Investment income, net	\$606,173	\$494,376
Canada Emergency Wage Subsidy (CEWS)	\$629,385	-
Excess of revenues over expenses	\$1,085,053	\$524,341

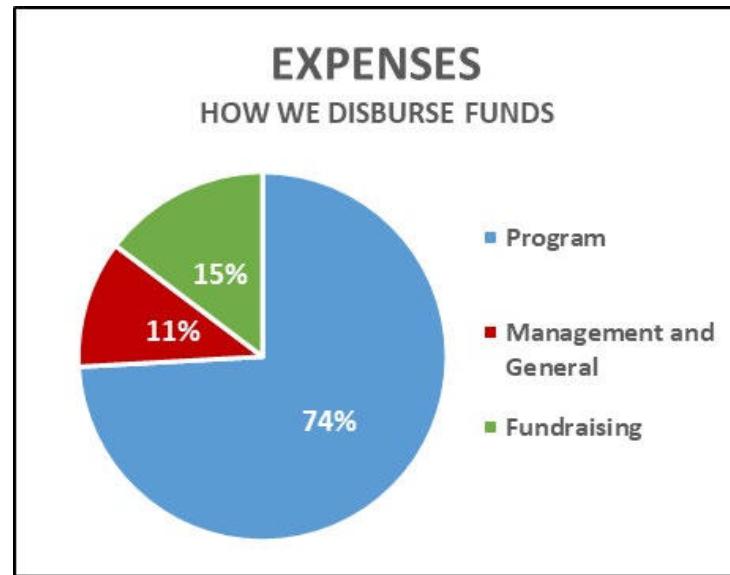
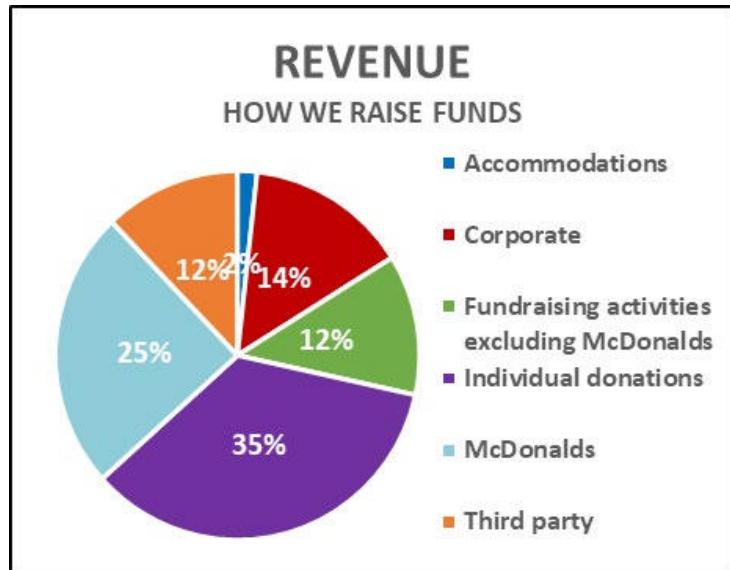
General Fund

Decrease in revenues and other support from 2019 due to the pandemic impacting fundraising activities, causing events to be cancelled or moved to a virtual platform where possible. Despite this unprecedented situation, the results were strong due to the generosity of individuals, the Canada Emergency Wage Subsidy, Fries for RMHC, and Round Up at McDonald's.

Capital Asset Fund

There was a deficiency at the end of 2020 of \$201,605 due to amortization of capital assets of \$563,837.

Below is a breakdown of the operating revenues and expenses:



The financial information provided above is in a condensed format. The complete audited financial statements are available on our website.

We came into a challenging situation that no one could have anticipated from a place of financial strength and we were able to weather the storm due to the strong leadership at the Chapter, the staff, Board members and volunteers' ability to adapt to a situation that was, and continues to be, a moving target, the support of the community, and everyone's commitment to our mission.

Thank you to everyone who made this possible.

Respectfully submitted,

Amanda Mulder, CPA, CA

Treasurer and Board Member



Board of Directors 2020

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Harry Van Bavel, Past President
Rob Reid, Vice President
Laura Emmett, Vice President
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