



Ronald McDonald
House Charities
Toronto

Annual Review 2016-2017

A close-up photograph of a man and a young girl. The man is bald and smiling, with his eyes closed. The girl is wearing a pink shirt and has a clear tube in her mouth, secured with white tape on her cheeks. She is also smiling and looking towards the man. The background is a colorful, abstract painting.

Expanding our embrace

About us

Since 1981, *Ronald McDonald House Charities Toronto* has served as a place to call home for families with seriously ill children undergoing treatment. We are an independent charity, governed by a volunteer Board of Directors and operated by staff and volunteers. The first and largest chapter in Canada, we are part of a network of more than 360 licensed Ronald McDonald House chapters around the world.

We encompass:

- **An 81-family House in downtown Toronto**
- **Seven Family Rooms in five hospitals:**
 - Markham Stouffville Hospital
 - Credit Valley Hospital, Trillium Health Partners, Mississauga
 - The Hospital for Sick Children, Toronto
 - Scarborough and Rouge Hospital, Centenary site
 - Health Sciences North, Sudbury

We serve families from across the country and around the world.

Our mission

To provide a "home away from home" for seriously ill children and their families to heal better together

Our vision

To be a leader in providing a family-focused environment and innovative support services to seriously ill children and their families

Front and back covers: McKayla Warder, 7, with her dad, Justin, and mom, Rejeanne. From Windsor, Ont., McKayla is living at the House with her parents and four siblings while she waits for a heart transplant.



Executive Message

When a child becomes seriously ill, the whole family is impacted. That's why *Ronald McDonald House Charities (RMHC) Toronto* expanded its embrace last year to support more families facing the most difficult time in their lives.

Thanks to donors like you, including our founding and forever partner, McDonald's, we kept 18 per cent more families together in 2017 than we did in 2016. We are immensely grateful for your generosity in making this possible.

You provided these families with a place like home where they could stay and rest. But more than that, you gave them comfort and a sense of security when their entire world had been turned upside down by a frightening diagnosis.

While we served a growing number of families in 2017, we unfortunately also saw our waiting lists grow considerably. As we sit down to write this, our 81-family House is full and there are 12 families who are waiting and hoping for a room to become available. In fact, more than 25 per cent of families who stayed at our House last year had to wait for a room, and almost 10 per cent didn't get in at all. In our Family Room at SickKids, we turned away one family member almost every day from our recliners because they were already fully occupied. **That's twice as many as last year.**

More children are healing today than ever before because of medical advancements. But that recovery process is presenting a mounting challenge for *RMHC Toronto*. They require more treatments over longer periods of time, and that means families need us for an extended time or they need to come back for multiple visits.

RMHC Toronto never wavers from its commitment to keep families together. And as we begin planning to expand our embrace even further in the future, we remain grateful for your ongoing support.

Sincerely,

Joe Cooper

Chair of the Board

Sally Ginter

Chief Executive Officer

Ronald McDonald House helps families juggle life's many responsibilities, so they can be together when they need each other the most.

The House



Ronald McDonald House in downtown Toronto provides accommodation for families from across Canada and around the world seeking life-saving medical treatment for their children in the city.

At Ronald McDonald House, families find a warm and compassionate place to call home. Our House accommodates 81 families and provides first-class facilities that have been thoughtfully designed to meet their needs.

More than just a place to stay, the House also provides support programs including an on-site school, kitchen and laundry facilities, play areas and an extensive range of programs to help children and their families develop a sense of normalcy and get to a better place emotionally.

**We are here for families
24 hours a day, 365 days
a year, because research
shows that children do better
when surrounded by the
comforts of home and family.**

Thanks to medical advancements, more children are healing today than ever before. But that recovery requires more treatments over longer periods of time, and that means the demand on our House continues to grow.

In 2017, our House was busier than it has ever been. A new family came to stay every 10 hours.

Family Rooms

Ronald McDonald Family Rooms provide family members with a place to rest and retreat just steps away from where their sick child is being treated in the hospital. This in turn supports their ability to be an active member of their child's health care team.

RMHC Toronto operates six Family Rooms in four hospitals across the Greater Toronto Area – Credit Valley Hospital, Markham Stouffville Hospital, Scarborough and Rouge Hospital and SickKids – as well as a seventh Family Room at Sudbury's Health Sciences North. This Family Room officially opened in 2017.

Each of our Family Rooms includes a TV lounge area, a kitchenette stocked with snacks and beverages and spaces for napping and sleeping. Families can put up their feet, have a coffee, enjoy a meal, take a shower or find a listening ear in one of our volunteers or staff members.

**Collectively, our seven
Family Rooms supported an
average of 225 visits by family
members each day last year.**

The need has been growing, especially for overnight access to our napping and sleeping spaces.



“ The Family Room is just what I needed. I could relax and destress without leaving my son's side. ”
~ Susan St. Georges,
Sudbury, Ont.



Our accredited Summer Fun camp, and especially Wild Water Wednesdays, is a highlight of our program offerings every year.

Family Programs



RMHC Toronto offers more than 20 innovative programs designed to keep families in our House and Family Rooms together and to help them cope.

They support parents and siblings just as much as the children in treatment because we know that when one person in a family becomes sick, the whole family hurts.

In 2017, we expanded our array of food programs, providing nutrition information and professionally supervised cooking classes for families, while continuing to expand our "Meals-on-the-Go" and "Home for Dinner" offerings. We added new self-care programs to our calendar. And, we extended the hours of our Child Life Specialist to create more opportunities for children and adults to address their thoughts and feelings about their situation.

More than anything, our programs aim to set families up for success when they return home.

As occupancy at our House increases, and especially as more families stay at the House for longer periods of time, it's important we help them maintain as much normalcy as possible.

Transitions home can be challenging. Quality programs that keep in mind the needs of the entire family are rated most highly by parents and caregivers.

Our Volunteers

Volunteers are a cornerstone of RMHC Toronto. The organization runs in large part because of their dedication and compassion. On average, our volunteers commit at least three hours per week and we recruit new volunteers for roles throughout the organization year round.

Volunteers, both individual and corporate, smooth out some of the bumps in the difficult journeys our families are facing.

They bring smiles to the families in the Family Rooms, the House, our School, our front desk, through our food programs and at special events. They help us clean and decorate our facilities for holidays, prepare our gardens for the changing seasons, provide relaxing spa services for parents and offer comforting pet visits for animal lovers of all ages.

Our volunteers gave their time and talent in unprecedented amounts last year as the demands on RMHC Toronto services grew to record levels.

Collectively, our 490 active volunteers contributed 16 per cent more hours last year than the year before. Their efforts represent the equivalent of 27 people working full-time, year round.

We – and our families – are immensely grateful for their essential support.



“RMHC Toronto gives me wonderful learning opportunities. This is why I love volunteering here.”
~ Maiko Taku, a seven-year volunteer.



CONDENSED STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

Year ended	October 31 2017*	October 31 2016
REVENUE		
Donations and fundraising - annual	\$ 5,011,452	\$ 4,462,487
Donations and fundraising - capital	235,408	460,108
Room payments	372,258	396,270
Net investment income	1,177,236	1,246,585
	\$ 6,796,355	\$ 6,565,450
EXPENSES		
Fundraising	\$ 1,361,527	\$ 958,491
Programs	3,428,146	3,374,961
Administration	548,741	559,151
Amortization	731,834	791,518
	\$ 6,070,247	\$ 5,678,121
	-	-
Excess of operating revenues over expenses	\$ 726,107	\$ 887,329
Fund balances, beginning of year	47,285,309	46,397,980
Fund Balances, end of year	\$ 48,011,417	\$ 47,285,309

CONDENSED STATEMENT OF FINANCIAL POSITION

As at	October 31 2017	October 31 2016
ASSETS		
Cash and cash equivalents	\$ 1,005,444	\$ 1,276,550
Investments	19,516,748	18,169,564
Accounts receivable, prepaid expenses and other	187,936	279,071
	20,710,129	19,725,186
Capital assets	28,023,033	28,539,261
	\$ 48,733,161	\$ 48,264,446
LIABILITIES		
Accounts payable, accrued liabilities, and deferred revenue	\$ 333,644	\$ 522,825
Loans payable, current	81,210	81,210
	414,854	604,035
Loans payable, long-term	306,891	375,102
	\$ 721,745	\$ 979,137
FUND BALANCES		
Unrestricted Fund	\$ 409,292	\$ 529,520
Internally Restricted Fund	19,559,989	18,216,529
Invested in Capital Assets	28,042,135	28,539,261
	48,011,417	47,285,309
	\$ 48,733,161	\$ 48,264,446

* The October 31, 2017 financial statements are unaudited. To align globally with all other RMHC chapters, the year-end was changed from October 31 to December 31, 2017. The 14-month audited statements can be viewed at www.rmhcutoronto.ca.

RMHC Toronto operates under the legal name – Toronto Children's Care Inc.

Where donations came from



CORPORATE: 18%

92% Corporate gifts
8% Employee giving



INDIVIDUAL & FOUNDATION GIVING: 24%

81% Individual giving
19% Foundations

EVENTS: 19%



67% Signature events
33% Community events



MCDONALD'S FAMILY: 39%

43% McHappy Day
35% RMHC Canada grants (including Happy Meals)
18% Coin boxes
4% Events and other

Where donations went



FUNDRAISING 26%



ADMINISTRATION 10%



PROGRAMS 64%

“ Every time I talk about Ronald McDonald House, I cry. I can't describe how important it's been to have the comfort of this House. It's a place of community and solace. You don't feel like you're on your own here. ”

~ Lorraine Jewell

Justin, 17, with his parents, Lorraine and Jim Jewell: From Belle River, Ont., the family stayed at the House for 79 days while Justin underwent cancer treatment.



“ We needed breaks from the beeps and the stress of the unit, so we slept in the Family Room every night. It became our second home. If it wasn't for the Family Room, everything we went through would've seemed so much worse. ”

~ Jennifer Caparelli

Arthur, at eight months, with his parents, Jorge and Jennifer Caparelli: From Toronto, Ont., the family used the Family Room at SickKids for six months while Arthur recovered from heart surgery.



We are reaching out to serve more families RMHC Toronto served **5,139 families** of seriously ill children in 2017 – **18% more than the year before.**

Every 100 minutes: A new family in need of support arrived on one of our doorsteps

At our 81-family House:
2017: 837 families supported
2016: 762

All families lived at least **55 km away.**
23 days: Average length of stay
32% came from outside of southern Ontario
16% came from outside the province
31% had a child with a cancer diagnosis
30% with a cardiac condition
15% were in the NICU
8% were facing organ transplants

Across our 7 Family Rooms:
2017: 4,302 families supported
2016: 3,605

225: Average number of family visits across our Family Rooms each day
18: Family members each day who used a Family Room to sleep

In addition to providing a place to stay and to rest, RMHC Toronto offered families **more than 20 programs** to help bring normalcy to their lives.

Home for Dinner: **164 nights**
Meals-on-the-Go: **6,939 served**
Cooking and nutrition classes: **Launched**
Child Life: Available to families **35 hours a week**
Self-care activities: **1,101 visits** by adults and children
RMHC Toronto School: **72 students** enrolled
Summer Camp: **63 patients and siblings** supported
490 active volunteers contributed more than **46,000 hours** to RMHC Toronto to help ensure our service and support is always caring, compassionate and high quality.
96% of families told us they were **satisfied** with the House and Family Rooms.

Expanding our embrace

The need continues growing as health care changes

FACT: More children are healing today than ever before because of medical advancements.

OUR CHALLENGE: That healing requires longer or additional stays at Ronald McDonald House because children need more treatments over extended periods of time.

More than 50% of families now stay with us multiple times during their treatment journey and their length of stay is growing.

FACT: 70% of Canadian families live outside a city with a children's hospital.

Most families with a seriously ill child require the services that Ronald McDonald House provides.

The demand for RMHC Toronto services is increasing.

At our House:
28% of families waited one or more nights for a room
9% of families who qualified to stay couldn't get in

That's 30% more than last year

In our Family Rooms that are consistently over-capacity, we are working hard to support more families.



Thank you for continuing to partner with us to extend our embrace.

Founding and Forever Partner

We are sincerely grateful for the support of the McDonald's Family, our founding and forever partner. Ronald McDonald House Charities Canada, McDonald's Restaurants of Canada Limited and its founder, George Cohon, and McDonald's Owner/Operators and their supplier network continue to provide critical support for our families. Thank you to every crew person, manager, franchisee and corporate employee who helped us keep families together last year.

\$2,485,910 raised



- \$250,000+**
Ronald McDonald House Charities Canada
- \$100,000-\$249,000**
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Terrence & Janet Brazill: Scarborough
Colin McLean: Belleville



On April 2, 2017, *RMHC Toronto* hosted its 1st annual RECESS event at Ryerson's Mattamy Athletic Centre. The four hours of fun and 25 activations sparked the child in all 1,500 guests. We're tremendously grateful to our sponsors who helped us support more families than ever before last year through this event.

Zone Sponsors \$35,000 Mars Wrigley Confectionery Saputo Dairy Products Canada G.P. Sofina Foods Inc. TD	Friend Partners \$2,500 Bartlett Family Restaurants Inc. Eckler Ltd. Frank Magno Family & McDonald's Restaurants (Brampton) Hu-A-Kam Enterprises Inc. J.C.C. Restaurant Services Limited Mac-A-Tac Enterprises Ltd. Patient Capital RGA Rondeau Capital Unilever	Media Partners The Eh Bee Family National Post Today's Parent Weber Shandwick
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* Includes McTLC Award of Excellence donation



Charity Golf Classic

\$220,000 netted

\$3.2 million netted since 2003

More than 200 golfers gathered on the greens in July 2017 for the 15th Annual *RMHC Toronto* Golf Classic at Coppinwood Golf Club. We're grateful for the generosity of our sponsors, suppliers, friends and committee members in making the event a success.

Thank you Joseph Cooper

Our gratitude goes to Joseph (Joe) Cooper, who is stepping down after more than three years from his role as Chair of the *RMHC Toronto* Board of Directors. Joe presided over our organization during a time of rapid Family Room expansion. *RMHC Toronto* now serves 3,000 more families this year than it did in 2014 and revenues have grown by 15 per cent. Joe has been a tireless volunteer and advocate for our mission to keep families together. He will be succeeded as Chair by Jayson Horner while continuing to serve on the Board for an additional year as Past Chair.



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Thank you donors

We would like to recognize the following individuals, corporations, events, foundations and associations whose contributions helped us support more families last year than ever before. On behalf of the families and children who rely on your support, THANK YOU!

\$250,000

McDonald's Restaurants of Canada Limited
Ronald McDonald House Charities Canada

\$100,000-\$249,999

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Thank you to the following donors who provided more than \$5,000 in products and/or services to support our families and enable us to deliver on our mission.

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Thank you to the donors who paid tribute to a friend or family member with a donation. Gifts totaling more than \$1,000 were received as tributes to the following people.

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River, Maverick and Jagger Blake
Kathleen Bridge & Friends' 50th Birthdays
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**Ronald McDonald
House Charities®
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Ronald McDonald House Charities Toronto

240 McCaul Street, Toronto, ON M5T 1W5

T: 416-977-0458

F: 416-977-8807

Email: info@rmhctoronto.ca

www.rmhctoronto.ca

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