



Aiden O'Keefe (Age 12)
Happy Valley-Goose Bay, NL
310 nights.



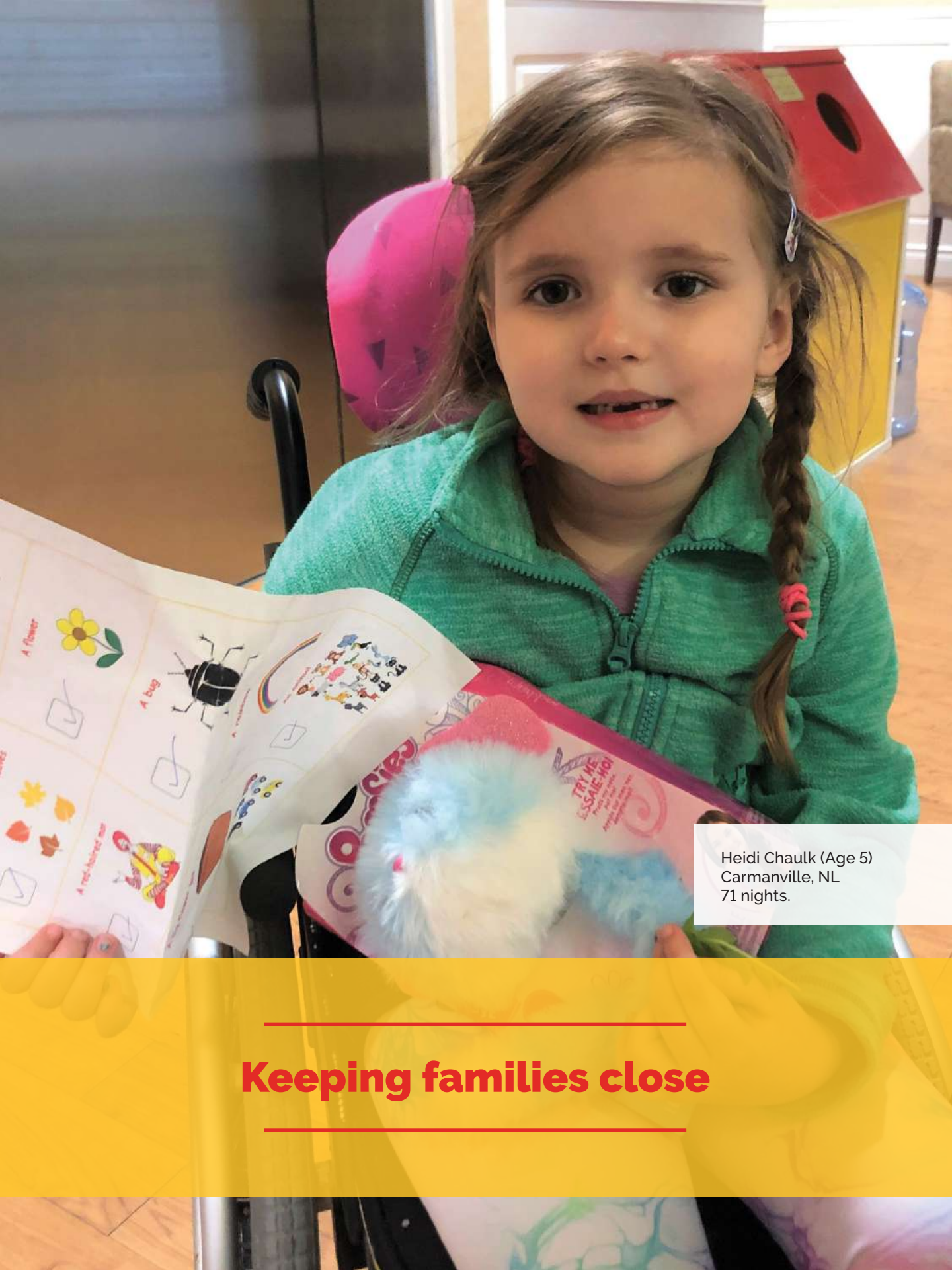
RMHC

Newfoundland & Labrador

Keeping families close

**RONALD MCDONALD
HOUSE CHARITIES®**
Newfoundland & Labrador

2021 ANNUAL REPORT



Heidi Chaulk (Age 5)
Carmanville, NL
71 nights.

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 AIDEN O'KEEFE OF GOOSE BAY

It is hard to put into words how a parent feels when their child has been diagnosed with a serious illness. It has to be one of the most difficult experiences for a family. And for families who don't live close to the care and resources they need, there is an added stress, distance. RMHC gives families with a sick child what they need most – each other.

In November 2020, 11-year-old Aiden O'Keefe experienced upper leg pain. It coincidentally happened in the early hours after a regular hockey practice so at first it was thought to be an injury from the game. As time went on the pain got worse and Aiden had to use crutches. Aiden had several medical tests over the coming weeks, but it wasn't until December, at the hospital emergency in Goose Bay, that they discovered



"It was extremely hard finding out Aiden had leukemia. No parent wants to hear their child has cancer. Cancer is scary. My mind was racing, I could barely

speaking, I was shaking. Then, seeing Aiden, and how well he was coping, I honestly told myself to smarten up and toughen up. I couldn't show weakness around my 11 year old son. He sees me as his strength. Little did he know, his strength is what gave me strength. Finding out we would have to be away from home for so long was really hard as well, because we also have two small girls, seven year old Ellie and Kacie who is just 18 months old." said Donaldda, Aiden's mom.

Aiden was listed as critical and transferred immediately to the Janeway Children's Hospital in St. John's, NL, more than 1600km from his home, school, friends and family. It was then that they were introduced to the programs and services at Ronald McDonald House. Donaldda and her husband Gary said that Ronald McDonald House didn't even cross their minds until the social worker at the hospital mentioned it to them. They always knew, however, that Ronald McDonald House

was a special house for families who have a sick child at the hospital, but didn't understand the its extreme importance until they too became one of those families on December 17, 2020. Donaldda continued, *"Staying here at the RMHC is absolutely and positively making supporting Aiden easier. Not only a little bit either. It's making it so much easier. RMHC is super close to the hospital. When Aiden is admitted, we are only a cross the parking lot and can be there in a flash if something were to happen. Likewise, when Aiden is with us at Ronald McDonald House if there is an emergency the hospital isn't far. I also don't have worry about cooking and cleaning (for the most part). All our attention and time is spent focusing and taking care of Aiden. Like I said this organization is by far the best there is."*

Aiden's treatment plan will extend over the course of the next two years with the first 6-9 months in St. John's and the remaining treatments in Goose Bay. For the family, travelling back and forth to Goose Bay is simply not an option. The O'Keefe Family are very grateful to everyone that supports Ronald McDonald House.



"Thank you RMHC, for keeping our family together during a very difficult and stressful time."

*– The O'Keefe Family
Donaldda, Ellie, Aiden, Kacie, Gary.*

Family is medicine

MESSAGE FROM BOARD CHAIR & EXECUTIVE DIRECTOR

In 2021, we had the privilege of providing family centered programs and services to **179 children** supported by **268 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 remind us of the importance of our mission. Our province is quite large and our families travel long distances to receive the medical attention and resources they need for their children at the province's pediatric hospital.

2020's challenges became 2021's opportunities, and the strength of our community became undisputable as we all came together. Together, we embraced new routines, new processes and new opportunities. We continued to smile behind our medical masks. We continued to sanitize our hands and our environments. We worked diligently throughout the pandemic to remain safely open every day to provide families with comfort, care, and a network of support at Ronald McDonald House Newfoundland and Labrador. We are so grateful. And we all celebrated when the day came that we could safely embrace our family and loved ones again after months spent apart.

In a year that was still far from normal, we were able to provide familiar comforts from home and stability when it mattered most. Families made home-cooked meals in the kitchen and did laundry. Watched their children blow out the candles on their birthday cakes. They let their creativity shine while carving pumpkins and decorating gingerbread houses. Countless friendships were formed and strengthened. It wouldn't be possible without our strong network of support.

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, continued to work with 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 missed the involvement of 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. The success of the Red Shoe Crew-Walk for Families in September was outstanding! The campaign raised \$185,000, which was 75% 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. 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 and revised their traditional McHappy Day to raise 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.

While organizations such as ours are adapting and demonstrating resilience, we are all facing a myriad of significant challenges with the ongoing presence of COVID-19.

Looking forward to 2022 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 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 2021 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 making a difference in the lives of sick children.** We are creating a community of support that extends across Newfoundland and Labrador, with 8 family-centered programs, over 300 volunteers and 14 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
Board Chair
 Principal Consultant and owner, Strategic Directions Inc.



Angie Brown
Director, Treasurer and Chair of Finance Committee
 Senior Manager, Advisory Services, Grant Thornton



Blair Rogers, Q.C.
Director and Chair of Governance Committee
 Partner, Roebothan McKay Marshall



Heather Peters
Director
 Senior Consultant with Knightsbridge Robertson Surette



Paul Rogers
Director
 McDonald's Owner/Operator



Dr. Lynette Bowes
Director, Chair of Programs and Policies Committee
 Pediatric Oncologist, Janeway Children's Hospital



Erin Higdon
Director
 Vice President of Business Strategy at Atlantic Grocery Distributors



Gary Follett
Director
 Director NL Operations at Acuren Group Inc.

Staff Leadership



Annette Godsell
 Executive Director



Christina Morgan, CFRE
 Director, Development & Communications



Jennifer Fleming
 Family & Volunteer Services Manager

Board Committees

Governance Committee

Blair Rogers (Chair)
 Theresa Rahal
 Angie Brown
 Annette Godsell

Human Resources Committee

Theresa Rahal (Chair)
 Heather Peters
 Annette Godsell

Finance Committee

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 Gerry Beresford
 Annette Browne
 Annette Godsell
 Christina Morgan

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 Tony Dawe
 Ron Fougere
 Jesse McCaw
 Annette Godsell
 Jennifer Fleming

Development & Communications Committee

Paul Rogers
 Heather Peters
 Annette Godsell
 Christina Morgan

Programs & Policy Committee

Dr. Lynette Bowes (Chair)
 Theresa Rahal
 Annette Godsell
 Jennifer Fleming



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.

COMFORT QUILT PROGRAM

Each child who visits Ronald McDonald House has an opportunity to choose one quilt from a collection of beautiful handmade quilts generously provided by individuals and/or groups that they can keep and take home. This is a wonderful way to welcome children to Ronald McDonald House.

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

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 Halloween and visitors like Santa Claus and the Easter Bunny arrive on schedule. There are many celebrations scheduled throughout the year.

HOUSE PANTRY

With the help of our generous donors, families have access to a fully stocked House pantry, which includes food staple items, a house refrigerator and freezer along with access to toiletries and cleaning supplies.

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



LONGEST STAY (CONSECUTIVE) 310 NIGHTS

AVERAGE LENGTH OF STAY: 16 NIGHTS

2021 Annual Impact
Keeping families close

3,370 NIGHTS OF COMFORT

PROVIDED TO **141** SICK CHILDREN AND THEIR FAMILIES
19 families were put on a waitlist, with 17 turned away for lack of accommodation.

\$690,850 SAVINGS TO FAMILIES IN ACCOMMODATION & OTHER COSTS

*based on the results of an Economic Impact Study completed by Such as parking, meals, access to kitchen, pantry and laundry facilities
Families can contribute **\$15** per night, however, no family is ever turned away if they are unable to pay. It costs RMHC NL **\$197** to host a family each night.

VOLUNTEERS

- 73** Family Service Volunteers spent **1340 hours** assisting with enhanced sanitization protocols, laundry, cleaning and other tasks.
- 250** community volunteers across our province help raise funds and awareness.
- 8** skilled community leaders sit on the Board of Directors

WHERE OUR FAMILIES TRAVELLED FROM

*includes repeat families

Eastern	38
Central	36
Western	32
Labrador-Grenfell	31
Out of Province	1
Out of Country	3

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

RMHC NL remained open to for the entirety of 2021
While outside visitation was suspended due to the pandemic, volunteers and staff helped ensure the continuation of programs

TOP MEDICAL REASONS WHY FAMILIES NEEDED RMHC

- INTENSIVE CARE UNITS (NICU/PICU) (NEONATAL/PEDIATRIC)
- MEDICINE (APPOINTMENTS, INTERNAL MEDICINE & TESTING)
- SURGERY
- ONCOLOGY
- MENTAL HEALTH
- NEUROLOGY

HOUSE PROGRAMS

*based on a best guess estimate on current house statistics

- 277** Visits to the Magic Room
- 89** Just Like Nan's Bake Goods
- 141** Welcome Home Bags
- 227** Home for Dinner
- 7945** Meals prepared
- 23** Special Celebrations/Other events

COVID-19 & RMHC

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.

Since March 20, 2020, we have remained focused on our core mission of providing overnight accommodations, meals and support for the families currently staying at our house.

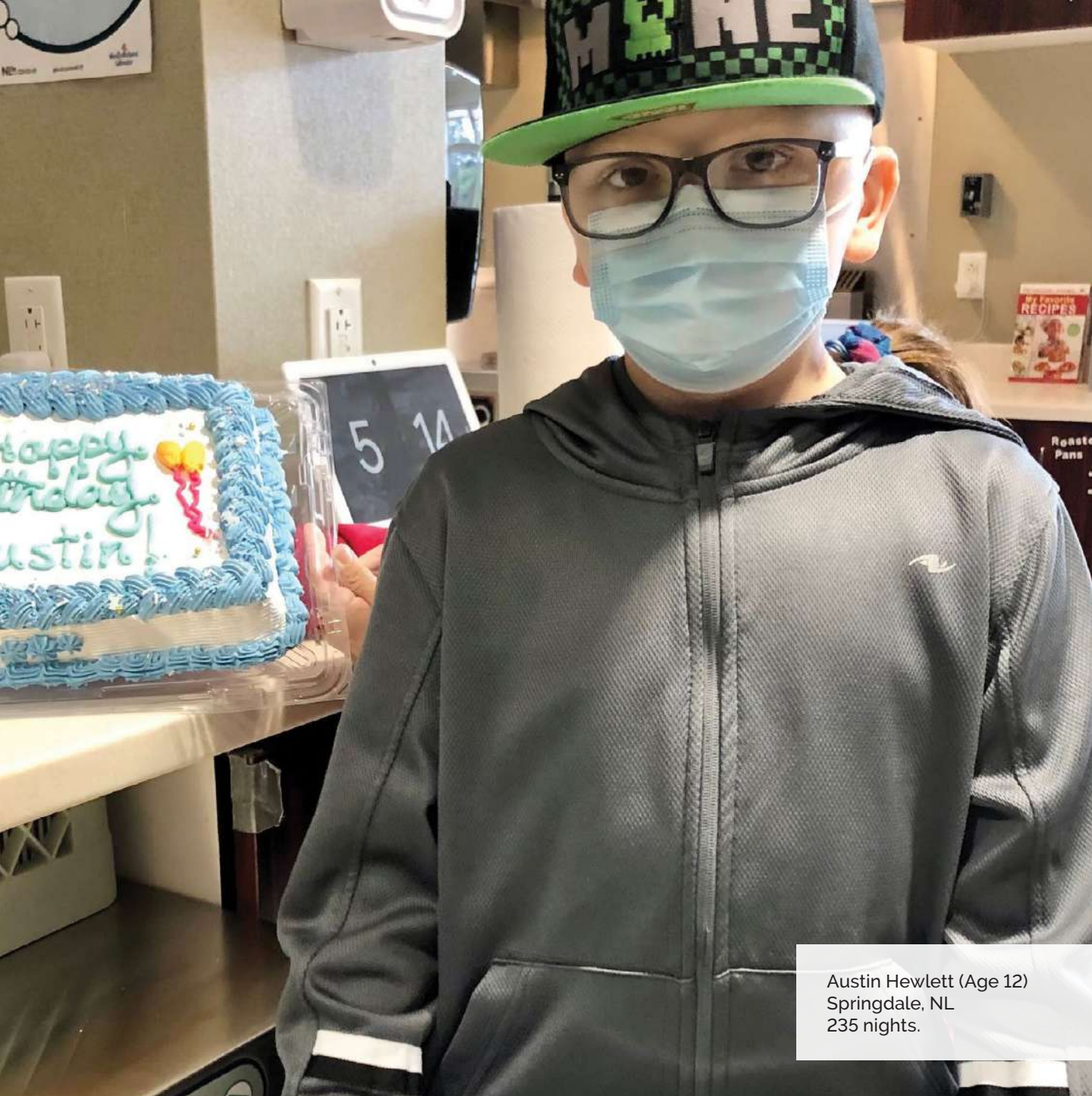
We remained committed to ensuring the highest level of safety and security for families, staff and volunteers, working in close consultation with the Government of NL, local hospital partners and Public Health authorities. This includes the continued implementation of new policies and procedures such as physical

distancing, enhanced screening, use of personal protective equipment (PPE), advanced cleaning procedures and a phased approach to adapting to public health restrictions.

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 have remained committed to helping families with sick children when they need us the most every day and every night.





Austin Hewlett (Age 12)
Springdale, NL
235 nights.

**PULLING
TOGETHER
FOR FAMILIES**

ADVENTURE
Force

MAX BOMBER
MAX BOMBER



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.

BOARD/COMMITTEES	13
REGIONAL DEVELOPMENT COORDINATORS	3
COMMUNITY VOLUNTEERS	125
FAMILY SERVICES VOLUNTEERS	66
TOTAL	207



HELPING HAND AWARDS

IN HONOUR OF FOUNDING BOARD MEMBER DR. JACK HAND.

To honour 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.



CLAUDETTE YETMAN Claudette demonstrates commitment, leads by example, and has mentored numerous new volunteers. She is someone you can always count on to get things done, with outstanding results, and is always ready to dig right in. She exudes a sense of calm whenever she is in the House. She knows just what needs to be done and takes care of tasks without ever being asked. Congratulations to Claudette Yetman winner of the 2021 Helping Hand Award for Family Services Volunteer.



CINDY WELLS Cindy has been a dedicated Red Shoe Crew Leader since 2012. She is versatile, capable, demonstrates enthusiasm and repeatedly initiated and planned many fundraising events. This volunteer demonstrates dedication to the organization and, through her hard work, has engaged her community of 1,400 individuals, and raised more than \$50,000. Within her family, she has a personal connection to the mission of RMHC and has shown extraordinary commitment, especially during these challenging times. Congratulations to Cindy Wells, winner of the 2021 Helping Hand Award for Community Engagement.



TREVOR MORRIS In 2020, during a year of unprecedented changes and challenges, McDonald's Freedom Foods and owner/operator Trevor Morris immediately stepped up to do whatever was needed to help support children and families at Ronald McDonald House. Covid-19 restrictions required us to suspend all groups that normally would come to the House to support our Home for Dinner Program. Seeing this immediate shift in House programming, this company understood how important prepared meals are to families dealing with a health crisis. They stepped up to provide our families meals whenever they were needed. This generosity continues, to this day, translating into meals for over 200 families. Congratulations to McDonald's Freedom Foods and owner/operator Trevor Morris winner of the 2021 Helping Hand Award for House Programs.



ROD LEGGE Rod is a true leader and has inspired and encouraged staff and volunteers to build and nurture relationships with donors and partners. He has shown leadership in a way that is motivating and has shaped our organization. His formal journey began over 10 years ago as a founding Board member. As a parent, whose child endured childhood cancer, he has provided a unique perspective. He served on the Programs and Policy Committee and as Chair of the Development Committee. He has also been the Volunteer Event Chair of our annual Fore the Family Golf Classic since 2013. Under his leadership, this event has raised more than \$500,000 for RMHC NL. While he has stepped back from a formal board and committee role in 2017, he has been active behind the scenes participating in events, soliciting donations, and assisting whenever he can. Congratulations to Rod Legge, winner of the 2021 Helping Hand Award for Leadership.



KINSMEN LEWISPORTE Kinsmen Club Co-op 50/50 Notre Dame Lewisporte is a dedicated group of individuals who have included RMHC NL as recipients of their annual fundraising efforts. They started supporting RMHC NL during the campaign to build the House and have remained committed every year making a major gift to support sick children and the families in our province. In addition, they can be found volunteering during McHappy Day and have supported the Red Shoe Crew Walk for Families in their community. They exemplify the virtue of giving and caring while expecting nothing in return. This organization is an exceptional supporter who has worked tirelessly to further the mission and impact of RMHC in supporting sick children as part of the Adopt a Room program. Congratulations to Kinsmen Club Co-op 50/50 Notre Dame Lewisporte winner of the 2021 Helping Hand Award for Outstanding Philanthropist corporate/group.



EMMA KING Emma has been volunteering, with her parents, since their stay at RMHC in 2016. She is involved in all fundraising activities in her community and is known for her high level of enthusiasm. It is also very impressive the amount of responsibility this volunteer has taken on at such a young age. Her level of maturity and thoughtfulness is not always seen at nine years of age. In 2020, she raised over \$6,000 as a participant in the Red Shoe crew Walk for Families and was named the top fundraiser. Congratulations to Emma King, winner of the 2021 Helping Hand Award for Outstanding Philanthropist – Young Hero.



TAMMY MAILLET Tammy had been a valued part of our team since 2013. While it is not always easy to ask customers to round up their purchase or make a donation, she firmly believes in RMHC and the important difference RMHC makes in the lives of sick children and their families, especially families from Western Newfoundland. Her efforts do not go unrecognized by her colleagues and they appreciate her determination and the impact she has made for so many families during the course of her work. Congratulations to Tammy Maillet, winner of the 2021 Helping Hand Award for RMHC Champion McDonald's Crew.



FRANK MOORES Mr. Moores individual exemplifies the best of our caring and generous community. He has demonstrated outstanding philanthropic leadership through a proven record of exceptional generosity and consistent financial support as a Monthly Donor. He has not missed one month since the doors of Ronald McDonald House opened in 2012. He displays a strong commitment to support our mission and his support of RMHC is truly appreciated by those who need it most, sick children and their families who stay at Ronald McDonald House. Congratulations to Mr. Frank Moores winner of the 2021 Helping Hand Award for Outstanding Philanthropist – Individual.



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 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.

19/37 Rooms 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
In honor of Mark Jackman
- Saputo - Family Suite
- Trades NL - Family Suite
- Trades NL – Library

2021 Adoptions:

- Notre Dame Castle Building Supplies - Family Suite
In honor of Cluny Sheppard



Adopt- A- Room Report
Egg Farmers of Newfoundland & Labrador
Suite 102



COMMUNITY EVENTS

- Cargill FORE the Houses Golf Tournament
- DFO – Employee Giving Fundraiser
- McDonald's - Fries for Good Campaign
- McHappy Day
- In the Box Media Promotions – Rainbow Campaign
- Heroes for Heroes - RNC Tactics and Rescue Unit
- Sandbox Gaming Charity Marathon
- Kent Building Supplies
- Walk on the Wild Side
- KM for Kids Provincial Tour
- Bay d'Espoir RUN for RMHC
- Phil Fowler Race Team
- McKesson Canada
- Friends of Layla
- Fill The Trunk – Heidi Chaulk
- Team RMHC
- VOCM Radiothon
- Gil Memorial Academy



Pull Tab Program 2021

We recycled
9,786,000 pull tabs
 That's 6990 lbs. of 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 2021 resulted in over **\$6142.20**. The Pull Tab Program kept a family close for 4 ½ 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, Ken & Loretta Scott, Keith Roberts & Genny McCarthy, Chris & Debbie McCarthy, Penny & Rob McDonald, Paul & Paula Rogers, Jeremy and Jane Cleveland, and Patrick Rioux.



Operating Grant \$165,250

.....

Coin Boxes \$26,644.20

RMHC NL **\$21,025.29**

RMHC Canada **\$5,615.91**

.....

Cashless Giving \$33,243.38

RMHC NL **\$24,932.54**

RMHC Canada **\$8,310.84**

.....

RMHC Cookies \$6,639.75

RMHC NL **\$6,639.75**

.....

Fries for Good \$38,896.50

.....



McHappy Day

Thank you McDonald's owner/operators, crew and customers for raising

\$84,524.01

.....

Sponsorship \$14,000

.....

Total \$355,268.09

(29% of operating budget)

KM FOR KIDS



KILOMETERS FOR KIDS is a group of parents on a mission to raise funds and awareness for Ronald McDonald House. In June and July 2020, they collectively road their bicycles more than 2054km during the months of June and July, raising more than \$16,000 for Ronald McDonald House. In July 2021, the Kilometers for Kids team cycled over 1000 km from St. Barbe to St. John's for Ronald McDonald House. They had a goal of raising \$35,952 to cover costs for one family to stay at RMHC NL for 6 months. They surpassed that goal and raised a grand total of more than \$100,000. This team understands how difficult the added challenge of distance is to a family with a sick child in Newfoundland and Labrador. They challenged themselves physically and mentally to ultimately go this distance by bicycle to raise funds to help keep sick children close to their families and the medical care and resources they need.

The team stopped at a different location every day to engage with the community and prepare for the next day. St. Barbe, Rocky Harbour, Deer Lake, Springdale, Grand Falls- Windsor, Gander, Clarenville, Sunnyside, Normans Cove, Whitbourne, Dildo and St. John's.

RECEIVED THE 2021 ASSOCIATION OF FUNDRAISING PROFESSIONALS NL SPIRIT OF PHILANTHROPY (GROUP) AWARD.



This award is given to a group that shows their philanthropic spirit by demonstrating outstanding leadership and commitment to philanthropy in Newfoundland and Labrador. Ronald McDonald House Charities Newfoundland and Labrador is so thankful for the 2021 Kilometers for Kids team for

their incredible support, they truly embody the spirit of philanthropy and are wonderful ambassadors for RMHC NL.

Team: Kim Hartery, Cory Waterman, Kayla Edwards, April Farrell, Shawn Arnold, Gerri-Lynn Stevens, Danny Stevens, Lori Butt, Andy Kelloway, Mike Turpin, Michelle Turpin, Tina Ralph.

Sponsors: RIO TINTO IOC & OZFM



Event Total
\$101,512.⁶⁶



William Chaulk (Age 1)
Deer Lake, NL
79 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

GOLD SPONSORS

Coca-Cola

SILVER SPONSORS

McDonald's

Jiffy Cabs

26 Teams

Event Total
\$33,785

BRONZE LANE SPONSORS

- Sobey's Mount Pearl
- Roebathan McKay Marshall
- Strategic Directions Inc.
- Penney Group Inc.
- Montana's Cookhouse



"FORE" THE FAMILIES GOLF CLASSIC

"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 at Salmonier River Golf Club.



PRESENTING SPONSOR
McCain

GOLD SPONSORS
Smith's Snacks

BRONZE SPONSORS
McDonald's Saputo WestJet

HOLE IN ONE SPONSOR
Capital Subaru

HOLE SPONSOR
McCain
Smith Snacks
WestJet
Saputo
Volkswagen -Closest to the Pin 50/50
PAL Airlines
Fitzpatrick's Auction
Roebathan McKay Marshall
Capital Subaru – CAR
Noseworthy Chapman
Scotiabank -Avalon Mall
The Paint Shop
Advantage Solutions / NuQuest
Graze n' Thyme
Atlantic Grocery Distributors
Hindy's Home Hardware
KoolRite Limited



Event Total **\$51,181**

RED SHOE CREW – WALK FOR FAMILIES

The annual Red Shoe Crew-Walk for Families helps raise awareness and funds to help provide a place for our families to call home when they are going through the most traumatic event in their lives, an illness or injury of their child. 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 Ronald McDonald 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.

The Top Fundraiser for the Red Shoe Crew-Walk for Families event was awarded a gift card valued at \$500. **The Top Fundraiser for 2021 is ten-year-old Emma King of Victoria** who made her steps count for families every single day in September and **raised an outstanding \$8700 by collecting donations in her community and a large recycling effort.**

Participants were encouraged to participate in our Share your Heart Challenge. Individuals were asked 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 #RedShoeCrew2021. The winner of the Share Your Heart Challenge is Vanessa Penney of Sunnyside.

With our 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 TOP 3 SHARE YOUR HEART BUSINESS CHALLENGE BUSINESSES ARE:

- Footwear Plus in St. Anthony
- Fionn MacCool's in St. John's
- Arnold's Cove Inn in Arnold's Cove

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.

The **Provincial 50/50 Lottery** was running in conjunction with the Red Shoe Crew-Walk for Families in September.

THE LUCKY WINNERS

- 1** 1st Place winning approximately **\$3000** was **Toni Pike** with lucky ticket number 3154 sold by **Matthew Butler**.
- 2** 2nd Place winning approximately **\$1800** was **Good Billings** with lucky ticket number 3119 sold by **Chad Haggett**.
- 3** 3rd Place winning approximately **\$1200** was **Staci Simms** with lucky ticket number 1336 sold by **Sherry King**.

Event Total
\$185,000

walkforfamilies.ca

Red Shoe Crew Walk FOR Families

COMMUNITY

Anchor Point
 Bay d'Espoir
 Bishop's Falls
 Botwood
 Boxey
 Burgeo
 Carbonear
 Chance Cove
 Conception Bay South
 Corner Brook (Private)
 Fogo Island
 Glovertown
 Goose Bay
 Grand Falls-Windsor
 Heart's Content
 Irishtown-Summerside
 King's Point
 La Scie
 Labrador West
 L'anse au Loup
 Marystown
 New Harbour
 Norman's Cove
 Old Perlican
 Parson's Pond
 Pilley's Island
 Placentia and Area
 Springdale
 St. Anthony
 St. John's
 Sunnyside
 Terra Nova
 Twillingate
 Victoria
 Wabush

CREW LEADER

Nyiesha Short
 Cheryl George
 Darlene Hancock
 Cindy-Lee Edison
 Leo and Susan Rose
 Gabrielle Durnford
 Kerry Butt
 Shirley Clarke
 Len Furlong
 Jennifer Martineau
 Colette Wells-Coish
 Michelle Saunders
 Mark Urquhart
 Chad Haggett
 Brian Pitcher
 Cindy Wells
 Nikita Toms
 Debbie Burton
 Tina Harris
 Janine Hudson
 Holly Baker
 Annette Bishop Higdon & Chris Higdon
 Mary Smith
 Tracy Foote /Melanie Foote
 Robin Payne
 BJ Osmond
 Tanya Barron
 Deidre Clarke
 Sandee Thomas
 Stephen Patten
 Sharon Bennett/Violet Traverse
 Tureena Squires
 Christine Rogers
 Stephen & Sherry King
 Shawn Dyke



35 COMMUNITIES

470 PARTICIPANTS



TEAM RMHC

Team RMHC is a rewarding way to enjoy endurance events such as Tely 10, Regatta, etc).

Team RMHC®

Team RMHC is open to anyone! Runners or walkers of all skill levels join together as part of Team RMHC to help raise funds to provide programs and services to support families staying at Ronald McDonald House.

Team RMHC strives to make completing the Tely 10 an unforgettable experience.

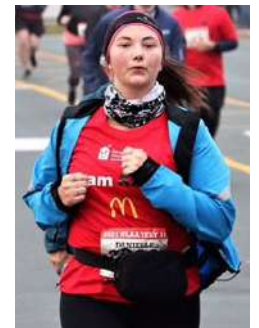
2021 Team Raised:
\$5,477

7 Year Total:
\$45,203.33



ROWING TEAM FEMALE SENIOR CATEGORY

- Derek Mercer, Coxswain/Coach
- Susie Ennis, Stroke
- Angela Skinner, #1
- Jennifer Gaudon, #2
- Kim Hawco, #3
- Kathy Power, #4
- Ashley Rumsey, #5



RACE RESULTS

RACE	TIME (MIN.)	AWARD
Time Trials	6:44:36	N/A
Placentia Regata	6:06	2nd place
Royal St. John's Regatta	6:09	2nd place

RUNNING TEAM

#	NAME	TIME
1	Zack Clancy (CAPTAIN)	1:25:13
2	Melissa Thomas	2:50:22
3	Danielle Broomfield	1:50:02

SOCK IT FOR SICK KIDS

SOCK IT
for *sick kids*
& their families

RONALD MCDONALD HOUSE CHARITIES® NEWFOUNDLAND AND LABRADOR

On November 19th 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 19th 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 19th, hundreds of pictures were shared on social media with **#sockitforsickkids**

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

2021 Total:

\$44,961.⁵⁵

That's a 8-year total of:

\$253,887.²⁹



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 seasonal tree lighting ceremonies in various communities closer to the holidays. 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 or hang a red decoration, depending on location. They then received a campaign acknowledgment card to notify that special person of the gift. The goal was to see each Lights of Love Tree turn red during the month of December.

3 TREES IN 3 COMMUNITIES



Ronald McDonald House
Newfoundland and Labrador



Town of
Blaketown



Trinity Bay
North



SPONSOR

Fairstone

2021 Total:

\$89,748





Michael Carroll, (Age 6)
Labrador City, NL
22 stays. 476 nights.

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

DONOR RECOGNITION

MONETARY AND/OR IN KIND



\$100,000+

Ronald McDonald House Charities
Canada
McDonald's NL Owner/Operators Group
Kilometers for Kids

\$50,000+

Government of Canada
Freedom Foods
Newfoundland and Labrador Hydro

\$20,000+

Scotiabank
RBC Foundation

\$15,000+

Hershey Canada Inc.
Canada Life Assurance Company

\$10,000+

Aryzta
Canada Post Employees
Capital Subaru
Coca Cola Ltd
DoorDash

Egg Farmers of Newfoundland
and Labrador
Government of Newfoundland
and Labrador
McDonald's - Stephenville
Mr. Delores Foster
Mr. James Spinney
Ms. Beverly Critch
MUN Medicine Monte Carlo
NTV
Smith Snacks

\$5,000+

Anglican Catholic Church Of Canada
Parish Of The Avalon Inc.
Brian and Jodean Tobin Family Foundation
Cargill Value Added Meats Canada
CIBC Head Office
Congregation of the Sisters of Mercy
Crosbie Group
DKI Canada
Dominion Recycling Ltd.
ExxonMobil Canada (EMC)
Fairstone
Hebron
Hebron Health Care Fund
Iron Ore Company of Canada

Jays Care Foundation
Kinsmen Club Notre Dame Lewisporte
McCain Foods Canada
McDonald's Restaurant P.H.R Inc.
Mr. and Mrs. Barry MacKinnon
Mr. Clayton Reid
Mr. Colin Baxter
Mrs. Chelsea Cox
Mrs. Pearl Spurrell
Nalcor Employee Giving Program
PayPal Giving Fund Canada
PLR Enterprises Inc.
The Signature Salon
RNC Association
Sandbox Gaming Inc.
Saputo Dairy Products Canada G.P
Stingray
St. Barbe's Consumer Co-Op Society Ltd.
TD Bank
The Benevity Community Impact Fund
tradesNL
Uber
United Foods Inc
Westjet

\$2,500+

Atlantic Star Satellite Bingo Inc.
Blinds & Drapes Etc.
C & D Family Restaurants Inc.
Clarenville Lions Club Inc
Coca Cola
Cossette
Hindy's Home Hardware
In The Box Media Promotions
Kent Building Supplies
Keurig Canada
Kinsmen Club Green Bay
Mrs. Patricia Morris
Ms. Carol Ann Stuckless
Ms. Judy Pelley
Ms. Linda Penney
Ms. Margot Nash
RBC Rewards
Rock Loc Vault Inc.
Signs 1st
Tacora Resources Inc
The Works
Tucker Electronics Limited
XXIX Venture Limited

\$1,000+

Athletics Northeast Running Club
Atlantic Grocery Distributors Limited
Avalon Optical Enterprises
Belfor Property Restoration
Bell Canada
Blue Sky Family Care
Breathe Medical Manufacturing
CAA Atlantic Limited
Canadian Imperial Bank of Commerce
Capital Precast Limited
Ches's Fish & Chips
Construction Labour Relations
Association
Crown Cabinets
Department of Fisheries & Oceans
Canada
Dr. Lynette Bowes
Extreme East Metals Inc.
Fortis Inc.
Gill Memorial Academy
Hamilton Drugs Ltd.
Heroes for Heroes
HR Project Partners
Husky Energy

Jiffy Cabs
Kitchen Party Fundraiser
Kruger Products
Labrador City Taekwondo
Master Cameron Whelan
Master Ryan Whelan
MJM Retail Holdings Inc
Moneris Solutions Corporation
Mr. and Mrs. Stephen King
Mr. and Mrs. Troy Hunt
Mr. Chris Collingwood, Sr
Mr. Churence Rogers
Mr. Colin Krulicki
Mr. Dean Foss
Mr. Don Aspell and Mrs. Annette Godsell
Mr. Ed Martin
Mr. Harold Hillier
Mr. Stephen Harris
Mrs. Irene Sutton
Mrs. Myrtle Dunham
Mrs. Valerie Pippy
Mrs. Wendy Bowers
Ms. Alice Tobin
Ms. Charlotte Julien
Ms. Christina Lundrigan
Ms. Darla Oxford Woodman
Ms. Donna Noble
Ms. Doris Randell
Ms. Eileen Rose
Ms. Hazel Hill
Ms. Jessica Rumbolt
Ms. Juanita Foss
Ms. Lisa Jenkins
Ms. Mary Cahill
Ms. Nadine Butt
Ms. Shannon Bruce
Ms. Tina Bradbury
Ms. Wilma Hennebury
Ms. Yvonne Kearley
MUN Education Class of 2024
Newfound Gold Corp
Newfoundland Labrador
Liquor Corporation
NuQuest
O'Neill Foundation
Paradise Warriors Girls U11
Payworks
Penney Group Inc.
Piper's Store
Purity Factories
Purulator

Rainbow Daycare
Roebothan McKay Marshall
Ronald McDonald House Charities, Inc.
Rotational Workers of Newfoundland
SaltWire Network Inc.
Sobeys Party Fund
Sony Electronics
St. John's Firefighters Association -
Charitable Local 1075
St. Michael's and All Angels Sewing
and Knitting Club
Stillwater RV Park Ltd
Suncor Energy Inc
Three Island Regional Fire Department
Toronto Dominion Bank
Usbourne Books at Home
Visa
Volkswagen
Wabush Figure Skating Club
Whitecap International Seafood
Exporters Inc.
Woodward Auto Group
Workplace NL
Geraldine Smith
Carol Stevens
Darren Throop



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.



Taylor Ash
 Catherine Bursey
 Mason Clarke
 Nicole Collins
 Morgan Compagnion
 Christyn Davis
 Gabe Flynn
 Kira Foote
 Rory Furey
 Ellie George
 Lucas Halley
 Ryan Harding
 Lincoln Hefford
 Logan Hickey
 Hudson Hynes
 Alexander Jackman
 Kayden Kerrivan
 Jesse King
 Jeffrey King
 Joey King
 Emma King
 Koby Krewe
 Kevin Lewis
 Orsiny Lizie
 Karlee MacDonald
 Emily McGrath
 Mateo Medem
 Addison Mooney
 Andy Noseworthy
 Blake Noseworthy
 Haile Osmond
 Jack Parsons
 Maria Russell
 Karleigh Slaney
 James Strickland
 Hudson Taylor
 Kaisley Thorne
 Kendall Thorne
 Peyton Toms
 Bryce Tucker
 Joseph Wells
 Cameron Whelan
 Ryan Whelan
 Ireland Winters



MESSAGE FROM TREASURER FISCAL YEAR 2021

This message marks the end of my third 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. The ways that we have all been able to continue to come together in support of our mission throughout the second pandemic year has been nothing short of incredible. I'm grateful for you all and honoured to be able to continue to give back to our communities during this time. As I continue my volunteer journey with this charity, I'm still in awe of the far-reaching impact we all have. I hear so many heart-warming stories from those who have stayed at the house.

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 our donors. Individuals, community groups, service organizations, labour organizations, businesses, other charities and government have all found ways to support our mission and to focus on providing our families with the best possible support despite the many hurdles everyone faced in 2021. 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 grateful to have maintained this level of support in 2021.

At the end of 2021, RMHC NL has combined net assets of approximately \$8,228,179. This includes the balance invested in capital assets of approximately \$5,423,611; an operating fund reserve of \$2,300,000; and unrestricted net assets of approximately

\$504,568. The Charity has a strong cash and short-term investments position of approximately \$3.7M at the end of the year.

The Charity had excess of revenue over expenditures for 2021 of approximately \$325,909. Total revenue and other support for the year increased by \$156,062 year over year to approximately \$1,734,172 for the year. Revenue and expenditures included donated goods and services of approximately \$216,720 for 2021 as compared to approximately \$207,247 in 2020.

In terms of expenditures, the cash cost of operating the charity (excluding donated goods and services and amortization of capital assets) is approximately \$999,879 which changed by approximately \$51,879 during the year, representing a 5.4% increase. This increase is a result of a combination of factors including inflationary pressures, modified operations in support of our modified COVID-19 processes and general operating year over year changes. 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.



A handwritten signature in black ink that reads "ABrown".

Angie Brown, CPA, CA, CIA
Treasurer

Ronald McDonald House Charities
Newfoundland and Labrador

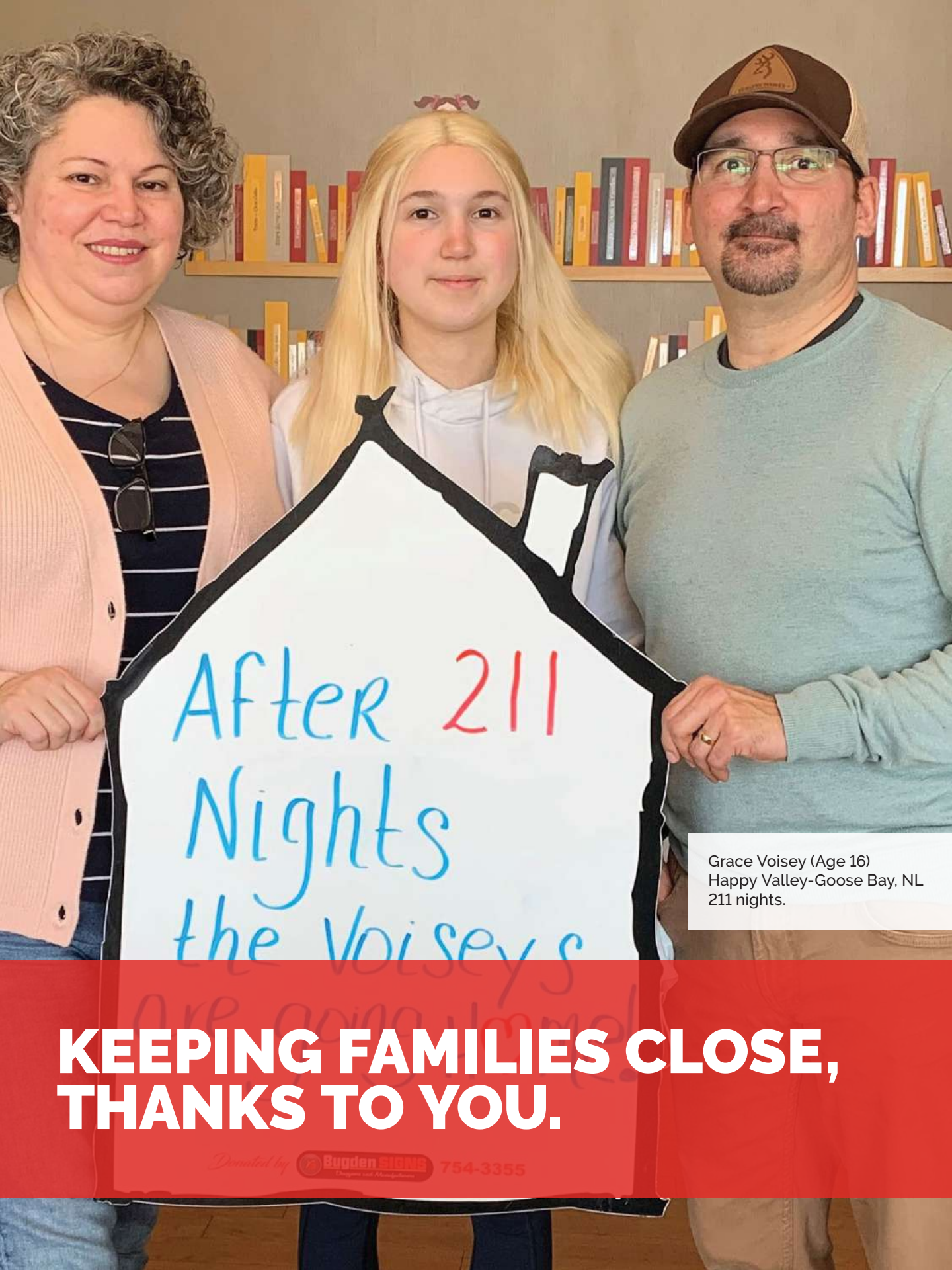
FINANCIAL REPORT

Condensed Statement of Revenue and Expenditures and Changes in Fund Balances

Year ended December 31	2021	2020	2019
Revenue			
Contributions	\$977,993	\$1,089,240	\$1,274,166
Fundraising Activities / Events	\$684,401	\$445,483	\$532,374
RMH Room Donations / Fees	\$30,285	\$28,900	\$55,085
Other Revenues	\$41,493	\$14,487	\$8,885
	<u>\$1,734,172</u>	<u>\$1,578,110</u>	<u>\$1,870,510</u>
Expenditures			
Program	\$867,406	\$857,222	\$1,135,815
Management and General	\$183,529	\$131,262	\$99,240
Fundraising	\$380,659	\$390,819	\$441,589
	<u>\$1,431,594</u>	<u>\$1,379,303</u>	<u>\$1,676,644</u>
Excess of Operating Revenue over Expenditures for the Year	\$302,578	\$198,807	\$193,866
Investment Income	\$23,331	\$39,032	\$52,972
	<u>\$325,909</u>	<u>\$237,839</u>	<u>\$246,838</u>

Condensed Statement of Financial Position

At December 31	2021	2020	2019
Assets			
Cash and Cash Equivalents	\$1,438,117	\$902,520	\$869,092
Investments	\$2,241,544	\$2,220,933	\$2,183,314
Accounts Receivable	\$118,307	\$216,003	\$16,822
Prepaid Expenses and Other Assets	\$28,793	\$29,029	\$41,399
Capital Assets	\$4,478,614	\$4,602,611	\$4,679,369
	<u>\$8,305,375</u>	<u>\$7,971,096</u>	<u>\$7,789,996</u>
Liabilities			
Accounts Payables and Accrued Liabilities	\$77,196	\$68,826	\$125,565
Fund Balances			
General Fund	\$504,568	\$468,343	\$442,019
Restricted Fund	\$2,300,000	\$2,200,000	\$2,100,000
Capital Asset Fund	\$5,423,611	\$5,233,927	\$5,122,412
	<u>\$8,305,375</u>	<u>\$7,971,096</u>	<u>\$7,789,996</u>



After 211
Nights
the Voiseys
are going home!

Grace Voisey (Age 16)
Happy Valley-Goose Bay, NL
211 nights.

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



RMHC[®]

Newfoundland & Labrador

Keeping families close

RMHCNL.CA

P.O. Box 28091
150 Clinch Crescent, St John's, NL A1B 4J8
info@rmhcnl.ca

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

Charitable Registration Number: 85050 2865 RR0001