



Ronald McDonald House[®]
Newfoundland & Labrador

2013 ANNUAL REPORT



Ronald McDonald House
NEWFOUNDLAND
& LABRADOR



*Helping give sick children what
they need most... their families.®*

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MISSION STATEMENT

The mission of Ronald McDonald House Newfoundland and Labrador is to provide sick children and their families with a comfortable home-away-from-home, in close proximity to the Janeway Children's Health and Rehabilitation Centre, where they can stay together in an atmosphere of caring, compassion, and support.



“ Ronald McDonald House Newfoundland and Labrador! Your savior. Your home away from home. Your breath of fresh air! ”

– MacIssac family

BOARD OF DIRECTORS

GERRY BERESFORD

Chair of Board

CATHY BENNETT

Vice-Chair

BRAD WICKS

Director and Chair of Governance Committee

BILL BUDGELL

Director, Treasurer and Chair of Finance Committee

THERESA RAHAL

Director

PEGGY BARTLETT

Director and Chair of Operating Committee

ROD LEGGE

Director

ROD MACDONALD

Director

CATHY DORNAN

Director

RICK TILLER

Director

DR. LYNETTE BOWES

Director



COMMITTEE

EXECUTIVE COMMITTEE

Gerry Beresford (Chair)
Cathy Bennett
Bill Budgell
Theresa Rahal
Rick Tiller
Brad Wicks

GOVERNANCE COMMITTEE

Brad Wicks (Chair)
Gerry Beresford

DEVELOPMENT & COMMUNICATIONS COMMITTEE

Cathy Bennett (Chair)
Cathy Dornan
Rod Legge
Annette Godsell
Christine Morgan

FINANCE COMMITTEE

Bill Budgell (Chair)
Gerry Beresford
Annette Godsell
Christine Morgan

OPERATIONS COMMITTEE

Peggy Bartlett (Chair)
Rod Legge
Rick Tiller
Theresa Rahal
Annette Godsell
Bonnie Birmingham

MESSAGE FROM BOARD CHAIR & EXECUTIVE DIRECTOR

Since 1974, a network of more than 330 Ronald McDonald Houses have been built in 35 countries on the premise that nothing else should matter when a family is dealing with a sick child. Ronald McDonald House Newfoundland and Labrador, Canada's 14th House, was built on that same premise. Our House works to meet the needs of our families, leaving them to focus their love and attention on their sick or injured child.

September 2012 marked a significant milestone, as we proudly opened the doors of our amazing new House to those families with a sick or injured child being cared for at the Janeway Children's Health Centre. Of course, we could not have achieved our goal to build and operate this beautiful home-away-from-home without the generous financial support of so many companies, service groups, and individuals. This support, combined with the countless hours given by hundreds of volunteers and the talents of our professional staff, has led to a successful first full year of operation. Whether it is the weekend Guest Services Associates, a volunteer providing direct family support, or financial, building and construction professionals helping us plan every aspect of our House, we are truly fortunate to have a growing team throughout our great province who are committed to our families and children.

We are grateful for the support and leadership demonstrated by our Board of Directors, both during the years leading up

to construction as well as in our first year of operation. Thanks to their dedication, commitment and focus, we are operating a House that can accommodate 15 families each night.

Our House is a reminder of the importance of our mission and the courage shown by the children and families that stay here. We are excited by the milestones our volunteers, donors and supporters help us achieve each day by providing unwavering comfort and support to families. Each day, families experience a warm welcome, the smile of a volunteer, a home cooked meal or fresh baked cookies, a comfortable room in which to rejuvenate in, and a network of other families with whom they can talk and share experiences. Every moment truly shapes and directly impacts the families we serve each day.

With the support of our many donors and supporters, we are able to brighten the day and lighten the load for our families. We invite you to read on and see the many initiatives, developments and activities that marked this past year. Thank you for your part in making a difference in the lives of sick or injured children and their families in our province. We look forward to many more years in which, together, we can continue to support our families and children in their time of need.



Gerry Beresford

Chair, Board of Directors
Ronald McDonald House
Newfoundland and Labrador



Annette Godsell

Executive Director
Ronald McDonald House
Newfoundland and Labrador

FAMILY SUPPORT PROGRAMS

The cornerstone of Ronald McDonald House is its family support programs. Our programs offer the best support possible for families.

HOME FOR DINNER PROGRAM

With the help of corporate and community volunteers, we offer families home-cooked meals at Our House.

JUST LIKE NAN'S BAKED GOODS PROGRAM

Nothing feels like home more than the smell of fresh baked goods. Volunteers will ensure Our House is always stocked with special treats fresh from the oven, just like at Nan's house.

COMFORT QUILT PROGRAM

Each child who visits Our House will get to choose one quilt from a collection of beautiful handmade quilts provided by our dedicated volunteers and take that quilt home.

KEEPING FAMILIES CONNECTED PROGRAM

Being away from loved ones for an extended period of time can be very difficult and create added stress. To help keep families connected to home while staying at Our House, families will have access to a home office, internet, email, and local newspapers.

SPECIAL DAY CELEBRATIONS PROGRAM

Just like home, preparations are made to ensure birthdays are celebrated, everyone gets treats at Hallowe'en, and visitors like Santa Claus and the Easter Bunny arrive on schedule.

HOUSE PANTRY

With the help of our generous donors, a fully stocked house pantry, house refrigerator and freezer are available free of charge to house guests.

RONALD MCDONALD HOUSE MAGIC ROOM

This room is a very special place the children staying at Our House get to visit when they have a successful surgery, get to go home, or are celebrating a special event while staying in Our House.



WHOM WE HAVE SERVED

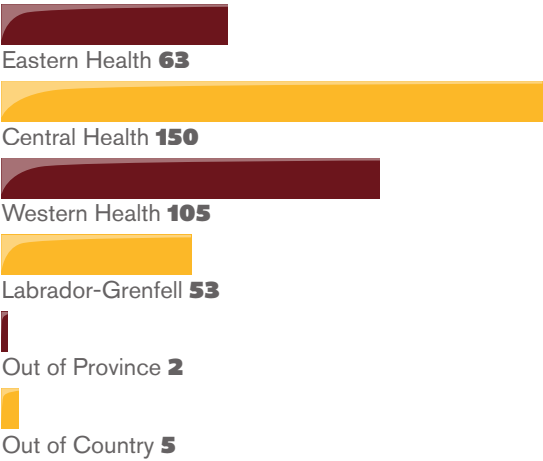
ROOM OCCUPANCY

| | |
|----------------------------------|-------|
| Number of Check-Outs | 378 |
| Number of Adults | 698 |
| Number of Children | 337 |
| Number of Rooms Available | 7,058 |
| Number of Occupied Rooms | 6,259 |
| Number of Repeat Families | 125 |
| Average length of stay in nights | 27.65 |

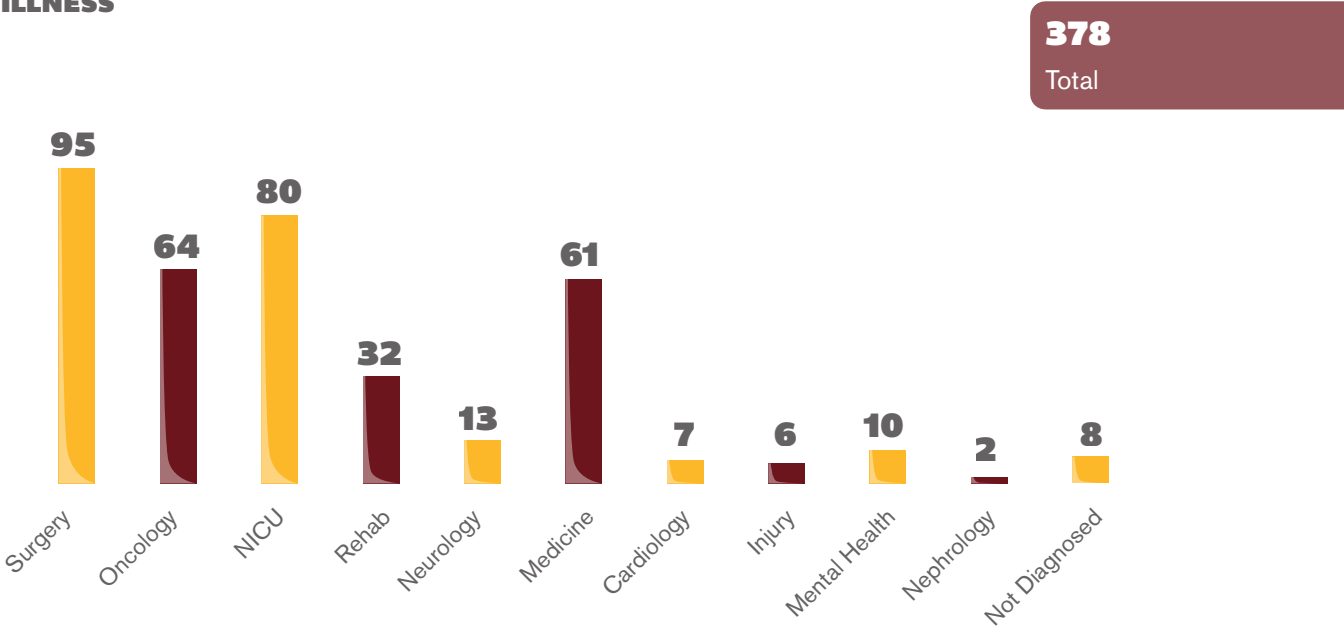
WAITLIST

| | |
|--|-----|
| Families we could not accommodate at all | 181 |
| Number of nights we could not accommodate | 569 |
| Number of families who had to be waitlisted for a time | 55 |
| Number of nights they were waitlisted | 108 |
| Total number of nights we could not accommodate | 707 |

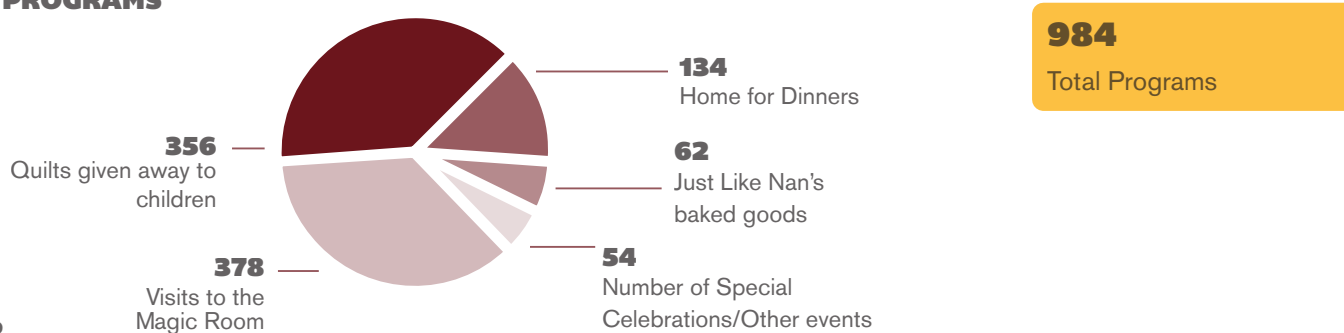
HEALTH REGION



ILLNESS



PROGRAMS





Pulling together for families

THE DEDICATED VOLUNTEERS

Staying at Ronald McDonald House means seeing a volunteer's familiar smile to welcome them. Our valued volunteers are essential to the continuing operation of Our House. We cannot do it without them. Volunteers work behind the scenes in many different capacities within the House and within the community to fully support the families during this critical time in their lives.

Community Volunteers

165

House Operation Volunteers

84

House Operations

Number of hours

7,144

Number of visits

2,421

Volunteers-Programs

Number of hours - Home for Dinner

2,361

Number of hours - Just Like Nan's

580

Number of hours for Special Events

361

Total hours by

House Operation Volunteers

10,446





Community Events

Big Wheels Car Show
 Elizabeth Burry Studios – One Heart Much Love Jewelry Collection
 Blair Mitchell Memorial Hockey Tournament
 Cal Taylor – Beard Shaving
 McHappy Day 2013
 Heather Manning – Heather's Hearts Campaign
 5th Annual John LeDrew Memorial Golf Tournament
 2nd Annual Ladies Shopping Night
 Last Chance Craft Fair
 Miss Achievement Scholarship Program – Isabella Ashley Spirit of Giving Award
 Neil Maynard Memorial Hockey Tournament
 Republic Eyewear
 Point Leamington Gospel Concert
 Special Occasion Car – Car Show
 Stacey Rumbolt Memorial Walk
 Trinity Conception Square
 VOCM Dial-A-Carol
 Gonzaga Interact Club
 St. Bonaventure's College Valentine's Day Fundraiser
 Chatters Salon – Gift Card Promotion
 Domestic Moving & Storage – Garage Sale
 Mike's Miracles
 Fore! The Houses Golf Tournament (Cargill & McDonald's)
 Harmo Nine Ladies Choir – Concert
 Avalon Sleeveens Inc.
 Kenny's Pond 5th Annual Fall Fair
 Her Majesty's Penitentiary Staff – Royal St. John's Regatta Booth
 Fairfield Inn and Suites – Friends in Need Campaign



RED SHOE CREW-WALK FOR FAMILIES

The annual Red Shoe Crew-Walk for Families helps raise awareness and funds to provide a home-away-from-home for sick children and their families when they need it most. This event is hosted by volunteers and held in September in communities throughout Newfoundland and Labrador. This event coincides with the anniversary of the opening of Our House. Participants register for pledge sheets, fundraise and come together to walk or run for fun, prizes and ultimately to celebrate families and their strength in healing a sick child.



Red Shoe Crew-Walk for Families

LOCATION

Admiral's Beach
Badger
Bay Roberts
Bishop's Falls (NL Hydro)
Bonavista
Burlington
Carbonear
Chance Cove
Churchill Falls
Clareville
Conception Bay South
Corner Brook
Fortune/Grand Bank
Gander
Glovertown
Goose Bay
Goulds
Grand Falls-Windsor
Labrador City
Lower Trinity South
Marystown
Meadows
Mount Pearl
New Harbour
New-Wes-Valley
Pasadena
Placentia
Portugal Cove-St. Philips
Springdale
St. Anthony
St. John's

CREW LEADER

Sherri Comerford
Myrtle Crann
Daisy Dawe
Darlene Hancock
Lisa Ricketts
Vanessa Saunders
Daisy Dawe
Shirley Clarke
Diane Shears
Mary Felkar
Dominic Ryan
Jeremy Cleveland
Cheryl Burt
Tracy Budden
Michelle Saunders
Audrey Hudson
Amanda Mercer
Chad Haggett
Meghan Saville
Samantha Ash
Genny McCarthy
Cindy Wells
Nadine Perry
Annette Hidgon
Beverly Fifield
Amanda Squires
Camille Bryan
Taylor Giovannini
Nadaine Bath
Nadine Ball
Melissa Thomas

Presenting Sponsor

Newfoundland Labrador Hydro

Provincial Sponsors

McDonald's
Cossette East
Coca-Cola Ltd.

Supporting Sponsors

WestJet
In the Box Media Promotions

31 Communities

2,500+ Participants

Event Total
\$212, 403.06



12



SPARE SOME LOVE BOWLING EVENT

Spare Some Love Bowling Event, introduced in 2013, is one of our annual signature fundraising events for Ronald McDonald House Newfoundland and Labrador. Bowlers of all skill levels come together for fun, networking, giveaways and ultimately to celebrate families. Event is hosted at Plaza Bowl in St. John's.



Event Total
\$26,634.20

60 Teams

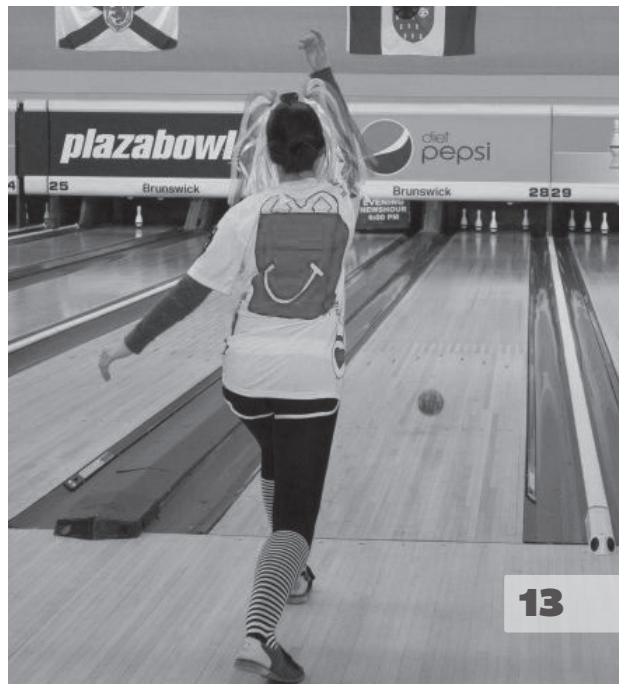
Presenting Sponsor

Tucker Window Film

Lane Sponsors

Penney Mazda
TC Media
Royal LePage - Glenn Larkin
Royal LePage Atlantic Homestead Ltd.
Parsons Engineering
Gerry Boland Photography
Steelfab Industries
The Telegram
Coca-Cola
Pennecon

Chatters Salon
XXIX Venture Ltd.
Harris Rebar
Royal LePage Vision Realty Inc.
Impact Signs & Graphics
Cougar Engineering & Construction Ltd.
Imprint Speciality Promotions Ltd.
Atlantic Lottery
Kento Window & Doors



FORE THE FAMILIES GOLF CLASSIC

"Fore" the Families Golf Classic helps raise awareness and funds to provide a home-away-from-home for sick children and their families when they need it the most. Golfers of all skill levels participated in a fun filled day of golf, networking, prizes and celebrating families. Event is hosted at The Wilds Golf Course.



Event Total
\$56,556.96

Presenting Sponsor

Coca-Cola

Celebrating Luncheon Sponsor

McCain Foods Canada

Putting Contest Sponsor

S.E.A. Contracting Ltd.

Hole in One Sponsors

Coca-Cola

Capital Subaru

TD Bank

Exclusive Hole Sponsors

The Mortgage Centre
Cougar Engineering & Construction Ltd.
Molson Canada
Belfor Property Restoration
KPMG
McDonald's Canada
Bennett Group of Companies

WestJet
Tucker Electronics
Stewart McKelvey
Noseworthy Chapman
MAX – Arts. Athletics. Wellness.
H & K Canada

Hole Sponsors

Mt. Carmel Building Supplies
Atlantica Restaurant - At the Beach House
Capital Precast Ltd.

Argentia Metal Recycling
Saputo Dairy Products Canada G.P.
NLOWE



LIGHTS OF LOVE TREE CAMPAIGN

Six Lights of Love trees in five communities supported Ronald McDonald House Newfoundland and Labrador through the 2nd Annual Lights of Love Tree Campaign presented by Gavin Homes Inc. November - December, 2013.



Event Total
\$13,000.00

Presenting Sponsor

Gavin Homes Inc.

6 Trees in 5 Communities



St. John's



Torbay



Trinity Bay North



Peterview



Change Islands



Fairfield Inn & Suites
St. John's





Thank you to our generous donors

\$20,000+

Ronald McDonald House Charities Canada
PLR Enterprises Inc.
Barry MacKinnon Restaurant Inc.
Miss Achievement NL
Bennett Restaurants
Newfoundland Labrador Hydro

\$10,000 - \$19,999

Scott Family Restaurants
Nalcor Employee Giving Program
Gestion J. Longpre Inc.
Avalon Optical Enterprises Ltd. (Republic Eyewear)
Subsea 7 Canada Inc.
Estate of Melvina Sheppard
Kinsmen Club Notre Dame Lewisporte

\$5,000 - \$9,999

McDonald's Restaurants of Canada Ltd.
United Foods Inc.
Cargill Value Added Meats Canada
Coca Cola
Capital Subaru
McRoberts Enterprises Inc.
Serco Facilities Management Incorporated
Capital Motors Ltd.
Farmers Dairy / Central Dairies
Lions Club Gander
Lions Club Goulds
Subaru Canada Inc.
Freedom Foods
Mr. Colin Baxter
H & K Canada
C & D Family Restaurants Inc.

\$2,500 - \$4,999

Corner Brook Pulp & Paper - Employee Giving Program
Bartlett Enterprises Inc.
McInnes Cooper
Domestic Moving and Storage
McCain Foods
Fairfield Inn & Suites by Marriott
Chatters St. John's
J.B. Hand & Sons Ltd.
Cal Taylor Beard Shaving
Automobile Dealers Association of Newfoundland & Labrador
Bagos Buns
Labrador North Chamber of Commerce
Scotiabank
Tucker Electronics Ltd.
Grant Thornton
Hallmark (11337 NL)

\$1,000 - \$2,499

Canadian Jewellery Group
North East Minor Hockey Association
Special Occasions Car Show
Gavin Homes Inc.
Heavy Civil Association of Newfoundland and Labrador Inc.
Devon Holdings Inc.
VALE Newfoundland & Labrador Operations
Mr. Karlton Dean
United Way of Newfoundland and Labrador Inc.
Mealy Mountain Collegiate
Lions Club Clarenville
Prince of Wales L.O.L. No 26
Association of Newfoundland Land Surveyors
Mr. Kenneth Scott
Carbonear Employees Association

St. John's 8 Motel Ltd.
 Adult Female Recreation Hockey Twin Rinks
 Bank of Montreal
 Exploits Lodge No. 2N
 Gonzaga Rotary Interact
 Ms. Irene Sutton
 Mr. William Budgell
 Grand Lodge of Newfoundland & Labrador
 Trinity Conception Square
 Elizabeth Burry Studios
 A & A Realty Company
 Adams Construction (1975) Ltd.
 Avalon Sleeveens
 Dr. G.B. Cross Memorial Hospital Auxiliary
 Employees of Long Harbour
 Government of Newfoundland and Labrador Premiers Office
 J3 Consulting & Excavation Ltd.
 Kinsmen Club Botwood
 Kinsmen Club Bridgeport
 Kiwanis Club of Gander
 Lions Club Deer Lake
 S.E.A. Contracting Ltd.
 St. Bonaventure's College Inc.
 Teck Resources Limited. - Duck Pond
 Mr. Len Simms
 Mr. Peter Walsh
 Mr. Lloyd Silk
 Ms. Annette Godsell
 Johnson Inc.
 Bell Aliant Pioneers
 Belfor Restoration Properties
 Cohen's Home Furnishings Staff
 P.B.A. Industrial Supplies Ltd.
 Mr. Gerry Beresford
 Artic Endurance (Captain & Crew)

IN-KIND \$1,000+

Triple F Fundraising For Friends
 Coca-Cola
 Cabot Quilter's Guild
 Westjet
 Ms. Beverly Critch
 Ms. Judy Pelley
 Maersk Supply Service Canada Ltd.
 Anglican Church Women - Port Aux Basques
 Cossette East
 XXIX Venture Ltd.
 In The Box Media Promotions
 Ms. Darlene Brazill
 Master Jackson Barrett
 Transcontinental
 Burnt Islands Quilting Group
 Ches's Fish & Chips
 Learning Disabilities Association of Newfoundland Labrador
 The Childrens Place - Staff
 Harmony Squares Quilt Group
 Ladies Craft Group Grand Falls Citadel Salvation Army
 Ms. Gail Evans
 Ms. Jean Rose
 Ms. Sandra Batterton

St. George's, All Angels & St. Michael's Anglican Church
 St. Martin's Cathedral
 Ms. Ruby Andrews
 Ms. Lorraine Cooper
 Ms. Michelle Saunders
 Ms. Carmen Anstey
 Ms. Janet Lee Chafe
 Ms. Sharon Walsh
 50+ Club New World Island
 Anglican Church Youth Group
 Port Union, Catalina Women's Institute
 St. Paul's Anglican Church
 Women's Centre
 Ms. Fay Hudson
 Mr. & Mrs. James & Yvonne Lane
 Ms. Matilda Moons
 Ms. Sylvia Wellon
 Ms. Katie Bungay
 Ms. Annette Higdon
 Anglican Church Women of St. Luke's
 Ms. Sharon Walsh
 Hallmark (11337 NL)
 McDonald's Restaurants of Canada Ltd.
 Bell Aliant Pioneers
 Canada Bread
 Kruger Products
 Shred Guard
 Transcontinental
 Capital Subaru

*Your support is
greatly appreciated*



MESSAGE FROM TREASURER

The enclosed condensed financial report clearly shows that in 2013, Ronald McDonald House of Newfoundland and Labrador Inc. ("RMHNL") enjoyed an extremely successful year from a financial perspective. This financial success is a demonstration of the continuing generosity and support that our charity has received, throughout its successful capital campaign and now in its first full year of operations, from literally thousands of donors including individuals, community groups, service organizations, businesses, charities and government. RMHNL has received widespread support from across Newfoundland and Labrador, the rest of Canada and even from international donors. Through financial contributions; in-kind contributions of goods and services; participation in a wide variety of fundraising events; and countless volunteer hours, the community has embraced our charity and the families that it serves.

The most significant financial milestone of the current year was the repayment, in full, of the bridge financing that had been arranged to construct the House. At the end of 2013, RMHNL has net assets of \$5,577,000 invested in its physical facility and a net asset position of slightly more than \$1 million in its General Fund.

This financial position will allow RMHNL to maintain the facility and continue to provide excellent services and support to the

families that need a home-away-from-home. The Board has committed to designate funds over the coming years towards a Property Replacement Reserve, in accordance with a Reserve Study Report completed during the year. This Replacement Reserve will ensure that RMHNL accumulates adequate funds to provide for proactive maintenance and replacement of key components of its facility over its expected lifespan. The current financial position will afford our charity the flexibility to meet this commitment while at the same time maintaining and expanding the services provided to our families.

It is a distinct pleasure to serve as Treasurer of this organization with the support of an active Board of Directors; continuing support and guidance from Ronald McDonald Children's Charities of Canada, a dedicated team of management and staff, the hundreds of volunteers that so willingly give of their time and talents, and the thousands of donors that support Our House throughout the year. The commitment of each of these groups to fulfilling the mission of the organization is truly inspiring.

The financial information provided in this annual report is in a condensed format; however complete audited financial statements of the organization are available on request, at the charity office.



William Budgell

A handwritten signature in cursive script that reads "William Budgell".

Treasurer
Ronald McDonald House
Newfoundland and Labrador

FINANCIAL REPORT

Condensed Statement of Revenue and Expenditures and Changes in Net Assets

| Year ended December 31 | 2013 | 2012 |
|--|-------------|-------------|
| Revenue | | |
| Donations | \$1,023,534 | \$1,439,797 |
| Ronald McDonald House Charities Canada | 137,905 | 912,634 |
| Donated goods and services | 311,082 | 258,306 |
| Signature events | 292,947 | 216,060 |
| Government donations | 4,070 | 133,749 |
| Merchandise sales | 8,174 | 843 |
| Miscellaneous and investment revenue | 7,446 | 7,045 |
| | 1,785,158 | 2,968,434 |
| Expenditures | | |
| Wages and contract services | 366,107 | 326,143 |
| Donated goods and services | 311,082 | 195,232 |
| Amortization | 285,305 | 104,404 |
| Other expenses | 99,547 | 111,207 |
| House general expenses | 86,236 | 36,723 |
| Signature event expenses | 63,282 | 52,867 |
| Utilities | 22,535 | 19,251 |
| | 1,234,094 | 845,827 |
| Excess of Revenue over Expenditures for the year | 551,064 | 2,122,607 |
| Net Assets beginning of year | 6,032,102 | 3,909,495 |
| Net Assets, end of year | \$6,583,166 | \$6,032,102 |

Condensed Statement of Financial Position

| At December 31 | 2013 | 2012 |
|---------------------------|-------------|-------------|
| Assets | | |
| Cash and cash equivalents | \$980,959 | \$503,552 |
| Accounts receivable | 66,623 | 523,249 |
| Prepaid expenses | 9,608 | 9,088 |
| Capital assets | 5,577,523 | 5,847,682 |
| | \$6,634,713 | \$6,883,571 |
| Liabilities | | |
| Bank indebtedness | - | \$760,000 |
| Payables and accruals | \$51,547 | 91,469 |
| | 51,547 | 851,469 |
| Net Assets | 6,583,166 | 6,032,102 |
| | \$6,634,713 | \$6,883,571 |



Ronald McDonald House
NEWFOUNDLAND
& LABRADOR

OURHOUSENL.CA

P.O. Box 28091
150 Clinch Crescent,
St John's, NL A1B 1X0

1-855-955-HOME (4663)
(709) 738-0000