

2024

# ANNUAL REPORT



**RMHC**  
Southwestern Ontario

Keeping families close



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# 2024 BOARD OF DIRECTORS

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**President**  
Samantha Parsons

**Vice President**  
Graham Casson

**Past President**  
Rob Reid

**Directors**  
Jennifer Diplock - Secretary  
Michelle Stratton - Treasurer  
Trevor Calhoun - McDonald’s Appointee  
Mike Malleck  
Andria Azevedo  
Diane Chantler  
Dave Ward  
Jatinder Bains  
Martin Smith  
Bryan Wakefield  
David Sklash  
Jonathan Greenway

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## MESSAGE FROM EXECUTIVE LEADERSHIP

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As we mark 50 years of Ronald McDonald House Charities globally, and prepare to celebrate 40 years of RMHC Southwestern Ontario in 2025, this moment invites both reflection and renewed vision.

In 2024, we honoured the legacy of our founder, Dr. Audrey Evans, and the powerful partnership between our Founding and Forever Partner, McDonald's, and the Philadelphia Eagles that gave rise to a global movement—one that now reaches millions of families in their greatest time of need. Here in Southwestern Ontario, our chapter stood tall in that celebration, proudly contributing to the collective impact of RMHC while boldly planning for what comes next.

Our mission—to provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare—has never been more vital. This year, we not only deepened our impact but also expanded our reach. We supported nearly 16,000 families across our core programs, delivered more than 96,000 nourishing meals, and served as a lifeline to parents, siblings, and caregivers alike. At the same time, we turned away nearly 500 families due to capacity limits—an urgent call to action that led to one of our most pivotal milestones yet: the determination to grow RMH London from 40 to 80 bedrooms.

Behind every number is a family, a story, a moment of courage. These moments are made possible by the people who stand with us—our staff, our 2,800+ volunteers, our generous donors, and our community partners. You ensure that every hot meal, every warm bed, and every act of kindness reaches those who need it most.

As we close the chapter on 2024 and look toward an even bolder future, we do so with gratitude, ambition, and love. Thank you for walking beside us. Together, we will continue to serve more families, better - now and for generations to come.

Let's keep building a world where every family has what they need to ensure the best health outcomes for their children.

A handwritten signature in blue ink, reading "W. Matthew Chater".

W. Matthew Chater  
Chief Executive Officer

A handwritten signature in blue ink, reading "Samantha Parsons".

Samantha Parsons  
Board President

# your support makes a difference

Total  
nights of comfort  
2024  
**15,471**

Meals  
provided in  
2024  
**96,954**

Average  
family saving  
per day  
**\$697.00\***

\* assuming a couple with 3 children

Data compiled from the 2024  
RBC Economic Impact Study



Southwestern Ontario

**Keeping Families Close®**

**RMHC-SWO.CA**



# rmhc-swo



- In 2024 RMHC-SWO served 297 communities in our Chapter. The average distance travelled from their homes; 236km from the London House, 28km from the Windsor House and 47km from the Family Room.
- 10 years ago, the operational cost per family per night was \$100. Now, the costs associated with their stay exceed \$500 per day, per family.
- In 2024, 152 families from northern and remote communities, with an average length of stay of 18 days.

- In 2014, the organization ran at capacity for just 134 nights each year. Now, we have operated at more than 110% capacity since 2022.



- In 2024 - 493 families had to be turned away. This number continues to grow, which means, countless families are unable to access a safe, comforting and convenient place to stay when their children are coping with profound health challenges.



- Last year, RMHC-SWO saved families \$5.9 million dollars. That is 24% increase over 2023. Equally as important, we gave ill and injured kids exactly what they needed: caregivers who are close enough to hug, kiss and play with.

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**2024** IMPACT

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# the national rmhc numbers

Total nights  
of comfort  
nationwide  
2023

**15,343**

Total  
meals served  
nationwide  
in 2024

**485,357**

More than  
**164,000**  
over night stays  
in Canada  
2024

Keeping  
families close.®

Nationally,  
**2,695**  
communities  
served in  
2024



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## MISSION MOMENT

### FRIENDSHIP IN BLOOM

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#### Two journeys, an unbreakable bond

After their first conversation, Meg and Sophie discovered they had a lot more in common than just their hometown; their younger brothers are friends and Sophie's dad coached Meg's brother in baseball.

Sophie's two-year old son, Zack, is receiving treatment for B-Cell Acute Lymphoblastic Leukemia. Meg's four-month-old daughter, Harper, is in the NICU after being born three months early with Listeria meningitis and a bilateral intracerebral hemorrhage. A terrifying experience for Meg, she felt it was easier to manage after meeting Sophie.

**Having such an amazing person like Sophie in my corner so far from home feels like coming up for fresh air.**

Last month, Harper moved to the pediatric floor and is getting stronger every day. Sophie and Zack have been living at the House since January while he undergoes treatment and hope to return to the Sault in July.

The two met almost 700 kilometers away from their hometown of Sault Ste. Marie

**This friendship has been life-saving—it gets lonely, very isolating, tiring. Although we have two different journeys, we can share feelings without sugarcoating it. I can be vulnerable.**

Even their children have become fast friends. Zack, and Meg's older daughter, Gia, enjoy spending time outside in the RMH courtyard, doodling with sidewalk chalk and chasing each other down the slide.

#### Staying connected, wherever and whenever that may be

Sophie is turning 30 this year and wants to celebrate with her closest friends.

"My friends and I may take a trip to a beach somewhere, and I've invited her (Meg). It's like when people say love at first sight—it was like friendship at first sight."

Although it took 30 years for the ladies to meet, their unwavering support, mutual respect and acceptance will keep them connected for much longer.



"Sophie is always there for me and accepts me at my best and my worst without question. She's a true, genuine friend."

"It was so instant. It didn't even have an awkward phase," chuckled Sophie. "It was like we've known each other for years...the friendship helps to feel more like home. We relate to the history of the same city, landmarks, restaurants, the people."



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## RMHC CANADA PARTNERS

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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.



McDonald's Canada, RMHC's founding and forever mission partner, has provided much-needed monetary, gift-in-kind, and volunteer support since the first House build in 1981. Long-standing restaurant fundraising, such as McHappy Day, the Happy Meal, and Coin Boxes are partnered with new initiatives including RMHC Cookies, Round Up, and Kiosk Giving to raise invaluable funding and awareness for keeping families close.

### LEAD NATIONAL MISSION PARTNERS



### NATIONAL MISSION PARTNERS



### FOUNDING PARTNERS





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## PARTNERS 10K+

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## PARTNERS 5K-9,999

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Cargill Animal Nutrition Office  
Chatham-Kent Police Association

Cleft Strong Golf Tournament

Courtesy Ford Lincoln Sales

Dean Lane Contractors Inc.

Eden and Area Community Centre Group

Fay Family Charitable Fund

Freya's Room

Hampstead United Church

Haymach Canada Inc.

The Keg Steakhouse & bar

Kevin Siddall Invitational Baseball Tournament

La-Z-Boy Furniture Galleries

London Bridge Childcare Services

Maureen Burke - Illuminate the House

Royal Canadian Legion Branch 535

West Elgin Daffodil Auxiliary

Windsor Salt LTD.

“

I have many positive memories at RMH London, but the best was the first day Coralyn was allowed to come over for a visit – It had been two months since she last left the hospital. While the short walk over was still exhausting for her, she enjoyed sitting on the living room couch and laying in a non-hospital bed!

The Schnarr Family  
Oxford



“

If you ask Jake... "Having my parents close meant I wasn't scared of being alone. It was also a nice distraction from my injuries when I could go over to the House and be with my family and have fun with the other kids staying there."

Sippel Family  
Huron Perth



Costco Connection Magazine  
August, 2024



28 Costco Connection AUGUST 2024

## OPERATION PARTNERS

Through donations of product and services, operational partners help ensure our Chapter programs have the resources necessary to provide the best quality care to our guest families.

Agropur

Brandsource

Burnbrae Farms

Canus

Clintar Landscape Management Services

Damar Security Systems

Ecolab

Integrated Video and Surveillance

Kruger

La-Z-Boy

London Hospital Linen Services

Martin Brower

Mother Parker's

Payworks

Sew Creative

Sony Canada Charitable Foundation

Triple D Electric

Urban Barn

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# Treasurer's Report

Year Ended December 31, 2024

## Financial Position as at December 31, 2024

	2024	2023
Assets	\$21,285,115	\$17,815,045
Liabilities	250,178	181,691
Fund balances	21,034,937	17,633,354

**Operating bank accounts** were higher than normal, with a balance of \$510,168 (2023 - \$436,425) at the end of the year, representing approximately 4 months of operating expenses.

**Investments** were \$10,023,152, an increase of 13.8% from 2023.

**Investment Income** of \$1,222,954 consists of the following:

Interest, dividends and other	\$330,678
Realized gains on sales of investments	712,762
Unrealized gains on investments	(49,019)
Foreign exchange gain (loss)	228,533
<b>Total Investment Income</b>	<b><u>\$1,222,954</u></b>

## Revenues and Expenses from January 1 to December 31, 2024

	2024	2023
Revenues and other support	\$6,964,581	\$4,467,807
Expenses	4,785,952	4,298,340
<b>Excess (deficiency) of operating revenues over expenses</b>	<b>2,178,629</b>	<b>169,467</b>
Investment income, net	1,222,954	834,273
<b>Excess of revenues over expenses</b>	<b>3,401,583</b>	<b>1,003,740</b>

### General Fund

The General Fund increased by \$1,514,759 in 2024. This increase was due to \$5,370,932 in revenues, \$4,306,371 in expenses, \$1,222,954 in investment income, and (\$772,756) of inter-fund transfers related to Capital Asset purchases.

### Capital Asset Fund

The Capital Asset Fund increased by \$96,564 in 2024. This was due to capital asset additions of \$576,145 and amortization of capital assets of \$479,581. The Audited Financial Statements provide a detailed breakdown of Capital Assets.

### Restricted Fund

The Restricted Fund increased by \$1,790,260 in 2024. This increase was due to \$1,593,649 in restricted revenues, \$0 in restricted expenses, and \$196,611 of inter-fund transfers related to Capital Asset purchases.



# Treasurer's Report

Year Ended December 31, 2024

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Below is a breakdown of the operating revenues and expenses:



The financial information provided above is in a condensed format. Our website has the complete audited financial statements.

Looking back on 2024, our financial strength reflects both strategic stewardship and the unwavering generosity of our community. The continued trust and commitment from individuals, partners, and supporters across Southwestern Ontario have enabled us to enhance our impact and better support families facing some of life's most difficult moments.

This shared success speaks to a collective belief in our mission—a belief that has allowed us to expand our essential services, remove barriers, strengthen families, and promote healing when children need healthcare.

As we look ahead, we remain committed to using these resources wisely to fulfill our purpose of caring for families with children who are ill or injured - and to advance our vision of a world where every family has what they need to ensure the best health outcomes for their children.

Thank you to everyone who made this possible.

Respectfully submitted,

**Michelle Stratton, CPA, CGA**  
Treasurer and Board Member



Thank  
you



RMHC

Southwestern Ontario

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SOUTHWESTERN ONTARIO**

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