

Josh Skinner (Age 18)  
from Massey Drive, NL  
7 stays, 286 nights.



**RMHC**

Newfoundland & Labrador

Keeping families close

# **RONALD MCDONALD HOUSE CHARITIES®**

## Newfoundland & Labrador

### **2020 ANNUAL REPORT**





Michael Carroll (Age 5)  
from Labrador City, NL  
21 stays, 471 nights.

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**Keeping families close**

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## VISION

Positively impact the health and lives of sick children, their families and their communities.

## MISSION

Ronald McDonald House Charities® Newfoundland and Labrador provides sick children and their families with a comfortable home where they can stay together in an atmosphere of caring, compassion and support close to the medical care and resources they need.

## VALUES

Caring • Inclusion • Inspiration • Quality • Teamwork • Trust and Integrity

## MEET JOSH

It is hard to put into words how a parent feels when their child is diagnosed with cancer. It has to be one of the most stressful words a parent can hear. And for families who don't live close to the care and re-sources they need, there is an added stress, distance. RMHC gives families with a sick child what they need most – each other.

In March of 2019, 17-year-old Joshua Skinner noticed a mass on his body and without hesitation told his parents. At first, it was thought to be an infection and was treated with antibiotics, but the mass didn't go away. Following surgery at Western Memorial hospital in Corner Brook the family were told the mass showed signs of cancer. After multiple tests, it was determined Joshua had embryonal rhabdomyosarcoma (em-bry-o-nal rab-do-my-o-sar-coma) a soft tissue cancer that would require a long treatment schedule. For the family, Joshua and his parents Brian and Krista, that meant relocating on a semi-permanent basis more than 7 hours away from home to St. John's. It was then that the family was introduced to the programs and services of Ronald McDonald House. Since July 2019, The Skinner Family have been guests at Ronald McDonald House for 286 nights.

*Because no child can fight cancer alone*



"Ronald McDonald House has gone above and beyond to make us feel at home here and have become a part of our extended family. We couldn't ask for a better place to stay as we continue to go through this tough journey together."

**- Brian Skinner**

"RMHC NL supported us during one of the toughest experiences of our lives. We are so thankful for Ronald McDonald House for making us feel at home and thankful for the many new friends we have met here too."

**- Krista Skinner**





# MESSAGE FROM BOARD CHAIR & EXECUTIVE DIRECTOR

In 2020, we had the privilege of providing family centered programs and services to **224 children** supported by **311 caregivers** who traveled to St. John's for medical reasons for their child.

We continue to be grateful for the tremendous support we have received from donors, individuals, businesses, service groups, our founding and forever partner McDonald's and our large dedicated volunteer network throughout our province. This broad base of support has enabled us to provide unwavering comfort and care to families and for that we say **thank you**.

Every day, the courage and strength of the children and families that stay at Ronald McDonald House reinforce to us the importance of our mission. Our province is quite large and our families travel great distances to get the medical attention and resources they need for their children.

2020 was a very challenging year. The impact of the global pandemic announcement in March was felt even more profoundly at Ronald McDonald House, which was still trying to recover from eight-day regional State of Emergency following an unprecedented snowstorm. At Ronald McDonald House the safety, security, and health of our families, staff, and volunteers is always our top priority. As we all know, Covid-19 is a serious concern to public health here in our province, across Canada and around the world. Here at Ronald McDonald House, we have taken this public health concern very seriously. Since the onset of the pandemic, we did however, remain focused on our core mission of providing overnight accommodations, meals and support for the families with a sick or injured child. To balance the need for our programs and services with the health and safety of families, staff and volunteers, the senior management team with the support of RMHC Global and RMHC Canada, developed a four-phased plan titled **RMHC NL Mission Forward** that helped us safely navigate a planned response for each of our provincial alert levels. While we miss the involvement of our Family Services Volunteers and the program assistance by outside groups and visitors, we look forward to welcoming them back as soon as it is safe and responsible to do so.

We express our heartfelt appreciation to all the Red Shoe Crew volunteers, supporters, event volunteers and community volunteers who have been working tirelessly to adapt to a changing fundraising environment to help raise funds for Ronald McDonald House. With additional challenges faced by everyone this year, their collective commitment to our mission does not go unnoticed. While this has been a challenging year all around, the success of the Red Shoe Crew-Walk for Families- Your Walk Your Way Campaign in September was outstanding! The campaign raised \$226,000, which was 96% of the average results from other years. We deeply appreciate all the time and effort volunteers, sponsors and participants put in to helping ensure our mission is funded especially during these difficult times. We certainly missed seeing

all our volunteers during the annual Strength in Numbers Volunteer Conference and we look forward to celebrating your success together as soon as it is safe to do so.

We are also very excited, and grateful to our friends at McDonald's. They developed new fundraising initiatives that raised funds for RMHC even in our fluid and uncertain COVID-19 reality. We are grateful to McDonald's leadership, customers and the Owner-Operators in Newfoundland and Labrador and across the country, for recognizing the need at RMHC, and for continuing to support our mission and families with such commitment during these challenging times.

As we've looked back over the last twelve months and the challenges that we have faced and overcome we now look forward to 2021 and the continued reality of living with COVID-19. We are so grateful to the emergency funding provided by the federal government and the Government of Newfoundland and Labrador in 2020. While organizations such as ours are adapting and demonstrating resilience, we are all facing a myriad of significant challenges. It is our hope that during these unprecedented times the government will continue to prioritize the charitable sector for the coming year. Charitable organizations' survival is key to ensuring that our communities emerge from the recovery more resilient, more vibrant and more equitable than before.

It is difficult to say what the long-term impacts of COVID-19 will be one thing we do know for sure, is that families with a sick or injured child need our care and support. Every day we continue to receive requests from families needing our programs and services and we are determined to overcome any challenges and be there for the children and families of Newfoundland and Labrador.

For now, with ongoing uncertainties, we remain focused on providing a safe environment to keep families close to each other and the medical care and resources they need. With your ongoing support, will we continue to play a major role in the lives of sick children and their families.

This 2020 Annual Report is our opportunity to express our gratitude for your generosity. It is a chance for you to read about your impact on hundreds of children and families. **We are changing lives.** We are creating a community of support that extends across Newfoundland and Labrador, with 8 family-centered programs, over 300 volunteers and 13 RMHC staff. We hold high the trust you have in us as we stand together in service to the families of sick or injured children. Compassion is at the heart of RMHC and we thank you for embracing our mission. Your generosity means that more families have more time to focus on what matters most: their children.



*Theresa M. Rahal*

**THERESA RAHAL**  
Chair, Board of Directors  
Ronald McDonald House Charities  
Newfoundland and Labrador



*Annette Godsell*

**ANNETTE GODSELL**  
Executive Director  
Ronald McDonald House Charities  
Newfoundland and Labrador

# BOARD OF DIRECTORS

## **Theresa Rahal**

Chair of Board

## **Dawn Dalley**

Vice-Chair

## **Blair Rogers**

Director, Chair of Governance Committee

## **Sterling Peyton**

Director, Chair of Development & Communications Committee

## **Dr. Lynette Bowes**

Director, Chair of Programs & Policy Committee

## **Gary Follett**

Director, Chair of Facilities Committee

## **Angie Brown**

Director, Chair of Finance Committee

## **Paul Rogers**

Director

## **Heather Peters**

Director

## **Erin Higdon**

Director

# COMMITTEES

## **GOVERNANCE COMMITTEE**

Blair Rogers (Chair)

Theresa Rahal

Dawn Dalley

Annette Godsell

- Monitor and advise the Board on developments and emerging best practices in governance, particularly public sector governance;
- Review at least annually, the Terms of Reference for the Board, the Chair of the Board, the Members, and all Committees of the Board and, if appropriate, recommend amendments to the Board for approval;
- Risk Management and Compliance
- Evaluate, on an annual basis, its performance and review its Terms of Reference and shall, as it considers appropriate, recommend amendments to the Board for approval;
- Make recommendations to the Board regarding the competencies and skills required of future Members to fulfill their roles and responsibilities;
- Identify suitable candidates for appointment to the Board and external candidates, if appropriate, for appointment to committees of the Board.

## **HUMAN RESOURCE COMMITTEE**

Theresa Rahal (Chair)

Heather Peters

Dawn Dalley

Annette Godsell

- Review Human Resources policies
- Review Human Resources manual

## **FINANCE COMMITTEE**

Angie Brown (Chair)

Erin Higdon

Annette Godsell

Christine Morgan

- Develop annual expense budget
- Review and approve annual fundraising goals
- Oversee financial controls
- Prepare and distribute financial reports throughout the year
- Work closely with appointed auditors
- Investment of funds

## **FACILITIES COMMITTEE**

Gary Follett (Chair)

John Poole

Dana Penney

Tony Dawe

Annette Godsell

Jesse McCaw

Jennifer Fleming

- Establish, institute, and review operations and maintenance practices and procedures in alignment with RMHC core values;
- Ensure a safe, well-functioning, well maintained environment for families, volunteers and staff;
- Protect the physical assets of the organization;
- Make recommendations pertaining to significant investments in facilities/capital;
- Advice on the Property Reserve Study;
- Ensure completion of an Annual Equipment Standard and Review;
- Assistance in the development and maintenance of a maintenance calendar system

## **DEVELOPMENT & COMMUNICATIONS COMMITTEE**

Paul Rogers

Heather Peters

Annette Godsell

Christine Morgan

- Execution of the annual Integrated Development & Communications Plan

## **PROGRAM & POLICY COMMITTEE**

Dr. Lynette Bowes (Chair)

Theresa Rahal

Annette Godsell

Jennifer Fleming

- Ongoing review of Family Services Process
- Ongoing Program Review
- Ongoing Operational Policy Review
- Program Outreach review





# FAMILY SUPPORT PROGRAMS



## HOME FOR DINNER PROGRAM

With the help of individuals, corporate and community groups, we offer families the ability to return from a long stressful day at the hospital to a home-cooked meal 4-5 times each week. Groups plan the menu and prepare the meal in our fully equipped kitchen.

## JUST LIKE NAN'S BAKED GOODS PROGRAM

Nothing feels like home more than the smell of fresh baked goods. Individuals, corporate and community groups bake on-site to ensure Ronald McDonald House is always stocked with special treats or Breakfast-to-Go items fresh from the oven, just like at Nan's house.

## WARM WELCOME PROGRAM

Our Families Services team provide a warm welcome for all the families that come through our doors. During the check in process, families are provided with RMHC information, a guided tour and ongoing support during their entire stay. As part of the Warm Welcome process, our families will receive a Warm Welcome Bag. Each branded welcome bag, compliments of our friends with Thirty-One Gifts, holds toiletries, information regarding the surrounding neighborhood, a personal medical journal, a home-made quilt and an age-appropriate surprise for each child. Providing a warm welcome goes a long way in helping a family feel at home, so they can focus on what matters most, healing their sick or injured child.



## 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 Ronald McDonald House, families have access to a Home Office, wireless internet, computers/tablets, email, long distance calling and community newspapers. Families can also access special flights through partnerships RMHC NL has with **WestJet Cares Program** and **PAL Airlines**.



## MAGIC ROOM PROGRAM

The Magic Room is a very special place the children staying at Ronald McDonald House get to visit at least once during every stay, primarily at check out. The Magic Room also provides a special surprise for when they have a successful surgery, are celebrating a special event or even if they had a rough day. 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. There are many celebrations scheduled throughout the year.

## HOUSE PANTRY PROGRAM

Not every family arrives at Ronald McDonald House for a scheduled medical appointment or treatment, often it can be because of medical emergency. Helping families adjust to life in another city, far from home with a sick child, the House Pantry Program provides a variety of staple items, including milk, eggs, butter, bread, etc along with non-perishable food items such as canned foods, baking supplies, cereals, and pastas as well as a variety of toiletries items, laundry and cleaning supplies. Together, with the help of generous donors families have access to a fully stocked House Pantry, House refrigerator and House freezer which are available to families while staying at Ronald McDonald House.



## RECREATION PROGRAM

Ronald McDonald House has its own resource center fully stocked with books, craft supplies and games. It also has children's play areas, video game and movie rooms. Ronald McDonald House has its own outdoor playground for children to play, conveniently located next to The Grand Concourse; an integrated walkway system. Our families also benefit from time to time with donations to Ronald McDonald House of tickets or passes to local sporting events, fitness centers, movies, special events or concerts.



Longest stay (consecutive) **258 NIGHTS**



**2020**

## Annual Impact

### Keeping families close

2019 saw our longest stay on record

Longest stay (repeat visits) **258 NIGHTS**

Average  
length of  
stay: **18**  
nights



**174**

families



**76**

of which were new

56% were repeat

49 families were put on a waitlist,  
with 31 turned away for  
lack of accommodation.

It costs an average of **\$197** to provide  
a family suite each night. Families can  
contribute **\$15** per night. No family is ever  
turned away if they are unable to pay.

**\$464,530**

Savings to families in  
accommodation & other costs

Such as parking, meals, access to kitchen, laundry facilities & programming

\*based on the results of an Economic Impact Study completed by RBC



### Where our families travelled from

\*includes repeat families



Eastern .....48

Central.....58

Western .....37

Labrador-Grenfell.....21

Out of Province.....1

Out of Country.....9



**2,266 nights** of comfort and care provided to families

### Impact Research

\*based on the results of a  
Global Study 2015

- HIGHER QUALITY SLEEP
- REDUCED STRESS
- REDUCED FINANCIAL BURDEN
- STRENGTHENED COPING ABILITIES
- HELP FAMILIES RESUME NORMALCY



### Top 5 medical reasons why families needed Ronald McDonald House

\*includes repeat families

**INTENSIVE CARE UNITS (NICU/PICU)**  
**SURGERY**  
**ONCOLOGY**  
**NEUROLOGY**  
**REHABILITATION**



### HOUSE PROGRAMS

**227** Visits to the Magic Room



**49** Just Like Nan's Baked Goods



**119** Quilts given to sick children & their siblings

**117** Home for Dinners



**6,580** meals prepared



**22** Special Celebrations/Other events



**39** Tickets/Events to Recreation Program



\*based on a best guess estimate on current house statistics

Ronald McDonald House Charities® Newfoundland and Labrador is a community house. We rely on the support from individuals, businesses, service groups, foundations, corporate sponsors, and annual fundraising activities to ensure the programs and services are available to families each year.



# SNOWMAGEDDON 2020

## January 2020

It was the province's worst storm in decades, forcing the capital city into an 8-day state of emergency, igniting a federal government response to call in the military for additional help. At the height of the blizzard, over 15,000 homes were without power in Eastern Newfoundland and many hunkered down for what some have called the storm of a generation. Almost 100 cm of snow would fall in some areas, with winds gusts in excess of 150 kilometers per hour – paralyzing the entire metro region.

Ronald McDonald House, which is located in the heart of the St. John's, continued to fulfill its mission and keep families close to each other and the medical care and resources they needed as it is fully equipped with an on-site generator that served extremely well during this unprecedented storm. Ronald McDonald House staff braved the hurricane-force winds and blinding snow right up until the region's state of emergency was lifted – ensuring families remained safe, comfortable and warm with all of the necessities the house has to offer. This unprecedented snow storm has been labeled and will be always be remembered as *Snowmageddon 2020*

THANK YOU to SWAT (Severe Weather Assistance Team) for switching out our Family Services Team. SWAT is made up of Jeep owners who have specially modified vehicles to get through all kinds of conditions. Thanks to their volunteer efforts during major weather events they help get doctors, nurses and other essential services like RMHC staff into work.



# COVID 19 & RMHC NL



**Over the past year,** Ronald McDonald House Charities Newfoundland and Labrador has put the health and safety of families, staff and volunteers at the forefront. In response to the pandemic, RMHC has remained committed to serving families with sick children recognizing that we join frontline healthcare workers and hospital partners as an essential service.

On March 20, 2020, in order to prevent exposure and the spread of COVID-19 and protect the families already in our care, RMHC NL temporarily moved to a Mission Paused Phase and suspended acceptance of any new families (March 17 – June 8, 2020), paused all in house programs that involved outside groups, paused our Family Services volunteer program and restricted all non-essential visitors.

Since that time, we remained focused on our core mission of providing overnight accommodations, meals and support for the families currently staying at our house. We remained committed to ensuring the highest level of safety and security for families, staff and volunteers, working in close consultation with the Government of NL, local hospital partners and Public Health authorities. This includes the continued implementation of new policies and procedures such as physical distancing, enhanced screening, use of personal protective equipment (PPE), advanced cleaning procedures and a **phased approach** to adapting to public health restrictions.





# COVID 19 & RMHC NL CONT'D



Unable to be supported by family services volunteers and outside groups during this time, the entire Ronald McDonald House staff became the front line delivering the mission each and every day of 2020 and we are very grateful for their professionalism, compassion and dedication.

While we continue to move our Mission Forward to help more families who need our immediate services, we continue to monitor the ever-evolving COVID-19 situation and follow the guidance and recommendations of the Government of Newfoundland and Labrador and Public Health Authorities.

As a valued champion of RMHC NL and the families we serve - ***thank you for your continued support.*** Your support means we can remain committed to helping families with sick children when they need us the most.







Emery Fowler (Age 6 mo.)  
from L'Anse Au Loup, NL  
1 stay, 185 nights.

## 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.

<b>BOARD/COMMITTEES</b>	15
<b>REGIONAL DEVELOPMENT COORDINATORS</b>	4
<b>COMMUNITY VOLUNTEERS</b>	225
<b>FAMILY SERVICES VOLUNTEERS</b>	88
<b>TOTAL</b>	<b>332</b>

### NUMBER OF HOURS

Family Services Volunteers	1,256
Home for Dinner	630
Just Like Nan's	418
Special Events	18

<b>TOTAL VOLUNTEER TIME IN-HOUSE</b>	<b>2,322</b>
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# HELPING HAND AWARDS

In honour of founding board member Dr. Jack Hand.

To honor Jack's contribution and his unwavering support, Ronald McDonald House Charities Newfoundland and Labrador implemented the Helping "HAND" Awards in 2013 to honour those that reflect the passion, dedication and commitment that Jack had for Ronald McDonald House and its mission of keeping families close to each other and the medical care and resources they need, when they need it the most.



## Family Services Volunteer Award

Bonnie is always warm and welcoming. She started volunteering when Ronald McDonald House was preparing to welcome our first families in 2012 and she has been a weekly volunteer even since. Bonnie is someone that you can always count on to get things done. She is never just sitting back and waiting but always jumping in to complete any task. Congratulations to Bonnie Grandy, winner of the 2020 Family Services Volunteer Award.



## Leadership Volunteer Award

Brian Pitcher has been a Red Shoe Crew Leader since 2014 and has also lead other fundraising events in Hearts Content. He is an exemplary role model who demonstrates passion, commitment, dedication and generosity, in supporting families with sick children. Under his leadership, Brian has recruited volunteers, organizes annual fundraising events and has raised more than \$50,000. Congratulations to Brian Pitcher the 2020 winner of the Leadership Volunteer Award.



## House Program Award

The Courage Family understand the challenges that families face when they have a child facing a health crisis. It is because of their own personal journey they recognize the importance of giving back and consistently support families staying at Ronald McDonald House. They generously give in a variety ways each year in loving memory of their daughter Becky; from preparing meals, donating gingerbread houses and advent calendars for families during the holidays, to participating in fundraising events. Congratulations to Guy and Debbie Courage winners of the 2020 House Program Award.



## Community Engagement Volunteer Award

BJ Osmond is dedicated to her community of Pilley's Island. She has been supporting Ronald McDonald House since 2014 as a dedicated Red Shoe Crew Leader and other key events that support RMHC. She has engaged her community with RMHC having raised more than \$40,000. She is a strong advocate for our mission given her personal family connection to an RMHC Family. Congratulations to BJ Osmond winner of the Community Engagement Volunteer Award.



## Outstanding Philanthropist Individual Award

Beverly Critch has been contributing her resources and talents to our Comfort Quilt Program since 2013. She is passionate about the needs of our families and providing tangible comfort to them. Since 2013 she has personally made and donated more than 250 unique quilts for children staying at Ronald McDonald House. This year's award for Outstanding Philanthropist Individual is Beverly Critch.



## Outstanding Philanthropist Young Hero Award

13 year old Gavin, Benjamin and Albert Matthews are exceptional young men and brothers too, with very busy schedules, including school, school sports, hockey, & baseball. But, some how, with the support of the family, since 2012 they have found ways to help ensure that sick children and their families have a comfortable place to stay during a difficult time of their lives. Gavin, Benjamin and Albert have been determined to make a difference with their fundraising efforts year over year and now that they are getting older, participating in house programs is something they look forward to when they have day off school. Congratulations Gavin, Benjamin and Albert, winners of the 2020 Outstanding Philanthropist Young Hero Award.



## Outstanding Philanthropist Corporate Award Winner.

RMHC NL partnership with PAL Airlines & PAL Aerospace saw the companies provide more \$100,000 in funding and resources since 2017. The contribution helps RMHC NL not only enhance fundraising events and connect with communities throughout our province, but also keeps families with a sick or injured child together when they need it the most by expanding Keeping Families Connected Program at RMHC NL. The Keeping Families Connected Program at RMHC is a program that strives to match RMHC mission of keeping families close. Being away from loved ones for an extended period can be very difficult and creates added stress. To help keep families connected to home while staying at Ronald McDonald House, RMHC have collaborated with technology and communications partners to give families access to a home office, wireless internet, computers/tablets, email, long distance calling & community newspapers. This program has been enhanced tremendously, thanks to PAL Airlines and PAL Aerospace, families staying at RMHC have access to special flights within Newfoundland and Labrador. Since 2017, families have utilized more than 100 flights. Congratulations to PAL, the 2020 Outstanding Philanthropist Corporate Award Winner.



# ADOPT A ROOM PROGRAM



**THE ADOPT-A-ROOM PROGRAM** is an opportunity for individuals to help families who are going through the most traumatic event in their lives – an illness or injury of their child – by adopting a room in the House.

The Adopt-a-Room Program ensures that the rooms at Ronald McDonald House are beautifully kept, operated and maintained for families who need a comfortable place to stay in St. John's while seeking medical attention for their child. Adoption of a room for one, two or three years helps cover the costs associated with maintenance and upkeep of the room, ensuring it is always available for the families that stay with us each night. This program supports hundreds of families each year, making sure rooms will always have necessities like comfort, clean linens and repairs. Rooms require updating at times and this support helps make that happen.

Recognition of support is placed on the bedroom door or one of the common areas in Ronald McDonald House as well as in printed pieces and media channels.

## 18/37 Room Adopted

- Capital Subaru – Magic Room
- DKI Canada – Family Suite
- Dylan Gibbons – Lower Laundry
- Dylan Gibbons – Quilt Room
- Egg Farmers of NL - Family Suite
- Iron Ore Company of Canada - Family Suite
- Kinsmen Co-op 50/50 Lewisporte - Family Suite
- McDonald's – Family Suite
- Miss Achievement – Volunteer Room
- Nalcor - Family Suite
- NL Hydro - Family Suite
- PAL Aerospace - Family Suite
- PAL Airlines - Family Suite
- RNC Association - Family Suite
- Signature Salon - Family Suite
- Trades NL - Family Suite
- Trades NL – Library

## 2020 Adoptions:

- Saputo – Family Suite



## COMMUNITY EVENTS

- Cargill FORE the Houses Golf Tournament
- Day by The Bay Golf Tournament – Your Day Your Way
- DFO – Employee Giving Fundraiser
- McDonald's - Fries for Good Campaign
- In the Box Media Promotions – Rainbow Campaign
- Momma's Dream Team/KM for Kids 2020
- Newfoundland and Labrador Liquor Corporation
  - Jeans Day
- MUN Monte Carlo Night
- NLCU CFC Rod Benson Memorial Golf Tournament
- RNC Tactics and Rescue Unit - Heroes for Heroes
- Sandbox Gaming Charity Marathon
- Shamrock Showdown Hockey Tournament
- Terra Nova Resort Golf Tournament



## Pull Tab Program 2020

We recycled  
**3,952,245** pull tabs



Thanks to everyone that collected these little gems and thanks to our recycling partner, Dominion Recycling (who matched all monies raised from Pull Tabs), the Pull Tab program for 2020 resulted in over \$2,805. The Pull Tab Program kept a family close for 2 weeks at RMHC NL.





# McDONALD'S: OUR FOUNDING AND FOREVER PARTNER

**AS OUR FOUNDING AND FOREVER PARTNER**, McDonald's has always had a committed and caring vision of the role Ronald McDonald Houses could play in helping sick children and their families.

McDonald's unwavering commitment to families is evidenced through their support of Ronald McDonald House each and every day. Together with their generous Franchisees, employees, suppliers, and customers, McDonald's supports our families from the sale of Happy Meals® and RMHC Cookies, customer donations in the coin boxes & rounding up or donating \$1 through the Kiosks and each year on McHappy Day®.

Thank you McDonald's for your founding and forever support for Ronald McDonald House Charities® Newfoundland and Labrador and the families we keep close.

Special thanks is extended to the McDonald's Owners/ Operators: Trevor Morris, Doug Bennett, Ken & Loretta Scott, Keith Roberts & Genny McCarthy, Chris & Debbie McCarthy, Penny & Rob McDonald, Barry & Mary MacKinnon, Paul & Paula Rogers, Jeremy and Jane Cleveland, and Patrick Rioux.



<b>Operating Grant</b>	<b>\$155,000</b>
<b>Fries For Good</b>	<b>\$38,454</b>
<b>Monopoly</b>	<b>\$7,833</b>
<b>Coin Box</b>	<b>\$19,208</b>
<b>Kiosk</b>	<b>\$17,398</b>
<b>Cookies</b>	<b>\$6,206</b>
<b>Sponsorship and Other Revenue</b>	<b>\$13,639</b>
<b>Total</b>	<b>\$257,738</b>





Paislee Barnes (Age 11 mo.)  
from Grand Falls-Windsor, NL  
1 stay, 100 nights.

# OUR SIGNATURE EVENTS



# 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.



## PRESENTING SPONSOR

Tucker Window Film

52 Teams

## SILVER SPONSORS

McDonald's

Jiffy Cabs

Coca-Cola

Event Total  
**\$34,493**

## BRONZE LANE SPONSORS

- Sobeys Mount Pearl
- Cougar Engineering and Construction Ltd.
- Roebathan McKay Marshall
- Strategic Directions Inc.
- Triware Technologies
- Montana's Cookhouse



# "FORE" THE FAMILIES GOLF CLASSIC

*Fore*  
the families  
[Golf Classic]  
Your Day Your Way

**T**his year, everything has changed. However, one thing that has not changed, is the commitment of our sponsors and golfers to support sick children and their families at Ronald McDonald House. This year, teams had the flexibility to participate on a day that works for them during the 2020 season. Same great golf experience, same great food, and the same great result: supporting the programs and services at Ronald McDonald House to help sick children and their families be together, and near the medical services, they need.

## PRESENTING SPONSOR

Coca-Cola

## GOLD SPONSORS

McCain Foods Canada

Smith's Snacks

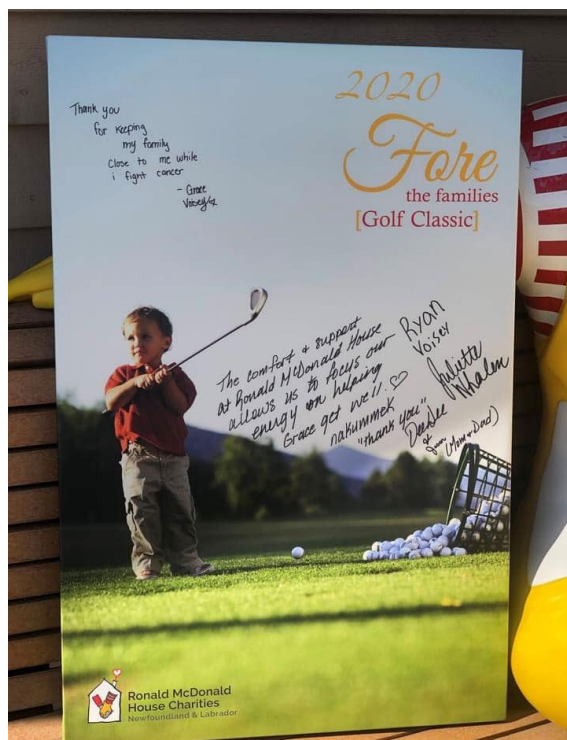
## BRONZE SPONSORS

McDonald's

Saputo

Molson Coors

Event  
Total  
**\$32,770**





# RED SHOE CREW – WALK FOR FAMILIES

The annual **Red Shoe Crew-Walk for Families** helped raise awareness and funds to provide programs and services 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. The event coincides with the anniversary of the opening of Ronald McDonald House and is the largest annual fundraising event. Participants register to receive an event pledge sheet or set up it up online, fundraise and then walk or run for fun, prizes and ultimately **help sick children and their families be close to each other and the medical care and resources they need.** Given the Public Health Restrictions this year, this event had more flexibility for participants to Walk When they Want, Where they Want in the month of September

## RED WORK BOOT SPONSORS

Stingray  
Big Land Labrador's FM  
VOCM  
Hits FM  
K-Rock  
NTV

## RED SNEAKER SPONSORS

McDonald's  
Coca-Cola  
Cossette

## RED HIGH HEEL SPONSORS

PAL Airlines  
In the Box Media Promotions  
Saputo

## RONALD'S RED SHOE PRESENTING SPONSOR

Newfoundland & Labrador Hydro

Event Total  
**\$224,735.41**



[walkforfamilies.ca](http://walkforfamilies.ca)

# Red Shoe Crew

## Walk FOR Families

### Your Walk Your Way

#### The Top Fundraiser

The Top Fundraiser for the Red Shoe Crew-Walk for Families event was awarded a gift card valued at \$500. The Top Fundraiser for 2020 is **nine-year-old Emma King of Victoria** who made her steps count for families every single day in September and raised an outstanding **\$6200 by collecting donations in her community and a large recycling effort.**

#### Share Your Heart Challenge

As part of the reformatted Red Shoe Crew-Walk for Families, we introduced the new Share Your Heart Challenge. We encouraged participants to take a photo while walking in the month of September, and share why they walk for families on something heart-shaped. Each post was to be tagged with #RedShoeCrew2020. The winner of the Share Your Heart Challenge is **Krista Skinner of Massey Drive.**

#### Share Your Heart Business Challenge

We also introduced the Share Your Heart Business Challenge. Businesses were invited to sell Hearts to their customers and display in their storefronts or windows. The Share your Heart Business Challenge raised more than \$14,000 towards the overall total.

The Share your Heart McDonald's Challenge:

- McDonald's Restaurants Corner Brook (\$5200)
- McDonald's Restaurants Gander (\$5189)

The Top 3 Share your Heart Business Challenge Businesses are:

- Pitcher's Take in New Harbour \$1000
- D's Landing in Goose Bay \$515
- Footwear Plus in St. Anthony \$500

#### Grand Prize

The Grand Prize for the Red Shoe Crew-Walk for Families event was a trip for two anywhere PAL Airlines flies. For every \$100 participants raised on a pledge sheet for Ronald McDonald House, participants received a ballot to be entered into the draw. Hundreds of ballots were submitted by all event locations and the winner was **Emma King** that participated in the **Victoria Red Shoe Crew-Walk for Families.**

#### Provincial 50/50 Lottery

The Provincial 50/50 Lottery was running in conjunction with the Red Shoe Crew-Walk for Families in September. The lucky winner of approximately **\$9512.50** was **Bertille Hyde** with lucky ticket number **#2266** sold by **Cathy Hatch.**





# SOCK IT FOR SICK KIDS

# SOCK IT

for *sick kids*  
& their families

On November 20<sup>th</sup> we called on everyone to SOCK IT for sick kids and their families at Ronald McDonald House Newfoundland and Labrador.

The public were invited to purchase official signature striped socks and wear them on November 20<sup>th</sup> to show their love and support for Ronald McDonald House and the families we serve. With each pair of striped socks, companies, individuals, schools and organizations were raising awareness and helping families stay together when it matters most.

On November 20<sup>th</sup>, hundreds of pictures were shared on social media with **#sockitsickkids2020**

**THANK YOU TO EVERYONE THAT "SOCKED IT" FOR SICK KIDS AND THEIR FAMILIES!**

2020 Total:

**\$35,425.74**



# LIGHTS OF LOVE/SEASON OF GIVING CAMPAIGN

Christmas is an important time for families. At Ronald McDonald House it is priority to celebrate special times of the year with the families staying at our house, especially during the Holidays. The Lights of Love Season of Giving Campaign is a means for individuals, businesses and communities to celebrate keeping families close.



An advance special holiday mailing kicked off the campaign combined with a virtual tree lighting, with the Lights of Love tree 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 or hang a red decoration. They then received a campaign acknowledgment card to notify that special person of the gift. The goal was to see the Lights of Love Tree turn red during the month of December. Due to public health restrictions, the annual Lights of Love tree lighting was held virtually.

## 1 TREE IN 1 COMMUNITY



Ronald McDonald House



2020 Total:  
**\$42,728.50**







Antton Detchevery (Age 2)  
from St. Pierre et Miquelon, France  
7 stays, 116 nights.

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

# DONOR RECOGNITION

## MONETARY AND/OR IN KIND



### \$100,000+

Ronald McDonald House Charities  
Canada  
Government of Canada

### \$50,000+

United Way of Newfoundland and  
Labrador Inc

### \$25,000+

McDonald's NL Owner/Operators  
Group  
Newfoundland and Labrador Hydro  
Ronald McDonald House Charities,  
Inc.  
McDonald's Restaurants of Canada  
Ltd.  
Cahill Family Foundation

### \$20,000+

Government of Newfoundland and  
Labrador

### \$15,000+

PAL Airlines  
64354 Newfoundland and Labrador  
Limited Freedom Foods  
Cargill Value Added Meats Canada  
Nalcor Energy  
Dylan Gibbons

### \$10,000+

Aryzta  
Grant Thornton  
Capital Subaru  
NTV  
trades.nl  
Newfoundland Power Inc.  
Hershey Canada Inc.  
NLCU Charitable Foundation

### \$5,000+

Coca Cola  
Stingray Media  
Nalcor Employee Giving Program  
Sony Electronics  
RBC Rewards  
PLR Enterprises Inc.  
The Benevity Community Impact Fund  
Smith Snacks  
C & D Family Restaurants Inc.  
In The Box Media Promotions  
Saputo Dairy Products Canada G.P  
McDonald's - Corner Brook  
RBC Insurance  
CIBC Head Office  
Dr. Jack Hand Legacy Foundation  
Atlantic Star Satellite Bingo Inc.  
United Foods Inc  
PVA Hair Inc.  
Lions Club Flowers Cove

Scotiabank  
Terra Nova Golf Resort  
DKI Canada  
Egg Farmers of Newfoundland and  
Labrador  
Kinsmen Club Notre Dame  
Lewisporte  
Scotiabank Halifax  
Clayton Reid

### \$2,500+

GSK Pharmaceuticals  
RNC Association  
Moneris Solutions Corporation  
Tucker Electronics Limited  
St. John's Firefighters Association -  
Charitable Local 1075  
RBC Trade for Kids Day  
McCain Foods  
Newfoundland Power  
Mars Wrigley  
Barry MacKinnon Restaurant Inc.  
Ruth Chaffey Womens Institute  
XXIX Venture Limited  
Scott Family Restaurants  
The O'Neill Foundation  
Sons Bakery (Bagos Bun Bakery Ltd)  
Lions Club Clarenville  
SaltWire Network Inc.  
Controlpro Distributors Inc.



Cossette  
Jennifer Kennedy  
Linda Penney  
Sherry Goudie  
Christina Kearney

### **\$1,000+**

McDonald's Restaurant P.H.R Inc.  
Dufflet  
Verafin  
Payworks  
Sobeys - Kelsey Drive  
Anmar/Castec  
Construction Labour Relations  
Association  
Gannet Construction Limited  
Lions Club Port Union  
Lions Club Gander  
Saputo Dairy Products - Mount Pearl  
Knights of Columbus Bishop's Falls  
St. Michael's and All Angels Sewing  
and Knitting Club  
FixAuto  
Eastside Elementary  
Atlantic Grocery Distributors Limited  
Roebathan McKay Marshall  
Well Bean Cafe  
Newfoundland Labrador Liquor  
Corporation  
Heroes for Heroes  
Extreme East Metals Inc.  
81426 NL Inc.  
Metro Self-Storage  
Martin Brower  
Maxime Knitting  
Kruger Products  
Nu-Quest Distribution Inc  
Genoa Design International Ltd  
Canus Products  
Bonavista Lions Club Activities  
Account  
Cardinal Electrical Services  
Corner Brook Firefighters Local 1222  
Dr. G.B. Cross Memorial Hospital Gift  
Shop Account  
Jiffy Cabs  
Kinsmen Club Botwood  
KYLO Construction Limited  
Labrador Fishermen's Union Shrimp  
Co Ltd.  
Lions Club Bonavista  
Lions Club Deer Lake  
Lions Club Twillingate  
Club Lions Doyen  
Martin Whalen Hennebury Stamp  
McElhanney Ltd.  
Ocean Surfer Limited

Pitchers Take Out & Bakery Ltd.  
The Victor & Eileen Young Charitable  
Foundation  
Town of Channel Port Aux Basques  
Town of Long Harbour and Mount  
Arlington Heights  
Scotiabank Main Branch St. John's  
Rosalee Taylor  
Barry & Mary MacKinnon  
Marjorie Coleman-Sadd  
Stephen Harris  
Stephen King  
Rose Buckingham  
Tabitha Stokes  
Marion Barnes  
Famie Shears  
Annette Godsell  
Virginia Bell  
Lynette Bowes  
Valerie Pippy  
Darla Oxford Woodman  
Doyle Stone  
Ed Martin  
Eileen Rose  
Helena Lomond  
Lottie Anstey  
Pauline Roberts  
Tina Bradbury  
Wilma Hennebury  
Donna Noble  
Irene Sutton  
Gabe Flynn  
Delores Foster  
Diane Hodder  
Geraldine Smith  
Kayla Peet  
Margot Nash  
Sheila Harvey  
Steve Lawlor



# YOUNG HEROES

## Ronald McDonald House Charities

Newfoundland and Labrador recognizes outstanding young individuals who do not let their age discourage them from making a difference in the lives of sick children and their families. Kids are never too young to learn about the importance of giving back to others and getting them interested in a charity that is important to them is the first step! Not only does helping others feel great, when kids learn how easy and fun it can be to support other kids, it will spark an interest in charitable giving that can stay with them for life. **We are so proud of our many RMHC NL Young Heroes.** Young Hero ribbons help recognize the generosity of Young Heroes who give each year to help keep families close to each other and the care and resources they need, when they need it the most.

## YOUNG HEROES

Ashlee Adams  
Jay Adey-Rideout  
Alexander Anstey  
Celeste Anstey  
Quinton Appleby  
Taylor Ash  
Jackson Barrett  
Tyson Barron  
Miley Bath  
Heidi Bishop  
Ally Bowes  
Rachel Brace  
Rayna Brady  
Cody Brake  
Cameron Buckle  
Harley Burry  
Catherine Bursey  
Ava Burton  
Sadie Burton  
Griffin Caines  
Zoe Caravan  
Michael Carroll  
Carsons and Carlee  
Ethan Chislett  
Gavin Clarke  
Mason Clarke  
Henry Clowe  
Brooklyn Collins  
Lauryn Collins  
Nicole Collins  
Madisyn Collins  
Morgan Compagnion  
Abby Cook  
Tori Corcoran-Foley  
Hailey Crant  
Landen Cribb  
Cole Crocker  
Alexander Cull  
Olivia Cumby  
Sara Cummings  
Luke Cummings  
Selina Cuning  
Christyn Davis  
Hudson Deering  
Dawson Deering  
Brayden Dobbins  
Abigail Durnford  
Samir Elsayed  
Rayanna Etheridge  
Alex Fahey  
Maria Fahey  
Myles Fahey  
Callie Fifield  
Jacob Fifield  
Scarlette Fifield  
Connor Fitzpatrick  
Ryan Fitzpatrick  
Claire Fleming  
Anastasia Fleming  
Gabe Flynn  
Ava Folkes  
Dylan Follett  
Kira Foote  
Ian Fraser  
Parker Fudge  
Rory Furey  
Nora Garden  
Ben Garden

Emma Gaudette  
Owen Gaulton  
Ricki Genge  
Wyatt George  
Willow George  
Ellie George  
Jacey Gibbons  
Alyssa Gifford  
James Godsell  
Abby Goobie  
Kelsey Green  
Ryan Green  
Kathryn Greene  
Zachery Gushue  
Mackenzie Hall  
Lucas Halley  
Brianna Hayward  
Lincoln Hefford  
Logan Hickey  
Skye Hickey  
Emily Higdon  
Jaden Hiscock  
Nathan Hobbs  
Greyson Hollett  
Jaxon Hollett  
Connor House  
Emma Hurley  
Noah Hurley  
Alexander Jackman  
Ellen Jararuse  
Stanley Jeddore  
Jacob Kavanagh  
Mayley Keats  
Kaia Keeping  
Natalie Kelloway  
Julia Kelly  
Bella Kelly  
Kayden Kerrivan  
Emma King  
Maggie King  
Mollie King  
Amelia Lambert  
Julie Lavers  
Adam Lavers  
Alexis Lawlor  
Heath Lear  
Meagan Lee  
Ally Lethbridge  
Gracie Letto  
Drew Lewis  
Lydia Lundrigan  
Sam Lundrigan  
Isaac Lush  
Karlee MacDonald  
Leah Maher  
Liam Marnell  
Albert Matthews  
Benjamin Matthews  
Gavin Matthews  
Kate McEvoy  
Bridget McEvoy  
Emily McGrath  
Kaydee McIsaac  
Sophie McIsaac  
Jersey McNeil  
Leah Meehan  
Sienna Mercer  
Payton Mitchell

Daniel Molloy  
Addison Mooney  
Olivia Moore  
Marissa Moyse  
Shianne Murphy  
Carter Newhook  
Jessie Newman  
Aly Norman  
Jacob Noseworthy  
Blake Noseworthy  
Andy Noseworthy  
Grayson O'Reilly  
Sydney Osmond  
Haile Osmond  
Jake Osmond  
Amanda Parsons  
Bailey Parsons  
Finley Parsons  
Lincoln Parsons  
Gracie Payne  
Henry Pearce  
Mallory Pearce  
Dason Peddle  
Cole Peddle  
Caleb Peddle  
Philip Penashue  
Evan Penney  
Alicia Penney  
Hannah and Mahalia  
Penney  
Jonah Perry  
Noah Peters  
William Piercey  
Nathan Pitcher  
Devon Pollett  
Isabell Porter  
Tenny Porter  
Grayson Powell  
McKynlee Powell  
Averi Power  
Ethan Power  
Chloe Preston  
Megan Preston  
Joshua Price  
Sophia Priddle  
Elliot Randell  
Holly Reardon  
Lucas Reid  
Jayden Reynolds  
Morgan Richards  
Parker Ring  
Georgia Roberts  
Gracie Roberts  
Carly Rogers  
Mackenzie Rossiter  
John Russell  
Eric Ryan  
Luke Ryan  
Luke Saunders  
Allie Schwartz  
Zackary Searle  
Damien Seymour  
Deegan Seymour  
Elizabeth Sheppard  
Levi Shiner  
Carter mShort  
Claire Short  
Kendyll Simmonds

Liam Simon  
Sheldon Smith  
Courtney Spurrell  
Alexis Spurrell  
Brooklyn Suley  
Quin Sutton  
Teynren Sweet  
Eignan Sweet  
Hudson Taylor  
Megan Temple  
Lacey Tilley  
Logan Tilley  
Peyton Toms  
Liam Toms  
JJ Toms  
Jade Toope  
Declan Tucker  
Ariana Tucker  
Lily Turner  
Carlyn Urquhart  
Kayla Urquhart  
Abby Vokey  
Gwen Warren  
Joshua Waterman  
Jacob Waterman  
Joseph Wells  
Izaiah Whalen  
Jarrett Wheaton  
Julia Wheaton  
Cameron Whelan  
Ryan Whelan  
Varrick White  
Kate Whitty  
Kevin Whyte  
Jane Williams  
Jayda Williams  
Ireland Winters  
Ireland Yetman  
Allison Young  
Nathan Jobbs  
Aaron and Svjetlana  
Aliyah and Hailey  
William Mercer  
Academy  
Hazelwood Elementary  
Smallwood Academy  
- Grade 3 class  
Boys & Girls Club of  
Norris Arm  
Holy Family Elementary  
- Grade 5 class





# MESSAGE FROM TREASURER

This message marks the end of my second year as Treasurer for the Ronald McDonald House of Newfoundland and Labrador Inc. ("RMHC NL"). I want to take this opportunity to thank the management, staff, our many volunteers and of course our donors for their continued support of the financial success of Ronald McDonald House. I especially want to reflect on the incredibly challenging year that we have all experienced as we navigated through the impacts of COVID-19. The ways that we were all able to show our support certainly pivoted in 2020 and I'm grateful that we have all been able to continue to give back to our communities. As I continue my volunteer journey with this charity, I continue to be impressed by the focus on achieving our mission no matter what challenges the year may hold. I still learn something new about RMHC NL each day and reminded of the far-reaching impact we are having when I hear stories from those who have stayed at the house. I'm honoured to continue to be involved in supporting RMCH NL.

I'm pleased to report that RMHC NL was fortunate enough to be able to continue to count on the generosity and support of thousands of donors, including individuals, community groups, service organizations, labour organizations, businesses, charities and government. This support takes the form of financial contributions, in-kind contributions of goods and services, participation in a wide variety of fundraising events and countless volunteer hours. We certainly are very honoured to have this level of support especially in a year where many were facing their own new challenges.



Treasurer  
Ronald McDonald House Charities  
Newfoundland and Labrador

At the end of 2020, RMHC NL has combined net assets of approximately \$7,971,096. This includes the balance invested in capital assets of approximately \$5,233,927; an operating fund reserve of \$2,200,000; and unrestricted net assets of approximately \$468,343.

The Charity has a strong cash and short-term investments position of more than \$3.1M at the end of the year. During 2020 RMHC NL was able to continue focus on routine capital maintenance initiatives as well as projects to maximize the usable space, and improvements to the heating systems with a focus on improving energy efficiency.

The Charity had excess of revenue over expenditures for 2020 of approximately \$237,032. Total revenue and other support for the year decreased by \$292,400 year over year to approximately \$1,517,800 for the year. Revenue and expenditures included donated goods and services of approximately \$207,247 for 2020 as compared to approximately \$497,401 in 2019.

In terms of expenditures, the cash cost of operating the charity (excluding donated goods and services and amortization of capital assets) is approximately \$948,000 which changed by approximately \$1000 during the year, which represents a 0.1% decrease.

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.

Thank you for your continued support. Should you have any questions or concerns at any time please do not hesitate to reach out. I am honoured to be a representative of this organization and I look forward to hearing from you.

# FINANCIAL REPORT

## Condensed Statement of Revenue and Expenditures and Changes in Fund Balances

Year ended December 31	2020	2019
<b>Revenue</b>		
Contributions	\$1,089,240	\$1,274,166
Fundraising Activities/Events	445,483	\$532,374
RMH Room Donations/Fees	28,900	\$55,085
Other Revenues	14,487	\$8,885
	1,578,110	\$1,870,510
<b>Expenditures</b>		
Program	857,222	\$1,135,815
Management and General	131,262	\$99,240
Fundraising	390,819	\$441,589
	1,379,303	\$1,676,644
Excess of Operating Revenue over Expenditures for the year	198,807	\$193,866
Investment Income	39,032	\$52,972
Excess of Revenue over Expenditures	\$237,839	\$246,838

## Condensed Statement of Financial Position

At December 31	2020	2019
<b>Assets</b>		
Cash and cash equivalents	\$902,520	\$869,092
Investments	2,220,933	\$2,183,314
Accounts receivable	\$216,003	\$16,822
Prepaid expenses and other assets	\$29,029	\$41,399
Capital assets	\$4,602,611	\$4,679,369
	\$7,971,096	\$7,789,997
<b>Liabilities</b>		
Accounts Payables and accrued liabilities	\$68,826	\$125,565
<b>Fund Balances</b>		
Capital Asset Fund	\$5,233,927	\$5,122,412
Restricted Fund	\$2,200,000	\$2,100,000
General Fund	\$468,343	\$442,019
	\$7,971,096	\$7,789,996





Grace Voisey (Age 16)  
from Goose Bay, NL  
1 stay, 208 nights.

**KEEPING FAMILIES CLOSE,  
THANKS TO YOU.**



**RMHC<sup>®</sup>**

Newfoundland & Labrador

---

Keeping families close

**RMHCNL.CA**

P.O. Box 28091  
150 Clinch Crescent, St John's, NL A1B 4J8  
[info@rmhcnl.ca](mailto:info@rmhcnl.ca)

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

Charitable Registration Number: 85050 2865 RR0001