



RONALD McDONALD  
HOUSE CHARITIES  
NEWFOUNDLAND  
& LABRADOR

# RONALD McDONALD HOUSE CHARITIES®

## *Newfoundland & Labrador*

2014 ANNUAL REPORT





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*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.

## EVERY FAMILY HAS A STORY.

“ We met with the House Manager. She was like a breath of fresh air, telling us everything we needed to know. The house was beautiful, clean, and the staff was very nice. She took us to the quilt room. We were given a quilt for our son. He loves quilts.

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**THIS IS WHEN THE TEARS STARTED TO FLOW, AS I FELT THE OVERWHELMING FEELING THAT EVERYTHING WAS GOING TO BE ALRIGHT.**

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Since being at the House, a lot of our stress has been taken off of our backs. We have met a lot of nice families here. Each family has their own stories of how they came here but we all have one thing in common, a sick child. This makes us all one big family and this is how it feels to be at the House. There is no better place to be, under these circumstances. The amazing staff that is there day and night, the volunteers, the groups that cook meals for the Home for Dinner Program and sweets for the *Just Like Nan's Baked Goods Program* and our fellow guests – have become family. ”

– *Darrell MacNeil, Stephenville*





## BOARD OF DIRECTORS

### **GERRY BERESFORD**

Chair of Board

### **THERESA RAHAL**

Vice-Chair

### **BLAIR ROGERS**

Director, Chair of Governance Committee

### **BILL BUDGELL**

Director, Treasurer and Chair of Finance Committee

### **PEGGY BARTLETT**

Director, Chair of Operating Committee

### **ROD LEGGE**

Director, Chair of Development & Communications Committee

### **RICK TILLER**

Director, Chair of Facilities Committee

### **PAUL ROGERS**

Director

### **NEIL SULLIVAN**

Director

### **DAWN DALLEY**

Director

### **DR. LYNETTE BOWES**

Director

## COMMITTEES

### EXECUTIVE COMMITTEE

Gerry Beresford (Chair)

Bill Budgell

Theresa Rahal

Blair Rogers

Peggy Bartlett

### GOVERNANCE COMMITTEE

Blair Rogers (Chair)

Gerry Beresford

Theresa Rahal

### DEVELOPMENT & COMMUNICATIONS COMMITTEE

Rod Legge (Chair)

Dawn Dalley

Neil Sullivan

Paul Rogers

Annette Godsell

Christine Morgan

### FINANCE COMMITTEE

Bill Budgell (Chair)

Gerry Beresford

Annette Godsell

Christine Morgan

### OPERATIONS COMMITTEE

Peggy Bartlett (Chair)

Dr. Lynette Bowes

Rod Legge

Theresa Rahal

Annette Godsell

Bonnie Birmingham

### FACILITIES COMMITTEE

Rick Tiller (Chair)

Shawn Williams

John Poole

Dana Penney

Annette Godsell

Bonnie Birmingham

# MESSAGE FROM BOARD CHAIR & EXECUTIVE DIRECTOR

**A**s we look back on 2014, the staff and Board of Directors of Ronald McDonald House Newfoundland and Labrador are excited by the milestones that our donors, volunteers, and supporters have helped us accomplish. From extending our volunteer base across our great province to providing comfort and support to families, it was a year to remember. Big or small, all of these achievements had a direct impact upon the children and families that stay at Our House.

At Our House, families experience a warm welcome, a smile from a volunteer, a home-cooked meal or fresh baked cookies lovingly prepared by volunteers, a comfortable room, and a network of other families with whom they can talk and share experiences. We could not have offered these services were it not for the tireless efforts of our many volunteers under the direction of our committed hard-working staff.

Ronald McDonald House Newfoundland and Labrador is fortunate to have a dedicated Board of Directors who have taken action to help establish and maintain Our House. Whether participating in one of our signature events, introducing new elements to our mission or working diligently on a Board committee, we are grateful for the support and leadership they have demonstrated.

In 2014, 410 families visited Our House, up from 378 in 2013. In total, 11,000 nights of comfort and care have been provided families with a sick child. Our Home for Dinner program has expanded dramatically, with volunteers preparing meals for families four nights a week. As a result, families enjoyed more time together without facing the stress of preparing a meal after a long and emotional day at the hospital. We are grateful that our supporters continue to make this program a reality, as it is truly a wonderful gift to our families.

While we have accomplished a great deal to-date, we are continuing to look at areas to improve. Our focus will be on the updating of our strategic plan, the further development of our regional volunteer network, and the enhancement of programs that focus on supporting sick children and their families. Though we would like to accommodate all of the families who need us, 208 families were sent to nearby hotels in 2014, because Our House was full. This has prompted us to continuously monitor our waitlists.

Every day, the courage shown by the children and families that stay with us reminds us of the importance of our mission. With your ongoing support, we will continue to play a major role in the lives of sick children and their families.



**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



## HOME FOR DINNER PROGRAM

With the help of corporate and community volunteers, we offer families home-cooked meals at Our House two-to-four times per week.



## JUST LIKE NAN'S BAKED GOODS PROGRAM

Nothing feels like home more than the smell of fresh baked goods. Volunteers 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 has an opportunity to choose one quilt from a collection of beautiful handmade quilts that they can keep and take home. These quilts have been generously provided by individuals and groups.



## 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, wireless internet, email, and community newspapers.



## 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. The kids get to enter the Magic Room and leave with a brand new gift and a very big smile!



## 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, families have access to a fully stocked House pantry, House refrigerator and freezer which is available free of charge.

## RECREATION PROGRAM

Our House has its own playground for children to play outside and is also conveniently located next to an integrated walkway system, The Grand Concourse. Our families also benefit from time to time with donations to Ronald McDonald House of tickets or passes to sporting events, local fitness centers, movies, special events or concerts.



# WHOM WE HAVE SERVED

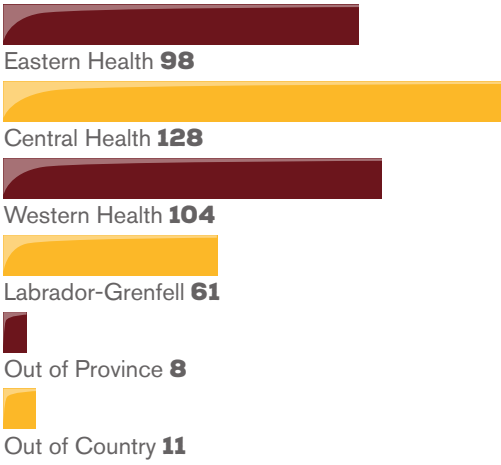
## ROOM OCCUPANCY

Number of Check-Outs	410
Number of Adults	739
Number of Children	429
Number of Rooms Available	5,475
Number of Occupied Rooms	4,754
Number of Repeat Families	194
Average length of stay in nights	18

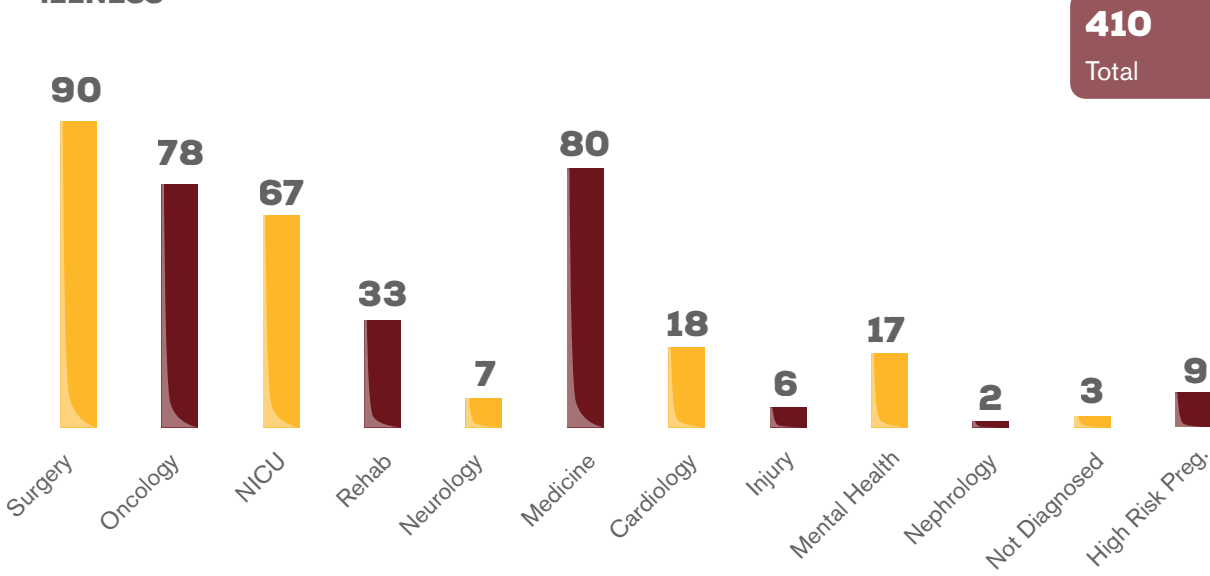
## WAITLIST

Families we could not accommodate at all	208
Number of nights we could not accommodate	436
Number of families who had to be waitlisted for a time	44
Number of nights they were waitlisted	108
Total number of nights we could not accommodate	544

## HEALTH REGION

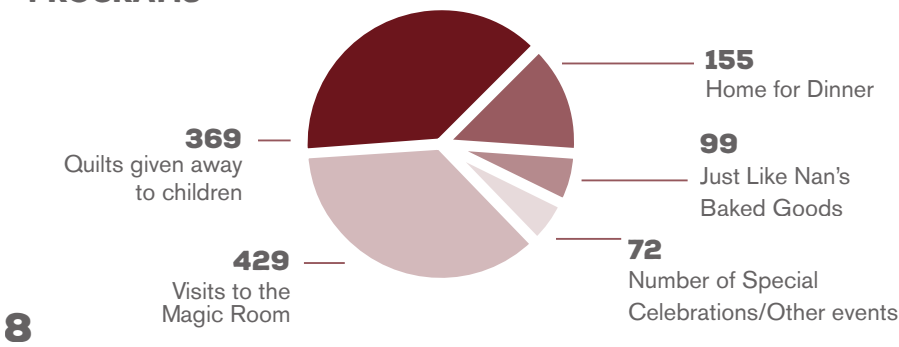


## ILLNESS



**410**  
Total

## PROGRAMS



**1,124**  
Total 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** 180

**HOUSE OPERATION VOLUNTEER** 115

### HOUSE OPERATIONS

Number of hours 5,997

Number of visits 2,104

### VOLUNTEERS-PROGRAMS

Number of hours - Home for Dinner 2,970

Number of hours - Just Like Nan's 1,183

Number of hours for Special Events 447

**TOTAL HOURS BY HOUSE OPERATION VOLUNTEERS 10,597**





# STRENGTH IN NUMBERS

## VOLUNTEER GATHERING



### AT RONALD MCDONALD HOUSE CHARITIES NEWFOUNDLAND AND LABRADOR,

we find strength in numbers and that through our efforts, children and families also find strength in numbers. This strength comes from working side-by-side with staff, volunteers, medical professionals, donors, and advocates creating a far-reaching network of support for children and families facing some of life's greatest challenges.

On April 11 & 12, 2014 we celebrated the strength we have as a provincial family, by inviting volunteers to join us at the Strength In Numbers Volunteer Training Conference in St. John's. At this conference we united our provincial network and rallied around a common mission of providing a home-away-from-home for sick or injured children and their families.

We believe, that together, we will continue to find strength in our numbers and effectively increase our impact in Newfoundland and Labrador.

### Volunteer Gathering included:

- Annual General Meeting
- Volunteer Fun Night – Fashion Show
- Education Sessions
  - Organizational History
  - House Operations
  - Fundraising & Communications
- Guided tour of Ronald McDonald House
- Volunteer Recognition and Awards Gala



# HELPING HAND AWARDS



**DR. JACK HAND**  
**1966 – 2012**

Each time the original committee and then the Board of Directors of Ronald McDonald House met, Dr. Jack Hand would ask the same question. “When will the House be opened?” Jack had a unique understanding of the overwhelming need for Ronald McDonald House in Newfoundland and Labrador. Each and every day in his practice he would meet families who needed Our House to be opened. He continually reminded the Board of Directors that they must work hard and ensure no time was wasted in finishing the House and bringing it to the people who need it.

Jack was passionate about the project. He offered himself up to carry out any task required. He participated in fund raising activities, travelled to Labrador on two occasions to raise awareness, offered sound and frequent advice about what people needed who would stay at the House and he even went on Open Line. He never wavered in his commitment to make the House a reality.

Ronald McDonald House opened in September of 2012. It opened with the lasting memory that the Campaign Team could not have succeeded without Jack’s contribution, without his knowledge and absolute commitment to his patients and their families who need this House during very difficult times.

Ronald McDonald House Newfoundland and Labrador is grateful to the time and energy Dr. Jack Hand gave to making our House a reality.

In honor of Jack’s contribution Ronald McDonald House Newfoundland and Labrador has implemented the Helping “HAND” Awards.

## 2014 WINNERS

### House Operations Volunteer

Jackie Furlong

### House Programs

Chatters Salon

### Community Engagement Volunteer

Annette Higdon, New Harbour

### Leadership Volunteer

Lorna King

### Outstanding Philanthropist

Newfoundland & Labrador Hydro



# COMMUNITY EVENTS

Andy Dunn Memorial Race Day  
 Belfest - BELFOR Property Restoration Client Appreciation Night  
 Big Wheels Car Show/Prince of Wales L.O.L. No 26 Cupids  
 Blair Mitchell Memorial Hockey Tournament  
 Brian Dunphy & Mike Connors Memorial Tournament  
 Chatters Kelsey  
 Conception Bay South Fire Department Softball Tournament  
 Fairfield Inn & Suites - Friends In Need Campaign  
 FORE! The Houses Golf Tournament/Cargill  
 Harmonine Ladies Choir Concert  
 Heather Manning - Heathers Hearts  
 Heavy Civil Association of Newfoundland and Labrador Inc.  
 Her Majesty's Penitentiary - Royal St. John's Regatta Booth  
 6th Annual John LeDrew Golf Tournament  
 Labrador Jeep Owners - Go Topless Labrador  
 McHappy Day  
 Mike's Miracles/Canadian Jewellery Group  
 Miss Achievement Scholarship Program - Isabella Ashley Spirit of Giving Award  
 Neil Maynard Memorial Tournament  
 Point Leamington Gospel Concert  
 Prosperity Wealth Management - Client Appreciation Night  
 Republic Eyewear  
 Royal St. John's Regatta - Ronald McDonald House Booth  
 Rug Hooking Guild of NL/McInnes Cooper - Hooked Rug Project  
 Running for Ronald Tely 10 Team  
 Ryan Murphy - Race for Reason  
 SAINTS/GFA 2014 Reunion Committee  
 Signature Living (Kenny's Pond) - Fall Fair  
 St. Bonaventure's College  
 Super Stampers  
 The Dub Show - Car Show  
 Triton Fire Rescue-Car Wash  
 United Association of Plumbers and Pipefitters Local 740  
 WHSCC- Kissing Booth



## PULL TAB PROGRAM 2014

We recycled  
**2,170,584**  
 pull tabs which provided  
 1 week of togetherness  
 for families.







# McHAPPY DAY

**21ST MCHAPPY DAY EVENT IN CANADA**, was celebrated on Wednesday, May 7th, 2014 in McDonald's restaurants across Canada!

We're so grateful for the support we receive through this wonderful McHappy Day tradition and all year round from McDonald's restaurants. By celebrating this event, our province provides tremendous help to us in supporting families of sick children.

Special thanks is extended to the McDonald's Owners/Operators in Newfoundland and Labrador: Trevor Morris, Cathy & Doug Bennett, Ken & Loretta Scott, Keith Roberts/Genny McCarthy, Chris & Debbie McCarthy, Penny & Rob McDonald, Barry & Mary MacKinnon, Paul & Paula Rogers, Gestion J. Longpre.



# MISS ACHIEVEMENT

## MISS ACHIEVEMENT NEWFOUNDLAND & LABRADOR SCHOLARSHIP PROGRAM

is the province's largest program for young women, which awards individuals for academics, promotion of healthy living, public speaking, community service, volunteer work, environmental awareness and performance-related talents. Among the long list of scholarships provided to deserving contestants entering this program is the Isabella Ashley Spirit of Giving Award. This award is presented to the participant who raises the most money for Ronald McDonald House Newfoundland and Labrador.

Isabella Ashley was the Honorary Patron of the Miss Achievement Newfoundland and Labrador Scholarship Program, but sadly passed away on December 7, 2012 at the age of 91. Crowned the first ever Miss Newfoundland in 1936, Mrs. Ashley was also the mother of 13 children. She was a woman with a genuine spirit of giving and compassion and we are delighted to be the beneficiary of this award in her memory.

Contestants entered in the Miss Achievement Newfoundland and Labrador Scholarship Program were encouraged to begin their fundraising efforts upon acceptance.

During the crowning Gala held on Sunday November 16, 2014, a presentation was made to Ronald McDonald House representatives on behalf of the contestants who collectively raised an outstanding \$42,853.01. That's a two year total of more than \$64,000! The 2014 Winner of the Isabella Ashley Spirit of Giving Award was Shauna Griffiths of Ship Harbour, NL.

## LISTING OF CONTESTANTS THAT CONTRIBUTED TOWARDS THE \$42,853.01 CHEQUE PRESENTATION.

### NAME

Rebecca Bishop  
Mackenzie Boyd  
Jennifer Brown  
Regan Burden  
Kendra Bursey  
Celina Butler  
Lindsee Clark  
Kirsten Dalley  
Sarah Fitzgerald  
Carissa Garland  
Shauna Griffiths  
Heather Higdon  
Mckenzie Hutchings  
Kimberly Jarvis  
Emily Laite  
Mary Loder  
Sarah Newell  
Amy Pretty  
Nicole Rexton  
Stephanie Roberts  
Taylor Hutchings  
Julie Rogers

### HOMETOWN

Bay Roberts  
Burin  
St. John's  
Port Hope Simpson  
Conception Bay South  
Conception Bay South  
Baie Verte  
Bishop's Falls  
Bauline  
Caplin Cove  
Placentia  
Green's Harbour  
North West River  
Lawn  
Gander  
Summerside  
Corner Brook  
Chapel Arm  
New Harbour  
Twillingate  
Twillingate  
Twillingate







# **OUR SIGNATURE EVENTS**



# SPARE SOME LOVE BOWLING EVENT

MARCH 9, 2014

Spare Some Love Bowling Event is one of our annual signature fundraising events for Ronald McDonald House Newfoundland and Labrador. Bowlers joined together with friends, family, or co-workers to celebrate the strength in families. Event is hosted at Plaza Bowl in St. John's.



## 55 TEAMS

### PRESENTING SPONSOR

Tucker Window Film

### LANE SPONSORS

Ben J. King Photography  
Coca-Cola  
Cougar Engineering  
Fairfield Inn & Suites  
Gerry Boland Photography  
Harris Rebar  
Impact Signs & Graphics  
Imprint Specialty Promotions Ltd.

Joe Fleming Royal LePage Vision Realty  
Royal LePage  
Royal LePage Atlantic Homestead Ltd.  
Strategic Directions Inc.  
Verafin Inc.  
XXIX Venture Ltd.  
Delta St. John's Hotel & Conference Centre

Event Total  
**\$27,484.70**



# "FORE" THE FAMILIES GOLF CLASSIC

JUNE 20, 2014

"FORE" the Families Golf Classic is an important initiative to help raise awareness and funds. Golfers of all skill levels came together for fun, networking, giveaways and ultimately to celebrate families. Event is hosted at The Wilds Golf Course.



## PRESENTING SPONSOR

Coca-Cola

## CELEBRATION LUNCHEON SPONSOR

McCain Foods Canada

## REGISTRATION SPONSOR

The Mortgage Center

## RONALD'S PUTTING CHALLENGE SPONSOR

S.E.A. Contracting Limited

## HOLE IN ONE SPONSORS

Capital Subaru  
Mile 1 Harley - Davidson  
Cola-Cola

## HOLE SPONSORS

BELFOR Property Restoration  
Boom I.T. Group  
Capital Precast Ltd.  
Courgar Engineering & Construction Ltd.  
Facey Financial  
Kean's Pump Shop  
Newfoundland Chocolate Company

Noseworthy Chapman Chartered Accountants  
Roebathan McKay Marshall  
Rotary St. John's Northwest  
Stewart McKelvey  
The Mortgage Center  
Tucker Electronics  
WestJet

Event Total  
**\$64,088.30**



# 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.



## LOCATION

Badger  
Bay Roberts  
Bishop's Falls  
Bull Arm  
Burin  
Carbonear  
Chance Cove  
Churchill Falls  
Clarenville  
Conception Bay South  
Corner Brook  
Deer Lake  
Fortune  
Gander  
Glovertown  
Grand Falls-Windsor  
Happy Valley-Goose Bay  
Hearts Content  
La Scie  
Labrador City  
Lewisporte  
Meadows  
Milltown Bay D'Espoir  
Mount Pearl  
New Harbour/Dildo  
New-Wes-Valley  
Paradise  
Pasadena  
Pilley's Island  
Placentia  
Rocky Harbour  
Springdale  
St. Anthony  
St. John's  
Terra Nova  
Tri-Town Area (Port Saunders)

**36 COMMUNITIES**

## CREW LEADER

Myrtle Crann  
Daisy Dawe  
Darlene Hancock  
Taylor Giovannini  
Jennifer Francis  
Daisy Dawe/Krista Hogan  
Shirley Clarke  
Diane Shears  
Mary Felkar  
Dominic Ryan  
Jeremy Cleveland  
Wade & Sonya Rubia  
Cheryl Burt  
Tracey Budden/Dana Collins  
Michelle Saunders  
Chad Haggett  
Amanda Combden  
Amy Hiscock  
Krista Andrews  
Tina Harris  
Diane Perry/Wavie Pittman  
Cindy Wells  
Cheryl George  
Emily Sullivan  
Annette & Chris Hidgon  
Beverly Fifiold  
Winnie Glavine  
Amanda Squires  
Betty Jean (BJ) Osmond  
Tammy Flynn  
Laura Stratton  
Nadaine Bath  
Nadine Ball  
Melissa Thomas  
Annette & Chris Higdon  
Camille Bryan

**3,500+ PARTICIPANTS**

## PRESENTING SPONSOR

Newfoundland Labrador Hydro

## RED SNEAKER SPONSORS

BELFOR Property Restoration  
Big Land Labrador's FM  
Coca-Cola  
Cossette  
McDonald's  
Prime Creative  
VOCM

## RED HIGH HEEL SPONSORS

WestJet  
In the Box Media Promotions

Event Total  
**\$240,636.92**





# #RMHC

OCTOBER 15, 2014

# #forRMHC

**RONALD MCDONALD HOUSE CHARITIES NEWFOUNDLAND AND LABRADOR** might be among one of the newest houses in the world but the first Ronald McDonald House opened its doors to families in Philadelphia on October 15, 1974.

Thank you to everyone that helped us celebrate the 40th anniversary of Ronald McDonald House Charities by wearing signature Ronald McDonald red-and-white striped socks during the **#FORMHC** campaign on **October 15th**.



## LIGHTS OF LOVE TREE CAMPAIGN

Christmas is an important time for families. At Ronald McDonald House it is a priority to celebrate special times of the year with the families staying at Our House, especially during Christmas. The Lights of Love Tree Fundraising Campaign is a means for individuals, businesses and communities to celebrate the *strength of families* in healing a sick child.



Special tree lighting ceremonies kicked off each campaign. Trees were initially lit with white bulbs. Those who made donations were able to honor or remember a special person, or that hard to shop for individual on their Christmas list. Donors were given an opportunity to change a bulb on the tree from white to red and receive a campaign acknowledgement card to notify that special person of the gift. The goal was to see each Lights of Love Tree turn red with love during the month of December.

In 2014, there were 5 Lights of Love trees in 4 communities.

Event Total  
**\$14,006.00**

### PRESENTING SPONSOR

Gavin Homes Inc.

### 5 TREES IN 4 COMMUNITIES



St. John's



Trinity Bay North



Peterview



Change Islands



Fairfield Inn & Suites  
St. John's





# DONOR RECOGNITION

## MONETARY AND/OR IN KIND

### \$100,000+

Ronald McDonald House Charities Canada

### \$20,000+

Miss Achievement NL  
WestJet  
McDonald's Restaurants of Canada Ltd.  
Newfoundland and Labrador Hydro  
Barry MacKinnon Restaurant Inc.  
Prime Creative  
VOCM  
Coca Cola  
Scott Family Restaurants  
Wellservicer  
Technip Canada Ltd./Technip UK/Husky Energy  
Bennett Restaurants  
Capital Subaru

### \$10,000 - \$19,999

Kiewit-Kvaerner Contractors  
PLR Enterprises Inc.  
Technip Canada Limited  
RBC Foundation  
Nalcor Employee Giving Program  
Belfor Property Restoration  
Gestion J. Longpre Inc.

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

Freedom Foods  
Judy Pelley  
IceCaps Care Foundation  
Andy Dunn Memorial Race Day  
Linda Penney  
United Foods Inc.  
EngrGrad Mun Group  
Extreme East Metals Inc.  
Heritage United Church  
Janeway Social Work Team  
Tucker Electronics Limited  
Prosperity Wealth Management - Freedom 55  
Race for Reason - Ryan Murphy  
McRoberts Enterprises Inc.  
North East Minor Hockey Association  
Buddy with the Plow  
Agropur  
Cossette  
H.J. O'Connell Construction Ltd.  
Republic Eyewear  
Royal Canadian Legion Branch #45  
Colin Baxter

### \$2,500 - \$4,999

St. George's Anglican Church Quilting Ministry  
Newfoundland and Labrador Snowmobile Federation Inc.  
ACW Codroy  
Lions Club Gander  
McCain Foods  
Victoria United Church  
Nalcor Energy  
Myrtle Crann  
In The Box Media Promotions  
Bennett Group of Companies - Employee Giving  
XXIX Venture Limited  
A Parent Media Co. Inc. / Crist Family Foundation / Hasbro  
Canada Corporation  
Royal St. John's Regatta  
Paragon Offshore (Canada) Ltd.  
CBA Canadian Legal Conference  
16565 NFLD Inc.  
Ben J. King Photography  
Harmonine Ladies Choir  
Mortgage Centre / Terry Short  
Clayton Reid  
Newell Rubbermaid  
Dub Show  
Judy Gibbons  
C & D Family Restaurants Inc.  
Companion Stitchers Quilters Group  
Mobia Technology Innovations  
Gail Crocker  
ACW Lewisporte  
Signature Living (Kenny's Pond)  
Chatters Kelsey  
Controlpro Distributors Inc.  
Gavin Homes Inc.  
Sons Bakery (Bagos Bun Bakery Ltd.)  
Ken Scott

### \$1,000 - \$2,499

Paula Caines  
Trevor Morris  
Rotary Club of St. John's Northwest  
Ruby Andrews  
United Association of Plumbers and Pipefitters Local 740  
Transcontinental  
Carmen Anstey  
Aker Offshore Partner Canada  
Ascension Collegiate  
Heavy Civil Association of Newfoundland & Labrador Inc.  
Lions Club Clarenville  
Northgate Arinso Employees  
P.S. Atlantic Limited  
S.E.A. Contracting Limited  
Ches's Fish & Chips  
Labrador Jeep Owners

Kruger Products  
 Nape - Local 7701  
 Cohen's Home Furnishings  
 Brian Dunphy & Mike Connors Memorial Tournament  
 Hillier's Stone & Timberworks  
 Marie Gulliver  
 Conception Bay South Fire Department  
 Verafin  
 Mother Parkers Tea and Coffee  
 Annette Godsell  
 Helen Short  
 East Tower Residence  
 Sew & So Quilters  
 Tiny Little Comforts Group  
 Lottie Anstey  
 Madeline Stone  
 Ruby Moores  
 International Brotherhood of Boilermakers - Local 203  
 Lions Club Twillingate  
 Kathleen Jack  
 Wayne Cleary  
 Unity Childcare Centre Ltd  
 South West Arm Recreation Committee  
 Fairfield Inn & Suites by Marriott  
 Corner Brook Pulp and Paper Ltd.  
 Employee Giving Program  
 Municipalities Newfoundland & Labrador  
 Girls Friendly Society of the Anglican Church  
 A.C.W. District Branch of Bonavista North  
 Geraldine Gaul  
 McInnes Cooper  
 Gill Ricketts & Taedy O'Rourke  
 Margot Nash  
 Metro Self-Storage  
 Wallace Babcock  
 CIBC Children's Foundation  
 United Way of Newfoundland and Labrador Inc.  
 Petroleum & Environment Services Inc.  
 Melissa Thomas  
 Fay Hudson  
 John LeDrew Golf Tournament  
 Acuren Group Inc.  
 Cahill Technical Services

Roebathan McKay Marshall  
 Alice Tobin  
 Geraldine Morey  
 Hazel Hill  
 Jordan Fudge  
 Margaret Luer  
 Phyllis Dwyer  
 Bay d'Espoir Academy  
 ACW Grand Falls  
 Candlelighters Association  
 Canada Bread  
 Tammy Dwyer  
 Benson Buffett  
 Cougar Engineering & Construction Limited  
 Lions Club Goulds  
 Suncor Energy  
 Lions Club Ramea  
 Irene Sutton  
 The Wilds  
 White Scorpion Tattoo  
 Royal Purple of Canada Lodge #237  
 Adams Construction (1975) Ltd  
 Atlantic Minerals  
 Bell Aliant Pioneers Playday Lottery Fund  
 Club Lions Doyen  
 Dr. G.B. Cross Memorial Hospital Auxiliary  
 Gander Goodwill Centre  
 Kiwanis Club of Gander  
 Knights of Columbus - Baie Verte  
 Lions Club Deer Lake  
 Prince of Wales L.O.L. No 26  
 SAINTS/GFA 2014 Reunion Committee  
 Springdale Home Hardware  
 St. Augustine's ACW  
 St. John's Firefighters Charitable Local 1075  
 Teck Resources Limited - Duck Pond  
 Triton Fire Rescue  
 Colin Greening  
 Jill Dobbin  
 Kaydee Rogers  
 Winnie Glavine

*Thank you to our generous donors*





# SECOND BIRTHDAY CELEBRATION



**THE PAST 2 YEARS HAVE BEEN INCREDIBLE.** In fact, on September 18th we announced that 700 families have stayed at Our House since it opened in 2012. That's 700 warm welcomes, 700 trips to the Magic Room, 700 visits to the Comfy Quilt Room and 700 comforts of home. That's worth celebrating!

Our celebration included a birthday party at Ronald McDonald House, and was attended by more than 300 families, donors, volunteers and supporters of Our House. Guests enjoyed tours, children's activities, a barbeque, a celebration cake and our very special guest, Ronald McDonald.

We would like to thank the following for helping make this celebration such a success: Canada Bread, Ches's Famous Fish and Chips, Coca-Cola, Cossette, Morgan's Music, Ronald McDonald, Rotary Club of St. John's Northwest, Saputo, Ben J. King Photography, Andrew Collingwood, CBS Fire Department, Heather Griffin (Fun with a Twist), Little Ray's Reptile Zoo, RNC Mounted Unit and, especially, our many volunteers!







**THANK YOU,  
FROM OUR FAMILY  
TO YOURS.**



## MESSAGE FROM TREASURER

**R**onald McDonald House of Newfoundland and Labrador Inc. ("RMHNL") continues to enjoy a strong financial position and favourable operating results, allowing us to create positive stories every day with the families we serve. This financial success is a demonstration of the continuing generosity and support that our charity receives from thousands of donors, including individuals, community groups, service organizations, businesses, charities and government. 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.

At the end of 2014, RMHNL has combined net assets of \$6,805,000. This includes the balance invested in capital assets of \$5,324,000; unrestricted net assets of \$611,000; and two internally restricted funds created by the Board during the year:

- An operating fund reserve of \$800,000, representing the approximate annual cash operating cost of the facility; and
- A property replacement reserve fund currently funded at \$70,295. The Board is committed to continue to fund this reserve annually in accordance with a Property Replacement Reserve Study that was completed in 2013. This reserve will ensure that RMHNL accumulates adequate funds over time to provide for proactive maintenance and replacement of key components of its facility over its expected lifespan.

The charity has realized an excess of revenue over expenditures for 2014 of more than \$222,000. While there was a decline in total revenues in 2014, this was anticipated because the remaining pledges under the capital campaign continue to decrease as these pledges have been honoured by the donors. In fact, the level of donations and fundraising revenue realized for the year for ongoing operations has exceeded the amounts budgeted. In terms of expenditures, the cash cost of operating the charity increased by approximately \$128,000 during our second full year of operations. This level of increase was also anticipated, as we adjust staffing levels to achieve the level of service we aim to provide and incur costs to maintain the facility and deliver programs to the families. We anticipate that with greater experience now in operating the facility, cost increases in future years will be more in line with inflationary increases.

It continues to be a 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; hundreds of volunteers that so willingly give of their time and talents; and the many donors that support our House throughout the year. The commitment of each of these groups to fulfilling the Mission of the organization is exceptional.

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 Budgetell".

Treasurer  
Ronald McDonald House  
Newfoundland and Labrador

# FINANCIAL REPORT

## Condensed Statement of Revenue and Expenditures and Changes in Net Assets

Year ended December 31	2014	2013
<b>Revenue</b>		
Donations	\$742,356	\$1,023,534
Ronald McDonald House Charities Canada	137,905	137,905
Donated goods and services	395,808	311,082
Signature events	345,881	292,947
Merchandise sales	16,863	8,174
Miscellaneous and investment revenue	22,012	11,516
	<b>1,660,825</b>	<b>1,785,158</b>
<b>Expenditures</b>		
Wages and contract services	391,781	366,107
Donated goods and services	395,808	311,082
Amortization	276,787	285,305
Other expenses	104,255	99,547
House general expenses	99,065	45,578
Signature event expenses	91,605	63,282
Utilities	78,752	63,193
	<b>1,438,053</b>	<b>1,234,094</b>
Excess of Revenue over Expenditures for the year	222,772	551,064
Net Assets beginning of year	6,583,166	6,032,102
Net Assets, end of year	<b>\$6,805,938</b>	<b>\$6,583,166</b>

## Condensed Statement of Financial Position

At December 31	2014	2013
<b>Assets</b>		
Cash and cash equivalents	\$1,528,059	\$980,959
Accounts receivable	15,082	66,623
Prepaid expenses	10,358	9,608
Capital assets	5,323,953	5,577,523
	<b>\$6,877,452</b>	<b>\$6,634,713</b>
<b>Liabilities</b>		
Payables and accruals	\$71,514	\$51,547
<b>Net Assets</b>		
Investment in tangible capital assets	5,323,953	5,577,523
Internally restricted - Property replacement reserve fund	70,295	
Internally restricted - Operating reserve fund	800,000	
Unrestricted net assets	611,690	1,005,643
	<b>6,805,938</b>	<b>6,583,166</b>
	<b>\$6,877,452</b>	<b>\$6,634,713</b>





RONALD McDONALD  
HOUSE CHARITIES  
NEWFOUNDLAND  
& LABRADOR

**OURHOUSENL.CA**

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