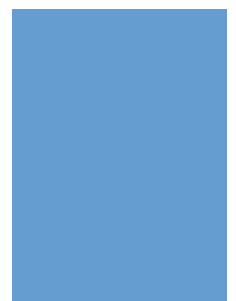


2019 ANNUAL REPORT



Ronald McDonald
House Charities®
Alberta

Keeping families close™





Message from the Executive

We are proud of what we have accomplished in 2019, our first full calendar year as an amalgamated provincial chapter – Ronald McDonald House Charities® Alberta.

RMHC Alberta's single purpose is to deliver more mission, to more families, more efficiently. Our work as one united organization has fueled this. Innovation and deepening investment in the community have made it crystal clear why RMHC Alberta matters; we are a need-to-have not a nice-to-have.

With 65% of Canadians living outside of a city with a children's hospital, RMHC Alberta provides a bridge to necessary health care by supporting the whole family through the medical journey while they are away from home and support networks. Our Houses in Calgary, Edmonton, and Red Deer served 1,154 overnight families from 194 Albertan communities in 2019, and an additional 294 families through our Day Use program. On top of that, our Ronald McDonald Care Mobile® served 927 unique families at least once (often more) in the east Calgary area. This year, the Ronald McDonald Care Mobile program saw referrals to family physicians increase by 45%, underscoring that our programs are indeed vital to the continuum of family-centred care in this province.

Whether we're providing overnight accommodation to out-of-town families, enabling day use of our facilities and programs for locals, delivering resources through our mobile health unit, or bedside support in the hospital via our hospitality carts, families are supported through what's likely the most difficult and intense challenge they will ever face.

We held 12 signature fundraising events across the province last year, which raised over \$1.5 million for our organization! Our team of 8,945 event



volunteers helped bring to life our hockey and golf tournaments, our bonspiel and sporting clay shoot events, and our gala dinners. We couldn't even begin to think of hosting these events without their commitment and dedication. And in addition to those events, our friends continue to make the mission possible by giving generously as individuals or corporations; both in terms of time and money.

Perhaps our most significant accomplishment of 2019 was breaking ground on construction of our fourth House in Medicine Hat, which means we will soon be able to serve even more families from the Palliser Triangle.

With the growing demand for our Calgary and Edmonton Houses in mind, a feasibility study is now underway to inform our plans to grow service via larger facilities in the future. We have previously made investments with securing land that will allow us to plan ahead and expand our mission.

All of the critical work we do depends on you – our RMHC Alberta community, without whom we could not operate. Your support comes in many forms – whether it's a donation; a meal cooked for families; a smile at our front desk; or an event held in our honour – we thank each and every one of you for your contribution. You are RMHC Alberta.

Sincerely,

Jason Evanson
CEO, RMHC Alberta

Thomas Lui
Board Chair, RMHC Alberta



2019 Board Members

Board Chair - Thomas Lui
Vice-Chair - Dr. Ravi Bhargava
Vice-Chair - Morgan Campbell
Vice-Chair - Neeru Schippel
Secretary - Andy Cuthbertson
Treasurer - Richard Gil

Directors: Cassie Campbell-Pascall | Jerry Danyluk | Morgan Deacon | Shannon Gangl | Usman Tahir Jutt | Bin Lau | Randy Mouflier | Dr. Ivan Rebeyka | Harley Shoemaker | Jennifer Sullivan | Jessica Weatherhead



Why RMHC® Alberta Matters

Dr. Audrey Evans, co-founder of the first Ronald McDonald House in Philadelphia in 1974 and pediatric oncologist, once said: "a family with a sick child is a sick family." Family-centred care is rooted in the belief that optimal health outcomes are achieved when patients' family members play an active role in providing emotional, social, and developmental support.

RMHC Alberta plays a significant role in family-centred care and is critical to its success. By enabling families to stay together during a child's medical treatment, and in close proximity to a hospital, Ronald McDonald House improves the quality and experience of the care of the child and the wellbeing of the family, while reducing the family's stress, sense of isolation, and financial burden.

The impact that the Ronald McDonald House has on our patients and families is immeasurable. RMHC helps extend the care and compassion provided to our young patients within the four walls of the hospital by giving comfort and strength to the families going through what's surely one of the most stressful times in their lives. Their family-centred focus ensures that when parents and caregivers stay at the Ronald McDonald House, they know their children are receiving the best possible care and treatment, and that they will have a soft place to land at the end of their most difficult days.

Natasha Tiemstra,
Executive Director, Ambulatory Care, Alberta Children's Hospital

Optimal outcomes:

- Ronald McDonald House helps improve children's and caregivers' quality of life
- Ronald McDonald House leads to more positive hospital experience for parents
- Ronald McDonald House helps strengthen coping abilities
- RMHC helps ease significant financial burden for families. In fact, one recent study found that RMHC Alberta saves families over \$6 million annually.¹

Results of an international survey of **530 hospital leaders in 16 countries** showed that over **90%** of respondents strongly agreed or agreed that affiliation with a Ronald McDonald House:²

- Enhances the ability to provide family-centred care **(95.1%)**
- Reduces parental stress **(94%)**
- Reduces cost to families **(92.6%)**
- Improves sleep quality/quantity for parents **(92.2%)**
- Reduces burden on hospital to assist families with accommodations/lodgings **(90.8%)**

¹2018 RBC Economic Impact Study

²Lantz PM, Rubin N, Mauery DR. Hospital leadership perspectives on the contributions of Ronald McDonald Houses: Results from an international survey. Journal of Health Organization and Management, 2015

Hospital Partners:

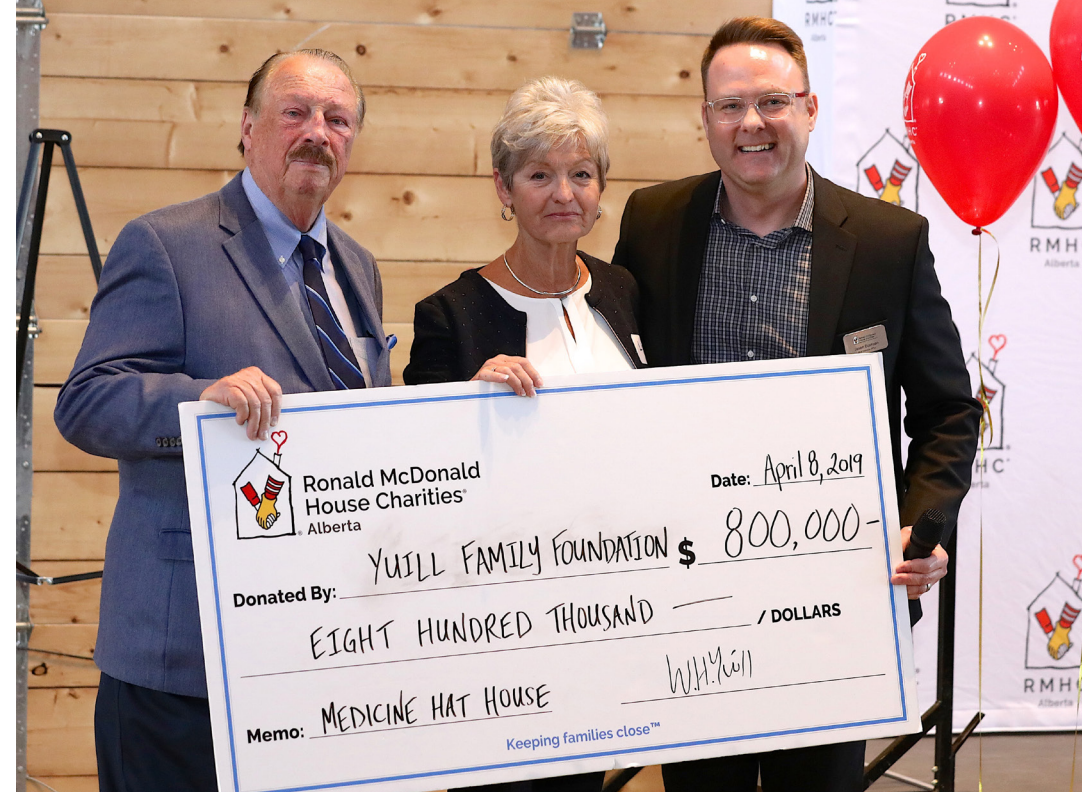
Calgary: Alberta Children's Hospital; Foothills Medical Centre; Peter Lougheed Centre; Rockyview General Hospital; South Health Campus

Edmonton: Royal Alexandra Hospital; Stollery Children's Hospital; Grey Nuns Community Hospital; Misericordia Community Hospital; Glenrose Rehabilitation Hospital

Red Deer: Red Deer Regional Hospital

Unit 39 is the in-patient child and adolescent psychiatric unit at the Red Deer Regional Hospital. We are an 8-bed unit that covers a very large zone – from Vermillion to the East, Nordegg to the West, Didsbury to the South, and Wetaskiwin to the North. As a result, our families often travel a vast distance to see their children when hospitalized. Our Unit has developed a unique, special and collaborative relationship with RMH that benefits our families and children. Our families are referred to the Ronald McDonald House to help them manage financial and emotional stress when their children are hospitalized. Reducing barriers to our families is extremely important so these families can focus on their child's medical and emotional needs.

Unit 39 Team,
Child & Adolescent Psychiatry,
Red Deer Regional Hospital



Medicine Hat


Breaking ground on construction of our Medicine Hat House was perhaps the most significant outcome of 2019. Building momentum and support for the project in Medicine Hat was equally critical to building the structure itself.

In April 2019 the official announcement was made at Medalta in Medicine Hat, to a crowded room which included community leaders, past and current MLAs, the Mayor, RMHC families, McDonald's Owner/Operators, media, and more.


A generous pledge of \$800,000 was made by Bill & Elizabeth Yuill and the Yuill Family Foundation to cover construction costs, and a campaign to cover operational expenses for the House was kickstarted within the community.

Over 200 families from Southeastern Alberta used a Ronald McDonald House in 2018. After conducting a feasibility study and determining a need for the Medicine Hat Ronald McDonald House, it was discovered that a six-bedroom facility would operate at about 85% occupancy year-round, translating to approximately 2,190 nights of comfort for families in need, a mere 200 steps from the hospital.





The Yuill Family Foundation welcomed the opportunity to bring a Ronald McDonald House to Medicine Hat, believing that families receiving medical care could benefit from all the Ronald McDonald House has to offer. We are proud to partner with a such a well-respected organization whose goal is to ease the burden on families with sick or injured children. The community support for this project has been overwhelming since construction began, which is an affirmation of the need for this investment in the community of Medicine Hat and a reflection of the strength of the families who make up Southern Alberta.



Bill Yuill,
Chair, Yuill Family Foundation



Ronald McDonald Care Mobile®

Daniel started visiting the Ronald McDonald Care Mobile when he was one-year-old and continued using it up until his fifth birthday. Daniel has autism, and his Mom Jodi says he was typically very nervous around medical professionals. Jodi had been referred to the Ronald McDonald Care Mobile by Mosaic PCN staff for dental services, as they didn't have insurance at the time. "It's phenomenal that it's free," she says. "Those kinds of services have a hefty price tag."

"Access to dental care is not always feasible – something mobile, in your area, situated in a prime spot is awesome."

Jodi says Daniel enjoyed his visits to the Ronald McDonald Care Mobile, and she did too: "My child's needs as well as my needs – financially were met, physically were met, emotionally were met – in so many different ways."

In partnership with Mosaic PCN, the Ronald McDonald Care Mobile had a busy year in 2019, serving families just like Jodi and Daniel. The mobile health unit travels to 25 locations in the Calgary area to provide health and dental services to underresourced Calgarians, serving 927 families in 2019.

A highlight of 2019 for the Ronald McDonald Care Mobile was the return of Cenovus Energy as a program sponsor, who invested \$50,000 in the state-of-the-art mobile health unit.



The Ronald McDonald Care Mobile's focus couldn't be a better fit with our community investment priorities. We invest in organizations and initiatives that increase the quality of life and people in the communities where we live and work. We applaud the great services that the Ronald McDonald Care Mobile delivers to those facing significant challenges in accessing adequate health care and look forward to seeing it serve our community for many more years to come.

Leanne Courchesne,
Group Lead,
Community Investment, Cenovus Energy Inc.

The Ronald McDonald Care Mobile has become a recognizable fixture within our most vulnerable populations through east Calgary. The health care providers from Mosaic Primary Care Network offer preventative health care that aims to meet the specific needs of each family, regardless of income, culture, or language. By removing barriers to care, we strive to be available to each and every child that requires our help. The joy of being able to provide families with the help they need for a healthier future is something we look forward to every day.

Nicole Gleeson,
Mosaic PCN Executive Director

Days of
Programming:

217

Clinical Hours:

1,302

Clinical Visits:

1,876

Children Served:

1,057



National Partnerships Program (NPP)

The National Partnerships Program (NPP) is a three-year pilot project managed by RMHC Canada. The NPP is committed to a shared and collaborative national revenue generation strategy, built from the centre but sustained and grown through regional chapter stewardship across Canada.

Revenue distribution is divided equally across all 13 RMHC regional chapters, subject to donor approval, and disbursed quarterly by RMHC Canada.

In 2019, the second year of the program generated \$2,402,653 (target revenue was \$1,600,000).

National Mission Partners include our founding & forever partner McDonald's Canada, along with Aryzta, Cargill, RBC, RBC Insurance, Moneris and WestJet Cares for Kids.



Founding & Forever Partner

McDonald's Restaurants of Canada, Limited has been a committed partner of RMHC Alberta since we first opened our doors in 1985. On a national scale, McDonald's programs generate over \$14 million annually through:

- Cashless Giving (Kiosks)
- RMHC Cookies
- Happy Meal®
- Coin Boxes
- McHappy Day®

McHappy Day is an annual celebration of giving to support RMHC and local charities. On **May 8, 2019**, McHappy Day raised \$3.6 million across the country, and just over \$506,000 in Alberta.

McDonald's supports us with financial assistance, product donations, event sponsorship, volunteerism, advertising and board support. We want to extend a heartfelt thank you to Owner/Operators, crew members, corporate employees, customers and suppliers for all you do to support the RMHC Alberta mission.

In 2019, McDonald's represented 18% of our revenues.



As a board member of Ronald McDonald House Charities® Alberta I am able to see up close and personal the vital work accomplished by the staff and volunteers at RMHC Alberta. By providing a warm and inviting place for families with sick children to stay, we are able to support them during a very difficult and trying time. As a McDonald's Owner/Operator I can share that my crew and managers are never more excited than when they are selling cookies and Happy Meals to our guests, because a portion of the funds from these sales go to RMHC Alberta. RMHC Alberta is vital to sick children and their families and deserves all of our support.

Usman Tahir Jutt,
President, Chirp Foods

We are proud to partner with Ronald McDonald House Charities Canada to help improve the lives and well-being of the thousands of families with seriously ill children that stay at the 33 RMHC program sites across Canada each year. Our hope is to help Ronald McDonald Houses in their goal to never turn away another family, so all families will have a place to call home where they can be close to their child during these difficult times.

Neil Skelding,
President & CEO, RBC Insurance



Total number of family nights:

23,595

Number of families who stayed at a Ronald McDonald House in Alberta:

1,154

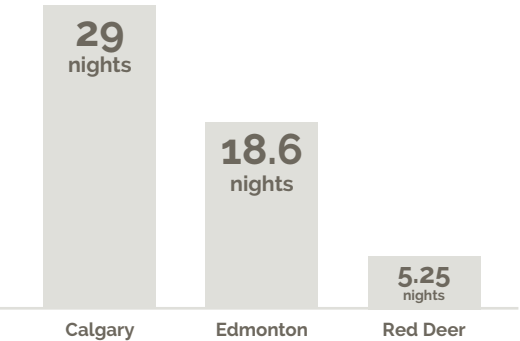
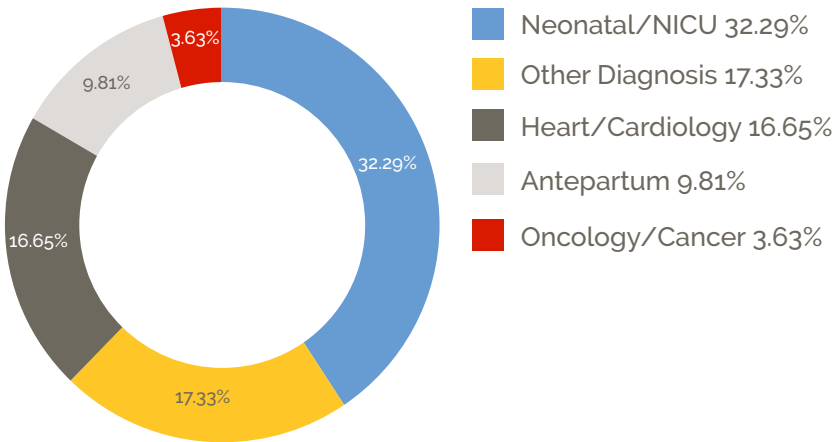
Annual occupancy rate:

90.78%

Number of meals provided:

1,291

Top 5 Medical Reasons for Stay:



Communities served:

275

communities across Alberta, Canada, and internationally

'Regular' volunteers

333

Event volunteers

8,945

Pet Therapy visits

247

Average length of stay:

17.6 Nights

Number of Day Use families:

294

Total Volunteers:

9,282



Financials

Statement of Financial Position

Assets	2019	2018
Current Assets		
Cash and cash equivalents	\$3,191,159	\$1,542,670
Accounts receivable	\$770,282	\$519,072
Prepaid expenses	\$58,450	\$141,892
Short-term investments	\$6,090,717	\$6,711,357
Total:	\$10,110,608	\$8,914,991
Investments	\$14,205,316	\$12,610,538
Investment in property	\$1,891,991	\$1,546,991
Long-term prepaid expenses	\$478,632	\$484,330
Capital assets, net	\$24,844,594	\$22,913,431
Total:	\$51,531,141	\$46,470,281
<hr/>		
Liabilities		
Current liabilities		
Accounts payable and accrued liabilities	\$346,451	\$346,281
Other short-term debt	\$34,299	\$5,424
Total:	\$380,750	\$351,705
Deferred contributions	\$1,486,589	\$172,298
Other long-term debt	\$63,765	\$9,303
	\$1,931,104	\$533,306
Fund balances		
General fund	\$19,711,497	\$16,557,827
Capital asset fund	\$29,888,540	\$29,379,148
Total:	\$49,600,037	\$45,936,975
Total:	\$51,531,141	\$46,470,281

Statement of Operations

General fund & Capital asset fund	2019	2018
Revenue		
Contributions	\$4,693,079	\$3,009,244
Fundraising activities/events	\$3,442,896	\$3,758,814
Donated goods and services	\$1,382,851	\$1,150,750
RMH room donations/fees	\$335,218	\$376,844
Other	\$37,149	\$49,835
Total:	\$9,891,193	\$8,345,487
Expenses		
Program	\$4,424,329	\$4,327,095
Fundraising	\$2,413,233	\$1,952,038
Management and general	\$810,767	\$796,368
Donated goods and services	\$801,701	\$1,040,802
Total:	\$8,450,030	\$8,116,303
Excess (deficiency) of operating revenue over expenses	\$1,441,163	\$229,184
Investment income, net	\$2,167,775	(\$68,491)
Unrealized foreign exchange gain	\$54,124	\$3,194
Excess (deficiency) of revenue over expenses	\$3,663,062	\$163,887
Fund balances – Beginning of year	\$45,936,975	\$45,773,088
Fund balances – End of year	\$49,600,037	\$45,936,975



Calgary House | Ronald McDonald Care Mobile®

111 West Campus Place NW | T3B 2R6
403.240.3000

Edmonton House

7726 107 Street NW | T6E 4K3
780.439.5437

Medicine Hat House

569 4 Street SW | T1A 4G2
403.487.6166

Red Deer House

5002 39 Street | T4N 2P2
403.340.2007



RMHC®
Alberta

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