



Ronald McDonald  
House Charities®  
Manitoba



# Home is Where the ♥ Is

..... 2023 Annual Report .....

# The RMHC Manitoba Mission

Ronald McDonald House Charities (RMHC) Manitoba supports the health and well-being of children receiving medical care by providing essential services and a home away from home for their families.

The Ronald McDonald House Charities mission is delivered through its two core programs, Ronald McDonald House and Ronald McDonald Family Room.



## Family Story

# The Delaurier Family

“Our journey with Ronald McDonald House Charities all started shortly after we welcomed our son, Rhett, into the world. We will never forget the first time we entered Ronald McDonald House. We were feeling exhausted, missing our daughter who was hours away, and wanting nothing more than to return home with our new baby.

We were quickly welcomed with loving arms by the staff. We were shown around the House and settled into what would be our home until we could take Rhett home. The love, kindness, and support we felt will always hold a special place in our hearts.

The new House is a testament to the need that exists for families like ours. The community's overwhelming support also drives the growth and development of RMHC Manitoba for families in need.

It was a great honour and privilege to be chosen as the 2023 advocate family for RMHC Manitoba. Words cannot completely express our gratitude for the ongoing support, friendships, and blessings we have received from the organization and all those associated with it. We thank you!”

— Stacey Delaurier



# Leadership Message

As we reflect on 2023, we are filled with immense gratitude and pride for the incredible community that has come together to support RMHC Manitoba. This year displayed RMHC Manitoba's unwavering commitment to children and families facing childhood illness or injury.

Throughout the year, RMHC Manitoba continued to fulfill its mission of providing a home away from home for families with a child receiving medical care in Winnipeg. When families were forced to leave their home, family, friends, and support system, RMHC Manitoba was here to welcome and serve them.

Thanks to the expansion of our facilities and programs, in 2023 RMHC Manitoba served more families than ever before. The new House allowed us to extend our reach and service to over 50% more families from the prior year. The Family Room continued to offer families much-needed respite and refuge during critical times as well as day-to-day hospital visits.

Our success throughout 2023 would not have been possible without the steadfast and generous support of our donors and partners. From the heartfelt contributions of our donors to the tireless efforts of our volunteers, every act of kindness has made a significant impact on families. We are forever grateful to all who came together and gave generously to make RMHC Manitoba's mission possible.

We also want to acknowledge the extraordinary dedication of the RMHC Manitoba Board of Directors and staff. Their commitment and compassion have been instrumental to our continued success in ensuring every family feels cared for and supported during their stay.

In closing, we extend our deepest thanks and appreciation to everyone who has been a part of the RMHC Manitoba family in 2023. Our combined commitment, collective efforts, and the strength of our unwavering care have been the foundation of our success, and most importantly, gives families hope and strength during unimaginable challenges. Together, we are making a difference, one family at a time. Thank you!

With heartfelt gratitude,



Wendy Galagan  
Chief Executive Officer  
RMHC Manitoba



Doug Fawcett  
Board President  
RMHC Manitoba

## We recognize and celebrate the incredible contributions of our 2023 Board of Directors.

|                                   |                                                |                                |                                   |                                                                                                                                                              |
|-----------------------------------|------------------------------------------------|--------------------------------|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>President:</b><br>Doug Fawcett | <b>Vice President:</b><br>Elizabeth Boroditsky | <b>Treasurer:</b><br>Helen Lee | <b>Secretary:</b><br>Teresa Woyna | <b>Directors:</b> Dr. Norman Silver, Wayne Devlin, Sharyne Hamm, Amit Kapoor, Lana Maidment, Gillian Muise, Thom Proch, Rosalind Toews, and Madison Johnston |
|-----------------------------------|------------------------------------------------|--------------------------------|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|

# By The Numbers | 2023 Mission Impact

1,327

Families supported by  
overnight accommodations  
and day use program  
**+50% year-over-year**

10,929

Nights of accommodations  
supported by Ronald McDonald  
House and Family Room  
**+103% year-over-year**

\$3.4M

Savings for Winnipeg, rural  
Manitoba, and Northwestern  
Ontario families faced with  
childhood illness and injury\*  
**+140% year-over-year**

292

Total communities served by  
our Ronald McDonald House  
and Family Room programs  
**+32% year-over-year**

and beyond

Families' emotional,  
physical, and mental health  
are supported with meaningful  
programming connection

\*Based on the RBC Economic Impact Study and nightly average of \$253 in out-of-pocket savings for families. The RBC Economic Impact Study is a third-party peer-reviewed study substantiating the annual economic impact of the RMHC Manitoba mission. The full report is available upon request.

## Founder and Forever Partner



With the incredible support from our Founder & Forever Partner, McDonald's, families dealing with childhood illness stay close to both essential medical care and each other at our House and Family Room programs. In Manitoba and Northwestern Ontario, McDonald's owner/operators, managers, crew, customers, and suppliers unite to support our mission in many impactful ways.

This includes...

- McHappy Day®
- Round Up for RMHC initiative
- Kiosk donation opportunities
- Coin box donations
- Happy Meal® program
- Signature event sponsorships and support
- RMHC Cookie® program
- Capital campaign support
- In-kind donations
- Champion for Families (peer-to-peer fundraising)

Since the opening of the first Ronald McDonald House in Canada in 1981, McDonald's fundraising has supported nearly 468,000 families nationwide. McDonald's generous contributions, averaging 25%-35% of our annual operating costs, reached 26% in 2023. This steadfast support was vital in keeping families together during challenging times. We deeply appreciate their incredible collective efforts in making a positive difference.

**Thank you, McDonald's!**

# Supporting RMHC families on McHappy Day®

Thanks to the collaboration of our McDonald's partners, customers, and communities, we had another successful McHappy Day in 2023, supporting the RMHC Manitoba mission. On May 10<sup>th</sup>, a portion of the proceeds from ALL McDonald's menu items sold ALL day contributed to RMHC Manitoba. Whether in-store, at the drive-thru, or through various delivery apps, many found convenient and enjoyable ways to support RMHC families. Thanks to everyone's generous support, \$189,000 was raised for families staying at our House and Family Room programs! Our 2023 RMHC family advocate and hockey fan, Rhett, even received a signed stick and hat by Winnipeg Jets #17 player, Adam Lowry!



**Thank you, McDonald's, for supporting family togetherness!**

# Community of Supporters

Our Adopt-A-Room initiative offers donors the impactful opportunity to sponsor a bedroom or common area within our Ronald McDonald House or Family Room.

Through the Adopt-A-Room Program, donors commit to an annual support of \$5,000 for bedrooms or \$10,000 for common areas and suites, providing families with a warm, inviting space to unwind, rest, and find solace when faced with the challenges of childhood illness or injury.

We extend our heartfelt appreciation to our compassionate donors, programming partners, and volunteer groups who stand by RMHC Manitoba families through their generous monetary contributions, in-kind donations, advocacy efforts, and volunteer service. With the invaluable support of our dedicated community, we can offer families the precious gift of togetherness.



# A Place to Call Home

Thank you to our 2023  
Adopt-A-Room Sponsors!

## \$10,000 Sponsors



The Michaud  
Family  
Foundation



## \$5,000 Sponsors

The  
Boroditsky  
Family



Double JK  
Thompson  
Farms



Earl & Heather  
McLaren  
Carberry



Frank &  
Carmela  
Wade



Headingley  
Community  
Foundation  
Inc. (formerly  
Charleswood  
Kinsmen Club)

The  
Janzen  
Family

Jessica and  
Kirby Watson  
& Family

Jason and  
Meghan  
Bauer



In memory of  
Makenna  
Meindertsma

The Michaud  
Family  
Foundation



Renée  
Bouchard

Rennie  
Zegalski  
Personal  
Real Estate  
Corporation

Rose Toews  
In memory of  
Ryan Toews



Vic Richert

Winnipeg  
Cargill Cares  
Council





# **Fundraising for Families**

**Our gratitude goes out to  
all for partnering with us  
in support of our mission.**

# 37<sup>th</sup> Annual Hope Couture Fashion Gala

## Passport to Paris

May 31<sup>st</sup> | RBC Convention Centre Winnipeg

Thanks to an outpouring of generosity and kindness from sponsors, guests, and event partners, the 37<sup>th</sup> annual Hope Couture Fashion Gala on May 31<sup>st</sup> was a massive success. In fact, it was our best Gala ever with \$354,669 raised for RMHC Manitoba!



### Presenting Sponsors



TD **READY**  
COMMITMENT



### Silver Sponsors



### Bronze Sponsors



### Media, Print & Audio Visual Sponsors



### Premier Live Auction Sponsor



### Hors D'oeuvres Sponsor



### Silent Auction Sponsor

FillmoreRiley

### Dessert Sponsor



### Dinner Wine Sponsor



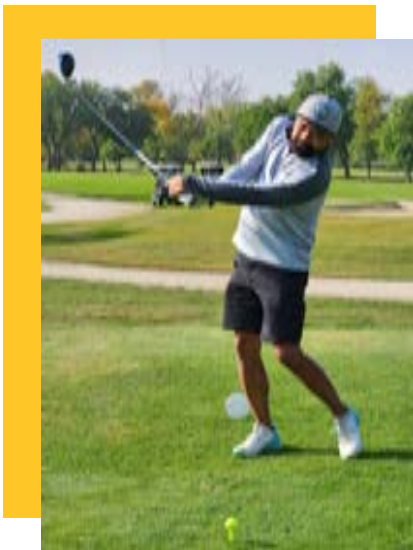
### Sparkling Wine Sponsor



# 34<sup>th</sup> Annual FORE! The House Tournament of Champions

September 11<sup>th</sup> | Breezy Bend Country Club

We are so grateful to share that our 34<sup>th</sup> FORE! THE HOUSE Golf Tournament raised \$245,419 for families with sick children staying at RMHC Manitoba! We thank all involved for making this exciting day such an impactful support to our mission.



## Presenting Sponsors



## Platinum Sponsor



## Gold Sponsors



## Silver Sponsors



## Bronze Sponsors



## Golf Gift Sponsor



## Breakfast Sponsor



## Silent Auction Sponsor



## Print Sponsor



## Reception Sponsor



## Lunch Sponsors



## Wine Sponsor



## Golf Cart Sponsor

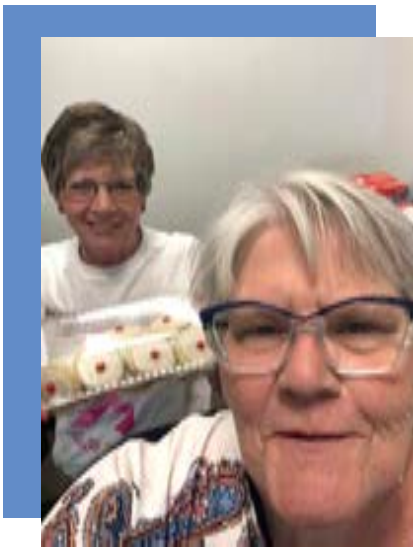
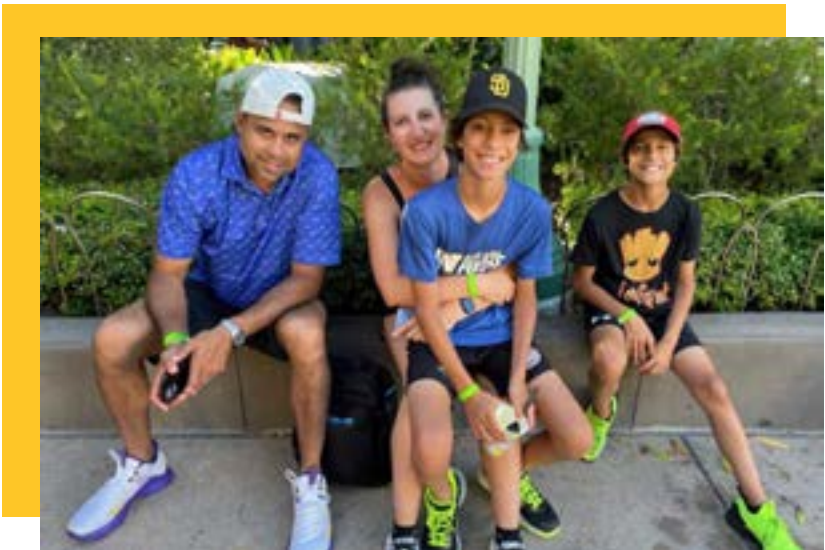
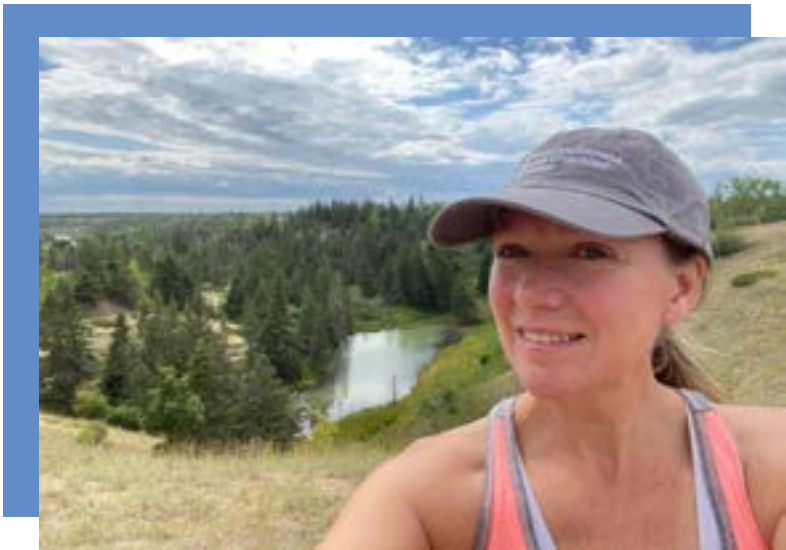


# 3<sup>rd</sup> Annual Champion for Families

July-August | Virtual Event

Our heartfelt gratitude goes out to all who participated in last year's Champion for Families challenge! Several amazing personal Champion challenges were achieved, including climbing a mountain, hiking 204 kms across Manitoba, office pranks, selling/giving away hundreds of homemade baked treats, and more. Together, we raised thousands in support of families with a child needing medical care. Thank you to all participants!

## Presenting Sponsors



# Strengthening our Mission through Third-Party Events

With the collective efforts of our dedicated third-party event partners, we continue to maintain essential operations for both our House and Family Room programs. These compassionate individuals, companies, organizations, and teams play a crucial role in hosting diverse events. The commitment and generosity of our fundraisers ensure RMHC Manitoba remains steadfast in its support for sick children and their families. We extend our heartfelt appreciation to all those who contribute to our cause, making a significant impact on those we serve.

## \$3,500-\$65,000

- Free Fry Day  
- McCain Foods
- Fundraiser Crop  
Scrapbook Fundraiser
- Fishing Derby  
(Daniel Thibeault)
- Western Communities  
Foundation Fundraiser
- Florists Supply Ltd.  
Annual Donation Day

## \$1,500-\$3,499

- Winnipeg ICE Geekie  
Goals Initiative
- Flynn Canada Ltd.  
Holiday Party Auction
- Run for Ronald  
(Stonewall Collegiate  
Student Council)
- CIBC Miracle Day
- Winnipeg Kinsmen  
Kin Kar Raffle and  
Golf Tournament
- Dyck Family Foundation  
Inc. Fundraiser
- Association of Rural  
Municipalities Capital  
Region Golf Tournament

## \$500-\$1,499

- Flying Cattle Co. (Blaine  
Family) Cattle Auction
- The Brandt Group of  
Companies Fundraiser
- Patricia Chapter #8  
O.E.S. Fundraiser
- Order of Ahepa Chapter  
CJ8 Golf Tournament
- Primco Fundraiser
- Manitoba Hydro Fundraiser
- Meadows West School  
Fundraiser
- RM of Rockwood/Town of  
Stonewall U11 A Hockey  
Team Fundraiser



# Lending a Hand for Those in Need

## Volunteer Kindness

We are incredibly fortunate to be supported by a dedicated group of volunteers who contribute to our mission through various meaningful endeavors. Whether engaging in tasks such as Home Sweet Home baking program, Home For Dinner cooking program, cleaning, deliveries, event support, and more, our volunteers play a vital role in our service and care to RMHC families.

Beyond their day-to-day assistance, volunteers also contribute significantly by serving on our Board of Directors and committees. Their involvement is integral to the success of our mission.

We express our deep gratitude and extend continued and heartfelt thanks to all RMHC Manitoba volunteers. Your time, compassion, and care make a lasting impact, and we sincerely appreciate your invaluable contributions. Thank you!

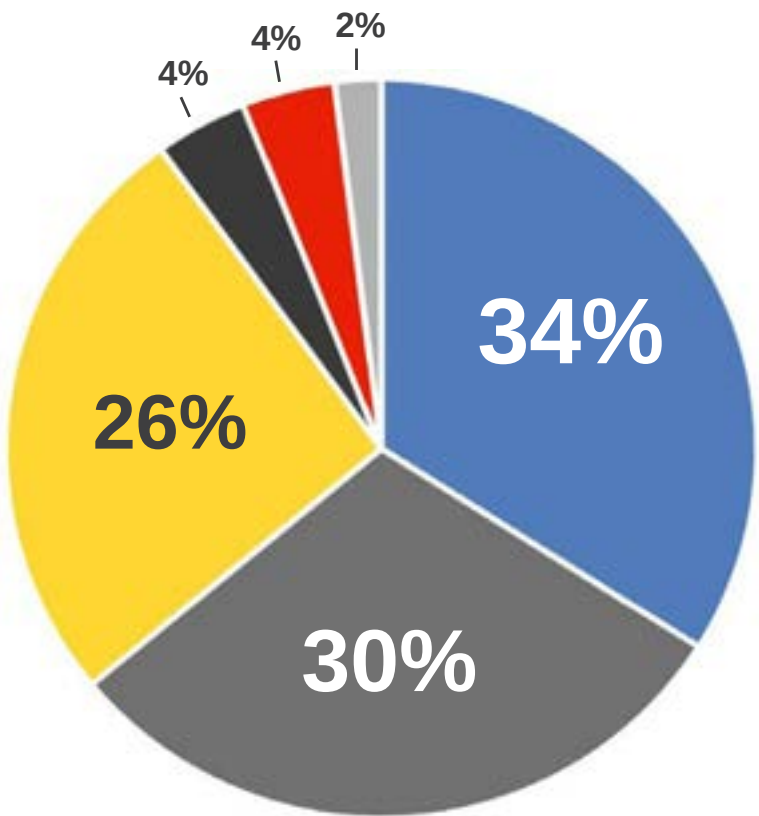




# **Giving the Gift of Togetherness**

**Funding family-centered  
care where and when  
it's needed most**

# Our Financials



## REVENUES WHERE DONATIONS CAME FROM

- GENERAL DONATIONS
- SIGNATURE EVENTS
- MCDONALD'S
- OTHER REVENUES
- ROOM CONTRIBUTIONS
- FUNDRAISING FROM THIRD-PARTY EVENTS

2023 was another inspiring and incredibly successful year for RMHC Manitoba. The success was made possible by the generosity and continued support of our donors, partners, volunteers and sponsors.

With our first full year of operations in the new House, we were grateful to close the year in a strong financial position.

Our annual gross revenues of \$4,319,614 were driven by outstanding donor generosity, record breaking fundraising events and loyal partnerships. Of the total 2023 revenue, \$1,663,526 was allocated to the capital campaign fund for the new Ronald McDonald House.

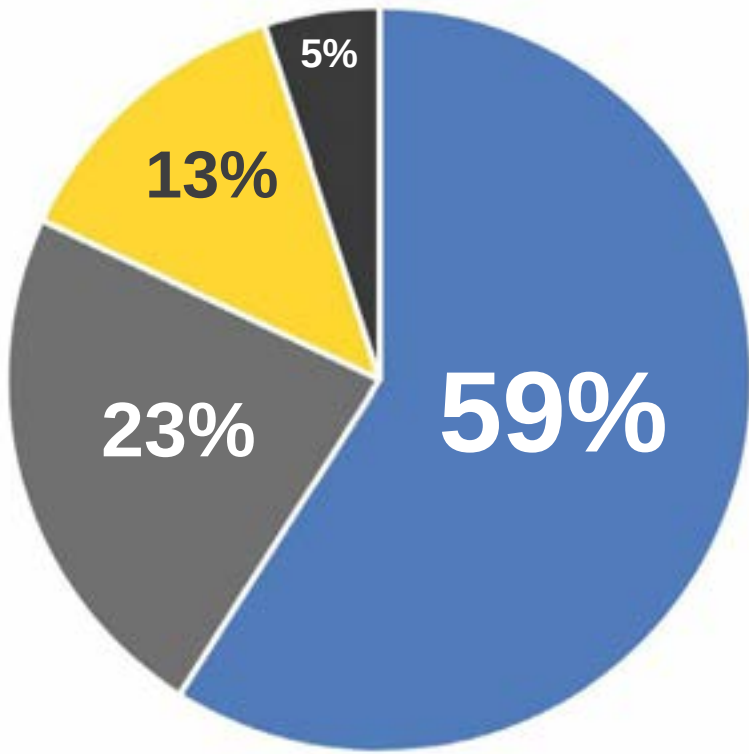
Thank you to everyone who gave generously throughout 2023. Your support and partnership strengthen RMHC Manitoba and the beautiful families we serve.

Sincere thanks,

*Helen Lee*

Helen Lee,  
RMHC Manitoba Treasurer

\*Audited Financial Statements  
are available upon request



## EXPENSES WHERE DONATIONS WENT

- PROGRAMS
- GENERAL & ADMINISTRATION
- FUNDRAISING
- FUNDRAISING COST OF DIRECT BENEFIT TO DONORS

## COST PER DOLLAR RAISED:

**3%** (Excludes gifts in-kind)  
**20%** (Includes gifts in-kind)

# Family Story

## The Koop Family

"It's such an incredible organization. I didn't know, before our stay at HSC Children's Hospital, but there's an RMHC Family Room inside the hospital that has three rooms, a shower, and kitchen. They have staff who often cook homemade meals. It's a sanctuary, a bit of a safe place to go, away from the beeping machines and all of the hustle and bustle of the hospital.

Because of Ronald McDonald House, we just want to give back. We have felt so loved and so appreciated. It's a place you don't want to be as a parent, in the hospital with your child, and yet, having a place where you can shower, have a homemade meal, or just a soft place to land was huge, absolutely huge."

— Jaycia Koop

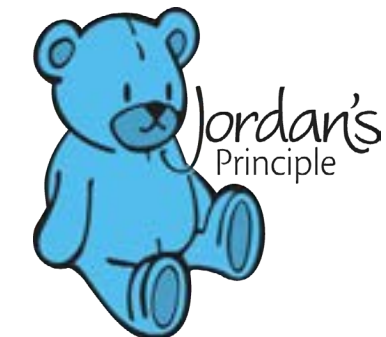


# RMHC Leadership and Healthcare Partners

RMHC Manitoba expresses sincere appreciation for the immense support, guidance, and collaboration extended by RMHC Global's leadership and team throughout 2023.

We also acknowledge with gratitude the steadfast partnership, guidance, and assistance provided by RMHC Canada. Their leadership and commitment to the RMHC mission play an essential role in supporting families across Canada. Our heartfelt thanks extend to RMHC Chapter leadership and teams nationwide for their collaboration, resource sharing, and generous support to strengthen RMHC Manitoba's ability to expand care and services for children and families in need.

Lastly, we recognize and commend the unwavering dedication and commitment of our outstanding hospital and agency partners. The strength of our partnership is sincerely appreciated. We look forward to working together to advance family-centered care for those needing support from Winnipeg, rural Manitoba, Northwestern Ontario, and beyond.



**With the help of  
our valued partners,  
we make together  
possible for families.**

**Our Founder & Forever Partner**



**2023 Lead National Mission**



**2023 National Mission Partners**



**2023 Founding Partners**



# 2023 Local In-Kind Supporters



MC COLLEGE



PETALS WEST





Thank you for making  
**HOME** possible for families.

