



Ronald McDonald
House Charities®
Australia



2016 Annual Impact Report





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**“Just the
normal of us
all being together
makes it okay”**

*- Kathy, mum to Ava, Ronald
McDonald House
Westmead*

Keeping Families Close is at the heart of all we do

When your child is diagnosed with a serious illness, it's often the most traumatic time of your life and involves the entire family embarking on an uncertain path into the future.

Through our programs, we enable families to stay close together, so that they have the support of loved ones throughout their journey.

Our 2016 Annual Report celebrates the special moments in each day. The memories these families gather along the way and the milestones they achieve, however large or small, while they are supported by Ronald McDonald House Charities®.

Barbara Ryan

CEO, RMHC Australia

For Ronald McDonald House Charities (RMHC) the 2016 calendar year was about connection and focus across the charity. It was about 'one system, one direction', working together toward a common goal. The last few years of system and brand consolidation meant we were now able to move forward with great agility and dexterity to announce the first ever charity-wide, national strategic plan – Mission 2020.

Most exciting was the fact that Mission 2020 and its six strategic goals was not a dry, inert announcement but rather a living, breathing organism that was the product of deep consultation with almost 100 people across the charity. It included Program staff, Fundraisers, Executive Officers, Volunteers, House Chapter Board members and the RMHC Australia Board, whose members have steered our new direction.

Also in 2016 we managed the transition of the RMHC Operations Committee to the Mission Leadership Group, consisting of all of the House Chapter Executive Officers and RMHC Australia representatives. Thank you to members of the RMHC Operations Committee for setting the foundations that enabled this future direction.

Of course, in 2016 we were thrilled to see the opening in South Brisbane of Australia's largest Ronald McDonald House. With 70 rooms it dwarfed the previous House and after a mammoth effort it was 100 per cent occupied within just seven days. Together our Houses accommodated 8,493 families collectively throughout 2016 and our Programs touched more than 43,859 families. Both figures demonstrate astounding growth and an absolute dedication to helping seriously ill children and their families.

I'd like to end this introduction to the 2016 Annual Report with a very proud thank you to outgoing Executive Officer Helen Tarttelin, whose 12-year service at Ronald McDonald House North Queensland brought immeasurable comfort to the lives of thousands of families. We wish Helen the very best in her retirement.

Thank you all for your support. The House Chapters and the RMHC National Team could not achieve what they have without your backing and encouragement.

Please turn the page and come with us on a journey through a day in the life of RMHC...



Mission 2020

RMHC SYSTEM STRATEGIC GOALS

Impact

(Expand Reach)

Reach more sick children & their families

By 2020 we will:
Help 60% more sick children & families

Money

(Mobilise Support)

Create sustainable & diversified revenue streams

By 2020 we will:
Increase revenue to reach \$30M p.a.

Power

(Strengthen Network)

Value & grow our people

By 2020 we will:
Increase learning & development co-investment to 5% of total expenses

Talk

(Mobilise Support)

Increase the knowledge of the brand & its identity

By 2020 we will:
Be ranked in the top 10 trusted Charities
97% brand awareness

Champions

(Mobilise Support & Strengthen Network)

Be recognised and known for organisational excellence

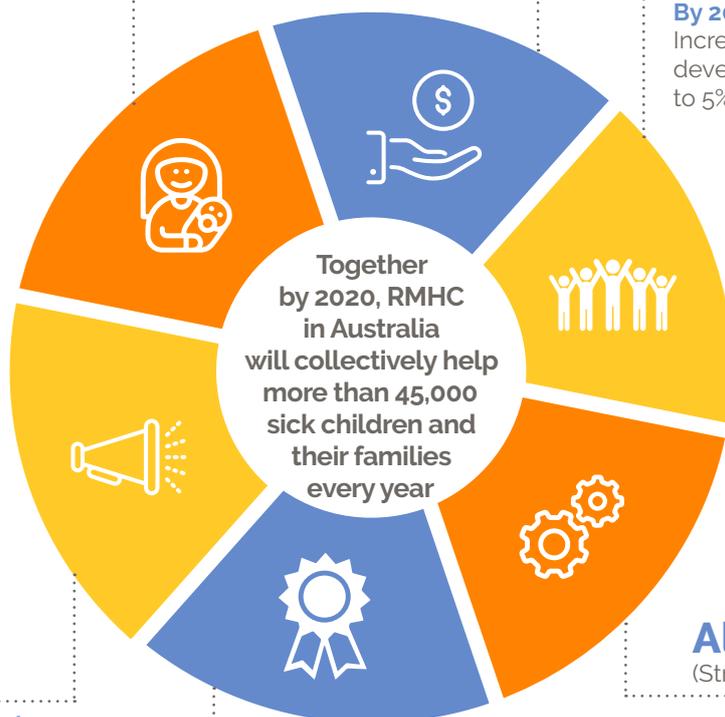
By 2020 we will:
Be recognised for best practice in our governance & programs

Alignment

(Strengthen Network)

Increase efficiency & alignment across the charity

By 2020 we will:
Reduce duplication of processes & business systems



Our programs



Ronald McDonald House®

In a country as big as Australia, specialist care may be a long way from home and families simply cannot afford to stay in hotels while their child receives treatment for an extended period of time.

Our Ronald McDonald House program not only provides this vital accommodation. It also helps preserve the family unit in the midst of physical, emotional and financial stress. It gives parents the chance to draw hope and comfort from other families in similar situations.

Due to this support and remaining close to the hospital, parents and the whole family can be more actively involved in the child's recovery and care.

"The House has meant our family can stay together – and that has been so important to us."

Rachael, Clint, Ethan & Ella

Parents, Clint and Rachael, had been preparing for 3 years for their family holiday of a lifetime across Australia, but they did not get far. Three weeks in, everything changed for this family of four from Wagga Wagga. Their 8-year-old son, Ethan, was struck with cancer.

The family had made it to Alice Springs, but Ethan was now vomiting daily and the doctors at the hospital decided he needed to be transported to The Women's and Children's Hospital in Adelaide. From there, they were air-lifted to The Sydney Children's Hospital in Westmead, NSW.

"That first week at The Sydney Children's Hospital was the longest, most stressful, most painful, most exhausting and frightening and worrying," says Rachael. "And in the end, we received the news that changed our lives. Ethan was diagnosed with the normally very aggressive cancer, 'Burkitt's Lymphoma'. We were devastated."

Ethan and his family were 460km from home, facing 6 months of treatment, and had nowhere to stay. Immediately, Ronald McDonald House Charities came to the rescue.

"Due to Ethan's treatment and the high risk of infections we needed to be close to the hospital. All the team at Ronald McDonald House made us feel very welcome and it was a relief that we could be close to Ethan at all times. It has certainly been a home-away-from-home for our family," says Rachael.



Ronald McDonald Family Room®

Caring for a sick child in hospital can take an enormous toll on family members who spend long hours by the bedside or in waiting rooms. Getting rest, eating well and taking opportunities to recharge are essential so parents and carers can be the strongest support possible for their child.

Our Ronald McDonald Family Room program offers a welcoming environment in the hospital for the whole family, with the space and facilities to make caring for a sick child just that little bit easier.

Whether it's somewhere for the kids to play, a place for the family to come together and share a meal, or a quiet room for mums and dads to take a much needed nap, our Family Rooms provide a place to unwind with the support families need.

“a comfortable, charming, peaceful place for parents and relatives”

Cynthia & Enzo



Only a couple of weeks after they had landed in Australia to start a new life, four year old Enzo and his mother Cynthia were told that he had a brain tumour.

“It was only a couple of weeks after we landed in Australia to start a new life that we noticed Enzo's left eye had turned in slightly. So slightly in fact that at first we couldn't pick up exactly what the problem was, only that there was something wrong with his eyes. Our GP referred us to Westmead Children's Hospital Eye Clinic and we were told that Enzo would need an MRI.”

Enzo and his mum set off early to the hospital for the MRI, hoping they would be back home in time for lunch. Instead they received the diagnosis that would change their lives.

“It was shocking to hear”, Cynthia said, “We felt panic...and tried to process the news”.

Enzo was diagnosed with a treatable but uncommon tumour. Enzo started chemotherapy on a treatment plan that would last 12 months.

“After Enzo had been admitted to the Gosford Hospital ...we heard about the Ronald McDonald Family Room: a comfortable, charming, peaceful place for parents and relatives where they can relax and be away from the hospital environment. The Volunteers are always there to listen to our fears and comfort us in any way they can.”

Cynthia and Enzo were regular visitors to the Gosford Hospital Family Room and found the support of volunteers and staff to be a great comfort throughout their traumatising experience.

“The words “thank you” in our opinion are not enough, but we really would like to thank the Ronald McDonald House Charities family who helped make us happy and forget for a while all the trips to the hospitals.”

Ronald McDonald® Learning Program

Children who face serious illness battle against many challenges, including lengthy periods away from school. Catching up on missed education can seem like yet another hurdle to overcome before life can return to normal. In some cases, children can fall so far behind during their illness that it can have a serious impact on their future.

The Ronald McDonald Learning Program provides tailored, one-on-one tutoring for primary and secondary school children recovering from serious illness, to help them get back on track.

From improving numeracy and literacy skills, to identifying learning strengths and weaknesses, we aim to make the journey back to school as smooth as possible, while also giving children a much needed confidence boost.

The program is holistic and looks at all aspects of a child's learning by providing comprehensive assessment, therapy and tuition with qualified professionals. In addition to individual support for children the Learning Program has expanded to provide for teachers.

All services are provided free to families and schools thanks to the funding from generous supporters of Ronald McDonald House Charities.

"...even though he might be sad or in pain that day, you wouldn't know it during his lessons".

Karyn & Ethan

Ethan missed out on around 18 months of schools due to a lifetime of surgeries and pain. Thanks to his Learning Program tutor, he has been able to catch-up on his schooling.

"During his Ronald McDonald Learning Program sessions he is in a different space. He is fascinated by the learning and even though he might be sad or in pain that day, you wouldn't know it during his lessons. For a couple of hours he has a smile on his face", says his mum, Karyn.



Photo credit: Lisa Saad

Ronald McDonald Family Retreat®

Families of seriously ill children suffer stress over long periods of time, placing a strain on relationships as well as finances. Having time and space to reconnect as a family is an important part of the journey to recovery.

Our Family Retreats are open to any family that has had a child diagnosed with a serious illness and the entire family is welcome to stay for up to a week.

The Retreats offer holiday accommodation with everything the family needs to relax and unwind together in a relaxing beachside or nature setting.

“We hadn't been anywhere since he was diagnosed... this was the perfect getaway”.

Kaye, Rodney, Morgan & Reagan

Kaye's son Reagan was just four years old when he was diagnosed with leukaemia. Following an intensive nine months of chemotherapy, Kay heard about the Ronald McDonald Family Retreat, a holiday house set up for families whose children have suffered serious illness.

Once Reagan was well enough, the family applied to stay at the Ronald McDonald Family Retreat and shortly after set-off for a week of desperately needed togetherness.

“We hadn't been away anywhere since he was diagnosed, and Reagan was still restricted with swimming in public pools etc. So this was the perfect getaway.”

It was also a wonderful milestone for Reagan who spent the week learning to ride his first bicycle!

“The week at the Ronald McDonald Family Retreat was a really nice chance to make lots of memories as a family,” Kaye says. “Those sorts of memories, for all of us, will last a lifetime.”



*Photo credit:
Kate Drennan*

Ronald McDonald Care Mobile®

A partnership with Royal Far West and Ronald McDonald House Charities bringing health care to rural and remote NSW.

Our Ronald McDonald Care Mobile is a custom built, two room clinic-on-wheels, managed cooperatively by Royal Far West.

Launched in 2011, the Care Mobile has teams of clinicians offering paediatrics, speech therapy, dietetics, physiotherapy, occupational therapy, psychiatry and social work.

A large percentage of the children who visit the Care Mobile are referred on to specialists, encouraging early prevention of what could otherwise become serious issues.

Our aim is the help improve the health and wellbeing of children, wherever they live.



RMHC® Charlie Bell Scholarship

Serious illness makes it very difficult for young people to continue their education and achieve their life goals.

Our Charlie Bell Scholarship awards one-off grants of up to \$5,000 offering deserving young people the chance to follow their career dreams. So whether the money goes towards university fees, apprenticeship tools, books or supplies, RMHC is there to help them succeed in their chosen career.

RMHC® Cord Blood Banks

The RMHC® Cord Blood Bank collects umbilical cord blood which is very high in the stem cells normally only found in bone marrow. Cord blood cells are mainly used as an alternative treatment in childhood leukaemia, aplastic anaemia and some cancers.

Fifty per cent of children needing bone marrow transplants do not have a suitable donor. Umbilical cord blood, which does not have to completely match the recipient, offers new hope to thousands of Australian children.





A day in the life of our families, staff and volunteers at Ronald McDonald House Charities...

Keeping families close is at the heart of all we do at RMHC. That means we get to meet incredible people, each with different and inspiring stories, at all times of the day and night. We share with you a 24 hour glimpse into these moments...

Night: 10pm to 4am

12.32am

Surprise illness in the House

Judy, Volunteer, Ronald McDonald House Orange

"A knock on the door of the overnight-volunteer room woke me up. It was just past midnight. A young girl, the sibling of a hospitalised child, had fallen ill and her mother didn't know what to do. We have a House car for these sorts of emergencies.

The hospital is close by, but in the dark we prefer to make sure everybody is safely driven to its front door, so I packed the mother and daughter and took them to Emergency.

It turned out that the young girl had severe tonsillitis, and once she had been treated, they were escorted back to the House by hospital security.



The mother was so very appreciative, but that is what we're here for. The last thing we want families with seriously ill children to do is have to worry about anything that we can manage. That's why I volunteer, because I love the concept of Ronald McDonald House."

"Without such a service, a child at risk will likely not have their issues diagnosed until they become serious"



1.55am

Baby's first helicopter flight

Annie, mother of Chelsea, Declan and Emmy

"In my 29th week of my third pregnancy I went into early labour and Emmy was born at Griffith Base Hospital. At 2am she was helicoptered to Canberra Hospital. We were separated and it was devastating. The next morning Ben (my husband) and I drove to Canberra.

On the way, we rang Ronald McDonald House Canberra and they promised us a room, but told us to spend as much time as she needed with Emmy, first. They made me feel so safe.

Late that evening we walked in to the House and there was a home cooked meal waiting for us. There was food in the fridge. There were volunteers who were happy to help us. We were amazed and the experience changed the way I feel about receiving charity."



3.00am

The long drive to community health

Tom, Ronald McDonald Care Mobile Driver and Coordinator

"I got behind the wheel at about 3am for the long drive to Dunedoo in central New South Wales. Once we arrived, the audiologist Gordon Rutter, a highly qualified specialist, began the morning clinic, testing the hearing of local children.

One child was found to have a suspected ear tube granuloma, which can have very serious consequences for a child. Using a video otoscope, he photographed the problem and sent the images to an ENT specialist in Dubbo. Within one hour the reply was good news - the growth was not serious, but she would be referred for further investigation to make sure.

This type of intervention happens quite regularly now the Care Mobile is on the road. We are so pleased that we can do this. Without such a service, a child at risk will likely not have their issues diagnosed until they become serious, and by then it is often too late."

Pictured left: Tom with the Care Mobile



Early Morning: 4am - 8am

5.30am

The big ride

Ross, Executive Officer, Ronald McDonald House Northern NSW

The night before a training ride I'll prepare - get my riding gear out, pack a banana and spare tube, check tyre pressures, fill the water bottle, prep the bike and make sure front and rear lights are working and put it by the door so I don't wake anybody on the way out.

I train heavily in the two months leading up to the Ride For Sick Kids NSW, which means I'm heading out in the winter dark and temperatures can be as low as four degrees. I'm on the road four times a week by 5.30am.

You really do have to train for the ride itself, which covers up to 650 kilometres and raises \$250,000. In a typical training week I'll do two rides of over 40 kilometres and two rides of over 60 kilometres in rain, hail or shine. But it's worth it - the ride itself is a fantastic experience, a powerful fundraiser and is something I look forward to every year.



"In a typical training week I'll do two rides of over 40 kilometres and two rides of over 60 kilometres in rain, hail or shine."

7.05am

Pancake magic!

*Terry, Housekeeper, Ronald McDonald House
Townsville*

"As soon as I walk in the door I start the pancake machine, and if I'm delayed by even five minutes then there will be a queue of kids, with their plates, eagerly waiting for me. It is so cute to see. The kids love the pancakes - they're a massive hit. Small things can create huge happiness in this House.

Another example is our Books On Beds program. Every time we clean a room we put a storybook, a bookmark, a pencil case and pencils - all donated - on the beds. The kids love it and the parents value it too as it means they get a little bit of peace and quiet."



"Small things can create huge happiness in this House."

7.45am

A brief moment of sanity

*Fiona, Reception/Administration Assistant,
Ronald McDonald House Hobart*

"I have the best job in the world and I meet the most amazing, strong families. Every morning when I come to work I go straight to the kitchen to have a cuppa and speak with those families. I feel honoured to see them before they go off to spend the day at the hospital, and that daily contact allows me to figure out ways that I can make their stay more comfortable, to fix anything that isn't quite right.

Sometimes families also tell me that I'm a breath of fresh air. I think that's because they've been immersed in their very challenging situations, but when they speak with somebody from 'outside' for a brief

moment they allow themselves to be side-tracked and even to have a laugh. The other day, for instance, we were all looking at colour charts to figure out what colour to paint the kitchen walls. Distraction, while often unintentional, is important. I'm thrilled to be part of that."



"Distraction, while often unintentional, is important."

Morning: 8am - 10am

8.15am

Education and wellbeing event

Anita, National Operations Manager, Ronald McDonald Learning Program

"The youth forum, 'Study with your health not against it', which is now in its fourth year, is a collaboration between Ronald McDonald Learning Program, RCH Transition Support Service, Capital CityLLEN and Livewire. It focuses on providing important information about how to balance the demands of study and managing health conditions. Its objective is to help young people with chronic health conditions/disabilities, parents and teachers to navigate the maze of supports and options in Year 11 and 12, as well as tertiary courses and alternative pathways.

Feedback has been very positive and the event is growing in strength and numbers. After each forum we receive student feedback such as 'it has been great because I got to talk to young people facing the same issues as me'. One parent told us, 'The inspirational talks helped my son understand that his condition is only one part of what makes him up'. A teacher said 'I have learnt about what support universities offer for students with chronic health conditions/disabilities, which I will share with my colleagues. That is precisely our goal."

'The inspirational talks helped my son understand that his condition is only one part of what makes him up.'



9.28am

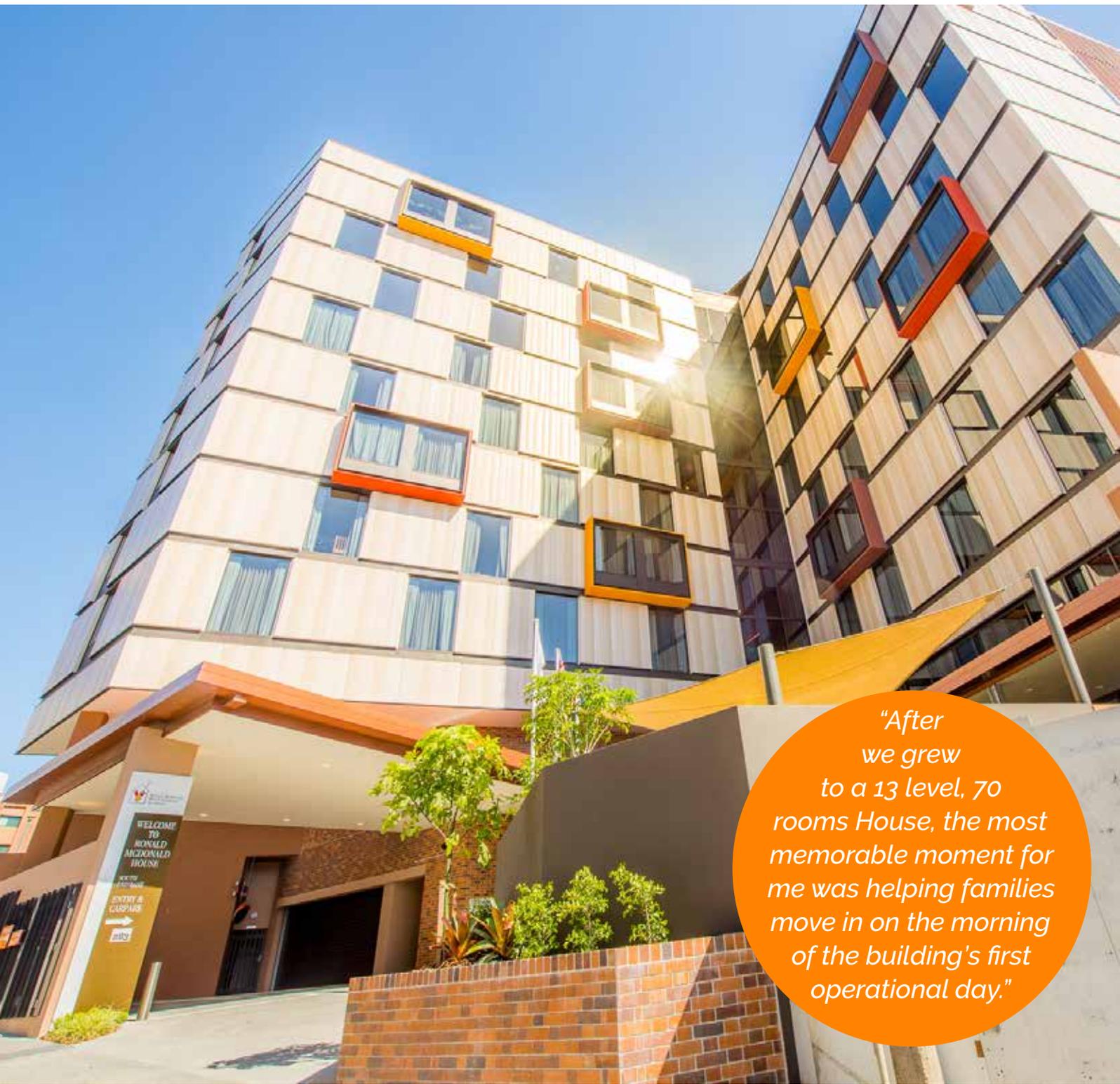
Opening a new House

Preshni, Communications & Marketing Officer, Ronald McDonald House South East Queensland

"Personally and professionally the campaign for the new South Brisbane House (Australia's largest Ronald McDonald House) was on a completely different level to anything I had experienced. One minute I'd be in the office writing a press release and the next I'd be wearing a hard-hat on the construction site.

After we grew to a 13 level, 70 rooms House, the most memorable moment for me was helping families move in on the morning of the building's first operational day.

Prior to that we knew the building as a construction site - children were not allowed in. But on the day the families were welcomed in to their new home, it was as if life had been breathed in to the facility. It came alive and became real. It was such a special moment and so gratifying after two years of very hard work."



"After we grew to a 13 level, 70 rooms House, the most memorable moment for me was helping families move in on the morning of the building's first operational day."



Morning to Midday: 10am - 12pm



"...for volunteers to give to us, we have to give to volunteers."

10.30am

Morning tea

Jane, Executive Officer, Ronald McDonald House Adelaide

"The staff meet with the volunteers and families for a morning coffee and catch-up together each morning. We do that because volunteers give so freely of their time, but they also want to share part of their lives with staff and families.

It started out as us committing that time to touch base with the volunteers, but also we put it out there as a routine House event so that families, if they're wanting company, know that morning tea will be served at 10.30am every day.

This is where we celebrate birthdays and share news etc, and it has been running for about 16 years.

It becomes part of the culture because for volunteers to give to us, we have to give to volunteers. They are wanting some connection with the families on more of a social level. They want to share their stories, and this gives them that opportunity."

10.45am

Discovering the joy of learning

Karyn, mother of Ethan

"During his Ronald McDonald Learning Program sessions Ethan is in a different mental and emotional space.

Because of his clubfoot he has been constantly in pain throughout much of his life. He has had 18 operations, and he's only 12. We have spent over 300 nights at Ronald McDonald House Parkville. Ethan sees other kids playing all the time, and he can't. Mentally it has had a major impact on him.

But Ethan is fascinated by learning and even though he might be sad or in pain that day, you wouldn't know it during his lessons. For a couple of hours he has a smile on his face. Despite all the school he has missed, the tutor has brought Ethan back to a normal, average grade for his age.

Some things only a doctor can fix. The rest, it sometimes seems, is taken care of by Ronald McDonald House."

"Some things only a doctor can fix. The rest, it sometimes seems, is taken care of by Ronald McDonald House."



11.47am

Feel-good Family Room

Kami, Gosford Family Room Co-ordinator

It was 11.47am on a Sunday when I received a text message from a parent at the Family Room. I immediately thought something must have gone wrong and that I'd have to rush in to work. But instead this particular mum had texted me to say, "I seriously do not know how I would have survived the last week here without the amazing Family Room and its volunteers. I could say a thousand thank yous and it still wouldn't be enough." That's what inspires our work, and that is how we want all of our guests to feel.

Afternoon: 12pm - 2pm

"The connectedness of all of the Ronald McDonald Houses across Australia for families in need is one of the key strengths that sustains and encourages all of us to be active in this house and with RMHC broadly."

12.07pm

Doctor in the House

Graham, Board member, Ronald McDonald House, Canberra, Associate Dean (Admissions), ANU Medical School



I am a paediatrician and at Canberra Hospital we're lucky enough to have an in-hospital Ronald McDonald House next to the ward. I pop in on a weekly basis and speak with staff, volunteers and families, to find out how things are going. There are always good stories around the House.

Prior to this House we had a small set of rooms sponsored by RMHC and older hospital accommodation across the road. The new house in the new Centenary Hospital has created a magnificent change and has been successful from the very beginning.

The connectedness of all of the Ronald McDonald Houses across Australia for families in need is one of the key strengths that sustains and encourages all of us to be active in this house and with RMHC broadly.

1.00pm

Paw Pals walk

Courtney, Operations Manager, Ronald McDonald House Perth

"Ronald McDonald House Perth certainly changed for the better when we welcomed Gus, our new House dog, in July 2016. Gus is a career-path change dog from Guide Dogs WA. Not long after moving into the new House we realised there was one thing missing and that was a House dog.

Since bringing Gus to our home, I now have a welcoming committee each morning and I know for a fact the children are not waiting for me! Gus has made such a difference in the lives of the kids and their parents and he brings a smile to everyone's face. Coming to stay at Ronald McDonald House is no longer daunting, with the added excitement of getting to see Gus, our 'Director of Hugs and Pats'.

We have created a volunteering role whereby our 'Paw Pals' walk Gus around the House and interact with the kids. Everyone wants to play with Gus, not just the kids and families but the staff and volunteers, too. He just brings a different vibe because he's so relaxed and chilled out. He brings the 'home' to our House."



A typical day at Ronald McDonald House Perth with Gus, 'Director of Hugs & Pats'



Late Afternoon: 2pm - 4pm

3.00pm

Loving Our Crafty Kids!

Bronny, guest at Ronald McDonald House Adelaide

When an expected two-day trip to Adelaide for a simple operation turned into a 12-month battle against cancer for a five-year-old boy his family, from Lock, on the Eyre Peninsula (650 kilometres away!) discovered the true meaning of 'community'.

Generous friends, families and local businesses in Lock came together and raised \$70,000 for the Pearce family. A \$10,000 lump sum was donated to Ronald McDonald House Adelaide to fund what became known as the LOCK 'Loving Our Crafty Kids' program.

At 3pm every Thursday, children in the House are brought together for a fun and social craft workshop which has now become a treasured weekly time of happiness for families facing a medical ordeal.



"...a treasured weekly time of happiness for families."

3.12pm

Making up for missed learning

Michelle, teacher at Clarence Valley Anglican School, Grafton, Ronald McDonald Learning Program tutor

As soon as the school day ends my Learning Program students, who are both at my school, come to my classroom. All children thrive on one-on-one attention, and it really is very rewarding to see how much these students improve.

Getting to know these children, and their families, makes things very real. I have four children, and to see what these families have been through really brings home how powerful the family bond can be.

"...to see what these families have been through really brings home how powerful the family bond can be."



3.56pm

Homework Heroes

Kristine, NSW/ACT Learning Program Manager, Ronald McDonald Learning Program

Two afternoons a week the children in Ronald McDonald House Westmead are joined by four high school students from local girls' schools, to be mentored through their daily homework. The high school girls love the experience and the children enjoy it even more. We can actually see their academic improvement as time goes on.

During every school holidays we also run educational programs and activities that include crafts, building motorised LEGO with local engineering students, going ten-pin bowling, painting and much more. Recently, when a mother was ecstatic to receive the news that she could finally take her family home, one of her children began to cry. We found out that it was because the child didn't want to miss our holiday program!

In fact, we've been told the children often ask if parents will organise their medical check-ups during school holidays, so their kids can enjoy our activities. It's a wonderful sign of the program's success.

Early Evening: 4pm - 6pm



"For some families it represents closure. For others it is a celebration of everything they have achieved to get where they are."

4.48pm

Making winged memories

Michelle, Executive Officer, Ronald McDonald House Canberra

"When we have a family depart we ask them to place a butterfly on the wall. For some families it is a great experience and for others it is a very emotional one, depending on the health of their child. The butterflies don't contain names, but everybody remembers exactly where their butterfly is. For some families it represents closure. For others it is a celebration of everything they have achieved to get where they are. For all families it is a very special moment."

5.30pm

Diving deep beneath the sea

Fiona, Volunteer Co-ordinator, Ronald McDonald House South East Queensland

The Imagination Council is a committee of volunteers that comes up with a different theme each month or two, then decorates rooms along that theme. We have a lot of long-term families who may be here for a year or more and this helps to break things up for them, to distract from a very difficult experience.

It's also exciting for our volunteers, who close off the play-room for a day to decorate it - in this case the theme was 'undersea'. We also theme many of our craft activities, with the children making sea creatures and further decorating. We had a visit from Ocean Life Education, who brought along some fish and starfish and even a baby shark.

Then, at 5.30pm one night, we had a film night and showed Finding Nemo. The kids were super excited and came down with their pillows and blankets, and the volunteers made popcorn for them. It was a wonderful evening.

6.00pm

Making an entire culture welcome

Petrina, Executive Coordinator and member of the Aboriginal and Torres Strait Islander Advisory Group, Ronald McDonald House North Queensland

"I have witnessed positive outcomes of what we're doing with our Aboriginal and Torres Strait Islander (ATSI) Advisory Group and Cultural Inclusion program.

One example was an Aboriginal family staying with us from a remote community. Initially, engagement between the family and staff was difficult as the family, being the first time out of their remote community and away from their support networks, kept communication to a minimum.

Following our approach to families from diverse backgrounds, we ensured they felt culturally safe and comfortable. We built trust and friendship and the family shared their amazing artistic talents as thank you gifts. More satisfying was their child visiting staff every day to chat and insisting on calling in when he returned for a check-up.

Nearly 40 per cent of our families identify as ATSI. The Advisory Group helps us do everything we possibly can to ensure our staff and volunteers focus on cultural inclusiveness, effective communication (English may be a second language) and working closely with the Hospital Indigenous Liaison Officers. We take pride in celebrating significant events and providing cultural awareness training for staff.

Everybody in our House cares about inclusiveness and as a result we are seeing significant change for the better."

"Nearly 40 per cent of our families identify as ATSI. The Advisory Group helps us do everything we possibly can to ensure our staff and volunteers focus on cultural inclusiveness."



Late Evening: 6pm - 10pm



Photo credit: Hilary Wardhaugh

7.21pm

Home away from Home

Jakub, school student

"After a scan showed there was a tumour inside my head as big as a chicken's egg, I was airlifted by plane with Mum to Westmead Hospital, from Canberra. Dad drove with my uncle, my grandma and my little brother Lachlan (now six). Mum and Dad didn't know where to stay and I was worried I wouldn't be able to see them again until I was all better ... if I was going to get better.

"Mum and Dad didn't know where to stay and I was worried I wouldn't be able to see them again until I was all better ..."

Then a social worker told us about Ronald McDonald House, a house next to the hospital that provides shelter for families of sick kids. Luckily, we got a room. I was relieved but still really scared.

A wonderful doctor was assigned to me who had dealt with this type of tumour before. The next few hours were the worst of my life, but finally the surgery was complete and I was alive."

8.32pm

Time and Space to Reconnect

Kaye, mother of Reagan & Morgan

"We arrived at Perth's Princess Margaret Hospital for Children on a night I'll never forget. A blood test for my four-year-old son, Reagan, had revealed acute lymphoblastic leukaemia. I grabbed a sick bag because I thought I was going to vomit.

During the nine months of chemo we used the Ronald McDonald Family Room a lot. That little room, where we made meals and managed to relax a little, is very much a godsend for any family on that ward. You can get away from the clinical nature of the ward while never being far from your child ... and you meet lots of other parents, all of whom share really useful, practical advice.



*Photo credit:
Kate Drennan*

"That little room, where we made meals and managed to relax a little, is very much a godsend for any family on that ward. "

9.45pm

I couldn't do a whole lot except listen

William, Administration Officer, Ronald McDonald House South Brisbane

"There was a man who I'd previously met only quickly and he came in late at night and asked if he could talk to me. He began telling me a little bit of the history between himself and his daughter, but was visibly upset so I took him in to a private meeting room.

It turned out he'd had problems with his daughter in the past and they were only just starting to reconcile when she was in a terrible accident.

All the while he was very shaky and emotional. He said that he didn't know why he was talking to me, but that he just needed to talk...

He eventually stopped shaking and I took him up to his room and made sure he was settled. I couldn't do a whole lot except listen, and I think that was quite powerful for him.

He came to see me the day after they had to turn his daughter's life support off. He just wanted to thank me for being there, for listening."

Keeping Families Close – our impact in 2016



Ronald McDonald House

Keeping families under one roof &
close to the hospital

 **16**
Houses

 **8,493**
Families
accommodated

 **394**
Rooms

 In 2016 Australia's
largest House
opens in Brisbane

Ronald McDonald Family Room

A comfortable place for families to recharge
in the hospital

 **15** Family
Rooms

 **4**

New Family rooms
coming in 2017!

 **327,587**
People visited



Ronald McDonald Family Retreats

Holiday accommodation to relax and reconnect



5 Family Retreats



345 Family stays



Ronald McDonald Learning Program

Helping sick kids catch-up on missed education

51,200 tutoring sessions



for 1,280 students on any given week



EdMed delivered to

1,246 Teaching professionals

Volunteers

The heart & soul of our programs



2,275 volunteers in our programs

6,191 event volunteers



Thank You!

McDonald's: our founding partner

Right across Australia, our Houses and Programs rely on the support of many individuals and businesses to deliver our essential programs for families of sick children. Today, the need for our programs is so prevalent that one company simply cannot provide all the support that is needed. RMHC Australia is incredibly grateful to McDonald's Australia, their local franchisees, crew and customers for the many ways they support our charity each year.

Thank you!

Direct financial support
from McDonalds Australia

\$1,321,850

McHappy Day

\$3,950,000



Moneyboxes

\$2,611,708

Volunteering
& fundraising
(Balls, RFSK, House
Chapter Boards)

Immeasurable

Fundraising Highlights 2016

We are constantly amazed by the energy and commitment of individuals and businesses across the country who fundraise for RMHC and 2016 was no exception! Thank you to our passionate and dedicated committees who help make this possible.

Ride for Sick Kids \$1.127M

Now in its 12th year, the Ride for Sick Kids is a series of five annual fundraising events with teams of riders cycling anywhere from 450km to 1,000km to raise funds for RMHC. Not only do the rides attract vital funding for RMHC, they also help to engage with local communities and secure valuable media exposure for the charity.



RMHC Gala Balls \$4.95m

Our Gala Balls are integral to our national fundraising, generating nearly \$5m in 2016 across the seven Balls in NSW, ACT, VIC, TAS, QLD, WA and SA.

Each ball has its own unique approach ranging from our Red Boot Hoot, a fantastic country carnival themed evening with rides and live bands, to our impressive formal gala dinners.

In 2016, the RMHC NSW Gala Ball celebrated its 30th year! Since 1986 the NSW ball has helped to raise over \$10m for seriously ill children and their families.

McHappy Day \$3.95m

2016 saw a record-breaking year for McHappy Day, raising \$3.95m for the charity.

McHappy Day is supported by McDonald's restaurants, franchisees and crew right across the country in partnership with local community businesses, celebrities, MPs and volunteers.

Once again McHappy Day had the support of our national ambassador, Rick-Lee Coultier, who brought a wonderful fan following and passion to the campaign.

Special thanks to our amazing McDonald's franchisees with restaurants among our top 10 highest fundraisers; Laurie Negro, Katia Dwarto, Peter Meadows, Hani Sidaros, Rod Chiapello, Bob May and Craig Manley.



Corporate Partnerships

30th Anniversary of Coca-Cola's involvement with Ronald McDonald House Charities

For over 30 years, Coca-Cola has been a fundamental supporter of Ronald McDonald House Charities. It began with a single vending machine in the first house in Camperdown, and now extends to meals and entertainment across Australia, as well as significant support for the charity's fundraising events.

"Coca-Cola has lots of different organisations that they support, but helping young kids and families when they need it most is really important. It's a great thing that Coca-Cola can do," said Warren Frome, McDonald's business manager for Coca-Cola South Pacific. "We support them in product donations, charity items and the major sponsorship of their charity balls."

Coca-Cola also participates in a program where staff members visit a House once a month to cook for the families and provide a little light entertainment, like movie nights and discos. "Across the country, our teams go out to the Houses and make meals for the families, as well as providing some entertainment for the day," said Warren. "At every Ronald McDonald House we have a

vending machine we fill free-of-charge and 100 percent of the revenue goes back to that House as a donation."

"...helping young kids and families when they need it most is really important."

Coca-Cola's support for Ronald McDonald House Charities has had an incredible impact on families in their hour of need.





"...over time as Houses are built or re-furnished, every bed in every room in every House will be a Sealy bed."

Sealy of Australia

In just three years, Sealy has changed the way families sleep in Ronald McDonald Houses around Australia. Sealy of Australia's Managing Director Simon Dyer has made a commitment to become the sole bedding supplier to RMHC with a goal that over time, as Houses are built or re-furnished, every bed in every room in every House will be a Sealy Posturepedic bed.

Simon Dyer expressed his appreciation of the need for families to feel comfortable and be supported. He confirmed that Sealy looked forward to continuing to make a real difference to the charity and the families that stay. To date, over 2000 pieces have been donated across Australia. In early 2015, Simon expressed an interest in expanding the partnership into other markets in the Asia Pacific region that Sealy Australia operates in. Sealy now generously supports Ronald McDonald Houses in Taiwan, Malaysia, Singapore, Hong Kong, New Zealand and China.

This incredible partnership saw Sealy of Australia inducted into the Ronald McDonald House Charities Hall of Fame in 2016.

Corporate Partnerships



Hyundai Motor Company Australia

Scott Grant, Chief Operating Officer

"I'd like to say thank you to the staff and volunteers at Ronald McDonald Houses all over the country for the fantastic work you do. The countless hours you devote to helping others, much of it unpaid, is truly amazing. Talented, caring, big-hearted people like you really do make the world go round. My sincere thanks, especially to the volunteers."

Domayne

Murray Graham, Events & Promotions Manager

"It's been 8 years since we commenced our involvement with RMHC and we see it as one of our very important Corporate Partnerships. We are excited to be able to donate almost \$380,000 worth of furniture in 2017 alone. It's always a joy to see the difference that home comforts can make to these families during these very difficult times and we look forward to strengthening this relationship into the future."

La-Z-Boy

Australasia Maria Starkey, Marketing Coordinator

"We are all very proud of our sponsorship of Ronald McDonald House Charities here at La-Z-Boy Australasia. Ronald McDonald House provides such valuable support for families in need and we are so impressed by the support this charity provides every year. As a furniture supplier to the Houses, La-Z-Boy Australasia are able to provide a little extra comfort to carers and family members while their children are going through their own medical journey. Supporting Ronald McDonald House is a natural ongoing partnership for La-Z-Boy and we look forward to being a part of all the great work the charity will do in the coming year."

Mortgage Choice

Mr. John Flavell, CEO

"Mortgage Choice has been a proud supporter of Ronald McDonald House Charities since 2011. Over the years, our network of staff, franchisees, loan writers and financial advisers have banded together to raise in excess of \$700,000.

Our partnership with Ronald McDonald House Charities has given Mortgage Choice the chance to host and partake in a series of unique experiences including 'Make-a-meal' nights, fun runs, reverse raffles, gift-drives, and even themed gala nights. All of these events not only helped us to raise money for Ronald McDonald House Charities, but created a strong sense of comradery within our business. We are proud to support this wonderful cause and are thankful for all the fabulous experiences this charity has afforded us."



BOSCH, BSH Home Appliances Pty Ltd

Olya Yemchenko, Brand Communication Manager

"We at BSH pride ourselves on our commitment to charities with an emphasis on assisting underprivileged children" says the BSH Corporate Social Responsibility Committee, who have supported Ronald McDonald House Charities for over 20 years. "At BSH, we have a long tradition of commitment to the social, environmental and economic welfare of the communities we operate within. This commitment is just as strong today as when we started. We have supplied over 150 Bosch home appliances to date, to help stock the kitchens and laundry rooms used by the families. Between 2013 and 2016 we had donated over \$200,000 in appliance value. One of the big projects being the new RMH South Brisbane."

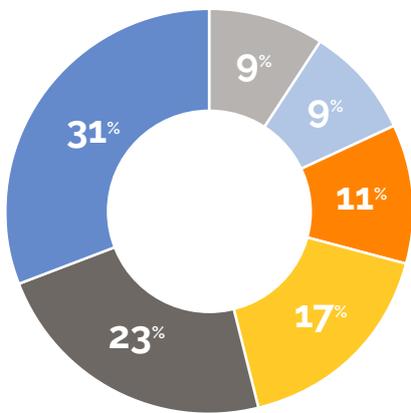
Financial Results 2016

In 2016, RMHC Australia granted over \$15.5M to Programs benefiting seriously ill children across Australia, with \$11.26m to our House Program alone including substantial funds for new Houses / capital projects.

Despite a record breaking year for McHappy Day, total revenue for the charity was \$14,987,567, almost 6% down on 2015.

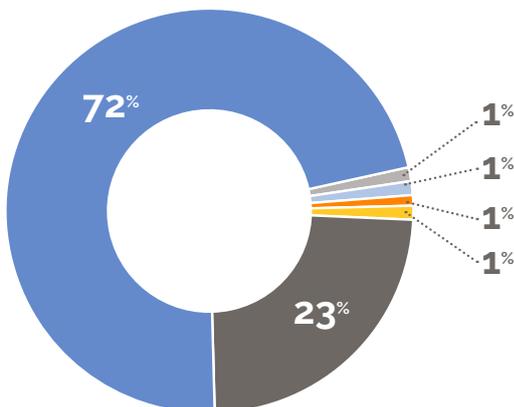
We are experiencing a year-on-year decline in moneybox revenue through McDonald's Restaurants and to combat this decline we will launch a range of in-restaurant fundraising innovations in 2017 including Kiosk donations, Tap and Go, as well as "Round-up" on purchases.

We are thankful for the support of McDonald's Australia. Just last year, McDonald's and its local franchisees raised \$7,345,853 for the charity to ensure that donations from the public go towards helping even more seriously ill children and their families across the country.



RMHC Australia Sources of Revenue Jan-Dec 2016

- RMHC Australia Charity Balls
- McHappy Day
- McDonalds Restaurant Moneyboxes
- Other Fundraising
- McDonalds Direct Support
- Investments



RMHC Australia Grants 2016

- Ronald McDonald Houses
- Ronald McDonald Learning Program
- Ronald McDonald Family Rooms
- Ronald McDonald Family Retreats
- Ronald McDonald Care Mobile
- Other

Our Supporters

RMHC Mission Partner



National Corporate Partners



Agency & In Kind Supporters

Corrs Chambers Westgarth
Lawyers
DVM Law
Ernst & Young
GuihenJones
Leo Burnett Australia
Microsoft
OMD
Sparke Helmore Lawyers
The Hard Word
VML Australia
Von Muenster Solicitors & Attorneys
Webvine

National House Program Supporter

Asaleo Care
Assa Abloy
Baiada Poultry / Steggles
Charity Nest
Bosch / BSH Appliances
Chargebar
Clorox Australia
Coca Cola Amatil
Coca Cola South Pacific
DFK Australia
Domayne
Ecolab
Fairfax Events / Essential
Baby & Toddler Show 2017
Flight Centre Foundation
Foxtel
Hyundai Motor Company
Australia
iiNET
Kilimanjaro Consulting
La-Z-Boy Australia
Martin Brower
Mortgage Choice
Orbit World Travel
Pacific Magazines
Pact Group
Popcake
Rentokil Initial Australia
Schweppes
Sealy of Australia
Signature Media / Holiday
with Kids Magazine
Stampin' Up Australia
Super Amart
Toybox International
Unicharm Australasia

RMHC Event Sponsors

2AY Albury Wodonga
1834 Hotels
2CC
3AW
7HOFM
A Touch of Elegance
A&A Building Services
AC Whalan
ACT Health
ActewAGL
Advance Visual
AHA Hotels
Airfirst Pty Ltd
Altapac
ANZ
Architectural Sign Industries
Pty Ltd
Aryzta Australia Pty Ltd
Asaleo Care
Ascent Rehabilitation
ASF
Aussie Butt Cream
Austin Electrical
Australian Radio Network
Autoclassic BMW
Big Impact Advertising
BMW Sydney
BOC
Briolette
Brisbane Channel 7
Brisbane channel 9
Brisbane Refridge
California Tourism
Canberra FM
Canberra Helicopters
Canberra Raiders
Canberra Weekly
Canterbury BMW
Canturi
Capital Link Services
Captain Cook Cruises
Cargill Australia
Cash Converters
Coca-Cola Amatil
Cerebos Australia Ltd
Certeq
Channel 7 QLD
Channel 9 QLD
Cievents
Coates Signco Pty Ltd
Coca-Cola South Pacific
Cocobean Chocolates
Coffee Machine Technologies
Col Crawford BMW
Commonwealth Bank
Coopers
Corrs

Creative Hum
Crescon Joinery
Crocmedia
Crown Melbourne
Crowne Plaza Canberra
Dallas Group
Dan Murphy's
DDB Group
Decorative Events & Exhibitions
Detpak
Devlyn Construction
DFK Everalls
Diverse Shopfitters
DMG Radio Australia
Domayne
Duo Trading
Ecolab
ECR Australia
Elastic
Elect Printing
Elite Sound & Lighting
Empire Management Services
Enterprise Finance Pty Ltd
ERH Refrigerated Transport
Etihad
eWay
Facebook
First National Real Estate
Fonterra Australia
Foot & Playsted
Ford & Associates
Framing Master
Franke Coffee Systems
Fujitsu Australia Limited
Fyshwick Self Storage
GardenGigs
Gelato Bello
George Weston Foods
Limited
Gerald Slaven Holden & VW
Giant Ormond
Go Play
Goodman Fielder
Graincorp Foods
Green Light Super Services
Greenworx Commercial
Maintenance
GSF Australasia
GuihenJones
H&K International
Hadleys Cycles
Hardy Brothers Jewellers
Hertz Australia
Hertz Trucks Adelaide
Hertz Trucks Australia
Hindley & Associates
Hotel Grand Chancellor
Hobart
Huhtamaki Australia
Hyundai Motor Company



Australia
 IBM Australia
 IGA East Row
 Inghams Enterprises Pty Ltd
 Iveo
 James Boag
 Jazz Apples
 Joseph Dahdah & Co
 Jurlique
 Kelly and Partners
 Kerry Ingredients Australia Pty
 Ltd.
 Key Pharmaceuticals
 Keystone Foods Australia
 King Island Dairy
 Kingland
 Kloster BMW
 Lanskey Constructions
 Lavazza
 Leader Security
 Letter L Design
 Lexus of Canberra
 Lion
 LJ Hooker
 Lorne Hotel
 Louis Vuitton
 Luton Properties
 Macarthur BMW
 Manitowoc Foodservice Asia
 Pacific
 Martin Brower
 McCain Foods (Aust) Pty Ltd
 McDonald's Australia

McLaren Vale Hotel &
 Apartments
 MCN Australia
 Metro Steel Services
 Metroll
 Mil-Tek Waste Solutions
 Moffat
 Mushenko Photography
 NAB
 National Convention Centre
 National Projects
 NBN
 NDH Property Services
 Nine Network
 Nonstop Media
 North Shore BMW
 OCP Sales
 OMD Australia
 oOH! Media
 Optus
 Orora Group
 OSI International Foods
 Pace Farm Pty Ltd
 Pacific Magazines
 Parmalat
 People's Choice Credit Union
 Perfection Fresh Australia
 Peters Building Company
 Philp Lighton Architects
 Plutus Payroll
 Pulford Race Engines
 Qantas
 QMS
 RACT
 Radio 2GB
 Recstel Electrical Services Pty
 Ltd
 Rentokil Initial
 REST Industry Super
 Rhinoplay
 Robson Group
 Rova Media
 Saffire Freycinet
 Saunders Signs
 Schweppes Australia
 SeaLink
 Seven Affiliate Sales
 Seven Network Limited
 Shelford Construction
 Shellharbour Medical
 Simplot Australia
 SMG - Stanton Management
 Group
 Southern Cross Austereo

Southern Cross Austereo
 Hobart/Hit 100.9
 SRT Logistics
 Staging Connections
 Stannards
 Steve's Hotel
 Summit Innovations
 Sunny Queen Pty Limited
 Sylvania BMW
 System Cabling
 Tasmanian Bus Association
 Tasmanian Eye Institute
 TBC Distribution
 TCM Pty Ltd
 Telsec Security Solutions
 Telstra
 TEN
 The Advertiser
 The Star
 Thinkstream
 Timeless Creations
 TJS Services VIC P/L
 Toll
 Tox Free
 Travel Specialists Mosman
 Treasury Wine Estates
 Trivett Classic BMW
 Urbis
 Veolia
 Vertikal Designs Pty Ltd
 Vie Financial
 VML
 Vos Group
 Wagyu Beef Pie Company
 Westpac
 William Adams CAT
 Win TV
 Work Shop Dine
 Wyatt Constructions
 Yahoo7
 Yellow jersey bike shop
 Zagame Automotive

A special thank you to the Bell Family Trust for their continued support.

Directory

13 House Chapters
+ 16 Houses
+ 15 Family Rooms
+ 4 Family Retreats
+ 1 Care Mobile
+ National Learning Program

WA

Perth

- Ronald McDonald House Perth
- Family Room Peel Health Campus
- Family Room Princess Margaret Hospital
- Family Retreat Bunbury
- Ronald McDonald Learning Program

SA

Adelaide

- Ronald McDonald House Adelaide
- Ronald McDonald Learning Program

VIC

Monash

- Ronald McDonald House Monash
- Family Room Monash Children's Hospital (Opened early 2017)
- Ronald McDonald Learning Program

Parkville

- Ronald McDonald House Parkville
- Family Room Sunshine Hospital
- Family Room Northern Hospital
- Family Room Wodonga Hospital
- Ronald McDonald Learning Program

QLD

North Queensland

- Ronald McDonald House Townsville
- Family Room Townsville Hospital (Opening early 2017)
- Family Retreat Palm Cove
- Ronald McDonald Learning Program

South East Queensland

- Ronald McDonald House Herston
- Ronald McDonald House South Brisbane
- Ronald McDonald House Lady Cilento Children's Hospital
- Family Room Lady Cilento Children's Hospital
- Family Room Gold Coast University Hospital NICU
- Family Room Gold Coast University Hospital Paediatrics
- Ronald McDonald Learning Program

NSW

Northern New South Wales

- Ronald McDonald House Newcastle
- Ronald McDonald House Tamworth
- Family Room John Hunter Children's Hospital
- Family Retreat Forster
- Ronald McDonald Learning Program

Randwick

- Ronald McDonald House Randwick
- Family Room Royal North Shore Hospital
- Family Room Sydney Children's Hospital
- Ronald McDonald Learning Program

Wagga Wagga

- Ronald McDonald House Wagga Wagga

Orange

- Ronald McDonald House Orange
- Ronald McDonald Learning Program

Westmead

- Ronald McDonald House Westmead
- Family Room Nepean Hospital
- Ronald McDonald Learning Program

ACT

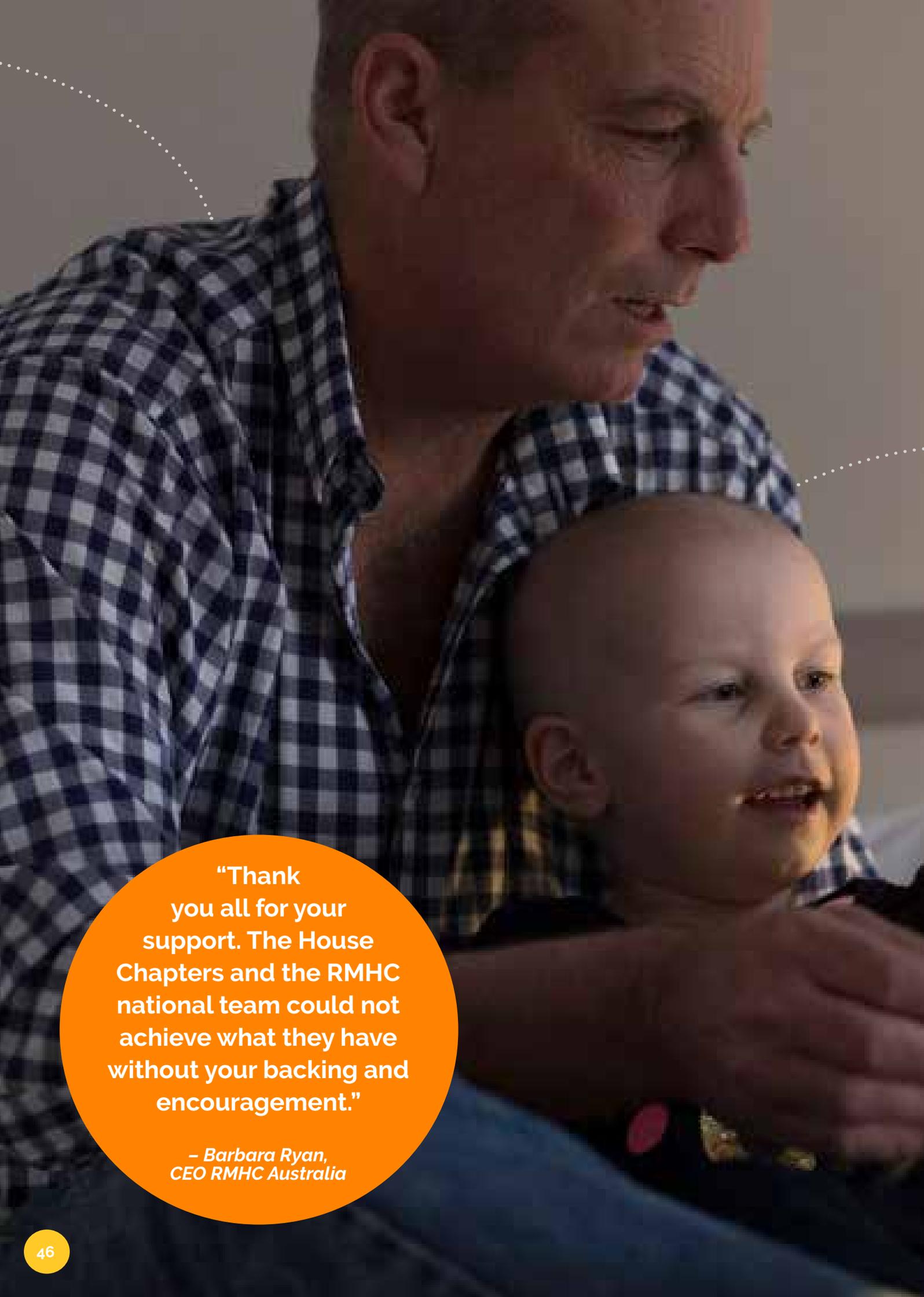
Canberra

- Ronald McDonald House Canberra
- Family Room Centenary Hospital for Women & Children
- Family Retreat Batemans Bay
- Ronald McDonald Learning Program

TAS

Hobart

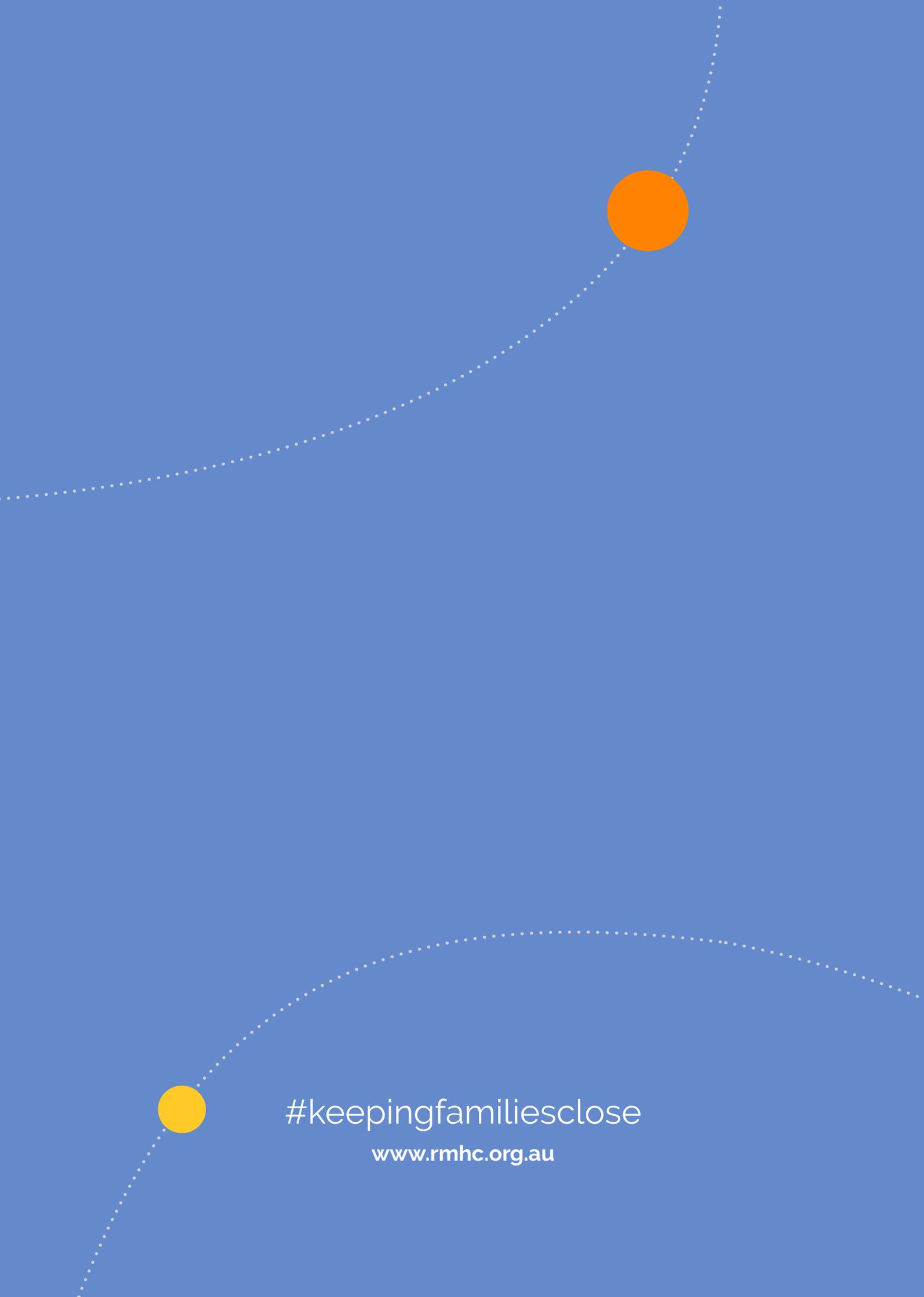
- Ronald McDonald House Hobart
- Ronald McDonald Learning Program

A photograph of a man and a baby. The man, on the left, is wearing a blue and white checkered shirt and is looking towards the right. The baby, on the right, is also looking towards the right. The background is a soft, out-of-focus light color. There are decorative dotted lines in the top left and top right corners of the image.

**“Thank
you all for your
support. The House
Chapters and the RMHC
national team could not
achieve what they have
without your backing and
encouragement.”**

*– Barbara Ryan,
CEO RMHC Australia*





#keepingfamiliesclose

www.rmhc.org.au