



Ronald McDonald  
House Charities®  
Manitoba

# 2024 Annual Report



# Our Purpose, Vision, Mission, and Values



## Our Purpose

Caring for families with children who are ill or injured



## Our Vision

A world where every family has what they need to ensure the best health outcomes for their children



## Our Mission

We provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare



## Our Values

- Lead with compassion
- Deeply respectful
- Act with integrity
- Firmly committed



## Family Story: The Welsh Family



My name is Amanda Welsh. I am from Bagot, MB, which is an hour and a half drive away from HSC Children's Hospital in Winnipeg, MB. My daughter, Daphne, was born prematurely on Dec. 20, 2017 at 30 weeks and 6 days due to her heart condition.

Telling your child they have to have a surgery is never easy. Telling your child that she has to have an overnight stay away from home is even harder. When I tell her we get to stay at Ronald McDonald House Charities (RMHC) Manitoba's Ronald McDonald House, the stress is lifted from her. It makes our journey a little bit easier knowing she is not afraid. Daphne loves Ronald McDonald House!

Hospitals do an amazing job of taking care of Daphne and other pediatric patients, but parents often get left behind. The staff at RMHC Manitoba's Ronald McDonald House and Family Room programs make sure the entire family is taken care of during our stay.

— Amanda Welsh

# Leadership Message

As we reflect on 2024, we are filled with deep gratitude and pride in the strength, resilience, and compassion that define RMHC Manitoba. This year, more than ever, we witnessed the incredible impact of community—a community made up of donors, volunteers, partners, and staff united in support of families with ill or injured children.

Thanks to the unwavering generosity of all involved, RMHC Manitoba's Ronald McDonald House and Ronald McDonald Family Room programs supported over 1,600 families in 2024, offering accommodations, comfort, meals, rest, and most importantly—togetherness during their time of need.

Today, RMHC Manitoba is serving more families than ever before. With rising demands for services, we expanded our impact through strengthened operations, new partnerships, and enhanced programming. With every decision and initiative, our focus remained steadfast in our commitment to serve families with care, dignity, and hope.

Throughout 2024, our individual, corporate, and community donors stepped up in extraordinary ways, reminding us that their compassion and generosity have no bounds. And our founding and forever partner, McDonald's, continued to provide an incredibly generous foundation of support and partnership.

Our staff and volunteers continued to shine as everyday heroes, offering their time and hearts to ensure families felt supported from the moment they walk through our doors. In addition, our dedicated Board of Directors provided ongoing advocacy and leadership that continues to strengthen and guide the RMHC Manitoba mission.

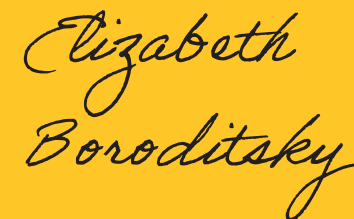
Looking ahead, we are excited to build on this momentum. Our vision for the future aligns with a global collective purpose, vision, and mission with a priority to serve more families, better. We are dedicated to leading with compassion through respect and dignity for all families and remain firmly committed in our service to families with children who are ill or injured.

Together, we make this mission possible. Thank you for helping us give families the greatest gift of all—each other.

With heartfelt gratitude,



Wendy Galagan  
Chief Executive Officer  
RMHC Manitoba



Elizabeth Boroditsky  
Board President  
RMHC Manitoba

**We recognize  
and celebrate  
the incredible  
contributions of  
our 2024 Board  
of Directors.**

**President:**  
Elizabeth Boroditsky

**Vice President:**  
Gillian Muise

**Treasurer:**  
Madison Johnston

**Secretary:**  
Teresa Woyna

**Directors:**  
Doug Fawcett  
Helen Lee  
Lana Maidment  
Rosalind Toews  
Dr. Elisabete Doyle  
Sharyne Hamm  
Amit Kapoor  
Thom Proch  
Michael Warren  
Teresa Mrozek

# By The Numbers | 2024 Mission Impact



**1,632**

Families supported by overnight accommodations and day use  
**+23% year-over-year**



**287**

Total communities served by our Ronald McDonald House and Family Room programs  
**-2% year-over-year**



**10,899**

Nights of accommodations supported by Ronald McDonald House and Family Room  
**-0.3% year-over-year**

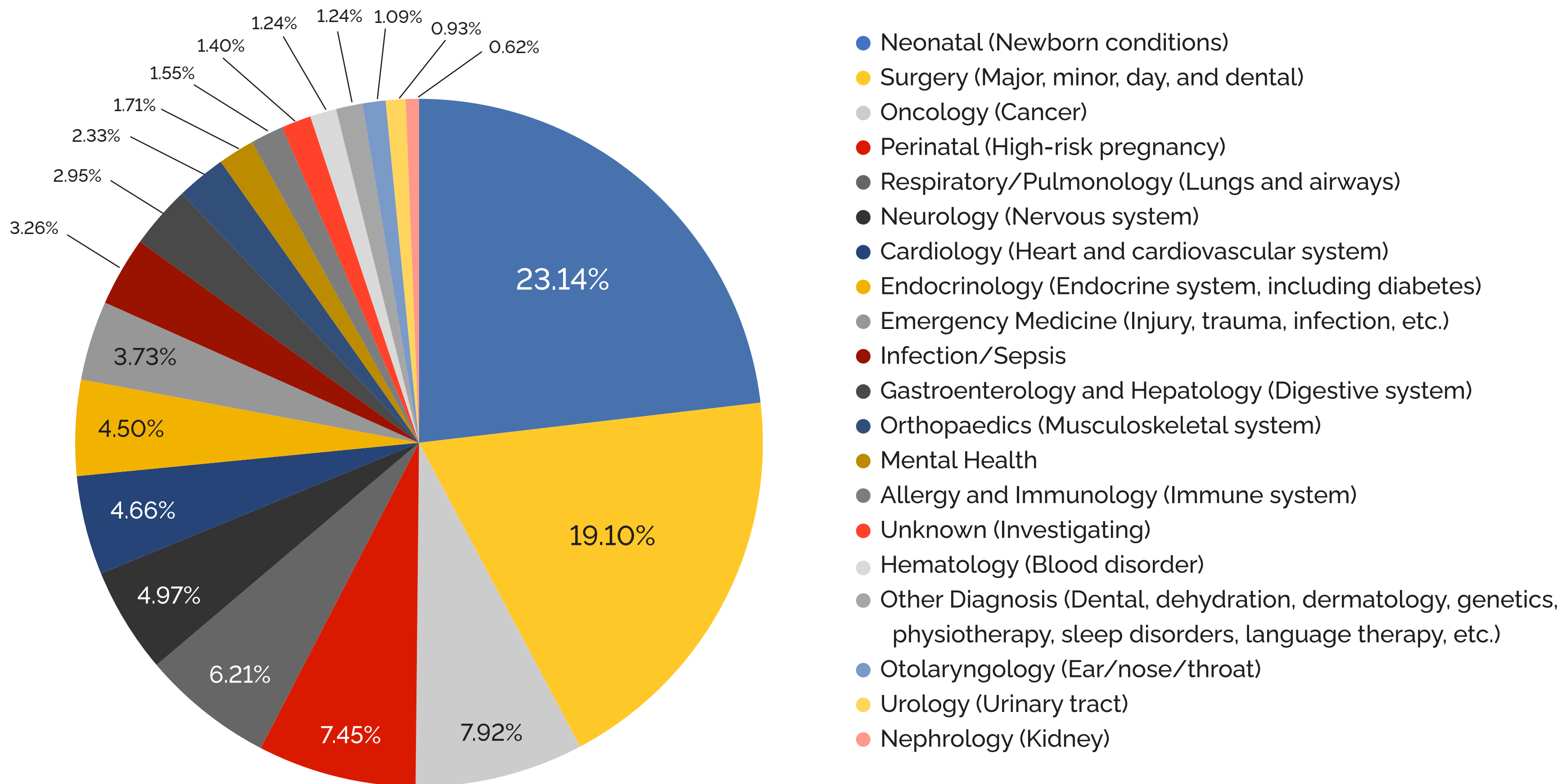


**\$3.5M**

Savings for Winnipeg, rural Manitoba, and Northwestern Ontario families faced with childhood illness and injury\*  
**+3% year-over-year**

\*Based on an RBC Economic Impact Study and nightly average of \$315 in out-of-pocket savings for families.

# 2024 Family Support by Medical Needs



# Partners in Family Togetherness

Thanks to the unwavering commitment of McDonald's, our Founder & Forever Partner, families facing the challenges of childhood illness are able to stay close to the care they need and the people they love. Through our House and Family Room programs, this partnership continues to bring comfort and stability to families during incredibly difficult times.

Across Manitoba and Northwestern Ontario, McDonald's owner operators, staff, customers, suppliers, and management teams come together in powerful, meaningful ways to support the RMHC Manitoba mission. Their collective efforts—from fundraising to advocacy—play a vital role in helping us serve families.

This includes...

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



We are deeply thankful for McDonald's partnership in supporting the RMHC mission. Their amazing support ensures sick children and their families from Winnipeg, throughout Manitoba, Northwestern Ontario, and beyond can remain together during the times they need it most.

**With heartfelt gratitude—thank you, McDonald's!**



# Together for Families on McHappy Day®

May 8, 2024



We are incredibly thankful for the continued partnership of our McDonald's teams, loyal customers, and local communities who came together to make McHappy Day a meaningful success.

RMHC Manitoba benefited from a portion of proceeds from every McDonald's menu item sold on McHappy Day—whether purchases were made in restaurants, at the drive-thru, or through delivery platforms.

Thanks to this enthusiastic support, countless Manitoba and Northwestern Ontario customers found simple, delicious ways to help keep families together during difficult times. Their contributions made a lasting impact on the lives of children and families who rely on RMHC Manitoba.

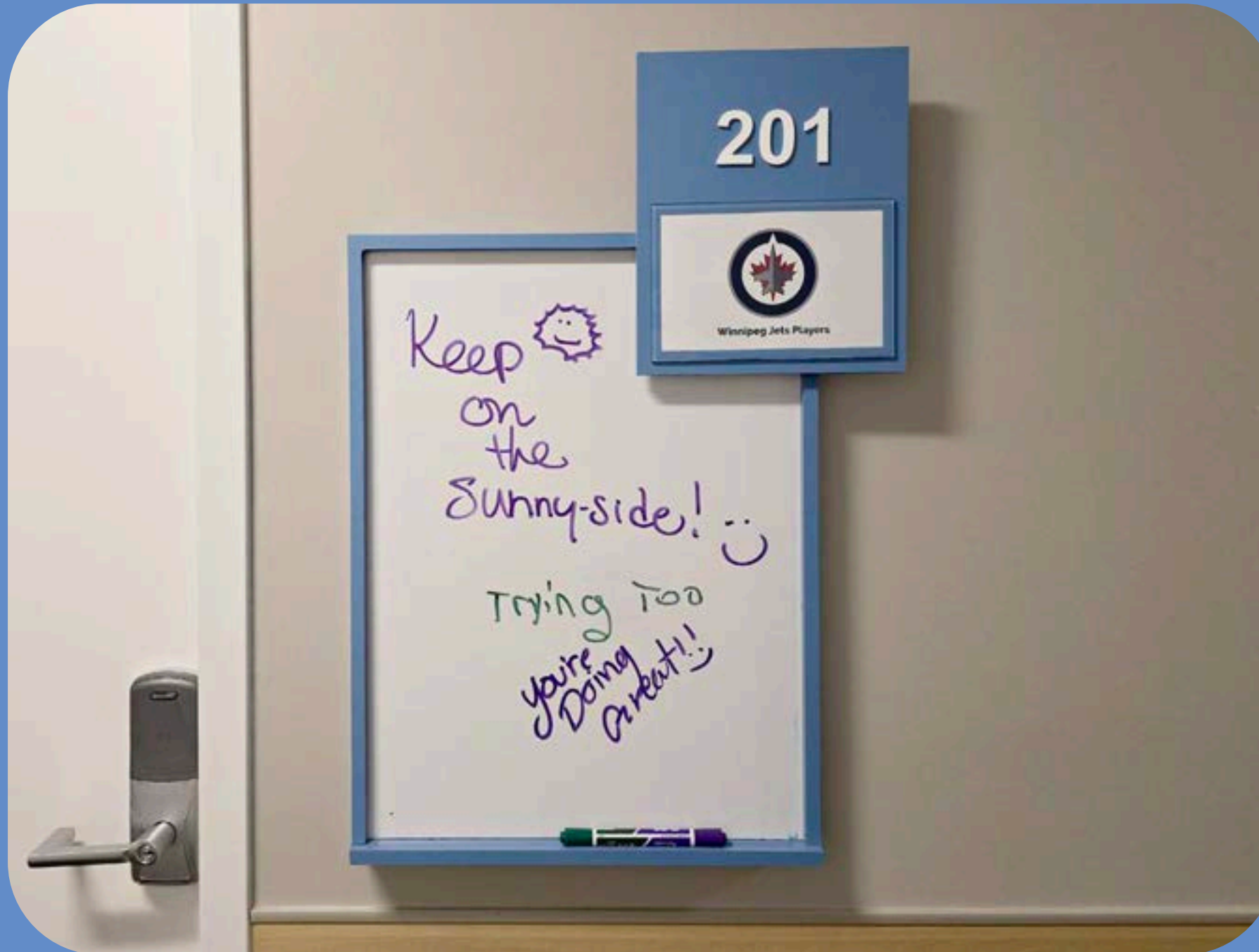
Together, \$228,234 was raised for RMHC Manitoba families! Our heartfelt gratitude goes out to all who made this incredible day possible.



**Thank you, McDonald's,  
for helping us keep  
families together!**



# Caring Adopt-A-Room Program Community



Partnering with RMHC Manitoba helps ensure families have access to safe accommodations and essential services while facing the overwhelming challenges of childhood illness or injury.

Through our Adopt-A-Room Program, supporters make a powerful impact by sponsoring a space in our Ronald McDonald House or Family Room. With an annual contribution of \$5,000 for a bedroom or \$10,000 for a common area, donors help create a comforting, secure space where families can rest, regroup, and stay close to their sick child.

We are truly grateful to our incredible Adopt-A-Room Program partners. Their generous support brings comfort and stability to the families we serve.

Because of their compassionate dedication, we are able to offer families the most valuable gift of all—being together when it matters most.



# A Place to Call Home

Thank you to our 2024  
Adopt-A-Room Program Sponsors!



\$30,000+ Sponsor

The Michaud Family Foundation

\$10,000+ to  
\$25,000 Sponsor

Remembering  
Makenna

\$10,000 Sponsors



\$5,000 Sponsors



Brad and Patty  
Lawson & Family  
in honour of  
Evie  
She is made of magic



Double JK  
Thompson  
Farms



Earl &  
Heather  
McLaren  
Carberry



Frank &  
Carmela  
Wade



Jessica and  
Kirby  
Watson &  
Family

In Loving  
Memory of  
Jim Wryha

In memory of  
Krystyna  
and John  
Mackow



In memory of  
Makenna  
Meindersma



Rose Toews  
In memory of  
Ryan Toews

The Scharf  
Family



The Unrau  
Family

Vic Richert

Winnipeg  
Cargill Cares  
Council





# RMHC Manitoba Signature Events

With gratitude, we thank all who have walked  
alongside us in championing our mission.



# 38<sup>th</sup> Annual Hope Couture Fashion Gala: The Golden Age of Hollywood

April 10<sup>th</sup> | RBC Convention Centre Winnipeg

Because of the generous support of all involved, the 38<sup>th</sup> annual Hope Couture Fashion Gala was a wonderful success. Together, we raised \$344,648 for the RMHC Manitoba mission and families! Our deepest gratitude goes out to all who help us support families in need from across Manitoba, Northwestern Ontario, and beyond.



## PRESENTING SPONSOR



## SILVER SPONSORS



## BRONZE SPONSORS



## MEDIA, PRINT, AND AUDIOVISUAL SPONSORS



## PREMIER LIVE AUCTION SPONSOR



## HORS D'OEUVRES SPONSOR

Brodi Restaurants Ltd.

## SPARKLING WINE SPONSOR



## SILENT AUCTION SPONSOR

FillmoreRiley

## 50/50 SPONSOR



## DESSERT SPONSOR



# 35<sup>th</sup> Annual Fairways for Families Golf Tournament

September 5<sup>th</sup> | Breezy Bend Country Club

From the bottom of our hearts, thank you to our sponsors, donors, golfers, and everyone who helped make our 35<sup>th</sup> annual Fairways for Families Golf Tournament an incredible success. We are constantly inspired by our amazing community of supporters who help us offer a home away from home for families facing childhood illness and injury.



## PRESENTING SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS



## GOLFER GIFT SPONSOR



## BRONZE SPONSORS



## RECEPTION SPONSOR



## BREAKFAST SPONSOR



## LUNCH SPONSORS



## SILENT AUCTION SPONSOR



## WINE SPONSOR



## GOLF CART SPONSOR



## DRIVING RANGE SPONSOR



## PRINT SPONSOR



# 4<sup>th</sup> Annual **Champion for Families**



We're incredibly grateful to everyone who took part in the 2024 Champion for Families challenge! Your creativity, commitment, and passion made it unforgettable. Thanks to your inspiring efforts, we are able to continue supporting families with a child in medical care. Thank you to every Champion who stepped-up—you made a real difference!





# Fundraising for Families

Our heartfelt gratitude goes out to those who host events and rally their community to help keep families together.



# Celebrating Our Community Champions

Thanks to the unwavering support of our dedicated third-party event partners, we are able to keep our House and Family Room programs running smoothly. These generous individuals, businesses, organizations, and teams are essential in hosting a wide range of events that make a real difference. The dedication and generosity of our fundraisers help ensure RMHC Manitoba can continue to stand strong in support of sick children and their families. We are deeply grateful to everyone who contributes to our mission—your impact is truly felt by those we serve.

## \$25,000-\$65,000

- Access Credit Union Charity Golf Tournament
- McCain Free Fry Day
- Cargill FORE! The Houses Golf Tournament (London, ON and Winnipeg, MB)

## \$3,500-\$24,999

- Titan 1st Annual Legends Cup Golf Tournament
- James & Elizabeth Clow - Scrapbook Fundraiser
- Fancy Genes Fundraiser
- Westland Construction Ltd. Golf Tournament
- Capital Automotive Group
- One Great Lottery

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

- WestJet Airline Pilot's Association 1st Annual Charity Golf Tournament
- Pattison Food Group - Light Up the Houses
- Kirkfield-Westwood 1 U11 Softball Team
- Ridgeland Aqua Farms
- Collège Stonewall Collegiate
- RD's On Main 9th Anniversary Fundraiser

## \$500-\$1,499

- Capital Region Association of Rural Municipalities - Golf Tournament
- St. Victor's Catholic Women's League
- Order of AHEPA Polikos Aster Chapter CJ8 Inc. - Golf Tournament
- Wellwood Colony - 1st Prize Provincial Exhibition of Manitoba
- Tour Fit Club



# Compassionate Volunteering

We are incredibly grateful for the compassionate support of our dedicated volunteers, who help bring our mission to life through a wide range of meaningful contributions. Whether it is baking, preparing meals, assisting with cleaning, making deliveries, or providing event support, our volunteers are at the heart of the care we offer RMHC Manitoba families.

In addition to their hands-on involvement, volunteers also serve on our Board of Directors and committees, where their leadership and expertise are essential to advancing our mission

We cannot thank our volunteers enough for the time, compassion, and care they so generously give. Their contributions make a profound difference, and we are truly grateful for the lasting impact they have made in the lives of families.





**Providing  
Family-Centered  
Care in Times of  
Greatest Need**



# Our Financials

2024 was another incredible year for RMHC Manitoba. The success achieved was made possible by the generosity and continued support of our donors, partners, volunteers, and dedicated staff.

With our second full year of operations in the new House, we were grateful to close the year with another strong financial position. Our annual gross revenues of \$4,095,807 were driven by exceptional donor generosity, incredible fundraising events, and loyal partnerships. Of the total 2024 revenue, \$1,072,657 was staged funding allocated to the capital campaign for the new Ronald McDonald House.

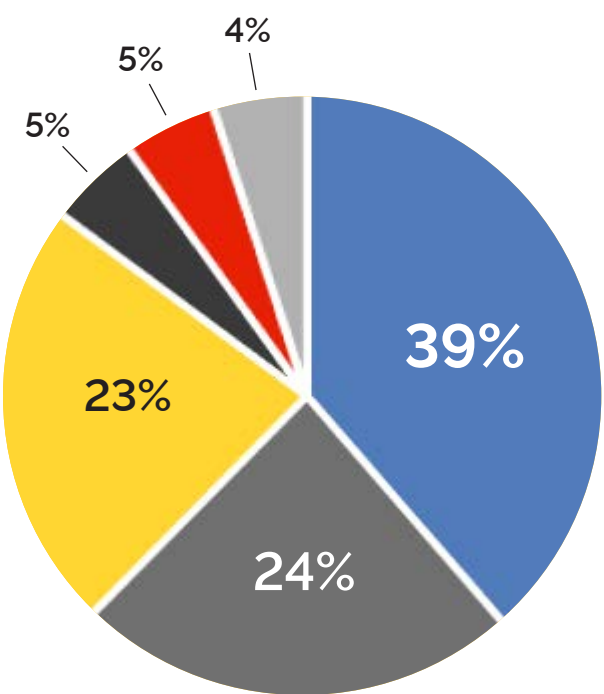
Thank you to everyone who generously contributed to the RMHC Manitoba mission throughout 2024. Your support and partnership strengthen RMHC Manitoba and the beautiful families we serve.

With sincere thanks and appreciation,

*Madison Johnston*

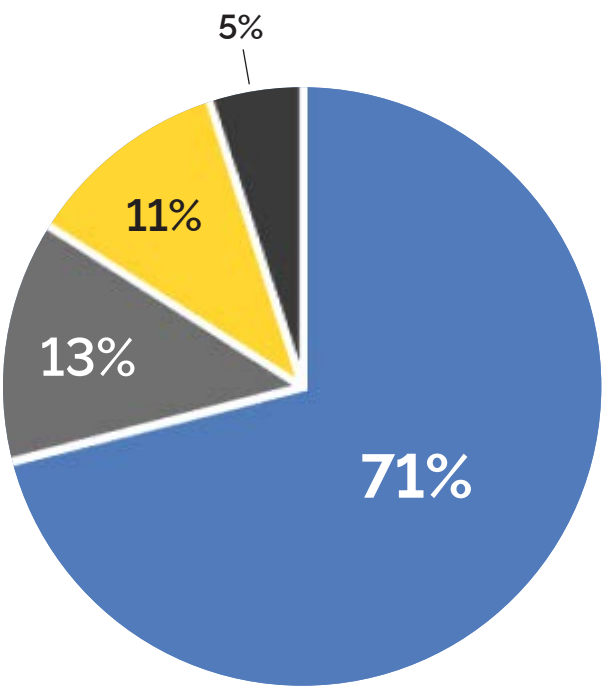
Madison Johnston  
RMHC Manitoba Treasurer

\*Audited financial statements  
are available on our website.



## REVENUES WHERE DONATION CAME FROM

- General Donations
- McDonald's
- Signature Events
- Room Contributions
- Fundraising from Third-Party Events
- Other Revenues



## EXPENSES WHERE DONATIONS WENT

- Programs
- General & Administration
- Fundraising
- Fundraising Cost of Direct Benefit to Donors



## COST PER DOLLAR RAISED

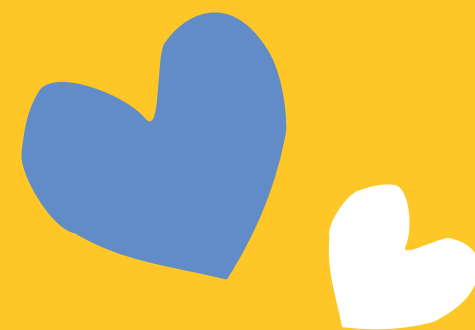
6% (Excludes gifts in-kind)  
19% (Includes gifts in-kind)

# The Kerkowich Family



We are incredibly grateful for Ronald McDonald House. In our household, it is actually lovingly called “The McRonald House”. It’s our home-away-from-home and we really enjoy coming and seeing the welcoming staff who know us all by name. We’re incredibly grateful for this wonderful space. The beds, the playground, the kitchen, and the Family Room are some of our favourite things—and the people.

— Katie Kerkowich



# RMHC Leadership and Healthcare Partners

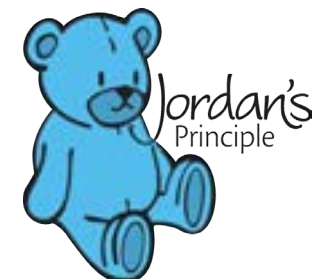
As we reflect on 2024, RMHC Manitoba extends deep appreciation to the leadership team at RMHC Global. Their continued support and partnership has been invaluable throughout the year.

We also wish to recognize the meaningful partnership we share with RMHC Canada. Their enduring commitment to supporting families across the country, coupled with their strong leadership and advocacy, has had a profound impact on our ability to deliver care where and when it is needed most.

Our sincere thanks go out to RMHC Chapter leaders and their teams nationwide. Their willingness to collaborate, share resources, and lend your support has significantly enhanced our capacity to serve more families, more effectively. The strength of this network continues to be one of our greatest assets.

We are also proud to acknowledge the unwavering dedication of our hospital and community agency partners. These relationships remain vital to our success. Their professionalism, compassion, and commitment to family-centered care have helped us meet challenges and expand our reach across Winnipeg, rural Manitoba, Northwestern Ontario, and beyond.

Together, these partnerships inform and strengthen our impact. We are grateful for every contribution and look forward to continuing our shared efforts to ensure that every family has a place of comfort and support during challenging times.





# Valued Partners



Our sincere gratitude to each of our national and local partners for their dedicated and compassionate support. Together, we keep families near the essential care they need and each other.

Our Founder & Forever Partner



2024 Lead National Mission Partners



2024 National Mission Partners



**BOSCH**



Insurance



**WESTJET** Cares for Kids



# 2024 Local In-Kind Supporters



MC COLLEGE



PETALS WEST





Together, families receive the greatest gift of all—staying close to the medical care their sick child needs and each other.



**Thank you!**

