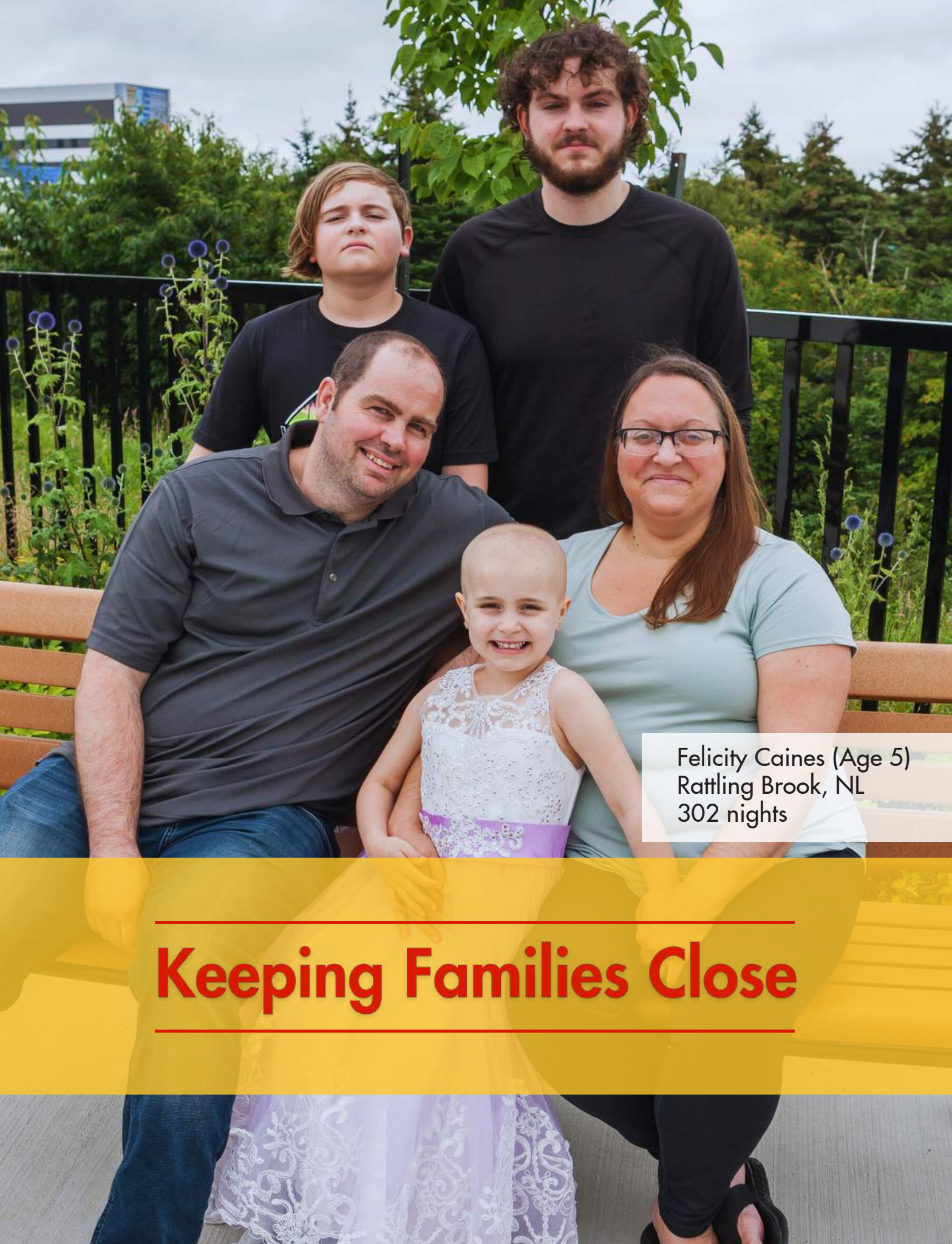


Ryder Renouf (Age 5)
Cape St. George, NL
277 nights



RMHC
Newfoundland
& Labrador

**RONALD MCDONALD
HOUSE CHARITIES®**
Newfoundland & Labrador
2023 ANNUAL REPORT



Felicity Caines (Age 5)
Rattling Brook, NL
302 nights

Keeping Families Close

TABLE OF CONTENTS

Message from Board Chair & Vice Chair.....4
Board of Directors/Committees.....5

VISION • MISSION • VALUES.....6

OUR IMPACT 2023.....7

FAMILY SUPPORT PROGRAMS.....8/11

The Dedicated Volunteers..... 12
Helping Hand Awards.....13
Adopt-a-Room Program..... 14

PULLING TOGETHER FOR FAMILIES..... 15

Community Events.....15
McDonald’s: Our Founding and Forever Partner.....16/17

OUR SIGNATURE EVENTS

10 Years of Love Gala.....18
Spare Some Love Bowling Event.....19
FORE the Families Golf Classic.....20
Sock It For Sick Kids.....21
Red Shoe Crew – Walk for Families.....22/23
Lights of Love Season of Giving Campaign.....24/25

THANK YOU FROM OUR FAMILY TO YOURS

Donor Recognition.....26/27
Young Heroes.....28

MESSAGE FROM FINANCE COMMITTEE.....29

Financial Report.....30

MESSAGE FROM THE BOARD OF DIRECTORS

In 2023, we had the privilege of providing family centered programs and services to **242** sick children and their families 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.

In 2023 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.

We express our heartfelt appreciation to all the Red Shoe Crew volunteers, supporters, event volunteers and community volunteers who have been working tirelessly to help raise funds for Ronald McDonald House. 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 an outstanding **\$245,886** and our signature events raised record amounts to support our programs and services. We deeply appreciate all the time and effort volunteers, sponsors and participants put in to helping ensure our mission is funded. We were all thrilled to see our volunteers again with the reinstatement of the annual Strength in Numbers Volunteer Conference in April.

We are also very excited, and grateful to our friends at McDonald's. 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. McHappy Day was a huge success that raised an exceptional **\$93,009.27** for RMHC NL.

June 8, 2023 also marked the grand opening of the Family Time Park. This new space will give sick or injured children a safe and accessible space to play and enjoy much needed outdoor family time. Thank you to the generosity and kindness of the community, donors and volunteers for giving more family time to sick or injured children and their families through the Family Time Park.

Looking forward to 2024 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.

As an organization 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 2023 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 15 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.



ABrown

ANGIE BROWN
Chair, Board of Directors
Ronald McDonald House Charities
Newfoundland and Labrador



Gail Collins

GAIL COLLINS
Vice Chair, Board of Directors
Ronald McDonald House Charities
Newfoundland and Labrador

Board of Directors



Angie Brown
CPA, CA, CIA
Board Chair

Partner at Grant Thornton LLP



Gail Collins
Vice-Chair

Vice President, People & Corporate Affairs at Newfoundland & Labrador Hydro



Hilary Wicks Morrow
Director (Legal)

Partner with Roebbothan McKay Marshall



Penny McDonald
Director

McDonald's Owner



Dr. Lisa Goodyear
Director (Medical)

Pediatric oncologist, Janeway Children's Hospital



Brian White
Director

Director of Communications & External Affairs at Rio Tinto



Tony Dawe FCAE, FEC, FCSSE, P. Eng.
Director (Engineering)

President at Phoenix Engineering, Inc.



Erin Higdon CA, CPA
Director (Finance)

Vice President of Business Strategy at Atlantic Grocery Distributors

Staff Leadership



Annette Godsell
Executive Director



Christina Morgan, CFRE
Director, Development & Communications



Jennifer Fleming
Family & Volunteer Services Manager

Board Committees

Governance Committee

Hilary Wicks-Morrow (Chair)
Angie Brown
Annette Godsell

Human Resources Committee

VACANT (Chair)
Angie Brown
Heather Peters
Annette Godsell

Finance Committee

Angie Brown (Chair)
Erin Higdon
Gerry Beresford
Annette Browne
Annette Godsell
Christina Morgan

Facilities Committee

Tony Dawe (Chair)
John Poole
Ron Fougere
Brittany Moulard
Annette Godsell
Jennifer Fleming

Development & Communications Committee

Brian White (Chair)
Penny McDonald
Annette Godsell
Christina Morgan

Programs & Policy Committee

Dr. Lisa Goodyear (Chair)
Annette Godsell
Jennifer Fleming

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 Ryder Renouf

It is difficult 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 challenging experiences for a family. For families who do not live close to the medical care and resources they need, there is the added stress of distance. RMHC gives families with a sick child what they need most – each other.



In the early months of 2022, Ryder was often not feeling well. It would start like the common cold and then go away. Fast forward to April, Ryder started spiking high fevers, complaining of pain and stopped eating. That's when his parents, Ashley and Ian, knew that something wasn't right.

After spending 2 nights in the Corner Brook hospital, which was already two hours away from their home in Cape St. George, the pediatrician indicated that Ryder's bloodwork was concerning and they would need to travel to the Janeway Children's Hospital or further testing.

"My mind instantly went into panic mode because we didn't know what was wrong with Ryder, and we also have a daughter Brynlee and a brand new puppy to think about." said Ryder's mom Ashley Renouf.

Later Ryder was diagnosed with Leukemia. Their world was turned upside down. Ryder has been taken away from his extended family, his friends, his preschool and playing outside, to spending long days at the hospital receiving treatments in another city hours away from home. Brynlee's life changed too.

To complete grade 1, she needed to transfer schools to St. John's.



"I've always heard of RMHC and seen advertising but didn't know exactly what RMHC entailed. When our social worker sat down and explained what RMHC was all about, that's when we knew this was where we needed to be during this long road ahead." Ashley continued

Ashley has met several other families who are going through the same or a similar illness with their children. *"It's nice to be able to talk to them about it and share stories or resources! The volunteers and staff are always going above and beyond to help us out when needed! You couldn't ask for any better!"* said Ashley.

At Ronald McDonald House there are plenty of programs and resources to support families far from home with a sick child. *"Being able to stay at Ronald McDonald has made things so much easier for my family. It meant that we can all be together and not have to stress at the cost or all the little things in daily life."* Ashley continued.

While Ryder's battle with cancer continues, with treatments expected to continue into 2025, the Renouf Family have come to rely on the programs and services at Ronald McDonald House to keep their family together.

Thank you for supporting me and my family during my chemo treatments.



RMHC
Newfoundland
& Labrador



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.

LONGEST STAY (CONSECUTIVE) 277 NIGHTS

15 FAMILY SUITES

AVERAGE
LENGTH OF
STAY: **13**
NIGHTS



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

Eastern	64
Central.....	58
Western	65
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



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



TOP 5 MEDICAL REASONS WHY FAMILIES NEEDED RMHC

INTENSIVE CARE UNITS (NICU/PICU) (NEONATAL/PEDIATRIC)

NEUROLOGY

ONCOLOGY

GASTROENTEROLOGY

MENTAL HEALTH



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.



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 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 will have access to a Home Office, wireless Internet, computers/tablets, email, and long distance calling & community newspapers. Families can also access special flights through a airline partnerships with RMHC NL such as WestJet Cares for Kids



FAMILY SUPPORT PROGRAMS

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 PROGRAM – Not every family arrives at Ronald McDonald House for a scheduled medical appointment or treatment, often it can be because of a medical emergency. Together, with the help of generous donors families have access to a fully stocked House Pantry, House refrigerator and House freezer. 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, tea and coffee along with non-perishable food items such as canned foods, baking supplies, cereals, snacks and pastas. It also has a variety of toiletries items, laundry and cleaning supplies.

RECREATION PROGRAM – Ronald McDonald House has its own resource center fully stocked with books, craft supplies and games. It also has a fitness room, children's play areas, including the Family Time Theatre to enjoy video game play and movies. Ronald McDonald House has its own fenced outdoor playground called Family Time Park for children and families to enjoy quality family time together. Ronald McDonald House is also 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.

FAMILY TIME PARK



On June 8, 2023 Ronald McDonald House Charities® Newfoundland and Labrador surrounded by many volunteers, donors and families, officially completed the reconstruction and development of its outdoor space into what will now be known as **Family Time Park**. This new space will give sick or injured children a safe and accessible space to play and enjoy much needed outdoor family time.

The Family Time Park project included the development of an accessible and fenced outdoor area surrounding the Ronald McDonald House with improvements such as fencing, entrance gate, bbq/patio area, and most importantly a children's playground with rubber play surface, two bay accessible swing set, and nature-based play features.

"I think the Family Time Park is going to be an amazing place for our families at Ronald McDonald House to make memories for years to come" said Angie Brown, RMHC NL Board Chair. "Providing a fun, accessible and secure space for our families to interact in a park setting, will help us enhance the experience for all sick or injured children and their families that need the Ronald McDonald House."

Thank you to the many donors that gave the gift of family time to sick or injured children and their families through the Family Time Park Campaign!

Gift of Family \$100,000+

Government of Canada / Atlantic Canada Opportunities Agency (ACOA)/Agence de promotion économique du Canada atlantique (APECA)
RioTino IOC

Gift of Togetherness \$75,000+

Locke's Electrical Limited
Newfoundland and Labrador Hydro

Gift of Enjoyment \$50,000+

BMO Financial Group
Brian and Jodean Tobin Family Foundation
NFI Group
McDonald's NL Owner/Operators

Gift of Nature \$25,000+

Basil Dobbins Family Foundation
Government of Newfoundland and Labrador
Hickman Automotive Group
VOCM Cares Foundation

Gift of Hope \$10,000+

Atlantic Star Foundation (Trails for Riches)
Ken and Loretta Scott
NTV/OZFM
RBC Foundation
The R.D. Pippy Family Foundation





Adriana Cooper (Age 4)
Savannah Cooper (Age 6)
Hillview, NL
15 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 Ronald McDonald 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.



VOLUNTEERS

BOARD/COMMITTEES	14
REGIONAL DEVELOPMENT COORDINATORS	3
COMMUNITY VOLUNTEERS	202
FAMILY SERVICES VOLUNTEERS	94
TOTAL	313



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.



FAMILY SERVICES VOLUNTEER AWARD

Steve Erbland



HOUSE PROGRAMS - INDIVIDUAL

Mehrnaz Shampspour



HOUSE PROGRAMS - COMPANY/GROUP

Roth Lochston



OUTSTANDING PHILANTHROPIST - YOUNG HERO

Lincoln Hefford



LEADERSHIP VOLUNTEER AWARD

Gary Follett



RMHC CHAMPION MCDONALD'S CREW

Crystal Deering



OUTSTANDING PHILANTHROPIST - CORPORATE

XXIX Venture



OUTSTANDING PHILANTHROPIST - INDIVIDUAL

Raymond Walsh



COMMUNITY ENGAGEMENT VOLUNTEER AWARD

Nyiesha Short

ADOPT-ME PROGRAM



THE ADOPT-ME 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 Ronald McDonald House.

The **Adopt-ME Program** ensures that Ronald McDonald House is 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 or program space for one or three years helps cover the costs associated with maintenance and upkeep of the area, ensuring it is always available for the families that stay with us each night. This program supports hundreds of families each year, making each space has all the necessities of home. Rooms require updating at times and this support helps make that happen.

Recognition of support is placed in the space as well as in printed pieces, media channels and our website.

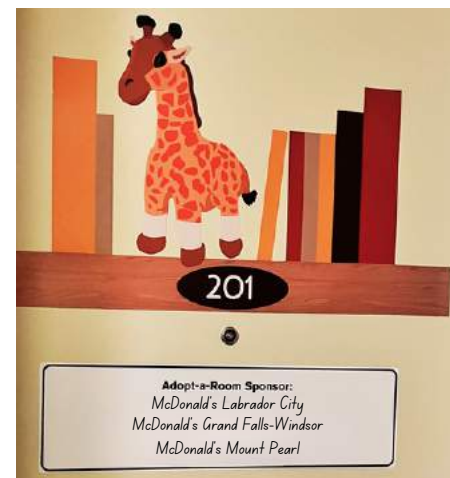
12/43 Rooms Adopted

Family Suites:

- Egg Farmers of NL
- Kinsmen Co-op 50/50 Lewisporte
- McDonald's Labrador City, Grand Falls-Windsor and Mount Pearl
- Newfoundland and Labrador Hydro
- RNC Association
- Saputo
- Signature Salon - in honor of Mark Jackman
- Notre Dame Castle Building Supplies in honour of Cluny Sheppard

Program Spaces

- USW Local 9508 Voiseys Bay - Kitchen
- Miss Achievement - Volunteer Room
- Capital Subaru - Magic Room
- Reefer Repair Services/Kenworth of Newfoundland - Family Time Park (Playground)



COMMUNITY EVENTS

- Cargill FORE the Houses Golf Tournament
- KM for Kids
- DFO – Employee Giving Fundraiser
- McDonald’s - Fries for Good Campaign
- McHappy Day
- Heroes for Heroes - RNC Tactics and Rescue Unit
- Stillwater RV Park
- Bay Wheels Car Show
- Donate A Car
- Shannon “Shaq” Coady Memorial Golf Tournament
- VOXM Radiothon
- Trails to Riches
- Emergency Responders Golf Tournament
- Taste of Home
- Putt N Paddle Campground
- Goose Bay Minor Hockey Tournament in memory of Aiden O’Keefe
- Roda Vinnecombe Offshore Softball Tournament
- John and Lucy Glennon - Ride the NL Trail (postponed)
- History of Logy Bay- Middle Cove-Outer Cove - Gerry Boland



Pull Tab Program



In 2023, we recycled 14,000,000 pulls tabs and raised nearly **\$10,000** in funding. We are so grateful to have also received a match by **Dominion Recycling** in the amount of **\$4,536!** For size reference - ALL pull tabs donated in 2023 weighed the same as an average African Elephant! Since 2012, we have raised more than **\$33,308** from pull tabs. This is enough to cover the cost for a family to stay 133 nights at Ronald McDonald House!



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, Penny & Rob McDonald, Patrick Rioux



Financial Support from McDonald's

Operating Grant \$165,250

Coin Boxes \$24,658.72

Cashless Giving \$31,526.39

RMHC Cookies \$9,841.73



McHappy Day

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

\$93,009.27

Sponsorship \$15,000

Total \$339,286.11





Lucas Hardy (Age 7)
Saint-Pierre-et-Miquelon, FR
98 nights

OUR SIGNATURE EVENTS

10 YEARS OF LOVE GALA

On February 10, 2024 Ronald McDonald House hosted a one-of-a-kind, anniversary gala where everyone in attendance truly experienced the magic and the mission of RMHC NL with our special guests RMHC kids Ryder Renouf and Connor Butt.

Thanks to the sponsors, attendees, performers and volunteers, an amazing total of **\$120,692.85** was raised to help keep families with a sick or injured child close to each other and the care and resources they need, when they need it most.



Presenting Sponsor \$20,000

NTV OZFM

Heart Sponsor \$10,000

Newfoundland and Labrador Hydro

Strength Sponsor \$5,000

Subsea 7
Coca-Cola Bottling Limited
NL Outfitters
McDonald's

Event Total:

\$120,692



10
years of
Love
Gala
2012 - 2022



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 Solutions

GOLD SPONSOR

Coca-Cola

SILVER SPONSORS

McDonald's Jiffy Cabs

BRONZE LANE SPONSORS

Roebathan McKay Marshall • Strategic Directions Inc. • Montana's Cookhouse • Alt Hotel

34 Teams

Event Total:
\$42,775



"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 was hosted at The Wilds at Salmonier River Golf Club.

Fore
the families
[Golf Classic]

PRESENTING SPONSOR
McCain

BEAT THE PRO SPONSOR
NAPE

GOLD SPONSOR
Coca-Cola Smith Snacks

LONGEST DRIVE & STRAIGHTEST DRIVE SPONSOR
The Wilds

SILVER SPONSORS
WestJet

PUTTING CHALLENGE SPONSOR
Smith Snacks

BRONZE SPONSORS
Saputo McDonald's

HOLE SPONSORS

Capital Subaru	Penney Group
Atlantic Grocery Distributions	Volkswagen
Roebothan McKay Marshall	Coldstream Clear
Noseworthy Chapman	McCain
Fitzpatrick's Auction	Saputo
Hindy's Home Hardware	Smith Snacks
Quikprint Services Ltd	
Kool Rite Limited	
Keller Williams Platinum Realty	
Paint Shop	
Advantage Solutions/NuQuest	



Event Total: **\$80,600**

SOCK IT FOR SICK KIDS & THEIR FAMILIES

SOCK IT

for *sick kids & their families*

On November 17th 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 17th 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 17th, hundreds of pictures were shared on social media with [#sockitforsickkids](https://www.instagram.com/sockitforsickkids)

Thank you to everyone that **"SOCKED IT"** for sick kids and their families!

Special Thank you to the Avalon Mall and Corner Brook Plaza for allowing space for a SOCKIT POP UP SHOP in November!

Event Total:

\$47,703.00

That's a 10-year total of:

\$362,704.75



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 3 individual fundraisers for 2023 raised collectively more than \$27,000! Our top fundraiser for 2023 was **Natasha Hobbs** of Clarenville, NL (**\$14,398**). The second top fundraiser was **Emma King** of Victoria, NL (**\$8,800**) and our third top fundraiser was **Noah Strickland** of Pилley’s Island, NL (**\$3,913**).

Participants were encouraged to participate in our **Share your Heart Challenge**. Individuals and businesses 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 **#RedShoeCrew2023**



THE TOP 3 SHARE YOUR HEART BUSINESS CHALLENGE WERE:

- 1st - Well Bean Café – Labrador City
- 2nd - Northridge Development Ltd. – Corner Brook
- 3rd - East Coast Junction – Cox’s Cove

THE GRAND PRIZE FOR THE RED SHOE CREW WALK FOR FAMILIES:

For every \$100 raised on a pledge sheet participants received a ballot to win a \$500 gift card... and the winner was **Natasha Hobbs**, Clarenville Walk for Families

PROVINCIAL WESTJET CARES FOR KIDS LOTTERY

ran in conjunction with the Red Shoe Crew-Walk for Families in September. The lucky winner of a round trip for two is **Hilda Hoddinott**, Ticket Number **7764**

Event Total:
\$245,886.00

walkforfamilies.ca



Red Shoe Crew Walk FOR Families

COMMUNITY

Anchor Point
Badger
Bay Roberts
Bishop's Falls
Boxey
Carbonear
Chance Cove
Clarenville
Corner Brook
English Harbour East
Fogo Island
Gander
Grand Falls Windsor
Hampden
Happy Valley Goose Bay
Heart's Content
Irishtown-Summerside
La Scie
Labrador Straits
Labrador West
Lark Harbour
New Harbour
New Perlican
Norman's Cove
Old Perlican
Parson's Pond
Pilly's Island
Placentia and Area
Port Au Choix
Port aux Basques
Springdale
St. John's
Stephenville
Sunnyside
Twillingate
Victoria

EVENT LEADER

Nyiesha Short
Myrtle Crann
Crystal Deering
Darlene Hancock
Leo and Susan Rose
Kerry Butt
Shirley Clarke
Natasha Hobbs
Jennifer Martineau
Laura- Lee Trevor Labour
Colette Wells-Coish
Jenay and Josh King
Darlene Hancock & Shane Budgell
Katie Brennan
Mark & Allison Urquhart
Brian Pitcher
Cindy Wells
Debbie Burton
Janine Hudson
Tina Harris
Vicky Travers
Terri Beth Higdon
Ivy Piercey
Shirley Kinden/Mary Smith
Tracy Foote /Melanie Foote
Robin Payne
BJ Osmond/ Charlotte Rice
Tanya Barron
Donalda O'Keefe
Joan Chaisson
Deidre Clarke & Erica Chatman
Stephen Patten & Lorna King
Nadine and Chris Butt
Sharon Bennett/Violet Traverse
Christine Rogers
Stephen & Sherry King



36 COMMUNITIES

1529 PARTICIPANTS

LIGHTS OF LOVE 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.



The Lights of Love Campaign helps bring the magic of holidays to sick children and their families that simply cannot be a home right now.

Because of you, families have a community of support around them in their toughest times. Thank you for being there for sick children and their families that need your support.

To kick off the month long campaign, on Sunday December 3, 2023 there was a Radiothon on OZFM (10-2pm) and a Telethon on NTV (2pm - 6pm). In the evening we had our Lights of Tree Lighting Ceremony at Ronald McDonald House conjointly with the NTV Sunday Evening News.

The event was a major success as the community joined us for carols, candy canes, special guests, hot chocolate and the arrival of Santa Claus and Mrs. Clause!

PRESENTED BY
NTV OZFM



Event Total:
\$125,000





Baby Katelyn Badenas (Age 6 months)
Happy Valley Goose-Bay, NL
54 nights

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

DONOR RECOGNITION

MONETARY AND/OR IN KIND



\$350,000+

McDonald's Restaurants of NL
Owner/Operators Group

\$250,000+

Atlantic Canada Opportunities Agency

\$100,000+

Ronald McDonald House Charities Canada

\$75,000+

Freedom Foods
Locke's Electrical Limited

\$50,000+

Bank of Montreal - Canada
Brian and Jodean Tobin Family Foundation
NFI Group Inc.
NTV/OZFM

\$20,000+

Capital Subaru
Cargill Value Added Meats Canada
McDonald's Restaurants of Canada Ltd.
Newfoundland and Labrador Hydro

RBC Foundation
Ronald McDonald House Charities, Inc.
Smith Snacks
United Foods Inc
Westjet Cares for Kids

\$15,000+

Coca Cola
Aspire Bakeries
Kenworth Newfoundland & Labrador
Reefer Repair Services Ltd.

\$10,000+

Emergency Responders Golf Tournament
Moneris Solutions Corporation
R. D. Pippy Family Foundation
RNC Association
Stingray Media
The Gordon And Donna Feeney Family
Foundation

\$7,500+

Atlantic Grocery Distributors Limited
Atlantic Star Foundation
CIBC
McCain Foods Canada
Saputo Dairy Products

\$5,000+

Amazon
Ches's Fish & Chips
Coca Cola Bottling
Crosbie Group
DKI Canada
Dominion Recycling Ltd.
Egg Farmers of Newfoundland and Labrador
Kinsmen Club Notre Dame Lewisporte
McDonald's Restaurant P.H.R Inc.
Newfoundland and Labrador Hydro
Employee Giving Program
Newfoundland And Labrador Outfitters Association
Notre Dame Agencies Ltd.
Rotary Club of Labrador City and Wabush
St. Mary's Bay North Regional
Development Association
Subsea 7 Canada Inc.
Sun Valley Greenhouses
United Steel Workers Union Local 9508
XXIX Venture Limited
Dave Adams
Roy Adams
Colin Baxter
Marjorie Gibbons
Blair Rogers

\$2,500+

Avalon Mall
Avion Rewards
Braya Renewable Fuels
Co-Operators

Dale Carnegie Training NL
 Dovre Group
 Extreme East Metals Inc.
 FixAuto Head Office
 Goose Bay Minor Hockey
 Government of Canada
 Heros For Heros
 In The Box Media Promotions
 Intact Insurance
 KPMG
 Kruger Products
 Lions Club Clarenville
 Lions Club Gander
 Louis S. St Laurent Coastgaurd - B Shift
 North Atlantic Petroleum
 NuQuest Distribution
 O'Neill Foundation
 Rexall
 Shannon "Shaq" Coady Memorial
 Golf Tournament
 St. John Ambulance
 Tucker Electronics Limited
 Volkswagen
 Antony Biju
 Mike Carter
 Kurt Goudie
 Sherry Goudie
 Emma King
 Gertie Langdon
 Loraine Mercer
 Margot Nash
 Louise Nofall
 Robert and Valerie Pippy
 Eve Smith
 Carol Ann Stuckless

\$2,000+

Cansel Survey Equipment
 Concord Paving Ltd.
 Construction Labour Relations Association
 Enterprise Holdings Foundation
 Keurig Canada
 Kinsmen Club Of Stephenville
 Lakeside Convenience Store
 Lions Club Bonavista
 McKinsey
 Metro Self-Storage
 Noseworthy Chapman Chartered Accountants
 Payworks
 Powell's Supermarket Limited
 PPE Supply Canada
 Prince of Wales L.O.L. No 26

RothLochston Constructors Inc.
 St. John's Firefighters Association
 Charitable Local 1075
 St. Michael's Quilting Group
 United Way of
 Newfoundland and Labrador Inc
 Shannon Bruce
 Connie Dolomont
 Delores Foster
 Steve & Barbara Hayward
 Joseph Kennedy
 Greg Matheson
 Theresa Rahal
 Clayton Reid
 Jean Rose
 David Sutton

\$1,000+

Avalon Recycling
 Baine Johnston Corporation
 Bell Canada
 Best Buy #909
 BMO Financial Group
 BSHG
 Canada Life Assurance Company
 Canada Pipe
 Canadian Tire
 Capital Interior Systems
 Come By Chance Refinery - Night Shift
 Cross Safety
 Dominion Sea Enterprises
 Downhome Incorporated
 Eastern Composite Services
 Equipment Corps
 Ever Green Environmental Corporation
 Fabulous Gifts & Home Decor
 Gap
 Grant Thornton
 Groupe SEB
 Growlers Give
 Intact Foundation
 Iron Rock Brewing Company
 KC Recycling
 Keller Williams Platinum Realty
 Kinsmen Club Bridgeport
 Labrador Fishermen's Union Shrimp Co Ltd.
 Le Club Lions Avenir
 Lions Club Burgeo
 Lions Club Hermitage
 Lions Club Norris Point
 Lions Club Twillingate
 M & G Enterprises
 MI Swaco

Newfoundland Labrador Liquor Corporation
 Parsons RV Park Ltd
 Penney Group Inc.
 Putt N Paddle Campground 2007
 RCMP Goose Bay Charity Ball
 RelyOn Nutec Canada
 Rhoda Vinnecombe Offshore Workers
 Softball Tournament
 Rhonda Nugent and Associates
 SaltWire Network Inc.
 Sobeys 340 Social Club
 Sony Electronics
 Steers Insurance
 Strategic Charitable Giving Foundation
 The Rock Electrical Inc.
 The Works
 Three Island Regional Fire Department
 Tobin Rentals Inc.
 Twillingate Island Elementary
 Visa
 VOCM Cares Foundation
 Well Bean Cafe
 Richard Bartlett
 Barry & Peggy Bartlett
 William Budgell
 Angela Careen
 Marjorie Colman-Sadd
 Carol Crummey
 Gabe Flynn
 Annette Godsell
 Wilma Hennebury
 Erin Higdon
 Rod Legge
 Christina Lundrigan
 Christina Morgan
 Jeanette Norris
 Robyn O'Quinn
 Frank O'Reilly
 Linda Penney
 Michelle Penney Rowe
 Mildred Pittman
 Michelle Puddicombe
 Eileen Rose
 Kathy Rose
 Hugh Shea
 Parker Strugneil
 Irene Sutton
 Rosalee Taylor
 Alice Tobin



YOUNG HEROES



Who said kids can't make a difference?

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.

Lara Andrews

Quinton Appleby

Cameron Buckle

Jayden Burden

Sara Cummings

Piper Dalton

Claire Fleming

Gabe Flynn

Ava Folkes

Lucas Halley

Lincoln Hefford

Skye Hickey

Alexander Jackman

Barry Lambert

Averi Power

Lewis Power

Lily Power

Ireland Raymond

Jack Rowe

Eve Smith

Grant Sullivan

Rachell Sullivan

Sophie Wells

Addison Mooney

Tommy Olford

Gracie Penney

Molly Pennman

Orsiny Lizie



MESSAGE FROM FINANCE COMMITTEE FISCAL YEAR 2023

This message marks the end of another fiscal year for Ronald McDonald House of Newfoundland and Labrador Inc. ("RMHC NL", the "House"). We want to take this important opportunity to thank our management, staff, and volunteers who make the House and our important programs truly exceptional. We would also like to thank our generous donors for their continued support of the success of RMHC NL. As we continue our volunteer journey with this charity, we still find ourselves moved by the heart-warming stories from families who have stayed at the House.

On behalf of the finance committee, I am happy 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. 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 2023.

At the end of 2023, RMHC NL has combined net assets of approximately \$9,220,732. This includes the balance invested in capital assets of approximately \$5,708,465; an operating fund reserve of \$2,672,036; and unrestricted net assets of approximately \$751,005. RMHC NL has a strong cash and short-term investments position of approximately \$4 million at the end of the year.

RMHC NL had excess of revenue over expenditures for 2023 of approximately \$358,535. Total revenue and other support for the year decreased by \$17,421 year over year to approximately \$2,118,589 for the year. Revenue and expenditures included donated goods and services of approximately \$329,493 for 2023 as compared to approximately \$291,704 in 2022.

In terms of expenditures, the cash cost of operating the charity (excluding donated goods and services and amortization of capital assets) is approximately \$1,282,949 which changed by approximately \$159,543 during the year, representing a 14.2% increase. This increase is a result of a combination of factors including inflationary pressures, labour market changes, 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 represent this organization and I look forward to hearing from you



Erin Higdon

Erin Higdon, CA, CPA
RMHC NL Finance Committee
Ronald McDonald House Charities
Newfoundland and Labrador

FINANCIAL REPORT

Condensed Statement of Revenue and Expenditures and Changes in Fund Balances

Year ended December 31	2023	2022	2021
Revenue			
Contributions	\$ 1,162,895	1,522,509	977,993
Fundraising Activities/Events	906,697	565,023	684,401
RMH Room Donations/Fees	37,765	39,508	30,285
Other Revenues	11,232	8,970	41,493
	\$ 2,118,589	2,136,010	1,734,172
Expenditures			
Program	\$ 1,069,846	910,728	867,406
Management and General	213,103	212,678	183,529
Fundraising	596,257	503,118	380,659
	\$ 1,879,206	1,626,524	1,431,594
Excess of Operating Revenue over Expenditures for the Year	239,383	509,486	302,578
Investment Income	119,152	35,306	23,331
	\$ 358,535	544,792	325,909

Condensed Statement of Financial Position

At December 31	2023	2022	2021
Assets			
Cash and Cash Equivalents	\$ 1,659,977	1,521,902	1,438,117
Investments	2,364,761	2,258,426	2,241,544
Accounts Receivable	146,739	138,085	118,307
Prepaid Expenses and Other Assets	24,658	33,279	28,793
Capital Assets	5,024,597	5,010,769	4,478,614
	\$ 9,220,732	8,962,461	8,305,375
Liabilities			
Accounts Payables and Accrued Liabilities	\$ 89,226	189,490	77,196
Fund Balances			
General Fund	\$ 751,005	665,428	504,568
Restricted Fund	2,672,036	2,672,036	2,300,000
Capital Asset Fund	5,708,465	5,435,507	5,423,611
	\$ 9,220,732	8,962,461	8,305,375



Willow Pittman (Age 11 months)
Wabush, NL
82 nights

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



RMHC[®]
Newfoundland
& Labrador

RMHCNL.CA

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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