

McFAMILY MATTERS

RMHC news for the McDonald's Community

SPRING 2017



Ronald McDonald
House Charities®
New Zealand



KEEPING

FAMILIES

CLOSE



Shury Family

OUR FRESH NEW LOOK



Ronald McDonald
House Charities®
New Zealand

The font which sits with the much loved House-Heart-Hand image has had a makeover – it's now much easier to read, has some colour and is more modern.

Over the next few months you will see other changes too as we update the Ronald McDonald House Charities (RMHC) look and messaging. These changes are being made by RMHC chapters all around the world but we're adding our own unique elements too.

Thanks to DDB for helping to finalise the new brand guidelines, which will be available soon. If you plan to produce any RMHC local store marketing materials before then DDB can help you incorporate the new look.

If you have any questions about the new logo or branding, please get in touch with us.

GIVING FAMILIES A RESTFUL NIGHT'S SLEEP

It is no secret that poor quality sleep leads to stress, anxiety and difficulty making decisions. When parents are looking after a child being treated for serious illness, many stay by their child's bedside.

Research published in *Behavioural Sleep Medicine* has shown that parents at Ronald McDonald House enjoy a better quality sleep, meaning they are sharp, refreshed and better able to care for their child and work with the care team.

With the support from our partners and suppliers, we are able to provide a safe, healthy and comfortable sleeping environment for the families staying with us. This allows them to rest easy and focus on what really matters – the health and wellbeing of their child.



Just recently we've been donated over 75 new beds by our National Partner Sealy who has been supporting the families staying with us in Auckland, Wellington, and Christchurch since 2015.

Enabling parents to get a good night's sleep and be well-rested, so they can better participate in their child's care, is another example of how the Ronald McDonald House programme can improve the health care experience of a child going through medical treatment.

“ Any time we come for a checkup we bring everyone, we're a family, we stay together and Ronald McDonald House makes that possible. It's comforting to be able to come home and have a comfy night's sleep after long days on the ward. ”

- Rachael, House mum

DSS PROVIDES SERVICE FREE OF CHARGE

Direct Security Services (DSS) is a cash logistics specialist who provides cash collection services to many McDonald's restaurants across New Zealand.

DSS supports RMHC by assisting with the collection, counting and banking of customer donations made in McDonald's restaurants. This is a **free of charge service** to all DSS users.

The benefits of this service are:

- safe and easy cash handling process.
- protection of your Crew and the cash.
- an easier and more time efficient process for both your Crew and the team at RMHC.



There are almost 100 McDonald's restaurants who currently enjoy the services of DSS.

If you would like to know more about DSS and how your store can take advantage of their hassle-free service, please email rmhaccounts@rmh.co.nz.

HOUSE HEROES

McDonald's Head Office

The most recent McDonald's Head Office Day was different from the usual get together on business matters. After a busy morning in the office, the entire team went on a 'City Scramble' scavenger hunt. In groups of four, they competed against one another, collecting items to donate to RMHC. Ending their rally at Ronald McDonald House in Auckland, they handed over an incredible amount of gifts including cash donations, toys, and vouchers for petrol, groceries, and movies. Thank you team!

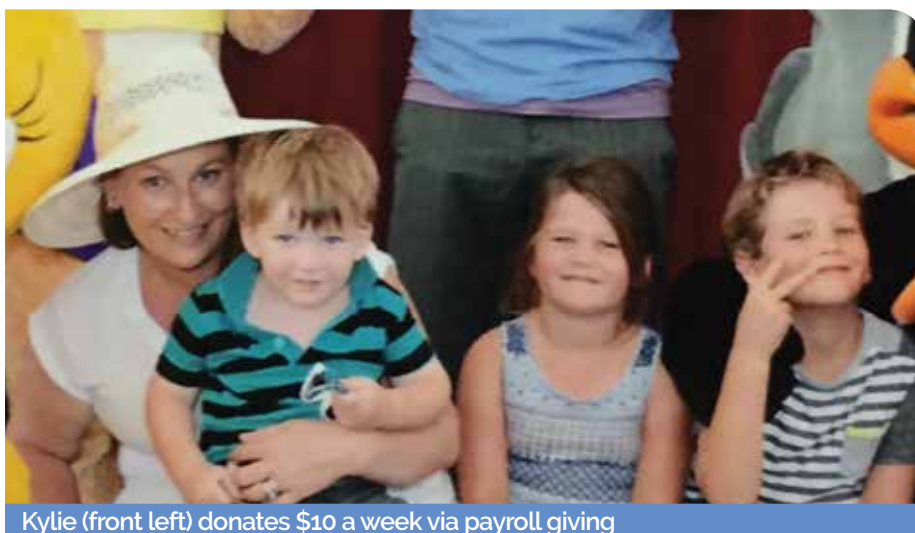
McDonald's Tauranga Group

The Crew from the McDonald's Tauranga Group has been very busy fundraising for our Houses. Their main success lies in **Drive Thru** and **Counter Suggestive Selling** which is boosted by great team spirit of the Crew members. This results in donations of up to \$5 per purchase and currently McDonald's Greerton is leading the patch.

On top of the in-store fundraising successes, the teams have also organised additional events. McDonald's Mt Maunganui held a garage sale raising \$550. In August we welcomed the restaurant managers at Ronald McDonald House in Auckland preparing a wonderful meal for the families staying with us. Thanks Tauranga!



PAYROLL GIVING SUPERSTARS



“ I decided to sign up to payroll giving as I have been working for McDonald's for 19 years. I first heard of payroll giving last year. For me, it's a no brainer as I have 3 young children of my own, so you never know one day we may need the help of RMHC. ”

Kylie Sims,
McDonald's Whakatane

Like Kylie and the over 350 Crew members who participated in payroll giving last year, you can support families staying with Ronald McDonald House. Every donation – large or small – makes a difference.

Simply talk to your Payroll Manager and sign up today.

* Donations made via Payroll Giving receive an immediate PAYE tax credit of 33% of the donation amount. This means if you donate \$5.00 per pay, our charity receives \$5.00 but it will only cost you \$3.35 per pay.

MCDONALD'S DUNEDIN AMBASSADORS CELEBRATING 10 YEARS



In October 2007 the previous franchisee of McDonald's in Dunedin, Paul Steiner, encouraged a small group of employees to do more fundraising for RMHC. This group is now better known as the McDonald's Dunedin Ambassadors. This year, they have reached a milestone, celebrating 10 years of amazing support.

They primarily organise three annual events:

- National Appeal for the greater Dunedin area – raising \$68,000 in over 6 years.
- Dunedin Supper Club – raising \$497,000 in over 7 years (this year's raised \$140,000!).
- Taieri Gorge Train Trip – raising \$158,000 in over 8 years.

On top of that, they have been involved in many different fundraising activities such as fashion parades, quiz nights, raffles, bbqs and their well-known market day event 'sticks in the sand'.

The team continues to receive great support from the current franchisees of McDonald's Dunedin, Justin and Etereia Stonelake, and to date has raised a total of \$940,000 for RMHC!

**A heartfelt Thank You to all of the
Dunedin Ambassadors!**

**We are incredibly humbled by your
enthusiasm and kindness.**

Ronald McDonald House Appeal 2018

As you all know, our Appeal in May this year was the biggest yet with 155 restaurants collecting for our Houses. We are excited to be able to announce the dates for our Appeal 2018:

Ronald McDonald House Appeal: 7th – 13th May, 2018
Street collection on Friday, 11th May

We'll be in touch with details later, but for now please mark your calendars!



Thank you - your support helps families with a child in hospital.

If you have ideas for future issues of McFamily Matters, please contact
Hannah McHugh at Ronald McDonald House on hannah.mchugh@rmhc.org.nz

CALENDAR *of* EVENTS 2017

January	February	March	April
	<p>24 PwC Relay Wellington</p>	<p>2 Ports of Auckland Golf Tournament</p> <p>3 1-Day Golf Tournament</p> <p>8 Rotorua Supper Club</p>	<p>1 M Factor Fashion Show Christchurch</p> <p>4 Waikato Supper Club</p>
May	June	July	August
<p>8-14 RMHC Annual Appeal</p> <p>9 North Island Street Appeal</p> <p>12 South Island Street Appeal</p>	<p>9 Christchurch Supper Club</p> <p>18 Wellington Marathon</p> <p>26 Auckland House Mid-Winter Christmas Party</p>	<p>25 Auckland Supper Club</p>	<p>10 Dunedin Supper Club</p>
September	October	November	December
<p>7 Wellington Supper Club</p> <p>22 Manawatu Supper Club</p>	<p>17 Auckland House Birthday</p> <p>20 Ray White Whangamata Golf Tournament</p> <p>26 Queenstown Supper Club</p> <p>29 Auckland Marathon</p>	<p>15 Red Shoe Ball</p> <p>18 Taieri Gorge Train Ride - Dunedin</p> <p>24 McDonald's Hutt Valley Charity Golf Tournament</p>	<p>4 McDonald's Spookers Party</p> <p>9 A Day at the Polo - Christchurch</p> <p>21 Auckland House Christmas Party</p> <p>TBC Wellington House Christmas Party</p>