



RMHC
Newfoundland
& Labrador

ADOPT ME PARTNERSHIP PROGRAM





Adopt-a-Room
Program

ADOPT
ME

**THANK YOU TO OUR
2023 ADOPT ME PARTNERS!**

**LOOK WHAT WE WERE ABLE TO
ACCOMPLISH TOGETHER IN 2023!**



RMHC
Newfoundland
& Labrador

Adopt Me Partners,

On behalf of Ronald McDonald House Charities® Newfoundland and Labrador, we would like to thank you for being an adoption partner in 2023.

The Adopt-a-Room Program is an opportunity for individuals and corporations to help families who are going through the most traumatic event in their lives - an illness or injury of their child. Through the **Adopt Me Program** you have provided the most caring and practical support to families during this incredibly stressful time.

RMHC is here to relieve the stress and provide a home like experience for our families to rest their heads at night. A place where a family can focus on their child in a comfortable environment, instead of worrying about the expenses and logistical burdens of where to stay. Your support helped make that happen.

By adopting a room or program you have provided us with the ability to maintain these spaces throughout the year, ensuring that they are beautifully kept, operated and maintained. Your spaces have provided comfort and joy to RMHC NL families during this time who need a place to stay while in St. John's seeking medical attention for their child. We estimate that families saved more than **\$2 million** in accommodations costs thanks for your adoption. We are so excited to share the impact your giving has accomplished. Thank you for helping keep families close when they need it the most.

Once again, we would like to express our heartfelt appreciation for your continued support and we look forward to hearing from you soon.

Sincerely,

Ronald McDonald House Charities Newfoundland and Labrador



Christina Morgan
Director, Development &
Communications
Ronald McDonald House



Annette Godsell
Executive Director
Ronald McDonald House

#KeepingFamiliesClose

Ronald McDonald House Charities® Newfoundland and Labrador
1-855-955-HOME(4663) T:709-738-0000 F:709-747-1270 info@rmhcnl.ca @OurHouseNL.ca
P.O. Box 28091, St. John's, NL A1B 1X0 Charitable Registration #85050 2865 RR0001



RMHC
Newfoundland
& Labrador



RMHC
Newfoundland
& Labrador

277 NIGHTS



2023

Annual Impact
Keeping families close

3897 NIGHTS OF COMFORT



PROVIDED TO **242** SICK CHILDREN AND THEIR FAMILIES
136 families were put on a waitlist, with 87 turned away for lack of accommodation.

\$2 Million

SAVINGS TO FAMILIES IN ACCOMMODATION & OTHER COSTS

Such as parking, meals, access to kitchen, pantry and laundry facilities

*based on the results of an 2023 Economic Impact Study completed by RBC

Families can contribute **\$15** per night, however, no family is ever turned away if they are unable to pay.
Without RMHC, a family could incur **up to \$6773** in out-of-pocket expenses to be by the side of their sick child for just one 13-day hospital stay.

AVERAGE
LENGTH OF
STAY:

13

NIGHTS



15 FAMILY SUITES



LONGEST STAY (CONSECUTIVE)

VOLUNTEERS



67 Family Service Volunteers spent **5087 hours** assisting with enhanced sanitization protocols, laundry, cleaning and other tasks.

122 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



Eastern64

Central.....58

Western65

Labrador-Grenfell.....41

Out of Province.....2

Out of Country.....12

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 RMHC

- INTENSIVE CARE UNITS (NICU/PICU) (NEONATAL/PEDIATRIC)
- NEUROLOGY
- ONCOLOGY
- GASTROENTEROLOGY
- MENTAL HEALTH



RMHC NL remained open for the entirety of 2023 in 2023 outside visitation was resumed and volunteers and staff helped ensure the continuation of programs.

HOUSE PROGRAMS

*based on a best guess estimate on current house statistics

544 Visits to the Magic Room



100 Just Like Nan's Bake Goods



242 Welcome Home Bags



133 Home for Dinner

4655 Meals prepared



53 Special Celebrations/Other events



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.

Overview

The **Adopt Me Partnership Program** allows an individual, company or organization to be the exclusive partner on one of the family suites, common area rooms, programs, families, meals or areas at Ronald McDonald House Charities® Newfoundland and Labrador. Your funding will help keep families with a sick or injured child close to each other and the medical care and resources they need when they need it the most.



Partnership Impact

Funds raised through our **Adopt Me Partnership Program** provide direct impact to families with a sick child by providing:

- ➔ Lodging accommodations for families with a sick child
- ➔ Access to core programs including Home for Dinner Program, Magic Room Program, Just Like Nan's Baked Goods Program, Warm Welcome Program, Keeping Families Connected Program etc.
- ➔ Access to laundry services, kitchen, televisions, Wi-Fi, computer & games
- ➔ Access to activities including an indoor play area, Family Time Park, video games, movie nights, monthly activities and much more
- ➔ 24-hour restricted access to Ronald McDonald House that ensures families are safe at all times
- ➔ A sense a community with other families in the house who are also going through their own medical journey



Adopt Me Partnership Benefits

In joining our Adopt Me Partnership Program, we promise to recognize the generosity of your gift by:

- ➔ **Prominent Signage** - name on room number plaque in designated area & on our donor wall for full year of sponsorship
- ➔ **Website** - your family name, foundation name, company name or logo on the RMHC NL
 - Website with hyperlink to your website
- ➔ **Impact Report** - we will provide you with annual statistics of the families being served by the RMHC NL House and Family Rooms as well as recognize your support
- ➔ **Social Media** - highlight of room adoption with photos on RMHC NL social media platforms
- ➔ **Your Service to Our Families** - signage recognizing your commitment to RMHC NL that can be displayed in your home, office or given as an honorarium
- ➔ **In Person Recognition** - reception at house with invited guests to honour your gift & invitation to annual donor appreciation event
- ➔ **Future Opportunities** - you will receive first right of refusal for adoption in subsequent years





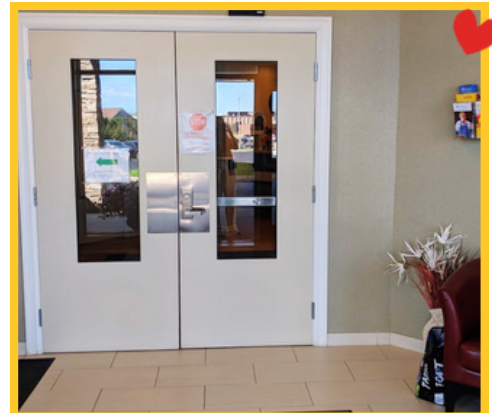
Adopt-A-Room

The "Adopt-A-Room" Program is an opportunity for individuals, businesses, churches, organizations, and other donors to **sponsor a specific room or Program** in Ronald McDonald House. Room adoption, for one, two or three years, helps ensure the ongoing financial viability of Ronald McDonald House and enables rooms to be kept in perfect condition for the families that stay here. An adoption ensures a room is always available for the families that stay with us each night. This program provides a detailed recognition plan.



Family Services

- 15 Family Suites (8/15 ADOPTED) (7 AVAILABLE)
- Laundry room (1st Floor) (AVAILABLE)
- Laundry Room (2nd Floor) (AVAILABLE)
- Family Services Main Entrance (AVAILABLE)
- Family Services Front Desk (AVAILABLE)
- Welcome Room (AVAILABLE)
- Main Family Room (2 Spaces) (AVAILABLE)



Adopt-A-Room Donors

REPORT PERIOD:
1 January 2023 – December 31 2023

Family Services



Room 101



Room 102



Room 201



Room 202
In Honour of Cluny Sheppard



Room 207
In Honour of Mark Jackman



Room 209



Room 210



Room 212



YOUR IMPACT

REPORT PERIOD:
1 January 2023 – December 31 2023

360

Sick or injured children & their families called RMHC their home in 2023



Average length of stay:

11

Nights



Longest length of stay:

277

 Nights

In 2023, Families saved over **\$1.4 Million** in accommodation costs BECAUSE OF YOUR ADOPTION



101-102

Adopt-a-Room Sponsor:
Egg Farmers of NL

Adopt-a-Room Sponsor:
Newfoundland and Labrador Hydro



201

Adopt-a-Room Sponsor:
McDonald's Gander
McDonald's Paradise
McDonald's Corner Brook



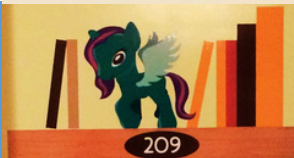
202

Adopt-a-Room Sponsor:
Notre Dame Castle Building Centres
"In Honour of Clary Sheppard"



207

Adopt-a-Room Sponsor:
The Signature Salon
"In Honour of Mark Johnson"



209

Adopt-a-Room Sponsor:
Kinsmen Co-Op 50/50, Lewisporte



210

Adopt-a-Room Sponsor:
Saputo



212

Adopt-a-Room Sponsor:
Royal Newfoundland Constabulary
Association



RMHC
Newfoundland
& Labrador



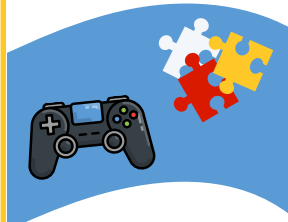
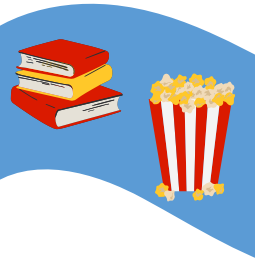
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Children Entertainment Areas

- Library/Resource Centre **(AVAILABLE)**
- Teen Lounge Children's Play Room **(AVAILABLE)**
- Family Time Theatre **(AVAILABLE)**





Adopt-Me Program

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Programs

- Warm Welcome **(AVAILABLE)**
- Program Room **(AVAILABLE)**
- Magic Room **(ADOPTED)**
- Home for Dinner Program
 - Kitchen **(1/4 SPACES ADOPTED)**
- Recreation Program **(AVAILABLE)**
- Quiet/Fitness Room **(AVAILABLE)**
- Family Services Volunteer Room **(ADOPTED)**
- — see next page

FAMILY TIME
PARK





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FAMILY TIME PARK



FAMILY TIME PARK

- Main Pavilion Area (AVAILABLE)
- Playground Area (ADOPTED)
- Gardening Area (AVAILABLE)
- Sports Area (AVAILABLE)
- Observatory Area (AVAILABLE)



Programs



**CAPITAL
SUBARU**

Magic Room

USW

Local 9508 Voiseys Bay

Home for Dinner - kitchen 1



Miss Achievement
NEWFOUNDLAND & LABRADOR LEADERSHIP PROGRAM

Volunteer Services Room



KENWORTH

[[[reefer]]]
truck, trailer & container services

FAMILY TIME

PARK

Playground



YOUR IMPACT

REPORT PERIOD:
1 January 2023 – December 31 2023

133 Home for Dinners in 2023



544 Magic Room visits in 2023



308 Quilts given away

Unlimited Smiles 😊





Current Adopt Me Program Partners



USW
Local 9508 Voiseys Bay



THANK YOU

Ronald McDonald
House



Imagine a place where laughter echoes, where every corner holds a memory. It's not your home, but it feels like it. It is welcoming, filled with warmth and love. It's a place where you're always welcome, where you feel safe and cherished. It's not your home, but it's a place that feels like it. It's the Ronald McDonald house.

KEEPING FAMILIES CLOSE, THANKS TO YOU!
1,900 FAMILIES IN COUNTING...



RMHC
Newfoundland
& Labrador