

2021

MISSION FORWARD  
ANNUAL REPORT



Ronald McDonald  
House Charities®  
Southwestern Ontario

Madeline - 7 Nights, RMH Windsor Family

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## TABLE OF CONTENTS

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### INTRODUCTION

Board of Directors	2
Message from Executive Leadership	3

### OVERVIEW

2021 Family Impact	4
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### ACTIVITY

Enhanced Family Experiences	6
Our Volunteers	7
Building Strength	9

### DEVELOPMENT

Our Signature Events & Fundraising	10
Our Donors	12

### FINANCIAL

Financial Report Breakdown	19
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## 2021 BOARD OF DIRECTORS

### Officers

Mike Malleck, President  
Harry Van Bavel, Past President  
Rob Reid, Vice President  
Laura Emmett, Vice President  
John Simioni, McDonald's Appointee  
Amanda Mulder, Treasurer  
Tracey Keighley-Clarke,  
Secretary (non-voting)

### Directors

Adam Castle  
Andria Azevedo  
Anne McNeil  
Barbara Leslie  
Dave Ward  
Derek Lall  
Diane Chantler  
Kevin Paquette  
Samantha Parsons  
John McNeilly  
Matt Mills

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## MESSAGE FROM EXECUTIVE LEADERSHIP

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Throughout 2021 - Ronald McDonald House Charities Southwestern Ontario (RMHC-SWO) continued to be there to support families. After the second year of significant challenges for everyone, we welcome this opportunity to publicly thank our Team - whose adaptability and determination to support families, fueled RMHC-SWO's ongoing ability to deliver vital services to the 65% of families who must travel for specialized children's care. As we weathered the 2021 Covid-19 storm, the team worked to meet the diverse needs of the community and laid a stronger foundation for our future. Working with our RMHC-SWO Team, Volunteers, hospital partners, suppliers, and of course the families we serve, we navigated the ever-changing public health requirements to keep our families and employees safe, and our essential services operational. Through the endless drive of the RMHC-SWO Team, our Chapter continued to maintain and deliver services both inside and outside our Houses and throughout our partner hospitals. We are grateful for the moments of inspiration and togetherness we shared!

We are proud to report that 2021 was also a year of great accomplishments. While some team members were scattered through the region- hunkered down in their home offices, those on-site adjusted and adapted, taking on new roles to guarantee that all families received the best care possible. We are proud to say we managed to achieve and exceed many of our goals:

- The generosity of our community and the efforts of our Fundraising Team enabled us to have our best fundraising year ever, ensuring that we can continue to serve families.
- Our community's 3Ps (third-party events) adapted to the virtual environment and continued to produce excellent outcomes – both financially and in terms of spreading awareness,
- In a world that was drastically different, our Family Services Teams adapted and excelled. Due to restrictions on volunteer and Family Caregiver support, the team took on a larger role in providing emotional support to families,
- Throughout the year, the program leaders and staff rallied to save money and reduce overall operational expenses,
- And.... we continued to keep our doors open while also reaching beyond our traditional programs to deliver services to those in need.

In 2021 we witnessed the resiliency of children, the power of teamwork, and the commitment of our communities, our donors, our first responders, our staff, our volunteers, and our hospital partners. Maya Angelou said, "every storm runs out of rain" – we are blessed to have had all of you "holding the umbrella" and allowing us to keep families safe and sheltered throughout 2021.

With gratitude,

*Tracey Keighley-Clarke*  
Chief Executive Officer

*Mike Malleck*  
Board President



# 2021 FAMILY IMPACT

Seth's Family - 65 nights, RMH London



RMHC-SWO's 3 programs supported families from **219 communities\***

**Top 3 communities served** by the Chapter\*:

- Windsor (13%)
- London (11%)
- Sarnia (5%)



**2,333 km** was the farthest one-way distance travelled by a family from their home to RMHC-SWO\*

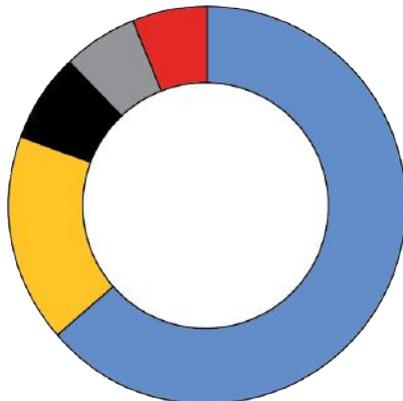
One guest family called us their **"home-away-from-home"** for the **23<sup>rd</sup>** time

## Thank You for Making a Difference for **FAMILIES IN 2021**



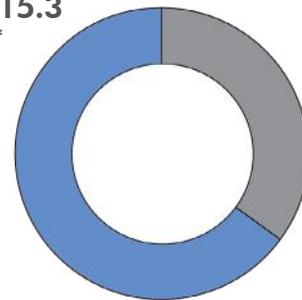
**Top reasons** families call our Chapter home (based on nights of comfort\*)

- Neonatal (53%)
- Oncology (14%)
- Neurology (6%)
- Respiratory (5%)
- Mental Health (5%)



Longest **consecutive stay...**

**180 nights** at RMH-London  
Average length of stay **15.3 nights\***



**97 nights** at RMH-Windsor  
Average length of stay **16.0 nights\***

**14868**



**Individual "Home for Dinner" meals** provided across the Chapter\*\*

**475**



Loads of laundry completed for families in the **Ronald McDonald Family Room\*\***



“ OUR FAMILY ENJOYED MANY FAMILY MOVIE NIGHTS IN FYNN & FRIENDS DEN. WE WERE SO GRATEFUL TO HAVE THIS OPPORTUNITY TO CUDDLE UP AND ENJOY FAMILY TIME JUST LIKE WE DO AT HOME. ”

-CHARLOTTE'S FAMILY - 128 NIGHTS, RMH LONDON

## ENHANCED FAMILY EXPERIENCES



RMH Windsor celebrated its fifth year of keeping families close. 554 families benefited from 7,130 nights of comfort between May 2016 and May 2021!



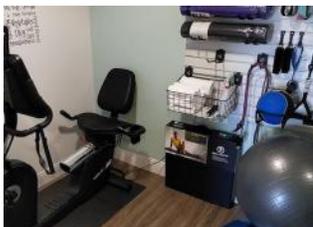
The RMH London theatre room was renovated into Fynn and Friends Den. Parents and caregivers can relax or exercise while keeping an eye on their children playing in the playhouse.



RMH London's renovations added five more guest rooms, bringing the total number of bedrooms to 40, allowing an additional 1,825 nights of comfort to families in need.



RMH London's game room has been upgraded and now features the latest interactive video gaming systems, ensuring fun for all ages.



The new Wellness Room in RMH Windsor assists families in maintaining their "regular" routines as well as establishing new healthy ones.



In the absence of volunteer dinner groups, an Adopt-a-Meal initiative was established at RMH Windsor and London allowing us to continue to nourish families.

- Exercise and Movement training videos were developed for the equipment and spaces available in each House in collaboration with Hybrid Fitness Studios.
- Both Houses started using a voluntary family self-identification survey to learn more about the communities, cultural practices, and languages spoken to better support the people we serve.
- To ensure that all members of the team, as well as the families we support, are represented, a Diversity, Equity, and Inclusion (DEI) Committee was formed.
- Meals provided by McDonald's to both House programs continued to be a nice treat for families – especially when they included a McFlurry dessert!

## OUR VOLUNTEERS



In Windsor and London, our Carts with a Heart delivered **beverages, food, sundries, and toys** to **11,405** hospital families, including patients and their caregivers.



To help bring the holiday magic to families, 19 volunteers donated 180 hours in the RMH Holiday Store. The holiday spirit was alive and well, with adults and children writing letters to Santa and receiving wrapped gifts on the morning of December 25th.

**Support**  
4 covid meal support volunteers, with over **621** volunteer hours, prepared over **268** meals.

**Programming**  
Volunteers helped us take programming virtual to keep our guest families safe, with virtual art nights and music nights! We were able to welcome back our pet therapy program for 13 in-house sessions at RMH London.

**Recognition**  
RMHC-SWO staff conducted "Operation Volunteer Recognition" placing over **73** signs on the residential and commercial front lawns of our volunteers expressing our gratitude for their support throughout 2021.



the

NICU



“ RMH WINDSOR IS A LIFE CHANGER THAT YOU DIDN'T KNOW YOU WOULD NEED. THEY WERE THERE AT ONE OF THE LOWEST AND SCARIEST POINTS IN OUR LIFE AND HELPED US BUILD THE STRENGTH WE ALL NEEDED TO GO HOME. ”

-BABY MORDECAI'S FAMILY - 59 NIGHTS, RMH WINDSOR

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## BUILDING THE STRENGTH WE ALL NEEDED TO GO HOME

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When Jessica woke up one morning, she never knew that a routine obstetrician appointment that day would end with her being put in an ambulance and whisked away to a hospital 2.5 hours away from home. With 9 weeks of pregnancy to go, it was too early to safely deliver at their local hospital.

**“ONE OF THE BIGGEST CHALLENGES WE FACED WAS THAT OUR ENTIRE SUPPORT SYSTEM WAS 2.5 HOURS AWAY.”**

Jessica and Phil had learned that day that Jessica had developed a pregnancy complication of severe preeclampsia, a condition that can be dangerous for both mom and baby. Then, on December 8th, sweet little Mordecai was born 9 weeks early and immediately taken into the Neonatal Intensive Care Unit (NICU) at Windsor Regional Hospital. As Mordy settled into the NICU, Jessica and Phil settled into their new “home-away-from-home” at RMH Windsor.

**“THANKFULLY, MY HUSBAND AND I WERE ABLE TO SPEND THE ENTIRE TIME MORDY WAS ADMITTED CLOSE BY AT RMH WINDSOR. WE NEVER HAD TO WORRY ABOUT BEING TOO FAR AWAY FROM HIM AND WE WERE STILL ALL UNDER ONE ROOF.”**

For 59 nights, Mordecai’s family found comfort in staying close to Mordy and were surrounded with the support they needed.

**“HAVING RMH WINDSOR IN THE HOSPITAL ALLOWED US NOT TO STRESS ABOUT HAVING TO BOOK HOTEL ROOMS, FIND PLACES FOR HEALTHY MEALS, OR THE ESSENTIALS LIKE TOILETRY ITEMS. THE STAFF STEPPED IN AS SUPPORT FOR US AND BECAME SOME OF THE BEST CHEERLEADERS MORDECAI EVERY HAD.”**



Photo top left

McHappy Day  
Gratitude Tour



Photo bottom left

Golf Classic, No Frills  
Team

Photo top middle

Charlotte and her mom  
at Illuminate the House  
with Meteorologist/  
Anchor, Julie Atchison,  
CTV.

Photo bottom middle

Clays for Kids, Cargill  
Team



Photo top right

Show Your Stripes  
scavenger hunt team  
from Damar Security  
Systems with Mayor, Ed  
Holder

Photo bottom right

Young fundraisers  
making a donation

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## SIGNATURE EVENTS & FUNDRAISING

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### CLAYS FOR KIDS

With Covid-19 still present during our event season, it was clear that we needed to switch to a physically distanced event. The RMHC-SWO Clays for Kids Trap Shooting Tournament was held at Crumlin Sportsmen's Association in London, and **No Frills®** joined as the title sponsor. Under lovely blue skies on September 18th, \$28,581 (net) was raised to support families.



### THE ONLINE HOLIDAY AUCTION

Our two-week shopping frenzy featured something for everyone, from holiday gifts to home décor to sweet treats. For our 2nd annual event in 2021, we welcomed **Georgijev Financial Group** as our first ever sponsor. We raised \$18,668.50 (net) thanks to donations from over 65 local businesses.

### 5TH ANNUAL ILLUMINATE THE HOUSE

As we Illuminated the Houses for the holiday season, this tradition offered warmth to guest families both inside and out. Families and onlookers from hospital windows, loved watching RMH London and RMH Windsor illuminate their displays and holiday décor while enjoying hot chocolate, and tasty baked delicacies. CTV went live on location, special thanks to **Bell Media** for their continued support.

### SHOW YOUR STRIPES (SYS)

Communities from Southwestern Ontario to Thunder Bay embraced Showing Stripes for RMHC-SWO families! In partnership with **White Oaks Mall, (WOM)** - our RMHC striped apparel and our new "Cookie the monkey" stuffie, became great gifts that give back, raising \$95,304 for families last holiday season.

**\*NEW\*** Over 40 people took part in the #GivingTuesday Show Your Stripes Scavenger Hunt, completing challenges in their community while wearing stripes to raise support and awareness.

Leading up to the holidays, shoppers could gift wrap their purchases at the SYS storefront at WOM, with proceeds going directly to RMHC-SWO. Thank you to our 54 volunteers for donating 199 hours of their time to assist with gift wrapping and selling stripes!

Stripes were delivered all across Ontario thanks to our online store and 21 McDonald's pop-up shops across the region.

### GOLF CLASSIC

We enjoyed another year on the greens with new and returning sponsors, donors, and golfers as we hosted the 38th Annual RMHC-SWO Golf Classic presented by **No Frills®**. Mother Nature's early downpour transformed into afternoon sunshine and we were able to have a fantastic day of golf, thanks to our volunteers and Highland Country Club's grounds workers. The event raised a total of \$94,439 (net) to support the goal of keeping families together.

### MCHAPPY DAY

McHappy Day was embraced by RMHC families and advocates, with people lining up at drive-thrus and restaurants to help support families and raise \$267,420 (net). RMHC-SWO employees went on a gratitude tour across McDonald's SWO locations, thanking management and crew for their support!



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## RMHC CANADA PARTNERS

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RMHC Canada builds relationships and fosters partnerships that benefit all RMHC Chapters across Canada. Lead and National Mission Partners, Founding Partners, and Corporate Donors come together to help provide invaluable support for families.



Our founding and forever mission partner, McDonald's has been a part of the mission to keep families close since the first house was built in 1985 and continues to find new ways to show support during Covid-19. Restaurant fundraisers like Fries for Good, and Round Up, as well as meal donations for RMHC-SWO families, and weekly McCafé baked goods drop offs were just a few ways McDonald's continued serving families at a crucial time.





- BrandSource
- Chatters
- Martin Brower
- Moneris
- Sealy Canada
- Sons Bakery

“ I WILL FOREVER BE GRATEFUL FOR THE COMFORT YOU’VE BROUGHT MY FAMILY – THE QUILT AND COLOURING PAGES MY MOM BROUGHT FROM THE HOUSE BRIGHTENED MY DAYS. ”

- JESSICA’S FAMILY  
8 NIGHTS, RMH LONDON



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## LOCAL PARTNERS 10K+

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Hotchkiss  
FAMILY FOUNDATION



McDonald's Windsor-  
Essex Big Red Shoe Run



Oxford County  
Golf Classic

Roger Salter Memorial  
Golf Tournament

Run for Beck



Scotia  
Wealth Management.

The Event -  
Golf Tournament



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## LOCAL PARTNERS 5K-9,999

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- APM Canada
- Cargill Animal Nutrition Office
- Fay Family Charitable Fund
- Fields Family Fundraiser
- Franco-Sol Garderie et Centre de Ressources
- Fundraising for Kip
- Georgijev Financial Group
- Goderich Sunset Golf Club Annual Charity Tournament
- HIRA General Contractors
- Johnstone Homes
- London Bridge Child Care Services: Kids Helping Kids Walk-a-thon
- Maureen Burke - Illuminate the House
- RBC Petrolia
- Sifton Family Foundation
- TayJay RealEstate - Month of Giving
- The Katz Family Foundation
- TP Strong
- Trisura Guarantee Insurance Company
- West Elgin Daffodil Auxiliary
- Woodstock Police Association

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## OPERATION PARTNERS

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Through donations of product and services, operational partners help ensure our Chapter programs have the resources necessary to provide the best quality care to our guest families.

- Agropur
- Best Buy
- BUNN
- Burnbrae Farms
- Canus
- Cargill Value Added Protein
- Coca Cola Company
- Compudata
- Danone
- Ecolab
- Hershey
- Kruger
- La-Z-Boy Furniture Galleries
- London Hospital Linen Services
- Macro Foods
- Martin Brower
- Mother Parker's
- Payworks
- Saputo Dairy Products Canada G.P.
- Sealy Canada
- Seda
- Sons Bakery
- Sony Canada Charitable Foundation
- West Jet Cares for Kids

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## EMPLOYEE PAYROLL GIVING

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- Bank of Montreal
- Cargill Value Added Protein
- CIBC Canada
- Damar Security Systems
- McDonald's Restaurants of Exeter, Kincardine, Goderich & Wingham
- McDonald's Restaurants of London, Car-Jon Family Restaurants
- McDonald's Restaurants of London, GIOPALM Inc.

Participating in our payroll giving plan provides businesses with the opportunity to offer employees an easy way to make a big difference by donating a set amount from each pay cheque.

- McDonald's Restaurants of Sarnia, Strathroy, KIOV Inc.
- Nestle Canada (London)
- RBC Insurance
- Ronald McDonald House Charities Southwestern Ontario
- Royal Bank of Canada
- Spriet Associates
- TD BANK
- United Way of Sarnia-Lambton
- United Way of Elgin Middlesex

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## ADOPT A ROOM SPONSORS

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Adopting a space at RMH London, RMH Windsor or RM Family Room London provides much-needed funding, while offering donors the opportunity to provide caring and practical support that keeps bedrooms and shared spaces in excellent condition for all guest families.

- |  |   |                                       |
|--|---|---------------------------------------|
| • CF Masonville Place                      | • McCormick Canada - Clubhouse Division   | • Scotia Wealth Management            |
| • DCI Properties                           | • McDonald's Exeter, Goderich, Kincardine, Wingham Team in honour of Raymond Reid | • Siskinds LLP                        |
| • Friends and Family of Fynnigan Gawley    | • McIntee Family  | • SyBridge Technologies               |
| • Go Platinum Realty Inc.                  | • Miracle Max's Minions   | • The Bouck Family                    |
| • Happy Hills Family Resort and Campground | • Nancy & Friends   | • The Daher Family                    |
| • Impact Auto Auctions                     | • Optimist Club of Sombra   | • The Optimist Club of Oakridge Acres |
| • In Honour of Darlene Circelli            | • Plasman - Windsor 1 Manufacturing   | • The Thompson Family                 |
| • Little Rock Farm                         | • Run For Beck  | • The Witherspoon Family              |
|  |   | • The Vail Family                     |
|  |   | • Trojan Technologies                 |
|  |   | • Trucking for Kids                   |
|  |   | • Wayne Toyota                        |

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## LONDON RENOVATION SPONSORS

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The following donors supported the 2021 mini expansion at RMH London, increasing capacity to forty bedrooms.



Car-Jon Family Restaurants



- Belmont SWANS Club
- Health e(fx)
- Huron Motor Products
- In loving honour of Pauline and Eric Donald
- J.M.R Electric Ltd.
- John & Joan Alderman
- Metzger's Meat Products Inc.
- The Brandon Prust Foundation

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## LEGACY GIFTS

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- Estate of Helen Tuck
- Estate of John Koper
- Estate of Mary Isabell Alderman
- Estate of Wayne Fisher
- Estate of William G. Fisher

As part of long-term financial planning, a planned gift to Ronald McDonald House Charities Southwestern Ontario can offer benefits to the donor while providing a way to leave a legacy that will impact families for years to come.

# TREASURER'S REPORT

## YEAR ENDED DECEMBER 31, 2021

### Financial Position as at December 31, 2021

	2021	2020
Assets	\$17,627,051	\$16,176,807
Liabilities	\$155,246	\$167,852
Fund Balances	\$17,471,805	\$15,999,955



**Assets**



**Liabilities**



**Fund Balances**

**Operating bank accounts** were higher than normal level with a balance of **\$1,154,368** (2020 - **\$1,582,488**) at the end of the year, representing approximately 8 months of operating expenses.

**Investments** were **\$9,146,040**, an increase of **28.0%** from 2020. Included in this increase is a transfer of **\$1,300,000** from the Operating Account to Investments.

**Investment Income** of \$774,978 consists of the following:

Interest, dividends and other	\$175,916
Realized gains on sales of investments	\$140,108
Unrealized gains on investments	\$350,361
Foreign exchange gain (loss)	\$108,593
<b>Total Investment Income</b>	<b><u>\$774,978</u></b>

### Revenues and Expenses from January 1 to December 31, 2021

	2021	2020
Revenues and other support	\$4,032,265	\$3,296,699
Expenses	\$3,558,962	\$3,511,889
<b>Excess (deficiency) of operating revenues over expenses</b>	<b>\$473,303</b>	<b>\$(215,190)</b>
Investment income	\$774,978	\$670,858
Canada Emergency Wage Subsidy (CEWS)	\$223,569	\$629,385
<b>Excess of revenues over expenses</b>	<b>\$1,471,850</b>	<b>\$1,085,053</b>

**General Fund**

There was an increase in the General Fund in 2021 of \$1,561,298. This increase was due to \$3,456,558 in revenues, \$2,821,632 in expenses, \$774,933 in investment income, \$223,529 in Canadian Emergency Wage Subsidy and \$72,130 of inter-fund transfers related to Capital Asset purchases.

**Capital Asset Fund**

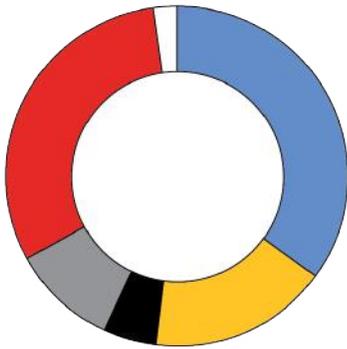
There was an increase in the Capital Asset Fund in 2021 of \$36,281. This was due to capital asset additions of \$597,232 and amortization of capital assets of \$560,951. A detailed breakdown of Capital Assets can be found in the Audited Financial Statements.

**Restricted Fund**

There was a decrease in the Restricted Fund in 2021 of \$125,729. This decrease was due to \$575,752 in restricted revenues, \$176,379 in restricted expenses and \$525,102 of inter-fund transfers related to Capital Asset purchases. A detailed breakdown of the Restricted Fund can be found in the Audited Financial Statements.

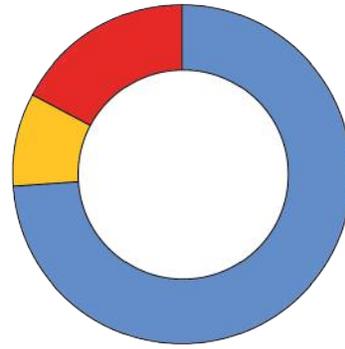
**Below is a breakdown of the operating revenues and expenses:**

**Revenue: How we make funds**



- Individual donation (35%)
- Corporate donations (17%)
- Grants & Sponsorship (5%)
- Fundraising activities excluding McDonald's (10%)
- McDonald's and National Partners (31%)
- Accommodations (2%)

**Expenses: How we disburse funds**



- Program (74%)
- Management & General (9%)
- Fundraising (17%)

The financial information provided above is in a condensed format. The complete audited financial statements are below.

This year continued to be a challenge with COVID-19 stalling re-opening plans longer than anticipated causing fundraising events to be held virtually or with restrictions and despite that we operated from a place of financial strength reaching over \$4 million in revenues and other support for the first time. We couldn't have done this without the support of the community, strong leadership at the Chapter, the staff, Board members and volunteers and everyone's commitment to our mission.

Thank you to everyone who made this possible.

Respectfully submitted,

Amanda Mulder, CPA, CA  
Treasurer and Board Member



**Ronald McDonald  
House Charities®**  
Southwestern Ontario

**RONALD MCDONALD HOUSE CHARITIES  
SOUTHWESTERN ONTARIO**

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