

# Ronald McDonald House Charities® Australia

**Annual Impact Report 2018** 





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#### **CEO's Message**

When I talk with the families we support, I am always struck by how much they appreciate the small gestures and simple moments we help make possible through our Programs. A cup of tea with one of our volunteers after a hard day at the hospital, a home-cooked meal that means they don't have to worry about dinner, or a thoughtfully placed book for their child to read at bedtime.

While these may seem so simple, for a family whose life has been turned upside down by their child's illness, these small gestures become meaningful moments - and I am so proud that over the last year we have been able to make them possible for over 57,000 families. Through generous support and fundraising across the entire RMHC system that reached \$33.9 million in 2018 we look back on so many highlights.

We were thrilled to open our second largest Ronald McDonald House at The Children's Hospital Campus Westmead. Not long after opening, its 60 rooms were already operating at full capacity.

Another proud moment was the opening of our 18th Ronald McDonald House in North Fitzroy. This iconic building increased the number of families the charity assists each night to 475. The North Fitzroy House alone services families from several hospitals across Melbourne and has substantially reduced the waiting lists for the existing Monash and Parkville Houses in Victoria.

Furthermore, it was a huge year for us in Western Australia as we radically increased our Programs and facilities with three major openings. We are proud to be able to help so many more families in need with a new Ronald McDonald House and a new Ronald McDonald Family Room inside the Perth Children's Hospital and a Ronald McDonald Family Retreat in Busselton.

As you look through these pages, I ask you to keep in mind the thousands of volunteers and staff across the country who work every day to be there for the families. In the pages dedicated to our first ever Volunteer Conference you will see just some of the faces of the caring people who represent the heart of our charity on a day to day basis.

We also introduce you to some of the families that we are privileged to help. What is striking about these stories is that beyond needing a roof over their head and a home away from home, they gain so much positivity from the people they meet along the way. We even hear about siblings who look forward to their stays with us despite their trying circumstances.

2018 was certainly a very busy and successful year made possible by the generous support of our donors and fundraising efforts. Expectations are high for 2019 and more than ever we will be seeking funds to ensure we can continue to meet the ever changing needs of seriously ill children and their families.

I want to take a moment to extend my thanks to you for all you have done to contribute. I'm excited to see what a difference we can make in the year ahead.

#### Barbara Ryan

CEO, RMHC Australia

## **RMHC National Board**







Barbara Ryan, CEO



Glenn Baker, Director



Tim Banks, Director



Barry Fitzgerald, Director



Mark Holton, Director



Stephen Jermyn, Director



Emma Napoli-Hala, Director



Nicole Taylor, Director



Carolyn Townsend, Director



Les White. Director

# 2018 Financial Snapshot

In 2018, RMHC Australia raised over \$14million for our vital programs and services and for investment in the growth of our Charity to meet the ever changing needs of seriously ill children and their families. Over \$6million was granted directly to our 11 RMHC Chapters across Australia and also included grants to establish a Ronald McDonald Family Room in Perth Children's Hospital and the new Ronald McDonald House in North Fitzroy.

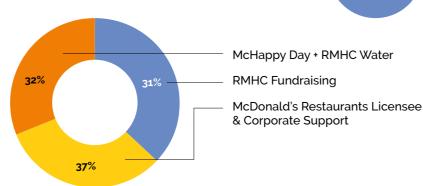
New fundraising initiatives were introduced to help improve the sustainability of our funding. These regular giving programs are anticipated to continue to grow and provide us with the ability to extend our Programs into the future.

Records continued to be broken on McHappy Day, with \$4.5million\* generously raised through McDonald's licensees and their customers for RMHC.

We are grateful to our generous supporters for enabling us to help even more families of seriously ill children in 2018.

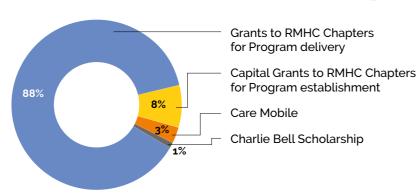
#### Where the money came from





#### Where the money helped





## **MISSION 2020: Our Progress**

#### Moving forward with strategic intent.



#### **Impact**

In 2018 we helped an estimated 57,360 families – that's 17,304 more families than in 2017.



#### Money

In 2018 we raised \$33.9 million across RMHC Australia and all RMHC Chapters, to meet our target of assisting 60% more families with a seriously ill child.



#### Power

In 2018 we increased our investment in Learning & Development for our staff and volunteers to \$650,000.



#### Alignment

In 2018 we reduced expenses by over \$280,000 by reducing duplication and centralising our systems across all RMHC Chapters.



#### Champion

In 2018 we developed a Quality and Standards Framework and developed a set of key messages for each RMHC Program.



#### Talk

In 2018 we were ranked 6th most trusted charity in Australia and achieved 90% brand awareness.\*

# The impact we made in 2018

2018 was a busy year! Ronald McDonald House Charities in Australia collectively supported more than 57,000 families across all of our programs. This is an amazing 40% increase on the number of families supported in 2017.

The expansion in both our Ronald McDonald House and Ronald McDonald Family Room Programs over the last year has substantially contributed to this increased support.

**Families Supported** 

57,000+

#### **Ronald McDonald** Houses

10,191 families

1,388 occasions where

#### Ronald McDonald **Family Rooms**

44,294 families

709 families



#### **Ronald McDonald** Care Mobile®

538 children accessed by the Care Mobile

# RMHC® Charlie Bell Scholarship

19 Charlie Bell

#### **Ronald McDonald** Learning Program®

1,986 students

893 teachers completed EDMed

**Ronald McDonald Family Retreats** 

332 families had a holiday



## Fighting a winning battle

Life for this rural family has recently taken a number of unexpected twists and turns. From the solitude of their cotton station in NSW, to the bustling corridors of Ronald McDonald House Randwick in Sydney, it's been a busy time.

When Ryder, 8, was suddenly diagnosed with leukemia, his family didn't hesitate in uprooting their lives to be with their son as he underwent treatment at the Sydney Children's Hospital in Randwick.

The relocation nine and half hours away from their home meant finding somewhere in Sydney to stay. Securing a place at Ronald McDonald House Randwick has allowed Chris and Sammi to remain with Ryder and their younger son, Ollie, aged three.

"We're so lucky - we'd be so stuck without it," says Sammi.

Despite his ordeal, Ryder has flourished at Ronald McDonald House. "The school holidays have been great because everyone's brothers and sisters came to visit," she says.

What's more, Ryder was able to continue his schooling while undergoing treatment. Sammi explains, "He attended the hospital school where he made a lot of friends and those in charge of education at RMHC were always checking in – he didn't fall behind so that's been amazing."

With a reprieve from the hospital on the horizon, the family are looking forward to going home – even just for a few days. "We'll be between the hospital and the Ronald McDonald House on and off for two and a half months," explains Sammi. "Eventually Ryder will be on maintenance tablets at home for 18 months and hopefully this will be the end of this chapter in our lives."







# As the days turned into weeks, Olive's family found themselves away from home with nowhere to stay.



#### **Peace of mind**

Newcastle

After Renee went into labour and delivered her and husband James' third daughter Olive via C-section, doctors quickly realised Olive was unable to breathe on her own.

"She had no air passing through her mouth or nose, so we were immediately flown out of where we lived to John Hunter Hospital in Newcastle, and Olive was put in NICU," says James.

"We didn't know what was going on – we actually thought she'd only be there for a few days. A social worker had found us some basic accommodation at the hospital but by that stage my parents were there as well, so there were three of us staying in a room with one single bed," explains James.

Luckily the family found a more suitable alternative when they were offered accommodation at Ronald McDonald House Newcastle.

Renee and James each took turns caring for their young daughter – while one of them stayed at the hospital, the other would go back to Ronald McDonald House to sleep.

Since then Olive, now 5, has had three major reconstructive surgeries to help her breathe on her own - six weeks in hospital each time.

While Olive's condition has improved, she still requires 24-hour care and another extensive surgery, and the likelihood of another six weeks at Ronald McDonald House Newcastle for her parents.

Olive still has trouble breathing on her own and speaking but won't let anything get in the way of making friends and spending time with her siblings.

Both Renee and James credit their time at Ronald McDonald House with ensuring a continued positive environment for their daughter and ongoing community of support in their own lives.

"We've made good friends there – they know where you're at and they understand – the support is amazing."





Original story written by Alana Wulff.

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## Supporting the next generation

As one of only a handful of teenagers at Ronald McDonald House Adelaide, Madison has turned her extended years of treatment and recovery into a positive experience for her younger housemates.

Despite suffering from Neurofibromatosis Type 1, Scoliosis and a rectal prolapse which has seen her fitted with a temporary colostomy bag, Madi has taken her numerous health challenges in her stride by spending time caring for others. Madi and her mother have been regular faces at Ronald McDonald House Adelaide for 12 years.

"We started using the Ronald McDonald House in 2006 when my other daughter Paige was diagnosed with cancer," explains Marie. "At the time Madi had her 5th birthday there and she's just celebrated her 17th at the House. I don't know where we'd be without it – Madi's grown up there."

"It's great because there are other mums at the House you can talk to," she says. "Even though they don't have the same issues as your family, you all just understand what the other person is going through."

After Paige sadly passed away in June 2010, Marie and Madi's time at the House continued, as Madi faced her own health issues. "We've now officially been at the House more than at home," says Marie.

Despite the extent of her surgery and ongoing treatment, Madi found the strength to speak to other young girls prior to their own spinal fusions. "The doctor actually got Madi to talk to them because they knew she knew what it was like", explains Marie.

"Madi loves the younger kids at the House," says mum, Marie. "She keeps them entertained by playing games and colouring with them – she wants to get into childcare one day."

In the meantime, Madi keeps her spirits up by looking to the future including an upcoming road trip and all the clothes she can wear when her treatment is finished. Marie believes the experiences Madi has gone through have helped her daughter become a truly amazing and capable young woman.

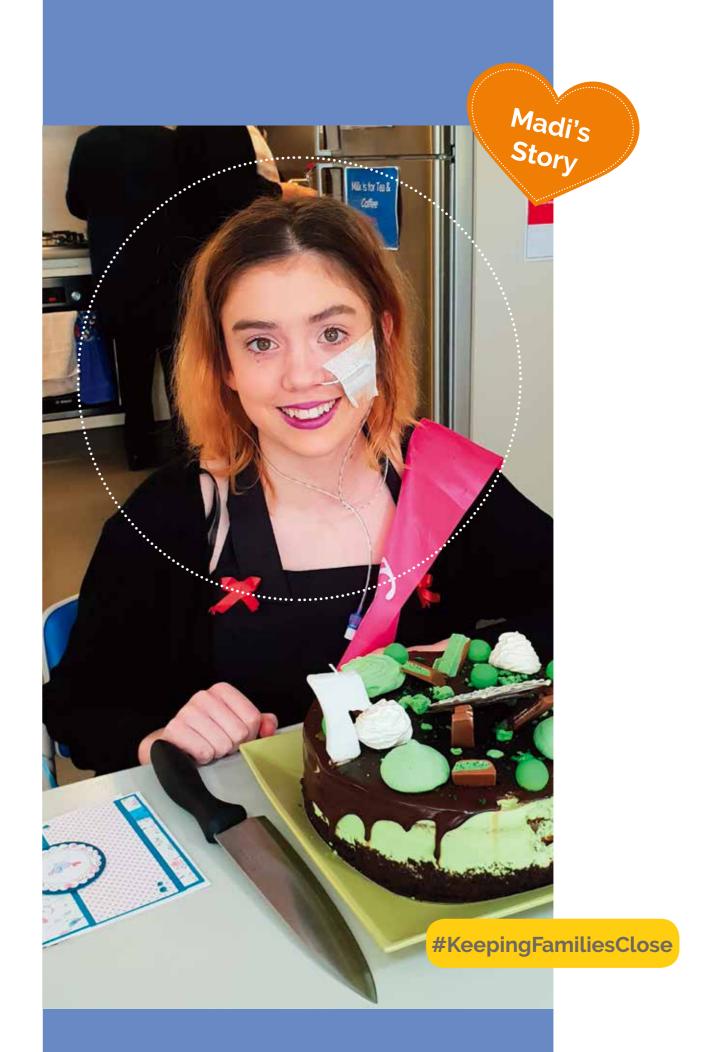
"All this has made Madi more empathetic, more sympathetic and stronger."

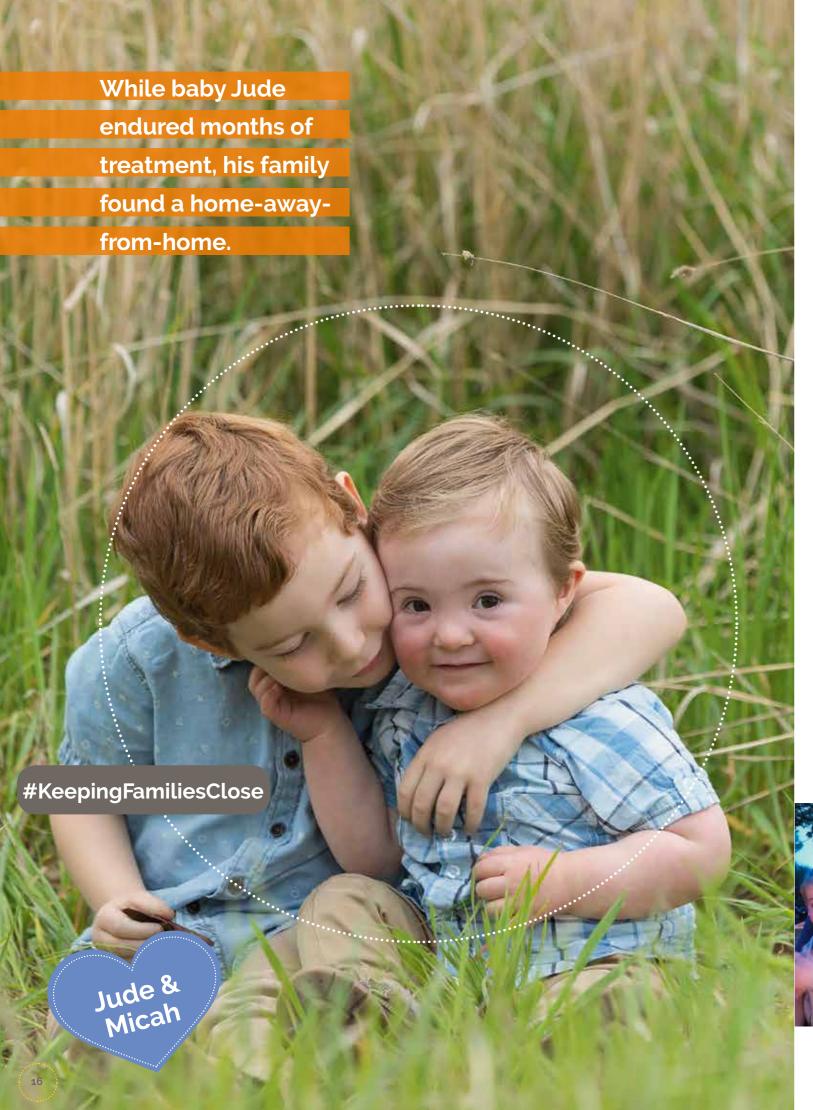
**Empathetic Sympathetic Stronger** 





Original story written by Alana Wulff. Photography: Meg Hansen Photography





## **Born a survivor**

Parkville

From the very beginning, little Jude has been a fighter. As the youngest son of Nathan and Samantha, Jude has continued to conquer what life throws at him since first being diagnosed with transient abnormal myelopoiesis (TAM) – a bone marrow disorder associated with infants who have Trisomy 21 (T21)/Down syndrome, and then later acute myeloid leukemia (AML).



Although Jude was born in Bendigo, he was transferred to Monash Children's Hospital soon after and placed in the Neonatal Intensive Care Unit for intervention as he was struggling to breathe.

Unfortunately, Jude's illness did not resolve on its own, and he required extra medical intervention and eight weeks in hospital, during which time the family was able stay together at Ronald McDonald House Monash.

Seven months later, Jude and his family were back in hospital after Jude developed acute myeloid leukemia.

"As soon as I was told we needed to come to Melbourne, I asked our paediatrician for a referral to Ronald McDonald House because we knew, from our time in the House at Monash, they were an amazing support," says Sam. "It was seamless, and we were able to stay there from basically the beginning."

The family stayed at Ronald McDonald House Parkville for five months while Jude underwent treatment at the Royal Children's Hospital, just across the road.

The accommodation at Ronald McDonald House helped provide Jude's family with rare moments of relief throughout his treatment.

Even Jude's older brother Micah, 4, was a fan of the House and loved being close to all the action. "He always asks to go back," says Nathan. "He keeps asking if we can go get ice cream or walk to the zoo."

"Thankfully, there is currently no need to return as Jude is in remission with regular monitoring ensuring his health remains in tip top shape," says Sam. "As far as recurrence or risk of other leukemia's we're not certain what the future holds but it seems the longer he stays in remission the less chance of him relapsing."







Original story written by Alana Wulff | Photography: Little Red Robin Photography









# A heritage steeped in helping

In 2018 Ronald McDonald House North Fitzroy officially opened its doors.

Located at the heritage-listed Casa Elda Vaccari building, the House offers 25 rooms and state-of-the-art facilities, providing families access to multiple room types, a communal kitchen, lounge and dining areas, children's play area and bean bag cinema, family barbecue, outdoor spaces and a learning centre.

While all of our Houses have something special about them, the North Fitzroy House has a rich history and the iconic building has been long used for philanthropic purposes.

This was the site of the historic North Fitzroy Electric Railway Substation constructed in 1915. In 1989, it was bought by the Gualtiero Vaccari Foundation who extensively renovated the building and until 2015 donated its use to provide aged care for the Italian community.

The Foundation has now offered a 25-year lease for Casa Elda Vaccari to RMHC VIC & TAS for \$1 per year.

The transformed facility has taken the capacity of Ronald McDonald House Charities to 102 rooms across Victoria and Tasmania. It accommodates families of paediatric patients receiving treatment in all Melbourne hospitals and has helped reduce the waiting lists of the Monash and Parkville Houses to ensure every eligible family will have somewhere to stay while caring for their seriously ill child.

RMHC VIC & TAS is extremely grateful to the Gualtiero Vaccari Foundation for this opportunity to open a new House and for their enormous contribution.

# 1.2 million sets of eyes on us

Even prior to its big opening, Ronald McDonald House North Fitzroy was gaining lots of attention when it got the Hollywood treatment from The Block contestants.

As part of The McCafé Block sponsorship, The Block's 1.2 million nightly viewers tuned in to an entire episode dedicated to a makeover challenge featuring the new House.

We are so grateful to Khylie and her family - who have stayed 193 nights at the Parkville House while daughter Azri received treatment for a cardiac condition - for sharing their story on The Block.

Best of all, the experience resulted in rooms that will help improve the stay of families with seriously ill children, making it that little bit more comfortable, relaxing, family-friendly and even a little bit luxurious.



















The Block's 1.2 million nightly
viewers tuned in to an entire
episode dedicated to a makeover
challenge featuring the new House.



# Double the capacity, double the love









On Valentine's Day 2018, the new Ronald McDonald House Westmead was officially opened. It has more than double the capacity of the previous Westmead House and is the largest House of its kind in NSW and is located just metres from The Children's Hospital at Westmead.

The new House has state-of-the-art facilities including multiple room types, a custom designed fully accessible bathroom, numerous retreat areas, a learning centre, health and fitness centre, six individual family kitchens and a dedicated volunteer's kitchen.

And the numbers speak for themselves! During 2018, the impact of Ronald McDonald House Westmead made an incredible difference to the lives of many families with sick or injured children:

- 1584 times families stayed at the House
- 20,000 \* Meals from the Heart served
- 730 children visiting the learning centre
- · 16,374 nights slept under our roof

And these are just the statistics. The stories within the walls of Ronald McDonald House Westmead are even more compelling. Families that have a safe and welcoming place to stay while their seriously ill children are undergoing treatment. Children that can continue their education despite being absent from school. The relief of having meals prepared for parents rather than having another responsibility to contend with after a harrowing day. Unexpected comfort and new friendships formed with other parents and families in similar circumstances.

The realisation of this new House has only been made possible due to the dedication from our Board, staff and volunteers and amazing ongoing support from the government, corporates and community.

# Perth Children's Hospital openings

We made Perth history in 2018 when we opened a new Ronald McDonald House and a Ronald McDonald Family Room located inside the walls of Perth Children's Hospital. The new 14-bedroom House accommodates families of seriously ill children needing emergency medical treatment at Perth Children's Hospital, meaning parents are only a few steps away from their child's bedside.

This, our 18th Ronald McDonald Family Room, provides an area of support where families can come together and draw comfort from other support networks and chat with families in similar situations. Our Family Room also incorporates Kulunga Moort Mia, which connects and supports Aboriginal and Torres Strait Islander families from all over Western Australia with varying services to help them on their journey.





# **Expanding in Western Australia**

# Ronald McDonald Family Retreat Busselton

Busselton is a much-loved Western Australian family holiday destination and now families with seriously ill children will be able to enjoy time away in this special location when they need it most.

Ronald McDonald House Charities Western Australia opened the doors to a brand-new Family Retreat in Busselton Capeview Beach Resort in March 2018. The Family Retreat features three bedrooms, two bathrooms and access to the Capeview Beach Resort facilities including; an outdoor pool, children's splash pool, sauna, spa, gym, two playgrounds, playroom, two BBQ areas, bike hire and more. The Retreat is equipped with everything a family needs to relax, reconnect and spend priceless quality time together.

Across Australia, there are now five Ronald McDonald Family Retreats, located in Batemans Bay, (NSW), Forster, (NSW), Palm Cove, (QLD), Bunbury, (WA) and Busselton, (WA). In 2018 alone, the Family Retreats provided 332 families with much needed holiday accommodation.





# The Inaugural Volunteer Conference

'A Beautiful Difference' was the theme for our first-ever national Volunteer Conference. It was inspired by the enormous gratitude our families and our staff feel for our volunteers.

Our families tell us the compassion, care and optimism of the volunteers shines through in the Houses and Programs - making a beautiful difference in the lives of families with a sick child.

The 2018 Conference was specifically designed to show our appreciation of our volunteers giving them the opportunity to think, reflect and connect.

The event saw 220 RMHC volunteers across Australia come together for an amazing two days of connection, inspiration and learning in Sydney.

The conference program aimed to introduce like-minded people. They were able to gain valuable insights from RMHC Chapters around Australia as well as hear more about where we are headed as an organisation.

Highlights of RMHC Volunteer Conference included one of our former RMHC kids, Jakub Kowalski as co-MC; the Gratitude Cruise; Paul Callaghan talking on Aboriginal Inclusion; Dr Jordan Nguyen on the impact of technology; Michael Crossland sharing his powerful story; a visit to Ronald McDonald House Westmead; and our wonderful Gala Dinner.

It was an incredible coming together of those that keep us connected to our purpose on a daily basis and we were heartened by the positive feedback that we received from our volunteers.

An enormous thank you to our Volunteer

Conference Organising Committee for their

tireless commitment to bringing together an

amazing experience. We are so grateful to

everyone who joined us for this incredible event.

"Going to bed and not being able to sleep thinking my heart would burst from JOY & GRATITUDE".

"You made me feel good about being a volunteer and knowing I can make a difference by just being me". "An amazing and well organised and structured conference... you guys thought of everything except the tissues..."























#### McDonald's: Our Founding Mission Partner

Ronald McDonald House Charities is a global charity founded in 1974 in the USA as a result of the foresight of an oncologist at the Children's Hospital of Philadelphia.

Dr Audrey Evans envisioned a place where families could live and get proper rest away from the ward while their children were undergoing treatment.

Funds to build the first House were raised by the local McDonald's restaurant and in exchange for their support was named "Ronald McDonald House".

The first Ronald McDonald House in Australia was opened in Camperdown, NSW in 1981 and was also made possible through the generous support of McDonald's Restaurant Licensees in Australia.

McDonald's Corporate, Licensees and their customers continue to support the charity today, alongside RMHC's family of corporate partners and donors. Thanks to their backing we are able help even more families of seriously ill children in Australia.

# Over \$9.8million\* raised in 2018 through McDonald's Corporate and Licensees

Direct financial support

**McHappy Day** 





Their backing extends from financial contributions to volunteering and fundraising across the entire system. Our appreciation for the support McDonald's provides is immeasurable.



As the largest annual fundraiser for RMHC Australia, McHappy Day aims to increase awareness about the work of RMHC and generate vital funds through fundraising in McDonald's restaurants.



## McHappy Day \$4.9million\*

Once again, thanks to the combined efforts of everyone involved, McHappy Day was an unparalleled success. For the third year in a row, the final total of \$4.9m was a record-breaker, superseding the previous year's total.

We knew we were off to a good start when McDonald's restaurants sold over 10,000 Big Macs before 10am – something never done before on McHappy Day and with \$2 from every Big Mac going to RMHC, this was a huge boost to our fundraising! This year McDonald's was able to implement a real time data tracker to track donations quicker and more accurately than ever before.

Donation mechanics were optimised with new designs for collectible Silly Socks as well as the inclusion of RMHC water which saw 10 cents from every bottle going directly to the charity. Additionally, the McHappy Day ambassador Naomi Watts was an undoubtedly large drawcard for fans and media.

A big thank you to McDonald's Corporate Office, Licensees, crews and customers across Australia who made this fantastic result possible.

\*Total raised for McHappy Day was \$4.9m with \$4.5m reported in 2018.

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#### **Corporate Partners**





#### Hyundai Help for Kids, when we need it the most

Since 2014, Hyundai Help for Kids, supported by the Hyundai Dealer Network has provided over \$3 million worth of support to Ronald McDonald House Charities. With the help of their Hyundai Dealers and customers, a percentage of funds from every vehicle sale contributed towards the Hyundai Help for Kids Program. Their support ranges from cash donations, 13 vehicles in kind and money can't buy experiences for our families. In 2018, Hyundai Help for Kids received the prestigious RMHC Supporter Heart Award & received recognition as a Platinum Partner for their passionate and dedicated contribution to our Charity.





# Asaleo Care & Sorbent Toilet Paper Company give back to families in need

Launched in 1952, Sorbent is one of the best-known and loved brands of toilet tissue in Australia. In 2018, Asaleo Care a supporter of RMHC, created a Partnership whereby a percentage of each sale of Sorbent toilet tissue through Woolworths, Coles, IGA and independent outlets were donated back to RMHC in the form of a cash donation. This will result in the organisation donating almost 1515 nights' worth of accommodation to RMHC in 12 months. Sorbent also donated over 100,000 rolls of toilet paper across all 18 Houses and 18 Family Rooms.



Amart Furniture has been incredibly generous in supporting RMHC and our families since 2016. In 2018, we were fortunate to learn that the partnership would continue for a further three year period. Amart's incredibly passionate staff have exceeded all fundraising expectations and this year launched their eco-friendly reusable bags, with funds donated back to RMHC. In addition, they raised an incredible \$114k at the 2018 Annual Gala Dinner in just 2 hours from staff and suppliers! We were thrilled to recognise Amart Furniture as a Platinum Partner and thrilled to continue the partnership into 2021.









#### **Corporate Partners**



#### **BOSCH Home Appliances Australia**

BOSCH Home Appliances Australia are incredible supporters of RMHC Australia. Most recently they enabled the fit-out of the final two floors of our Ronald McDonald House in South Brisbane by providing BOSCH Appliances to assist with cooking and laundry needs to help make this a truly special place for our families in need. BOSCH have remained a loyal supporter of RMHC for over 20 years and we are grateful for their years of dedication to the Charity.



#### **Ingenia Communities**

Ingenia Communities across their Holiday Park, Lifestyle & Garden Villages was proud to launch our first ever Ronald McDonald House National Family Room Partnership. This will support 18 Ronald McDonald Family Rooms located within hospitals across Australia providing an important respite for families with seriously ill children. In addition to the financial support, Ingenia Communities created smiles and special moments through their activity packs and family experiences, whilst their Lifestyle & Garden Village residents donated knitted goods for families in need.



#### Sealy of Australia

We were so excited to launch the Bed Art 4 Kids campaign in partnership with our long-term supporter, Sealy of Australia. The company supports our Houses across Australia with the donation of all our bedding needs, providing a comfortable night's rest for families traveling long distances for the treatment of their child's serious illness. In 2018 Scott Cam, Charlie Albone, Juliet Love, Sam Wood, Kyly Clarke and Leisel Jones joined the support by designing one of a kind Sealy Posturepedic mattresses that were raffled with proceeds donated back to RMHC.



#### **Steggles Charity Nest**

The Steggles Charity Nest was started by members of the Baiada Family, leadership team and staff in early 2000. They are focused on aiding Children's Charities from all around Australia by continually raising funds and driving awareness. In 2018, Steggles Charity Nest supported RMHC through their kind cash donation, product donation and 30 cents from every Steggles Family Roast sold during the Host a Roast month. The team often go above and beyond with cooking meals, volunteering at our various facilities and with opportunities for our families. In April 2018, our families were treated to a Corporate Box at the Sydney Easter Show thanks to Steggles Charity Nest.



#### RMHC Mission Partner



#### **National Partners**





































La-Z-Boy Australia









#### National House Program Supporter

APG Workforce
Aryzta
Asaleo Care
Asahi Lifestyle Beverages (formally
Schweppes Australia)
Baiada Poultry / Steggles Charity Nest
Booking.com
Bosch / BSH Appliances
Carter Newell Lawyers
Chargebar
Clorox Australia

Coca Cola Amatil
Coca Cola South Pacific
Commonwealth Bank of Australia
DFK Australia
Disrupt Sports
Domayne
Dominion Cross / Ascent Footwear
Ecolab
FINDEX
Flight Centre Foundation
Foxtel
Fresh Food Services / Bushells Coffee
Hyundai Motor Company Australia
Hyundai Help for Kids

Martin Brower
Merlin Entertainment
Mortgage Choice
Pacific Magazines
Pact Group
Popcake
PWC (Price Waterhouse Cooper)
Rentokil Initial
Sealy of Australia
Signature Media / Holiday with Kids
Magazine
Toybox International

# Agencies providing in-kind support

3P Learning Arnold Bloch Leibler (ABL) Baker McKenzie Corrs Chambers Westgarth DDB Group Australia DoneSafe DVM Law Guihen Jones Maddocks Mango Microsoft OMD Price Waterhouse Cooper (PwC) Sparke Helmore Lawyers Spruson & Ferguson The Hard Word Thermo Fisher VMLY&R Australia Williamson-Barwick

