



Ronald McDonald  
House Charities®  
Southwestern Ontario

# Giving sick children what they need most... their families.



The Lane Family



The Titley Family



The Costante Family



The Murray Family

IMPACT STRATEGY 2018-2022



# Our Mission

## To provide comforting and supportive programs and services for families of seriously ill children who require medical care.

Ronald McDonald House Charities Southwestern Ontario (RMHC-SWO) is a “home-away-from-home” keeping families close to their seriously ill children’s medical care. The 34 bedroom House 165 steps from London Children’s Hospital, Ronald McDonald Family Room London on the sixth floor of Children’s Hospital, and Canada’s first House-Within-A-Hospital inside Windsor Regional Hospital Metropolitan Campus, work together to provide comfort and support to families.

Ronald McDonald House Charities Southwestern Ontario is part of a global network that prioritizes family centered care through our three core programs:



Offering families traveling far from home a welcoming community where they can re-energize with a home cooked meal and good night sleep. Together, families can also enjoy time in our courtyard, movie theatre, or game rooms, and participate in family programs like Pet Therapy and Family Art Nights.



Located inside London Children’s Hospital, our Family Room gives all caregivers with a child receiving medical care a space to nap, shower, use laundry amenities, or grab a snack. The Cart with a Heart helps bring many of these simple comforts directly to a child’s hospital room.



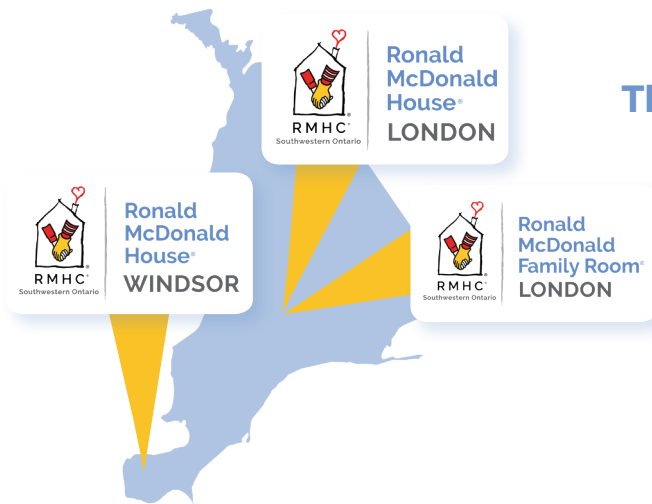
Giving families a “home-away-from-home” directly inside Windsor Regional Hospital, this 7 bedroom House provides families with a place to sleep, shower and refresh, while taking a break from the hustle and bustle of the hospital. The Day Pass Program and Cart with a Heart bring comfort to even more families with seriously ill children.



# Our Purpose

**65% of Canadian families live in communities without a specialised children's hospital or specialised children's care.**

This means that when a child is seriously ill or injured, families must leave their homes, their communities and their support system to access specialised and often lifesaving medical care.



## The families we support



- ✓ Windsor-Essex
- ✓ Grey Bruce
- ✓ Oxford-Elgin
- ✓ Sarnia-Lambton
- ✓ Huron Perth
- ✓ Chatham-Kent
- ✓ Other Areas of Ontario



- ✓ Northern Ontario
- ✓ Out of Province
- ✓ Out of Country

Children whose families stay at Ronald McDonald House (RMH) tend to be the sickest, have travelled the furthest distance for care and spend the longest time in the hospital. RMH keeps families close to the best medical care for their child and being nearby helps children heal and cope better together.

### 1. Close to the Hospital

The Ronald McDonald House's proximity to hospitals provides important benefits for children and their caregivers, such as **improved psychological well-being and better perception of their child's recovery.**<sup>4</sup>

### 2. Build Strength, Together

**27% of parents** experienced post-traumatic stress symptoms several months after their child's hospital discharge, but Ronald McDonald Houses help their guests strengthen coping abilities by keeping families together.<sup>2</sup>

### 3. Better Sleep at Night

Parents whose children have longer hospital stays benefit from **higher quality of sleep at a Ronald McDonald House** compared to parents who slept at their child's hospital bedside.<sup>3</sup>

### 4. A Place for Kids to be Kids

Ronald McDonald Houses provide **a safe place to play.** Playing with other children going through similar situations can help these children cope with trauma.<sup>1</sup>

#### References:

1. Nabors et al., Issues in Comprehensive Pediatric Nursing (2013)
2. Franck et al., Families, Systems & Health, 2013

3. Franck et al., Behavioral Sleep Medicine, 2013
4. Nabors et al., Families, Systems & Health, 2013



# Our Strategic Priorities

## Guiding Growth and Prioritizing Families

To strengthen our programs and ensure we are meeting the needs of those we serve we defined four key areas of focus for 2018-2022. We believe a focus on these strategies will allow us to continue to deliver on our commitment to keep families close.



### Enhancing Family Experiences

- Develop long term program plans to meet our families' evolving needs
- Complete a Facilities Assessment and Development Plan
- Improve service excellence that creates positive family experiences



### Deepen & Broaden Donorship

- Foster donor relationships
- Build a donor stewardship and engagement program
- Increase fund development revenues



"The House kept us steps away from our son. That's how Bentley was able to go home sooner than expected, he had us close to help him grow."

Wilson family  
22 nights at  
RMH Windsor



### Expand Strategic Partnership

- Broaden our regional presence
- Grow our strategic partnerships



### Cultivate Our Peoples Potential

- Develop our organizational culture and structure to reflect our evolving scope and services
- Improve employee engagement and accountability
- Continuously improve our governance model and practices



Fast Family



Moody Family



Hinsperger Family

## Our Forever Partner



The first Canadian Ronald McDonald House was built in 1981. In 1982, Ronald McDonald House Charities Canada was created by McDonald's Canada ensuring that every future House would have a foundation of support. Since then McDonald's Restaurants of Canada have been committed partners in helping sick children and their families through the following:

- Ten cents from the sale of every Happy Meal and five cents from the sale of each RMHC Cookie is donated to support Ronald McDonald Houses.
- McDonald's Restaurants across Canada host McHappy Day, which is an annual day of giving to support local children's charities, including Ronald McDonald Houses.
- Restaurants also collect public donations through coin boxes and cashless giving supporting their local community and Ronald McDonald Houses.
- Many McDonald's suppliers support Ronald McDonald Houses as contributors, volunteers and national donors.



**25%** of our Chapter's annual operating costs comes from McDonald's Canada. The Charity does not receive any government funding.

**75%** of our annual budget is raised through fundraising activities and through the contribution of our generous donors.



When Jordan was diagnosed with leukemia at 16 years old, his family called RMH London their "home-away-from-home". An employee of McDonald's Canada today, Jordan knows he is helping other families just like his stay close when it matters most.

Chortos Family  
198 nights at RMH London

## Our Story

**1974** First Ronald McDonald House (RMH) opens in Philadelphia

**1983** The first RMH Golf Classic event raised support to build Ronald McDonald House Southwestern Ontario

**1984** Funding secured and lease signed with London Hospital to start the build

**1985** Ronald McDonald House Southwestern Ontario is opened to families as a 12 bedroom "home-away-from-home"

**1987** Ronald McDonald House Southwestern Ontario undergoes first expansion to a 17 bedroom House

**2012** Ronald McDonald (RM) Family Room London opens inside Children's Hospital

Ronald McDonald House Southwestern Ontario second expansion to the 34 bedroom House we have today

**2015** Ronald McDonald House Southwestern Ontario becomes a "Chapter", opening more opportunities for growth: Ronald McDonald House Charities Southwestern Ontario (RMHC-SWO)

RM Family Room London launches Hospitality Cart Program to serve more families in-hospital

**2016** RMHC-SWO opens first Canadian House-Within-a-Hospital inside Windsor Regional Hospital: Ronald McDonald House (RMH) Windsor

**2017** RMH Windsor serves first family through the Day Pass Program

**2018** RMH Windsor and RM Family Room London launch Cart With A Heart Program to bring comfort to more families in-hospital

**Our commitment to families means that we always review what we are doing and refocus our efforts to make sure we are meeting the needs of those we serve.**



"The front red door at Ronald McDonald House represents something fun and warm to our son."

Oslund Family  
160 Nights at RMH London

## How We Raise Money



Your support will go directly to the families staying close and programs that provide a "home-away-from-home".

When you support RMHC-SWO, you are giving families what they need most: each other. Whether you are an individual, a company or even a group of friends, there are several ways you can donate.

### Make a Donation

We do not receive government funding so every donation made to Ronald McDonald House Charities Southwestern Ontario is instrumental in keeping our programs open and families close.

### Monthly HouseWarmer Donation

When you become a HouseWarmer, your monthly donation builds a foundation of ongoing and reliable funding for our programs.

### Make a Tribute/In Honour Gift

Making a donation in honour of someone special is a wonderful way to express your appreciation for them, while supporting a cause they believe in.

### Adopt a Room

Adopting a space at RHM London, RMH Windsor or our RM Family Room London provides the opportunity to give caring and practical support to families during a stressful time.

### Host a Fundraiser

Hosting a fundraiser in your community and donating proceeds to RMHC-SWO raises both monetary support and awareness for RMH.

### Leave a Lasting Legacy

Through a planned gift, you can give families a welcoming, safe and supportive place close to their seriously ill children to call home.

### Corporate Partnerships

We value strong relationships with businesses who are looking to make a positive impact in their community while engaging their employees.

### Employee Fundraising

People enjoy working for companies that support causes within their community. Show employees your support for local families by providing options to give at work, like payroll giving, dress down days or in-office fundraisers.



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