



Ronald McDonald House® Manitoba  
**2010 Annual Report**



Manitoba Ronald McDonald House  
MANITOBA

## Our mission

# IS TO PROVIDE A HOME AWAY FROM HOME

for families whose children are undergoing treatment for cancer and other life-threatening illnesses.

- Our vision**
- Affordable accommodations close to Winnipeg Children's Hospital.
  - Clean, comfortable, home-like environment with all the necessities of your own home.
  - Compassionate and caring staff and volunteers.
  - Striving to meet the evolving needs of families.
  - Keeping families together during difficult times.



## Message from the President

When I first started volunteering with the House several years ago, I never imagined that I would one day have the honour of being the President of the Board of Directors for Ronald McDonald House® Manitoba. I started my volunteerism with the House because I strongly believed in the cause but also because – to be honest – I thought it would be fun sitting as a committee member of a great fundraising event like the Hope Couture Fashion Show. And I was right, it was what led me to where I am today with this great organization.

The year 2010 was my first of a two-year term as President. It's been an exciting time for the House and I've learned so much in the process. We realized our dream of opening the Family Room in the Children's Hospital, grown our Home for Dinner program on Thursday evenings and welcomed two valued partners through our Adopt-A-Room program.

### THANK YOU TO OUR SUPPORTERS

There isn't enough space in this annual report to show how truly grateful we are for your support. Without your loyalty and dedication to the House, its programs, and our families, we simply couldn't keep our doors open. We know there are many very deserving charities that could benefit from your support. We are therefore so thankful that you've chosen the House as your partner.

There are so many of you to thank and throughout the pages of this report, we have done our best to include each one of you.

### OUR TEAM

On behalf of the Board of Directors and the families, I'd like to take a moment to acknowledge the hard work and dedication of our staff at the House.

Stacey Grocholski, our Executive Director, spent most of 2010 at home with her beautiful new daughter, Kennedy. She was missed at the House but with the impressive talents of Kerry Mushumanski, our House Manager, Wendy Wilks, our Office Manager, Kristin Mitchell, our Family Room Manager and Viv Draward – who filled in during Stacey's absence looking after Communications and Development – we couldn't go wrong. Thanks to each and every one of you for an outstanding year. We look forward to Stacey's return in the spring of 2011.

### MAKING A DIFFERENCE

I am proud to be part of this wonderful organization and equally proud that I can represent the House as the President of the Board of Directors. In the last couple of years, we have seen double digit increases in occupancy rates at the House. We've welcomed new families from France, Lebanon, Central America, California and Germany. When we work together collectively as a board, volunteers, supporters and sponsors or staff, we can take pride in knowing that we are providing what sick kids need most, their families.

**Tracy Smith**  
2010 Board President



### Message from the Executive Director

This past year was filled with change and growth. We opened the Ronald McDonald Family Room® at Children's Hospital in May 2010. As a result of this, we were able to expand our volunteering opportunities and commitment to help more families with sick children.

In addition to expanded services, we also focused on social media and furthering our reach to our supporters and families. We updated our website with a new look to make it more congruent with Ronald McDonald House Charities® and user friendly. We also created a Facebook Fan page where we can keep our supporters updated with current events and activities happening around the House. We continue to explore innovative ways of communication and bringing Ronald McDonald House closer to everyone.

Your support and compassion has allowed us the freedom to expand services and reach more families. For us to continue on this path, I urge you to give generously and to consider leaving a lasting legacy for our families.

On behalf of all the families and staff at Ronald McDonald House Manitoba we look forward to a prosperous and exciting upcoming year!

**Stacey Grocholski**  
Executive Director

### 2009-2010 Board Members

**Tracy Smith, President**  
Board Member since 2006

**Karen Babiak, Vice President**  
Board Member since 2007

**Ryan Hardy, Treasurer**  
Board Member since 2008 - Finance Committee Chair

**Dallas Lawrence, Secretary**  
Board Member since 2005 - Fundraising Committee Chair

#### MEMBERS AT LARGE:

**Darcy Cantin**  
Board Member since 2009 - Program Committee Chair

**Danya Carter**  
Member since 2009

**Dave Einarson**  
Board Member since 2009

**Valerie Hartle-Bjornsson**  
Board Member since 2005

**Jerry Tom**  
Member since 2008

**Shannon Schellenberg**  
Board Member since 2005

**Rick Sutcliffe**  
Board Member since 2006 - Golf Tournament Committee Chair

**Bill Toews**  
Board Member since 2007 - Governance Committee Chair

**Jerry Tom**  
Member since 2008

*“ We would like to thank you so much for having a place like the RMH for people to stay at during their time of need. We would not know what to do if a place like this didn't exist. Our baby girl is now being transferred to Brandon. Thank you. ”*

**DURBAN, MB**



“ Thanks so much for everything. Friendly, caring and wonderful staff. Nice safe, secure environment. And..... This will be our last stay but having this house to come to at the end of everyday made all the difference in the world. ”

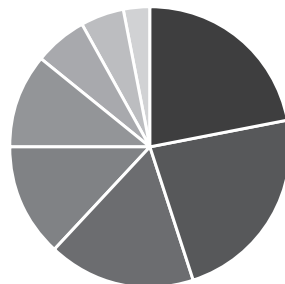
THOMPSON, MB

### Ryan Hardy, CA, CFA Message from the Treasurer

The past year saw the culmination of the capital investment in the Ronald McDonald Family Room at the Children’s Hospital and its subsequent opening. This major undertaking could not have been made possible without the substantial generous donations of our partners in the community. Gross revenues exceeded \$700,000 in 2010, an increase of more than 10% from the previous year. This

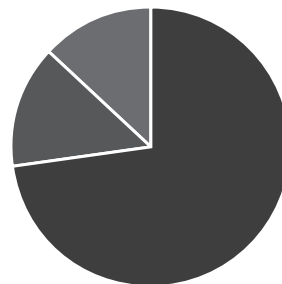
solid support from our individual and corporate donors enabled the House to serve the significant number of families that rely on us. We look forward to continued support in the future. To ensure the funds we receive are used to benefit the families we serve to the greatest extent, we strive for efficiency, transparency, and accountability in our financial operations.

#### REVENUES



- RMHC – 22%
- General Donation – 23%
- Third Party Fundraising – 17%
- Fashion Show – 13%
- Golf Tournament – 11%
- Investment Income – 6%
- Room Rent – 5%
- Other – 3%

#### EXPENSES (EXCLUDING AMORTIZATION)



- Operating Costs – 73%
- Fundraising – 14%
- General and Administration – 13%

\*Audited Financial Statements are available upon request

### Ronald McDonald Family Room®

Throughout 2010, Ronald McDonald House Manitoba saw incredible growth. Our newest program, the Ronald McDonald Family Room® opened its doors to families on May 3 and was greeted with smiles and appreciation. The Family Room exists to provide a home away from home for families who have children receiving care in Children’s Hospital, allowing them to be just steps away from their child’s bedside.

January saw the beginning of construction in the space, after the demolition was completed in late 2009. After nearly four months of

construction, we hosted a VIP reception for our generous sponsors and a grand opening for the public on April 29. Remarks were made by Dana Erickson, Vice President and Chief Operating Officer for Health Sciences Centre Winnipeg, and Shelagh Barrett, Executive Director for Ronald McDonald House Charities® of Canada.

The program was founded on a three-way partnership that included funding and support from RMHC Canada, HSC Winnipeg, and RMH Manitoba. In addition, many individuals and organizations donated time, services, products, and funds to help RMH

Manitoba extend its mission to a hospital setting. The program operates seven days a week from 9:00a.m. – 9:00p.m. including holidays. Anyone with a patient in Children’s Hospital is welcome and over 100 volunteers make sure that all families are taken care of.

From May through December 2010 we saw over 13,000 guests come through our doors, and our three sleeping rooms were occupied 85% of the time. The Family Room program has truly been a beacon of hope for families in the hospital.

### Donor recognition

#### CONTRIBUTING GIFTS \$1,000 - \$4,999

- BrandSource Canada
- Cossette
- Daniadown
- Dor-Val Mfg. Ltd.
- Doug Rheubottom
- Federated Insurance
- Oxygen Technical Services Ltd.
- Maytag Canada
- Sharp Electronics of Canada Ltd.
- Sleep Country Canada
- SRS Signs & Service
- St. Joseph’s Parish

#### CARING GIFTS \$5,000 - \$9,999

- McCaine Electric
- Teknion Furniture Systems & Art Metz
- Contract Interiors
- Thor Plumbing & Heating
- McDonald’s Restaurants of Manitoba

#### SPECIAL GIFTS \$10,000 - \$24,999

- Ronald McDonald House Charities®
- Tower Hill Construction (Craig McMunn)
- Westman Dreams for Kids Foundation Inc.

#### MAJOR GIFTS \$25,000 - \$49,999

- La-Z-Boy
- RBC Foundation

#### LEADERSHIP GIFTS \$50,000 - \$99,999

- SMS Engineering Ltd.
- TD

#### FOUNDING GIFTS \$100,000

- Health Sciences Centre Winnipeg
- NumberTEN Architectural Group
- Ronald McDonald House Charities® of Canada



## 24th Annual Hope Couture Fashion Show & Dinner

May 6, 2010 – Winnipeg Convention Centre

The 24th Annual Hope Couture Fashion Show was an overwhelming success! Over \$41,000 was raised to support Ronald McDonald House Manitoba's mission to keep families together. After dinner, over 700 guests were treated to an exciting preview of spring fashions supplied by retailers at Polo Park Shopping Centre.

Morning show twosome Jay and Billie-Joe from 102.3 Clear FM hosted the evening and kept the crowd entertained. During the show, we heard from three families who shared their personal experiences with us. It was a moving and emotional reminder of why this event continues to be an important fundraising effort each year.

Guests enjoyed bottles of red and white wine at each table courtesy of our

sponsor Barefoot Wine and grooved to the music of the Curtis Newton Band during the show. This year, we quickly sold out of delicious cupcakes from The Cupcake Corner. By purchasing a cupcake, you were entered to win a beautiful wicker patio set courtesy of our sponsor Wicker World worth over \$5,400. As well, more than 50 prizes were auctioned off at the end of the night and one lucky guest won two tickets anywhere WestJet flies.

A big thank you goes out to our presenting sponsor Polo Park Shopping Centre and all of our wonderful sponsors and supporters without who we could not make this signature fundraising event happen! Next up – our exciting 25th anniversary of the show in 2011!

## Hope Couture Sponsors 2010

**TITLE**  
Polo Park

**FAITH**  
McDonald's Restaurants of Manitoba  
Cossette

**HOPE**  
92 CITI FM/102.3 CLEAR FM  
Global Television Winnipeg  
Winnipeg Free Press  
Wicker World  
Joico  
WestJet Airlines

Sephora  
Winnipeg Goldeyes Field  
of Dreams Foundation

**LOVE**  
Cangene  
Herzing College

**CARE**  
Barefoot Wine  
Petals West  
Sets Total Beauty Salon  
Copy Plus Printing  
Unisource

## 21st Annual Tournament of Champions Golf Tournament

June 10, 2010 – Rossmere Country Club

The 21st Annual Tournament of Champions Golf Tournament was once again an overwhelming success! Over \$46,000 was raised to support Ronald McDonald House Manitoba's mission to keep families together. Despite the cool cloudy day, 144 golfers enjoyed 18 wonderful holes of golf and an exciting live auction.

Throughout the day, Ronald himself made special appearances on the links to assist and entertain golfers. Teams enjoyed the light-hearted atmosphere despite the overcast skies.

Afterwards golfers enjoyed a delicious meal and heard moving words from Jessie Robbins who shared her personal story of staying at the House. It was a heart-warming reminder of why we continue to hold our golf tournament every year.

Nineteen prizes, including an autographed Jonathan Toews jersey, were bid on in a live auction and several teams walked away with fantastic team prizes as well.

## Tournament of Champions Sponsors 2010

**PLATINUM**  
McDonald's Restaurants of Manitoba  
Wicker World

**GOLD**  
City Bread  
WestJet

**SILVER**  
Anchor Construction  
BSD Solutions/Derksen Plumbing  
Cangene  
Exchange Industrial Income Fund  
Greystone Managed Investments

Payworks  
Thompson Dorfman Sweatman  
WGI Westman Group

**BRONZE**  
Coca-Cola  
Crosier Kilgour & Partners Ltd.  
Manitoba Lotteries Corporation  
McCain Foods  
Norampac  
RBC Foundation  
Welders Supplies Limited

“ Thank you so much for welcoming my daughter & I in Ronald McDonald House. The stay was of great comfort. Meegwech. Also thanks from my son for allowing him to see his mother on a regular basis. ”

HOLLOW WATER, MB

“ This was hopefully our last visit to Winnipeg for surgery for our daughter. Having this place to stay at has made so many things so much easier. We wouldn't be at the good place we're now at without RMH. "Thanks" hardly seems to cover it. With much love & gratitude. ”

THUNDER BAY, ON



*“ We’ve spent one half of our time here during our son’s treatment. Thanks for a great place for us to spend our time. See you during maintenance – not nearly as much! ”*

**PINEWOOD, ON**

## Family Story

Adrianna Gray is a bright 10-year-old little girl who lives in Reston, Manitoba, a small town in Western Manitoba between Virden and Melita – a four hour drive from Winnipeg.

In May, Adrianna began experiencing headaches and problems with her eyesight. Her local doctors had a difficult time diagnosing the problem, but Adrianna knew something was seriously wrong. One day she said to her mom she knew she had a brain tumor.

She was sent to Winnipeg by her Virden doctor and diagnosed with Medulloblastoma, a brain tumor. She immediately underwent surgery to remove the tumor and on May 18 she was released from hospital and Adrianna and her mom, Holly and dad, Robert checked into Ronald McDonald House.

When Adrianna first came to the House, her balance was very much affected from the surgery so she required the use of a wheelchair at all times. Dad returned to work shortly after the family was settled in at the House.

On Sunday, May 30 the House was given free passes on the Prairie Dog Central to Warren, Manitoba for a day of fun for kids and their families. Because the train is not equipped for wheelchairs, Adrianna, with the help of her mom, climbed the stairs and boarded the train. This began her journey to begin to walk again. By Monday, there was a huge improvement in her balance and her spirits were lifted.

On June 3 the family was able to go home to Reston for a much needed two week break before they returned to Winnipeg to begin 6 weeks of radiation treatment, followed by chemotherapy. Adrianna’s protocol will be complete in spring of 2011.

## McHappy Day

In 2010, Ronald McDonald House® Manitoba - including the Family Room program - was the grateful recipient of funds raised through McDonald’s Restaurants annual McHappy Day. McDonald’s corporate restaurants in Winnipeg, as well as the owner-operators/franchisee locations in Steinbach, Winkler, Altona and Winnipeg, collectively contributed \$1.00 from every McMuffin®, Big Mac® and Happy Meal® sold on May 5th raising over \$50,000.00 for the House.

The generosity of McDonald’s Restaurants of Manitoba is one of the big reasons that the House continues

to be able to provide sick kids what they need the most, their family. As the namesake charity, McDonald’s commitment in donating funds from McHappy Day goes a long way in helping the House keep its doors open. The Houses relies on fundraisers, coin box donations, as well as large scale events such as McHappy Day to cover the operating costs to keep the House running.

A big thank you to all the McDonald’s Restaurants who participated in donating their sales from McHappy Day! Most especially, our families thank you!

*“ Thanks for letting us stay in this wonderful place. We would not know what to do or where to stay in time of need if it wasn’t for RMH. ”*

**VAL MARIE, SK**

## Our Relationship with McDonald’s

Ronald McDonald House® (RMH) is the cornerstone of Ronald McDonald House Charities® (RMHC) of Canada. There are 12 Houses in Canada with a 13th being built in Red Deer. Each House is independently owned and operated as a not-for-profit organization.

RMHC was founded on a strong partnership with McDonald’s Restaurants and we are proud to continue this partnership today. Since day one they have provided funding for major renovations and expansions, and have committed in many other ways such as volunteering their time at the House and at special events. We are also grateful to receive in-kind support from many McDonald’s suppliers.

RMHC provides Ronald McDonald House Manitoba an annual operating grant of monies that are generated through the generosity of McDonald’s Restaurants of Canada who contribute 10 cents from every Happy Meal sold through their Happy Meal program. The funds are disbursed by RMHC to Ronald McDonald House Manitoba to help cover approximately 20 – 25% of their annual operating costs. Grants and other resources are also available to help fund major renovations and capital improvements.

Each House also relies heavily on the ongoing contributions of donors and sponsors in their community to help us raise the additional 75 – 80% needed to keep the House running and allow us to keep families together.



## Volunteers

Two thousand and ten at Ronald McDonald House Manitoba started with a volunteer recruitment campaign. With a goal of 100 volunteers to ensure our Family Room program ran smoothly we used the Winnipeg Free Press, community papers, bus ads and an article in Wave magazine to reach out to the community.

By May 2010 and the opening of the Family Room we had almost reached our goal, with more than 90 volunteers. We were elated by the positive response from the community. People became involved with the Family Room for a variety of reasons. Many had a personal connection with Ronald McDonald House or with the Children's Hospital, some needed to fulfill school requirements, and others just wanted to give back to the community and meet new people.

In order to maintain the level of dedication we receive from our volunteers we developed a comprehensive training and recruitment plan. Each volunteer is required to go through orientation so that they are comfortable with the family room environment and their role within it.

The Family Room is just one area that volunteers can be involved with. We also have volunteers at the House, on our committees, at our events, in our Home For Dinner program and on our board. We appreciate the continued support and donation of time from all of our volunteers. We are always recruiting new volunteers. If you are interesting in becoming involved, please contact the house for more information.

## Third Party Fundraisers

Each year the House benefits from the hard work of individuals and organizations who organize a variety of fundraising events in support of RMH. On behalf of the families we serve we would like to say a huge THANK YOU to the following:

Jump for Hope	<b>\$14,500.00</b>
Hair F/X Cut-A-Thon	<b>\$11,242.00</b>
Montana's Brandon Golf Tournament	<b>\$11,000.00</b>
McCain Clear Lake Golf Classic	<b>\$ 9,250.00</b>
Cargill Fore the Houses	<b>\$ 8,900.00</b>
Kayak Trip (Lazaruk/Chuhai families)	<b>\$ 7,500.00</b>
Nelson River Construction	<b>\$ 1,750.00</b>
Emerson Funspiel	<b>\$ 1,057.00</b>

*“ Thanks for everything! We are thankful for this place. We appreciate all the little things that help out a family during such difficult days at the hospital. ”*

**YORKTON, SK**

*“ This place was wonderful and we felt like we were at home. Thank you. ”*

**PIKANGIKUM, ON**



## Our Impact in 2011

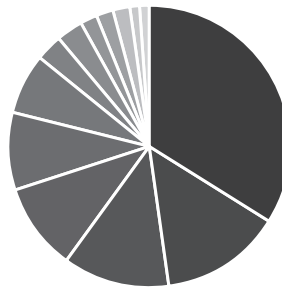
### RONALD MCDONALD FAMILY ROOM PROGRAM®

- Opened May 3, 2010 (sleeping rooms opened in July)
- Sleeping room occupancy rate: 85%
- Average guests per week: 378
- Total guests: approximately 13,250

### RONALD MCDONALD HOUSE® MANITOBA

#### FAMILIES WE SERVED IN 2010

2010 Occupancy rate: 78.75%



- Ontario Region – 34%
- Northern Region – 14%
- Western Region – 12%
- Pembina Valley Region – 10%
- Parkland Region – 9%
- Saskatchewan – 7%
- Eastman Region – 3%
- Central Plains Region – 3%
- Interlake Region – 3%
- France – 2%
- Lebanon – 2%
- Central America – 1%
- Alberta – 1%

“ Thank you for providing us with a home. One full of love and compassion. One full of generosity and kindness. One we will never forget. ”

THUNDER BAY, ON



“ ...back again. Thanks so much for all your (Mom & Son) accommodations. You’ve made our transplant stay so much easier. Thank you Kerry & Wendy – those burgers were great. ”



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Ronald McDonald House® Manitoba  
566 Bannatyne Avenue, Winnipeg, Manitoba R3A 0G7  
Phone: 204-774-4777 Fax: 204-774-2160

Charity # 10412 5323 RR0001

[rmhmanitoba.org](http://rmhmanitoba.org)