



Ronald McDonald
House Charities®
Alberta



2020 ANNUAL REPORT



Wow.

Where do I begin? THANK YOU from the bottom of our hearts. You have left me speechless and filled with so much love and gratitude. There are no words. Our family has been staying here at RM House Calgary for 97 days! Our twin boys - Hayes & Jude were born at 26 weeks gestation and were in the Foothills Hospital for 100 Days! RM House has been amazing and our home away from home. We have met some incredible people here and we love the incredible staff and volunteers who have made such an impact on our hearts. ✓ we are forever touched and changed. RM House continued to support us during our stay - even during the Covid-19 pandemic! We could not even begin to imagine what we would've done without RM House and we know our stay and this amazing charity could not exist without generous donors like you. ✓ Thank you again we will never forget your kindness. ✓

♥ Love The Whidden Family ♥

Tim, Ashton, Renne,
Addison, Mason, Hayes & Jude



RMHC Alberta Board Members

Thomas Lui | Chair

Morgan Campbell | Vice Chair

Richard Gil | Vice Chair

Hugh Erickson | Treasurer

Andy Cuthbertson | Secretary

Cassie Campbell-Pascall | Director

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Executive Message

To say 2020 was a challenging year for Ronald McDonald House Charities® Alberta would be an understatement! When the COVID-19 pandemic hit, we found ourselves at the centre of a storm. As an essential service, we're proud of the way in which we weathered it, continuing to serve families who needed us more than ever. An innovative response, creative fundraising, and aggressive cost controls – alongside government support and pandemic-specific grants – helped ensure organizational health and minimal service disruption throughout the crisis.

As always, the community answered our call to action by generously donating money, food, supplies, gift cards, time, and so much more. Your support was invaluable, and we couldn't have survived without you!

McDonald's, our founder & forever partner, continued to make our mission their top priority, despite a constantly changing operating environment. The entire organization rallied in so many ways, with a 2020 highlight being the tremendously successful Fries for RMHC and Round Up for RMHC programs.

Our new Hero from Home campaign was particularly remarkable in 2020. It generated over half a million dollars while other traditional revenue channels were challenged by the pandemic. Hero from Home allowed us to provide essentials like hotel stays, meals, fuel, and groceries to families who were unable to access the Houses while admissions were suspended. And while we were unable to deliver meals prepared by volunteers through Home for Dinner programming, donors ensured no meal was missed; we engaged restaurants and caterers to help us safely continue feeding families.

Despite pandemic restrictions, RMHC Alberta was able to reimagine several of our signature events successfully. The Hustle for the House run went provincial, generating 1,250 participants from 124 Alberta communities and raising over \$225,000. Our sporting clay event and golf tournaments were successfully executed with changes to format in response to public health guidelines. And our gala event went virtual – Taste of Home from Home! – as an online dinner party with food provided by partner restaurants across the province. All in all, RMHC Alberta was able to raise \$1.3 million last year through event-based fundraising – a testament to stakeholder ingenuity and stalwart support from the community.

Through all of this, we proudly expanded our reach and mission across the province – of paramount importance given the demand for our services. We opened our fourth House in Medicine Hat in July, adding six more suites for families receiving medical care in the southeastern part of the province. We began renovations to the Edmonton House that will result in three additional suites. Finally, we launched a pilot project to test the viability of four independent living condominiums adjacent to our Calgary and Edmonton Houses, for families whose children are immunocompromised and face challenges with communal living.

Our families have been an inspiration, demonstrating incredible strength and resiliency. Travelling far from home for a child's medical treatment is stressful enough; layer on the challenge of a global pandemic and it's almost too much to bear. Many of our families spoke of how RMHC Alberta was an anchor in a sea of uncertainty.

It's been a difficult year, yet there are so many standout accomplishments. RMHC Alberta reported the highest occupancy levels in Canada, while keeping our doors open and our Houses free of COVID-19. We applaud the creativity, adaptability, and heart of our staff, volunteers, and stakeholders – all in service of the families that cross our thresholds each and every day. We're in this together and no matter the challenges we face in 2021, we'll overcome them together.



Thomas Lui
Chair, Board of Directors
RMHC Alberta



Jason Evanson
Chief Executive Officer
RMHC Alberta



RMCM Redeployment

In March 2020, due to guidelines set out by the Alberta Dental Association & College, and under the advisement of our partner, Mosaic Primary Care Network, Ronald McDonald Care Mobile® programming was temporarily suspended.

As a creative response to the pandemic, the RMCM was re-purposed and redeployed in order to serve maternal health needs, while isolating a particularly vulnerable segment of the population during COVID-19: newborn babies. From March 27 to June 30, the RMCM saw 425 maternal health visits.



As per RMHC Global requirements, all phases included detailed requirements for family eligibility; intake and screening; facility cleaning and disinfection; people health & safety, including PPE use; program operations; and supplies & resources under the guidelines of Alberta Health Services (AHS).

While we did not reach Phase 4 by year-end, we are proud to have adjusted operations with minimal disruption, in order to keep families safe and supported throughout COVID-19.

Adapting to a New Normal

Deemed an essential service, RMHC Alberta adapted its programming during the pandemic, striving for the highest level of health and safety standards.

We are proud that our doors stayed open during COVID-19. From March 21 - June 3 we suspended intake of new families into our Houses, but continued to serve existing families. Work was diligent behind the scenes to ensure the safe re-admittance of new families into our Houses in a phased approach.

Overall, the framework developed for program reinstatement was grounded in protecting the health and safety of families, staff, volunteers and the local community; and was informed by extensive consultation with hospital partners and public health experts.

A four-stage approach was deployed:

1

Mission Renewal

Expanding to 50% operational capacity, through limited readmission of select families. Minimum 14 days before advancing to phase 2.

2

Mission Momentum

Expanding to 70% operational capacity, through limited readmission of select families. Minimum 14 days before advancing to Phase 3.

3

Mission Stronger

Expanding to 90% operational capacity, through limited readmission of select families. Return of low-risk/essential volunteers, communal areas reopened, expanded program access for essential visitors. Minimum of 28 days before advancing to Phase 4.

4

Mission Forward

A return to full operational status, signaling a full occupancy; full program access.

Opening Our Fourth House

A significant achievement during the pandemic was the opening of our fourth House in Medicine Hat, enabling us to expand mission delivery in the southeastern part of the province. Located just 200 steps from the hospital, the six-bedroom House officially opened its doors in July after a successful campaign to cover construction and operating costs for the first five years.



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 of the Yuill Family Foundation



The mural outside the Medicine Hat House was designed and sculpted by local artist James Marshall, with brick sourced locally in Medicine Hat. The mural was funded by former McDonald's Owner/Operators Randy & Caroline Vandean.





Mission Needs

Health care data in Alberta shows that over the past 10 years, there has been growth in the number of pediatric inpatients and outpatients across the province. With our current footprint, RMHC Alberta is able to meet an estimated **14%** of the total pediatric need for our services each year – meaning the next wave of growth and expansion for RMHC Alberta is essential.



Alberta Families Need RMHC

175,000

Approximately **175,000 pediatric patients** require hospital treatment¹ in Alberta each year.

8,000

Of these, an estimated **8,000** are Alberta's most seriously ill children who also bear the burden of traveling 100km or more, round trip, to access health care².

1,100

The Ronald McDonald Houses in Alberta support approximately **1,100 families** each year.

6,900

An estimated **6,900 families** do not receive the comfort and support RMHC provides. That's nearly **9 in 10 Alberta families** who we are not able to serve.

Our goal is for no family to be turned away due to lack of space, which is why we are focused on plans for future expansion in our two biggest facilities in Calgary and Edmonton, where the existing service gap is greatest.

¹ Canadian Institute for Health Information Discharge Abstract Database (DAD).

² Canadian Institute for Health Information National Ambulatory Care Reporting System (NACRS), 2018.



THE WHIDDEN FAMILY

"We checked into the Ronald McDonald House on March 5," Ashton Whidden recalls. "Right before the world shut down."

At 24 weeks pregnant, when Ashton's water broke, she was sent in an ambulance from Lethbridge to Calgary. Ashton managed to hold on for another two weeks, before twin boys Hayes & Jude were born.

"It was packed full when we first arrived," she remembers of the House. "There was so much community, tons of families, meals were provided by volunteer groups. I was wiping tears off my face during the tour," she adds. "I had no idea how amazing it was."

Ashton describes the House as full of energy. Her parents and in-laws were able to visit and join them for dinner. Ashton and her husband Tim had three older children back at home in Lethbridge, so her husband joined Ashton on the weekend, while her mother stayed there with her during the week. Their three older kids even came to stay for a few nights.

"We were one of the last families to check in," she adds. "I am a huge believer that it was a miracle we got into the House before COVID."

COVID-19 hit just as Hayes & Jude were fighting for their lives in the NICU. The boys didn't even weigh two pounds and had just come out of their 'honeymoon phase', during which micro-preemies are able to remain relatively stable on their own.

"They were crashing, and I just remember staring into space thinking, 'what are we going to do now?'"

Ashton's mother was no longer allowed at the hospital as her support person, and Tim had to remain home in Lethbridge.

"He had so much on his plate," she explains. "He was trying to be a single Dad, work from home, do online schooling, hold down the fort; worried about the babies, and worried about me."

"We never felt so alone because the pandemic shut down our support system," she adds. "We didn't have that army of care anymore, and so I was never more grateful for the House."



“ We checked into the Ronald McDonald House on March 5th... right before the world shut down. ”



With everything changing around us, the House was a constant – even more so, something we could count on to be there for us during the whole thing.



Ashton says the staff and the other NICU mothers at the House got her through the whole experience.

"Night after night, the heaviness of that isolation, that's a lot for someone to go through."

"That community was crucial," she says. "just to know there were people to listen and people who cared."

Ashton describes the tone of the House really changing as families emptied out between the end of March and June.

"It was an eerie feeling to see people slowly leave the House, but I still managed to get quite close to the NICU Moms," she says. "We would go for walks outside, and sit at a distance in the lobby, and just check in on each other. I am bonded for life with the Moms who were in the same situation."

"With everything changing around us, the House was a constant – even more so, something we could count on to be there for us during the whole thing."

RMHC Alberta's Hero from Home fundraising campaign covered the cost of the Whidden's 97-night stay, and the Whiddens say this kindness left them without words.

"We were speechless and filled with so much gratitude. We are forever touched and changed," says Ashton. "We could not even begin to imagine what we would've done without the Ronald McDonald House, and we know our stay and this amazing charity could not exist without the kindness of generous donors."

In June 2020, after 109 and 111 nights spent in the NICU, Hayes & Jude went home to meet their siblings in Lethbridge.

"I can't even really describe what that meeting was like," Ashton recalls. "That's all we wanted, was to be together under one roof. The hope of a future with them at home was just everything. To wait for it that long made it that much sweeter and that much more amazing. We'll never forget that moment; it was beautiful."



The Haggas family spent 24 nights over 11 separate stays in the Calgary House, but drove back and forth from Red Deer to Calgary for Meghan's chemotherapy treatments during the pandemic. Since they weren't able to stay in the House during this time, we provided them with both food and gas cards for extra support.



Hero from Home was able to provide support through gift cards to the Lightbourne/Storr family while they spent 70 nights in Edmonton at an Airbnb, unable to access the Ronald McDonald House. Mom Kristal was transferred from Grande Prairie in April as her baby Jasmine was diagnosed during pregnancy with congenital heart disease.



Jennifer Bagual drove to and from Banff and the Foothills Hospital in Calgary while her baby boy was staying in the NICU. RMHC Alberta helped her out with gift cards for meals and gas to make those trips less stressful.



Hero From Home

In response to the financial uncertainty surrounding the pandemic, an extremely successful fundraising campaign Hero from Home was born, bringing in **over a half million dollars** through funds, grants, and gift-in-kind donations in 2020.

When COVID-19 hit, and programming within our Houses was suspended, our immediate concern was continuing to feed our families. Preparing a meal can be a burden after spending long emotional days at the hospital. In the absence of our Home for Dinner program, our volunteer meal groups, local restaurants, and founder & forever partner McDonald's stepped up to help. Funds raised for meal support across the province through Hero from Home totaled close to **\$230,000**, allowing for over **20,000 meals** to be served to families in our Houses. As meal coverage was not previously provided by RMHC Alberta, we were so grateful to our supporters who rallied to meet this need.

As we began to reach out to help those families who were unable to access our Houses between March 21 and June 3, our Hero from Home campaign took on a new shape. We adjusted our support to families who weren't able to stay at a Ronald McDonald House by helping them out with essential costs related to travel – including alternate accommodation, food, and fuel expenses. In all, **284 families** were supported through Hero from Home while access to our Houses was limited due to COVID-19.

Families were incredibly grateful for this additional support; not only were they still having to travel for their child's medical treatment, but they were having to travel during a global pandemic. Hero from Home helped alleviate some of the stress associated with this travel.





Our Founder & Forever Partner

McDonald's Restaurants of Canada, Limited has been a committed partner of RMHC Alberta since we first opened our doors in 1985. Together with the support of Ronald McDonald House Charities® Canada and McDonald's Owner/Operators, McDonald's makes a vital contribution to our families through:



Cashless Giving - Kiosks & Round Up for RMHC



RMHC Cookies

Happy Meal®



Coin Boxes

McHappy Day®

Unfortunately, due to COVID-19, McHappy Day was canceled in 2020, but McDonald's came up with another way to connect Canadians to our mission – through **Round Up for RMHC + Fries for RMHC!** Round Up for RMHC is a program which encourages McDonald's guests to Round Up their order to the nearest dollar in support of RMHC, and Fries for RMHC is a campaign whereby a portion of the proceeds from all fries sold goes back to RMHC! In 2020, **\$247,752.70 was raised** in Alberta through Fries for RMHC!

In addition to their invaluable financial assistance, McDonald's also provides product donation, event sponsorship, volunteerism, advertising and Board support. We want to extend a heartfelt thank you to Owner/Operators, crew members, corporate employees, suppliers, and customers for all they do to help keep families together.

McDonald's is our largest corporate partner, representing 21% of our revenues in 2020.



McHappy Day is a big thing for us and when we heard it wasn't going to happen this year, we were heartbroken. The engagement from our team was spectacular and the passion to help families in need was overwhelming. Our teamwork is proof that we are without a doubt better, together.

- Tina Badeo, Operations Consultant
JJ Brown Food Services Ltd.



In total, McDonald's restaurants in Brooks, Taber and Coaldale raised \$40,858.14 in Round Up donations from September 1 – December 31, 2020.







\$565,000
RAISED THROUGH
HERO FROM HOME



20,173

MEALS PROVIDED
THROUGH HERO
FROM HOME



284

**FAMILIES
SUPPORTED**
THROUGH GIFT CARDS
AND HOTEL STAYS



848

FAMILIES STAYED AT A
RONALD MCDONALD
HOUSE® IN ALBERTA



15,349

NIGHTS OF COMFORT
PROVIDED TO FAMILIES

TOP 5 MEDICAL REASONS FOR STAY

NEONATAL/NICU

ANTEPARTUM &
POSTPARTUM

CARDIOLOGY

ONCOLOGY

OTHER

215 NIGHTS LONGEST STAY IN 2020

1 NIGHT SHORTEST STAY IN 2020

**20
NIGHTS**
AVERAGE
LENGTH OF STAY
IN CALGARY
& EDMONTON

**4
NIGHTS**
AVERAGE
LENGTH OF STAY
IN MEDICINE HAT
& RED DEER



**OUR 4th
HOUSE**
OPENED IN
JULY IN
MEDICINE HAT



252

REGULAR
VOLUNTEERS



2,547

EVENT
VOLUNTEERS



9,689

VOLUNTEER
HOURS

RONALD MCDONALD CARE MOBILE®

404 COVID-19 TESTS

425 MATERNAL
HEALTH VISITS

791 TOTAL CLINICAL
VISITS

423 CHILDREN SERVED

191

COMMUNITIES
SERVED IN
ALBERTA



Financials

Statement of financial position

Year ended December 31, 2020

Assets	2020	2019
Current assets		
Cash	4,541,759	3,191,159
Accounts receivable	621,029	770,282
Prepaid expenses	76,639	58,450
Short-term Investments	5,650,335	6,090,717
Total current assets	10,889,762	10,110,608
Investments	15,908,632	14,205,316
Investment in property	1,891,991	1,891,991
Long-term prepaid expenses	472,911	478,632
Capital assets, net	24,863,766	24,844,594
Total assets	54,027,062	51,531,141
Liabilities & fund balances		
Current liabilities		
Accounts payable and accrued liabilities	202,226	346,452
Current portion of long-term debt	37,658	34,299
Total current liabilities	239,884	380,751
Deferred contributions	2,397,501	1,486,588
Long-term debt	36,855	63,765
Total liabilities	2,674,240	1,931,104
Fund balances		
General fund	22,042,432	19,732,866
Capital asset fund	29,310,390	29,867,171
Total fund balances	51,352,822	49,600,037
Total liabilities and fund balances	54,027,062	51,531,141

Combined statement of operations

Year ended December 31, 2020

Revenue & other support	2020	2019
Contributions	3,861,174	4,693,079
Fundraising activities/events	2,018,933	3,442,896
Donated goods and services	863,721	1,382,851
RMH room donations/fees	266,064	335,218
COVID-19 subsidies and grants	1,285,914	-
Other	5,407	37,149
Total	8,301,213	9,891,193
Expenses		
Program	4,479,646	4,677,829
Fundraising	1,390,218	1,997,784
Management and general	975,165	972,716
Donated goods and services	858,457	801,701
Total	7,703,486	8,450,030
Excess of operating revenues over expenses	597,727	1,441,163
Investment income, net	1,154,455	2,167,775
Unrealized foreign exchange gain	603	54,124
Excess of revenue over expenses for the year	1,752,785	3,663,063
Fund balances, beginning of year	49,600,037	45,936,975
Fund balances, end of year	51,352,822	49,600,037

“ In 2020, we relied upon government support for the first time in the delivery of our mission. COVID-19 grants and subsidies, combined with an innovative operational response, helped us meet an unprecedented challenge while ensuring financial health. We're grateful for stakeholder resilience during this difficult year. - Hugh Erickson, Treasurer ”







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♥ Edmonton

♥ Red Deer

♥ Calgary

Medicine Hat ♥