



ŒUVRE DES MANOIRS
RONALD MCDONALD
HOUSE CHARITIES
CANADA

ANNUAL REPORT 2013



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"Thank you [RMH Southwestern Ontario], without you we just wouldn't have been able to be a family during a time when a family was needed most."

— Frook Family,
RMH Southwestern Ontario



REFLECTIONS ON 2013

As we look back on 2013, we are reminded again of the deeply important role that Ronald McDonald Houses play in the lives of the families of sick children. A role that would not be possible without the unwavering commitment, contributions and support of McDonald's Restaurants of Canada, their many customers and suppliers, and our dedicated partners and donors. Together, we have created a mosaic of support that honours one of Canada's most treasured values – family.

When a child becomes sick, family life as we know it stops. In that instant everything changes and re-orders itself to the one and only thing that matters – healing that child. Families are now faced with travel, financial demands, job insecurity, balancing of other children's needs and what is now often a long journey to healing.

Since the first Canadian Ronald McDonald House opened in 1981, 246,507 families of sick children who faced some or all of these challenges were not alone. Whether they were staying at a Ronald McDonald House, taking a pause at a Ronald McDonald Family Room or being treated at a Ronald McDonald Care Mobile – we were there for them. From a warm welcome, to a good night's sleep, a load of laundry, a home cooked meal, or a quiet conversation with another parent, Ronald McDonald Houses and Family Rooms made sure that each family felt the support of their new Ronald McDonald family.

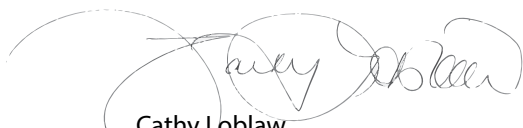
When we look around and see 14 Ronald McDonald Houses, 9 Family Rooms and 2 Care Mobiles, serving 40% of the families of Canada's most sick and injured children, we realize what a milestone moment we are at. We also are powerfully inspired to continue the great work that is being done at Ronald McDonald Houses and we strive to do even more.

Today, we know that children heal faster and better when their families are with them and we are passionate about championing and enabling that support at every turn. We are also humbled by the over \$17 million a year it takes to operate Ronald McDonald Houses, Family Rooms and Care Mobiles in Canada.

As pioneers of family centered care, Ronald McDonald Houses and their programs have become highly regarded and much sought after by families, hospitals and the community at large. We are incredibly proud of the role we have come to play, and the continued support we are passionate about providing for years to come.

We hope this year's annual report will give you a snapshot of the work your contributions, caring and commitment have made possible through RMHC Canada. It is indeed a remarkable story of family care in action.

Thank you for the trust you have placed in us, as we stand together in service to the families of sick children.


Cathy Loblaw
President & CEO,
Ronald McDonald House Charities
Canada


Richard Ellis
Chairman, Ronald McDonald House Charities Canada &
Senior Vice President Communications, Public Affairs &
Corporate Social Responsibility
McDonald's Restaurants of Canada



WHO WE ARE

VISION

Ronald McDonald House Charities® Canada (RMHC®) is a recognized and respected organization known for helping families with sick children lead healthier, happier lives.

MISSION

RMHC Canada contributes to the circle of healing for a sick child through family support at Ronald McDonald Houses, Ronald McDonald Family Rooms and Ronald McDonald Care Mobiles.

Today, Canada is home to 14 Ronald McDonald Houses, 9 Family Rooms and 2 Care Mobiles.

- **RONALD McDONALD HOUSES** provide a home for out-of-town families of seriously sick or injured children while their child is being treated at a nearby hospital.
- **RONALD MCDONALD FAMILY ROOMS** create a calm, nurturing space within the walls of the hospital, allowing parents to be just steps away from their sick child's bedside.
- **RONALD MCDONALD CARE MOBILES** are mobile health units that enable free and easily accessible medical care for children and their families right in their own community.

"\$10 a day is certainly within our budget – if we'd have had to stay in a hotel I don't know that we would have been able to do that."

— Serena and Jay Kustra,
RMH Southwestern Ontario

2,190

loads of laundry washed and dried at RMH Newfoundland & Labrador in its first year

25,369

family visits to RMH Toronto Family Rooms in Credit Valley Hospital and Markham Stouffville Hospital since they opened

17,462

cookies baked by 24 bakers at RMH Southern Alberta

RMHC SO FAR



Since opening, Ronald McDonald Houses in Canada have served

246,507 FAMILIES

through the Ronald McDonald Houses, Ronald McDonald Family Rooms and the Ronald McDonald Care Mobiles.



Capacity to support families at a Ronald McDonald House has increased by **48%** in the past two years.

The number of family visits to Ronald McDonald Family Rooms increased by **276%** in 2013, from 39,000 to 147,000!



In its first year, the Ronald McDonald Care Mobile® travelled **6,475 KILOMETRES**, and served over 2,600 families in east Calgary.

It takes a village...

Across the country, Ronald McDonald Houses

employ **194 STAFF**

and are generously supported by over

5,000 VOLUNTEERS.



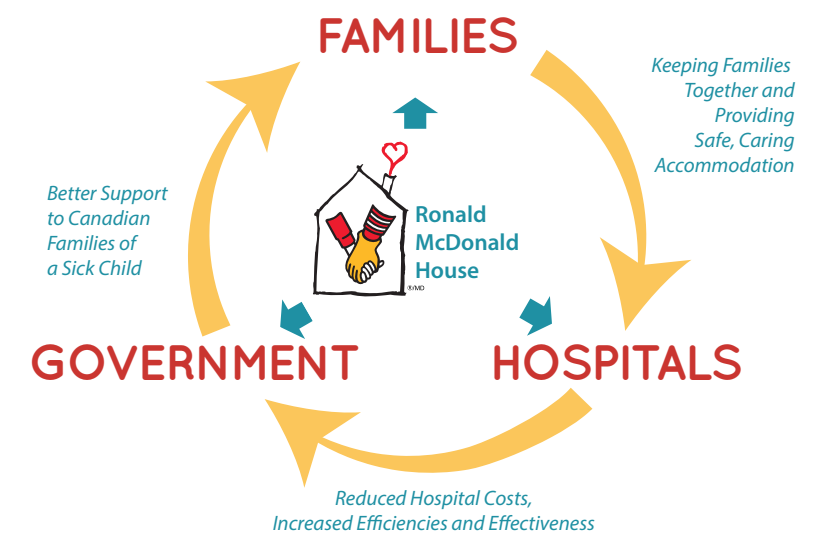
RONALD McDONALD HOUSES: CONTRIBUTING TO FAMILY CENTERED CARE

Ronald McDonald Houses contribute to the circle of healthcare and help complete the healing of children in Canada.

A Ronald McDonald House is affiliated with

15 OF THE 16

leading paediatric academic health sciences centres across the country.



WE CONTINUE TO GROW...

The need for Ronald McDonald House services continues to grow – last year over **1,600 FAMILIES** were on a waitlist and over **1,000 FAMILIES** had to find alternative accommodation.



By 2014, the Canadian Ronald McDonald House network of programs and support will reach **20,000 FAMILIES** a year!

To meet the growing need, the total number of bedrooms at Ronald McDonald Houses across the country will increase from **389 IN 2013** to **538 IN 2018.**



The Ronald McDonald Family Room® program will expand by over **250% IN CANADA** over the next 5 years with the total number of Family Rooms increasing from **9** to **32.**



...ONE FAMILY AT A TIME



"Some nights when Jax was asleep I would sneak out to the common room to watch hockey or the news, anything to take my mind off cancer. I'd meet other parents and inevitably talk about why we were there. In these conversations I learned life is not fair and cancer wasn't the only thing kids were fighting. I would also learn that while I thought we were broke, and had it tough, every family at the House had it tough, some had other kids who had to stay home, 8 to 10 hour drives, jobs that only allowed unpaid leave or forcing them to stay at work or quit. I hope you are never faced with the choice of leaving your dying child, or losing the ability to support your family.

If not for Ronald McDonald House, these families, my family, would not have been together when they most needed to be.

Ronald McDonald House became for me and Jax an Oasis, a place to play where Jax didn't have to curb his enthusiasm and I was just a regular parent. The House allowed both of us to let off steam and make the most of what days we still had as a whole family."

— Drew Graham,
RMH Atlantic Canada



"RMH proved to be a place which would do so much more than provide relief of financial burdens for our family when forced to stay away from our home.

Staying at RMH gave our son the freedom to live outside of a hospital room while enduring his treatment at Children's Hospital. I can still remember how happy he was to be able to walk from RMH to the Paediatric Medical Day Unit instead of being wheeled through the Hospital on a gurney.

Not only does the House offer a home atmosphere for families in need during medical crisis of their children, but the staff of the House go above and beyond in making themselves part of our families."

— The Froom Family,
RMH Southwestern Ontario

"I lived at that hospital day in and day out and saw families having meals around the table and playing board games. It was a place for a private talk, a quiet cry or a long overdue nap. A place where little girls could come to have their nails painted or parents could meet others and realize that they were not alone in their struggles.

During the first month, once out of ICU, Cole was able to go to the Ronald McDonald room for a change of scenery and watch a bit of a soccer game on TV. It was a real outing for him."

— Kerry McAleese,
RMH Hamilton Family Room
at McMaster Children's Hospital



RMHC MILESTONES



"You are my good luck charm buddy – I will be praying for you!"

— RBC Canadian Open Winner Brandt Snedeker to Dustin Barr, RMH Toronto



"This was my make a wish day!"

— Dalan Froom, RMH Southwestern Ontario



"Ronald McDonald House basically saved our family."

— Jeff Malcolm, RMH Hamilton

RBC CANADIAN OPEN

RMHC was honoured to be selected as the official charity partner of the **RBC Canadian Open**, which took place on July 22-28, 2013 at the Glen Abbey Golf Club in Oakville, Ontario.

The RBC Canadian Open was a wonderful opportunity to engage Canadians in RMHC's mission to help sick children and their families. We are most grateful to Golf Canada and RBC for allowing us to use this world-famous platform to tell the RMHC story on such an important scale. The RBC Canadian Open commitment to community and families has left a legacy of support for RMHC.

Without a doubt, our biggest highlight of the unforgettable week was the families we hosted from Ronald McDonald Houses across Ontario. Our special thanks to The Barr and Colley Families from RMH Toronto, the Froom and Kustra Families from RMH Southwestern Ontario and the Sperling and Malcolm families from RMH Hamilton for making the RBC Canadian Open such a special experience for all of us. You were an inspiration to us and became the heart of the commitment that RBC and Golf Canada have made to RMHC.

Thanks to the help of our founding partner McDonald's®, our generous agency partners, our committed donor partners and our caring volunteers, we were able to bring this partnership to life through:

- A national advertising campaign including TV, radio and regional billboard activations
- An in-restaurant marketing campaign at 33 restaurants in the Oakville area
- A media relations campaign focusing on the families that generated over 6 million impressions
- Digital and social media activities that reached out to 650,000 McDonald's followers
- Onsite activations including an interactive mural, customized RMHC merchandise and a McCafe truck that served over 5,000 cups of coffee

We are so grateful for all the support and we look forward to joining the RBC Canadian Open at The Royal Montreal Golf Club on July 21-27, 2014!



RBC FOUNDATION MENTAL HEALTH GRANT

This past July, the RBC Foundation generously donated \$500,000 to RMHC Canada as a two year commitment to advance the support, resources and knowledge around the mental health and well-being of children and families staying at Ronald McDonald Houses. The opportunity for new research and learning on how to best support these families through very difficult and emotionally stressful times is at the heart of this partnership.

The donation will support the research, development and testing of pilot programs at two Ronald McDonald Houses – RMH Toronto and RMH Montreal – with the potential of a national roll-out in Year 2 to all Ronald McDonald Houses across the country based on the findings of the pilot programs.

This program will be developed under the leadership and collaboration of an Executive Advisory Council that includes representation from RBC, RMHC Canada, RMH Toronto, RMH Montreal and leading experts in child psychiatry and social work from The Hospital for Sick Children. The Council is currently in process with program development based on the insights and knowledge collected in a Ronald McDonald House survey on the needs of families with seriously ill or injured children. Implementation of the pilot program is expected to begin in early 2014.

Ronald McDonald Houses offer a unique opportunity to provide timely support to the families of sick children. When a child is diagnosed with a serious illness, the entire family's world is turned upside down with fear, confusion and uncertainty. Families face many financial and emotional burdens when their child has a serious illness or injury and they must travel far away from home to obtain care. Research shows that families travelling more than 80 km to obtain treatment for their child are twice as likely to experience stress and family challenges.

In our quest for continuous learning and strengthening of family support, this grant will enable us to gain the most current insight, knowledge and understanding about mental health and wellness to keep us at the forefront of family support practices.

RBC has been a longstanding supporter of Ronald McDonald Houses across Canada for more than 20 years, and has generously committed over \$1.3 million to help children and families of sick kids.



FAMILY MOMENTS CAMPAIGN

RMHC launched the **Family Moments campaign** with the goal of growing understanding of our mission as a home away from home for families of sick children.

The **marketing campaign**, created and executed by our partners at Cossette Communications, highlighted the sense of community that Ronald McDonald House families feel despite their challenging circumstances. This multimedia campaign consisted of national storytelling through TV commercials, print ads, radio ads and billboards in communities across Canada, as well as in McDonald's restaurants across the country. We received over \$4 million in donated media thanks to our generous and dedicated media partner OMD and media across Canada.

The complementary **communications campaign** focused on telling the deeper story about the role Ronald McDonald Houses play in the circle of healing for a sick child, and the growing demand the Houses are facing. Thanks to the expertise of our PR partner Golin Harris, the campaign has received coverage in **135 media outlets**, generating almost **13 million impressions**.

Overall, the campaign has achieved remarkable awareness and understanding of RMHC's mission amongst Canadians and, most importantly, support for Ronald McDonald Houses and the families they serve.

The Family Moments campaign was a wonderful example of how the extended McDonald's family came together to tell our story. We'd like to extend our heartfelt thanks to McDonald's, Cossette, OMD, Golin Harris, Livewire, and Watt for bringing this campaign to life. And, of course, a special thank you to the media across Canada who generously carried our story of hope and healing!



THIS IS MY OASIS.
THIS IS WHERE WORK NEVER COMES BEFORE PLAY.
THIS IS WHERE I NEVER FEEL OBLIGATED TO ANSWER MY PHONE.
THIS IS WHERE MY FAMILY CAN JUST BE THEMSELVES.
THIS IS WHERE I JUMP ON THE BED, WITH MY KIDS.
THIS IS WHERE NOBODY CARES IF MY SOCKS DON'T MATCH.
THIS IS WHERE I AM DEFINED NOT BY MY ACTIONS, BUT BY MY REACTIONS.
THIS IS WHERE I FIND COMFORT.
THIS IS WHERE I NEVER LOSE HOPE.
THIS IS MY RONALD MCDONALD HOUSE.
THIS IS WHERE FAMILIES FIND A HOME AWAY FROM HOME CLOSE TO THEIR SICK CHILDREN.



EVENTS

2013 has been an incredible year for fundraising and events at RMHC. In addition to our key national events, we were grateful to have the support of our donor partners honouring us as the recipient charity of their annual events. Here are some highlights of the fun we had this year in raising money for Canadian families with sick children:



28TH ANNUAL NATIONAL SKI CHALLENGE AT MONT TREMBLANT

Ronald McDonald House Charities Canada was thrilled to host the 28th Annual National Ski Challenge at Mont Tremblant in February. Over 300 participants raised \$274,725 (gross) in support of RMHC on the ski hills of Quebec. Thanks to the wonderful support from our partners, suppliers and sponsors in Quebec and the Eastern Provinces, our Tremblant Ski Challenge continued its tradition of helping families of sick children.

CARGILL “FORE! THE HOUSES” GOLF TOURNAMENT

Cargill Canada held the 8th Annual “FORE! The Houses” Golf Tournament in July in London, Ontario. This year the event raised a record-breaking \$351,325 in support of the 14 Houses across Canada. RMHC was represented by 10 of the 14 Ronald McDonald House Executive Directors, who flew in to express our gratitude to Cargill for all they do. We are forever grateful to our friends at Cargill for hosting this fabulous event year after year, which has raised more than \$2M to date.



2013 GEORGE COHON RMHC GOLF CLASSIC

The 2013 George Cohon RMHC Golf Classic was a rousing success this past May! Together, we raised the largest amount to date – \$385,000 gross – with the support of 34 teams of golfers, 6 sponsors and our valued corporate partners who supported the day with donations of product, gifts and auction items. Thanks once again to McDonald’s Canada founder and host George Cohon for his forever passion that inspires all of us to keep building and do all we can to support Ronald McDonald House families, as well as Coppinwood Golf Club for their generous hosting of this tournament. We hope you can join us at the 2014 tournament on Monday, May 26th.



McCain CLEAR LAKE GOLF CLASSIC

The 18th Annual McCain Clear Lake Golf Classic was held in beautiful Clear Lake, Manitoba in June and raised over \$94,000 for Ronald McDonald Houses – the largest amount ever! It was a wonderful day of golf, sunshine, and fun at the Clear Lake Golf Course followed by a very special evening at the Elkhorn Resort with a Ronald McDonald House Manitoba family. We are honoured to be the recipient charity of this event again this year, which has raised \$1.35M for RMHC to date. Thank you McCain for your incredible commitment to community and caring for Ronald McDonald Houses.



McHAPPY DAY®

McDonald’s celebrated its 20th McHappy Day this past May! This coast-to-coast event brings together employees, customers, partners and local celebrities in support of RMHC and local children’s charities. McHappy Day is an important day to join our founding and forever partners at McDonald’s Canada in telling their remarkable story of community and family giving through Ronald McDonald Houses. Not only does McHappy Day celebrate McDonald’s giving, it also generously provides over \$1.7 million in additional funding to Ronald McDonald Houses across Canada.

RIDE FOR RMHC

The 3rd Annual McDonald’s Ride for RMHC spinning event held in August was a huge success! Eight teams enjoyed the beautiful sunshine outside of the McDonald’s Toronto office as they spun for dollars in support of the over 10,000 families that stay in Ronald McDonald Houses across Canada every year. Over the past three years, the Ride for RMHC has become the largest fundraiser held at McDonald’s head office in support of RMHC. To date we have raised over \$40,000! Thank you to McDonald’s employees, suppliers and agency partners, our wonderful sponsors and organizers who rode for RMHC- we are already looking forward to next year!



RONALD McDONALD HOUSE MILESTONES



RMH BRITISH COLUMBIA

Ronald McDonald House British Columbia's new House is set to open in the Spring of 2014. With 73 bedrooms, the new House will be one of the top ten largest Ronald McDonald Houses in the world!

RMH BC is also set to open the first Ronald McDonald Family Room in Surrey, BC at the Surrey Memorial Hospital in June 2014.

RMH NORTHERN ALBERTA

Ronald McDonald House Northern Alberta continues to be a healing oasis for 32 families every day. The House was recognized with the first ever RMHC Innovation Award and a \$50,000 grant for their innovative Family Connect program at the International RMHC Conference in August 2013. Congratulations to the team at RMHNA!



RMH CENTRAL ALBERTA

Ronald McDonald House Central Alberta in Red Deer celebrated its first anniversary. This was Canada's thirteenth Ronald McDonald House, and the first House to open in a new market in over twenty years. The House served an amazing 212 families in its first year!



RMH SOUTHERN ALBERTA

Ronald McDonald House Southern Alberta celebrated the first anniversary of the Care Mobile program this year. This groundbreaking new program has been a huge success in providing free and cost-effective healthcare to underserved families in east Calgary.

After the Alberta floods in June, the Ronald McDonald Care Mobile partnered with the Calgary Rural Primary Care Network to help local doctors care for their patients after their offices were destroyed. In October, they welcomed Canada's second Care Mobile to provide flood relief for the next 6 – 8 months in High River and the Siksika Nation. RMHSA provides a home for 23 families each night, supporting over 400 families last year.



RMH SASKATCHEWAN

Incredibly, the Ronald McDonald House Saskatchewan "For Every Family" campaign surpassed its \$10 million goal to support the building of their new House. Thanks to the team at RMH Saskatchewan and their many generous donors and partners, the expansion campaign will see their House grow from 13 to 34 bedrooms!



RMH MANITOBA

Ronald McDonald House Manitoba continues to operate a warm and welcoming 14 bedroom House, providing comfort to 566 families last year. The House also operates the world's largest Family Room, supporting all pediatric patients and their families at Winnipeg Children's Hospital. The Family Room received over 27,000 family visits in 2012.

RMH SOUTHWESTERN ONTARIO

Ronald McDonald House Southwestern Ontario's "Our House is Your House" campaign shared the stories of 6 RMH children and their families in local McDonald's restaurants, for which RMH SWO was honoured with the Hearts & Hands award for Community Engagement and a \$10,000 grant at the RMHC International Conference in August. RMHSWO is now serving 900 families each year.



RMH HAMILTON

Ronald McDonald House Hamilton celebrated its first year open since expanding from 15 to 40 bedrooms. In 2012, they were proud to serve over 19,000 hot meals to families as a result of their new Meals that Heal in house culinary program guided by their House Chef and supported by their very generous community.

RMH TORONTO

Ronald McDonald House Toronto continues to operate the world's largest House with 759 families served in the past year. In addition to the Family Room in Credit Valley Hospital, the House also opened the newest Ronald McDonald Family Room in the Markham Stouffville Hospital in April. This is the 9th Family Room to open in Canada, and the second in the Greater Toronto Area!





RMH OTTAWA

Ronald McDonald House Ottawa serves over 600 families a year at their 14 bedroom House. The House also celebrated one year of operating two Family Rooms in the Children's Hospital of Eastern Ontario, which have already received over 10,589 family visits to date.



RMH MONTREAL

Ronald McDonald House Montreal continues to operate 50 bedrooms in their newly expanded House. Last year, the House provided comfort and support to over 1,500 families during their time of need.



RMH QUEBEC CITY

Ronald McDonald House Quebec City celebrated its 25th Anniversary in March of this year. Félicitations! The House now serves 32 families each night, and served an amazing total of 1,000 families last year.



RMH ATLANTIC CANADA

Ronald McDonald House Atlantic Canada is deep in the pre-development stage of building a new and expanded House. Originally built in 1982, the House has served an amazing 1,100 families a year. The new expansion will allow the House to support even more families in Atlantic Canada.



RMH NEWFOUNDLAND & LABRADOR

Ronald McDonald House Newfoundland & Labrador celebrated its first Anniversary serving east coast families and families from across the country who have had to travel for treatment at the Janeway Children's Health and Rehabilitation Centre. As Canada's 14th and most recently opened House, RMHNL served an incredible 270 families in their first year.



6,240
sandwiches were delivered
to each of two local
hospitals by volunteers
at RMH Southern
Alberta

16,425
meals were prepared by
RMH Newfoundland
& Labrador in its
first year

DONOR HIGHLIGHTS



NEWELL RUBBERMAID

RMHC is honoured to be the charity of choice for Newell Rubbermaid. In February, Newell Rubbermaid celebrated their ongoing partnership with Ronald McDonald Houses across the country by presenting RMHC with a cheque for \$89,509 – the value of products donated and funds raised by Newell Rubbermaid employees this year! Throughout the year, their support includes fundraisers at their offices, volunteer activities at the Houses, the donation of products to Houses across Canada and events like the annual Toy Drive for Ronald McDonald House Toronto. Thank you Newell Rubbermaid!

TELUS

Ronald McDonald House Charities has partnered again this year with TELUS in their “Give Where We Live” Program. RMHC was thrilled to receive a cheque for \$53,000 in 2013 for the Long Distance Charity Calling Card program and we look forward to the ongoing relationship with TELUS. Thank you TELUS for your support!



BRANDSOURCE ELECTROLUX

In January, Ronald McDonald House Charities accepted a gift of \$44,000 which was made possible through a donation of \$40 from the purchase of every Frigidaire® Dishwasher with OrbitClean™ Technology sold at BrandSource retailers across Canada. In 2012, Electrolux donated over 180 appliances to Ronald McDonald Houses throughout Canada. Thank you to BrandSource and Electrolux for helping to turn our Houses into homes for the families of sick children!



WESTJET

WestJet continues to support Ronald McDonald House Charities with the “Gift of Flight” through the “WestJet Cares for Kids” program. With the donation of 368 flights a year, WestJet helps connect families across the country, bringing them together when they need it the most. This year WestJet flights have supported families in amazing ways; from providing travel to medical appointments across the country, to bringing loved ones together to celebrate a child’s birthday. The generous donation of WestJet flights are also used for fundraising purposes, and have helped to raise hundreds of thousands of dollars for the Ronald McDonald Houses in 2013. WestJet employees are also active members of the Ronald McDonald House community, participating in Home for Dinner events at the Houses, volunteering in a variety of events and bringing smiles and laughter to the RMH families. Thank you WestJet for being wonderful and valued Ronald McDonald House partners and friends!



BRANDSOURCE SEALY

This past January, RMHC gratefully received a cheque for \$19,100 from Sealy. The funds were the proceeds of a donation of \$50 from the sale of each Ronald McDonald House Charities branded Sealy mattress sold at a BrandSource Retailers across Canada in 2012. Since 2011, BrandSource Sealy has donated over \$100,000 in funds and products to Ronald McDonald House Charities Canada through their “House that Love Built” program and has supplied most Houses with Sealy Posturepedic mattresses. Thank you to Sealy and BrandSource Retailers for your ongoing commitment to the families of Ronald McDonald Houses!

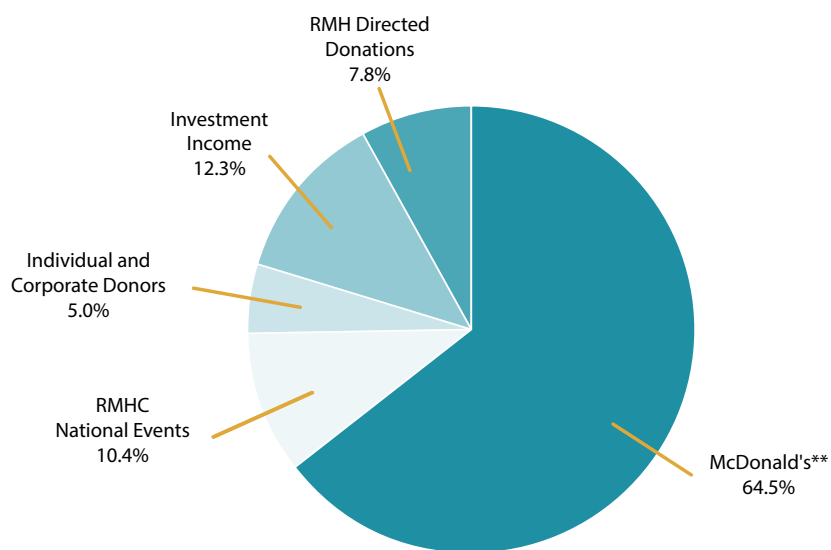
COCA-COLA

With the support of Coca-Cola and their Brand Ignitor Team, Ronald McDonald House Charities was fortunate to participate in a strategic process to identify fundraising opportunities and approaches to sustain and grow giving. Coca Cola also provides ongoing support to each of our 14 Houses through the donation of product, the sponsorship of events and their vending machine program, which enables the Houses to raise money through the sale of Coke products. Thank you to Coke for your never ending commitment to the future of Ronald McDonald Houses!



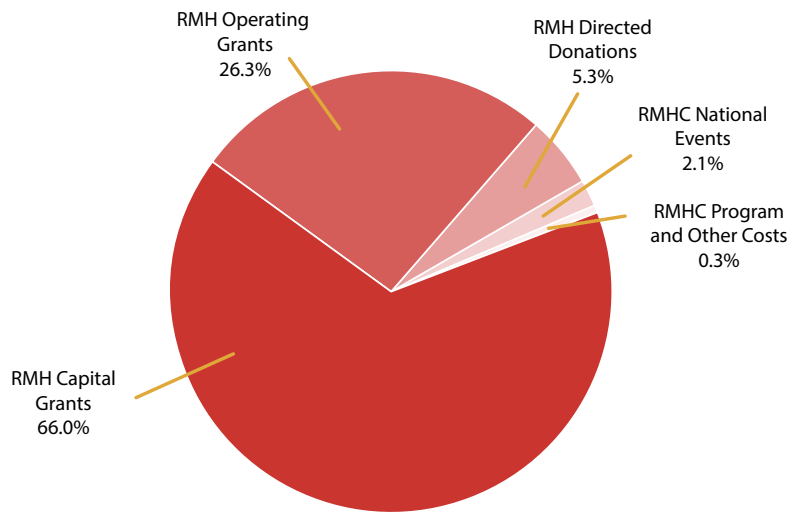
RMHC FINANCIAL SNAPSHOT

2012 RMHC REVENUE* | \$6,410,066



* As per 2012 Audited Financial Statements.
** Includes McDonald's Restaurants of Canada Ltd., McDonald's Franchisees and employees and RMHC's members and directors of the Board.

2012 RMHC GRANTS & EXPENSES* | \$9,391,035



* As per 2012 Audited Financial Statements.

RMH CAPITAL GRANTS 66.0%	
House Capital Grants	\$5,695,520
Family Room Capital Grants	\$178,382
House Renovation Grants	\$327,413
RMH OPERATING GRANTS 26.3%	
House Operating Grants	\$2,247,566
Family Room Operating Grants	\$172,500
Care Mobile Operating Grant	\$25,000
Quebec House Operating Grant	\$20,000

RMHC – Ronald McDonald House Charities | RMH – Ronald McDonald House

RONALD McDONALD HOUSE CHARITIES (CANADA) STATEMENTS OF OPERATIONS AND CHANGES IN NET ASSETS

Years ended December 31	2012 \$	2011 \$
REVENUE		
Fundraising events	665,834	646,924
Donations	4,453,900	5,096,273
Directed donations	499,343	480,615
Interest income – short-term investments	15,351	15,359
Net investment gain – long-term investments	775,638	102,553
	6,410,066	6,341,724
EXPENSES		
Fundraising events	198,631	291,272
Contract payroll	23,452	—
Directed donations	499,343	480,615
Coin Box Pilot	3,127	—
Coin Box amortization	101	—
	724,654	771,887
Excess of revenue over expenses before grants	5,685,412	5,569,837
Grants	8,666,381	3,966,707
Excess (deficiency) of revenue over expenses and grants	(2,980,969)	1,603,130
Opening Balance, Net Assets	9,686,283	8,083,153
Closing Balance, Net Assets	6,705,314	9,686,283

McDONALD'S: OUR FOUNDING AND FOREVER PARTNER



For over 30 years, McDonald's Restaurants of Canada Limited has been our founding and forever partner in helping RMHC support the families of sick children across Canada through Ronald McDonald Houses, Family Rooms and Care Mobiles.

Since 1982, when RMHC was founded as the everlasting foundation of support for all Ronald McDonald Houses in Canada, McDonald's commitment has been constant and unwavering. Remarkably, McDonald's Restaurants of Canada and its franchisees have raised:

- **\$44 million** from the 10 cent Happy Meal® program since 2004;
- **\$42 million** from McHappy Day to support Ronald McDonald Houses and other children's charities.

In addition, McDonald's Executives, Owners/Operators, employees and crew have contributed **countless volunteer hours and personal donations.**

If not for McDonald's, RMHC Canada would not exist. We are profoundly grateful for McDonald's support, as our first, last and forever partner – thank you McDonald's for your tireless commitment to Canadian families!

"My sister and I actually celebrated our eighth birthday at Ronald McDonald House with our extended family and we remember playing many foosball games there. After being discharged from the hospital, my parents would always take us to the McDonald's by McMaster as a treat. We will always remember the memories that were created there."

— Shannon Kollee,
RMH guest and former McDonald's employee

A MESSAGE FROM JOHN BETTS

As President & CEO of McDonald's Canada, I'm honoured to be able to support RMHC and Ronald McDonald Houses' incredible efforts to be there for Canadian families when they need it most. RMHC is a vital part of the McDonald's system through our *good neighbour* pillar, and is one of the most impactful ways that we contribute to the communities we operate in. I want to congratulate you on the extraordinary growth and expansion of Ronald McDonald Houses across the country, and remind you that as you continue to grow and tell your story, McDonald's is committed to protect, advance and support Ronald McDonald Houses. On behalf of the McFamily I'd like to sincerely thank all the Houses, and all of you who make the Houses a home for so many Canadian families and their sick children, every single day.

Sincerely,

John E. Betts
President and Chief Executive Officer
McDonald's Restaurants of Canada Limited



A MESSAGE FROM GEORGE COHON

As the Founder of McDonald's Canada, one of my proudest achievements is the support we have been able to provide to Canadian families with sick children through Ronald McDonald Houses across Canada. To know that everyday 389 families will find warmth, support and shelter at one of our 14 Ronald McDonald Houses is truly wonderful. Each House has become a pillar of community support and a wonderful expression of our collective care for families with sick children. Please join me in congratulating each and every Ronald McDonald House on their important role and deeply valued service to the families of Canada. We stand in gratitude and appreciation.

Sincerely,

George Cohon
Founder McDonald's Canada/Russia
Founder RMHC Canada/Russia



THANK YOU
TO OUR
GENEROUS
DONOR
PARTNERS

From coast to coast, each Ronald McDonald House is a true community House, relying on the support of many donors, partners and individuals to serve the families of Canada’s sick children. Today, the need is so great that no one company can do it alone.

Nationally, our incredible donors have taken our mission to heart. All of us at RMHC Canada are deeply thankful for the support you, our donors give us year after year. Our Ronald McDonald Houses and families appreciate it more than you will ever know.

FOUNDING
AND FOREVER
PARTNER



NATIONAL
PARTNERS
(FUNDING AND
IN-KIND
SUPPORT)



IN-KIND
PARTNERS
(PRODUCT
SUPPORT)



AGENCY
PARTNERS



RMHC BOARD OF DIRECTORS

We are incredibly grateful to our Board of Directors for the expertise, insight and experience that they bring to RMHC's planning process and ongoing activities. Their wide range of perspectives and smart, strategic counsel enable us to become a stronger organization and serve even more Canadian families every day.

- George Cohon
Founder McDonald's Canada/Russia & Founder Ronald McDonald House Charities Canada/Russia

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A LOOK AHEAD

As we look ahead to 2014, it is extraordinary the place of understanding and contribution that Ronald McDonald Houses, Family Rooms and Care Mobiles are at in Canada. As the medical community now embraces Family Centered Health Care as the new normal, **Ronald McDonald Houses have become deeply valued and much sought after partners in delivering family centered care in Canada.** Never before has the role, impact and need for Ronald McDonald Houses and their programs been greater.

It is hard to believe that the growth and need continues. But it does.

IN 2014 WE WILL DOUBLE
THE NUMBER OF FAMILIES
WE ARE SERVING TO **20,000**

We will increase the number of bedrooms available to families to 470. We will add five more Family Rooms for a growing total of 14 Family Rooms in Canada. Two Care Mobiles will operate in Alberta serving 4,500 families. **And we will surpass over a quarter of a million families served since inception!**

Supporting Ronald McDonald Houses in meeting these needs is and will continue to be RMHC Canada's reason for being. Each and every day RMHC Canada will push hard to make a difference. We will take measured and thoughtful risk. We will innovate, we will research, we will lead, we will champion all things Ronald McDonald Houses, and we will ask. We will ask for your support and giving to help us achieve our mission.

2014 will be a milestone year on our path to becoming a vibrant social profit enterprise in support of families of sick children as we establish RMHC as the premier family care charity in Canada. Our drive to succeed for Ronald McDonald Houses and the families they serve will be unwavering and unrelenting.

In passion and in practice, we will harness our collective voice to drive awareness and understanding around the needs of families of sick children as a true social movement. And above all else, with your support we will be a charity that gives more than it receives. Together, with our shared support, commitment and resolve, Canada's sick children will have the one thing they need most – their families.

Thank you for joining us on this journey of compassion, caring and societal contribution for Canadian families.





CEUVRE DES MANOIRS
RONALD MCDONALD
HOUSE CHARITIES
CANADA

Ronald McDonald House Charities® Canada

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