



RMHC
New Zealand

McFAMILY MATTERS

RMHC news for the McDonald's Community



CHRISTMAS 2017



Our Christmas e-book is based on the Dixon family, from Hamilton.

SEASON OF GIVING

This year's Season of Giving fundraising campaign is all about how your customers can save Christmas for a RMHC family.

Your fundraising will help us take care of numerous families like the Dixon family, who stayed at Ronald McDonald House during Christmas last year while their daughter Poppy received specialist treatment in hospital.

“ Every single patient and sibling in the House was catered for. It was more than I could've ever imagined for my kids. ”

Estelle, House mum

Customers who donate can receive a personalised Christmas e-book. Beautifully written and illustrated, the e-book 'The night YOU saved Christmas' allows customers to make their own child the hero of the story while explaining what RMHC does. The story is to be read together as a family – for children and adults alike to enjoy.

This story is based on the Dixon family.



Season of Giving (continued)

How it works:

Customers can donate \$3 through the register or kiosk. Customers will then receive a Thank You card with a unique code and link to create their own **personalised Christmas e-book**.

Timing:

The campaign will run over a two-week period leading up to Christmas from 11th to 25th December.

Fundraising goal:

Our goal is to increase awareness about RMHC along with reaching our national fundraising target of \$200,000. This equates to 400 customers donating \$3 in each restaurant.

How you can help us reach this goal:

- Set a target of getting 30 customers to donate \$3 per day
- Encourage your local business supporters to donate at Christmas time
- Run additional restaurant fundraisers (e.g. raffles, a stand at the Santa parade, a crew Christmas event)
- Create a competition within your restaurant or between restaurants

More information:

Please refer to the Managers' Guide.
Alternatively, please contact
joanne.powell@rmhc.org.nz

Awards:

To recognise those who go above and beyond. We have more awards than ever before!

- **Total raised** – total of \$3 donations and other restaurant fundraising
- **Total raised based on guest count** – total of \$3 donations per 1,000 guests
- **Regional awards** – total of \$3 donations and other restaurant fundraising in each region; Auckland, North Island, Wellington, South Island
- **Most improved** – the highest percentage increase from Season of Giving 2017 vs 2016
- **The X-Factor award** – for a restaurant that shows excellent creativity and effort



CELEBRATING 23 YEARS

Ronald McDonald House in Auckland turned 23 years in October and we didn't miss the opportunity to celebrate. Together with families staying at the House, volunteers, and staff, we spent an evening together full of entertainment and delicious food. Featuring fantastic music by DJ Cade, great dance moves from Ronald McDonald and even a visit from Mickey and Minnie Mouse.



Ronald McDonald House Auckland 23rd Birthday

Celebrating 23 years (continued)

Huge thanks to Katrina Felton and the team from McDonald's Head Office who cooked up a fantastic birthday dinner. Our Houses were almost full that evening, so the team catered for close to 90 families!

Our Auckland House opened with only 10 bedrooms in 1994. Since then it has extended to over 90 rooms across three facilities at Auckland Hospital. Each year, these facilities take care of more than 2,300 families from across the country.

HOUSE HEROES

McDonald's Whakatane Annual Challenge

With a Ninja Warrior Challenge, McDonald's Whakatane put on a unique fundraising event. By inviting the community to a fitness challenge with a great fun factor, the team raised over \$1,000. They got their local radio station on board to support and take footage on the day. Fantastic effort McDonald's Whakatane!

McDonald's Fundraising Through Marathons

The Dunedin Ambassadors ran the Cadbury Dunedin Marathon and raised a whopping \$6,220 in less than three weeks. Even more impressive is that all participants across the three Dunedin restaurants were first time runners.

McDonald's Head Office also got sporty with 15 team members participating in the ASB Auckland Marathon.

Thank you to everyone for their time, sweat, and efforts to train for these challenges while raising much needed funds.



The Dunedin Ambassadors

PAYROLL GIVING SUPERSTAR



Tai Paiaaau

Tai from Levin (18 years of payroll giving)

Tai Paiaaau has been working for McDonald's Levin for 18 years and has been a regular payroll giver to RMHC for the entire length of her service. Tai currently gives a generous \$10 every week, which has added up to over \$3,500 to date.

“ Tai is a mother of many and is always helping me with RMHC events – and loves to encourage others to get involved raising money. She has an incredibly kind heart. ”

Letitia Montford, Franchisee.

Thank you Tai!

Simply talk to your Payroll Manager and sign up today.

Thanks to all of the House Heroes across the country!

There are too many of you to include in this newsletter, so to you all, we say thank you.

RMHC TEAM UPDATE

A lot is happening at our Houses and it has been busy behind the scenes, too. We've had a few changes to our Fundraising team and would like to give you an overview of your key contacts at RMHC:

Deb Ward

Fundraising & Marketing Director

Deb has been leading the Fundraising Team since April 2017 and is driving our overall fundraising and marketing strategy.



Hannah McHugh

Corporate Partnership Manager

Hannah oversees our partnership with McDonald's and other national corporate supporters.



Holly Sheehan

Events Officer

Holly leads our event portfolio, including Supper Club events and Red Shoe Ball.



Joanne (Jo) Powell

McDonald's Partnership Officer

Jo is our newest starter and is the new day-to-day contact for McDonald's franchisees, restaurant managers and crew.



BOX LOG REPORT

2017 Quarter 3 results

Q3 Total 2017: \$88,340
Q3 2017 vs Q3 2016: - \$9,088

YTD 2017 Total: \$280,549
YTD 2017 vs YTD 2016: - \$21,033

Average Per Restaurant Q3 2017: \$532.00
Average Q3 2017 vs Q3 2016: - \$55.00

Top 10 Restaurants YTD Box Logs

1. Taupo
2. Airport Departures II
3. Lower Hutt
4. New Plymouth
5. Rangitikei Street Palmerston North
6. Porirua Freestander
7. Whakatane
8. Anderson's Bay
9. Riccarton
10. Merivale

Note: Box log figures include drive-thru, countertop, watergames and wall collection boxes.

If you have feedback or content for future issues of McFamily Matters, please contact hannah.mchugh@rmhc.org.nz

CALENDAR of EVENTS 2018

January	February	March	April
<p>1-13 ASB Classic</p> <p>12-14 Speed Works Motorsport Championship Christchurch</p> <p>19-21 Speed Works Motorsport Championship Invercargill,</p> <p>Late January Appeal Registration opens</p>	<p>6 Waitangi Day</p> <p>7 School Holidays end</p> <p>9-11 Speed Works Motorsport Championship Feilding</p>	<p>7 Rotorua Supper Club</p> <p>9-11 Speed Works Motorsport Championship Waikato</p> <p>Mid Mar Appeal Closing Date</p> <p>27 Waikato Supper Club</p> <p>TBC PoA Golf Tournament</p> <p>TBC 1-Day Golf Tournament</p> <p>30-2 Apr Easter</p>	<p>30-1 Apr Speed Works Motorsport Championship Pukekohe</p> <p>5 M Factor Fashion Show Christchurch</p> <p>13-30 School Holidays</p> <p>14 Great Forest Events Wellington</p>
May	June	July	August
<p>7-13 RMHC National Appeal</p> <p>11 RMHC Street Collection</p> <p>24 Supper Club Wellington</p>	<p>4 Queens Birthday</p> <p>26 Auckland Supper Club</p> <p>TBC Christchurch Supper Club</p> <p>TBC Wellington Marathon</p> <p>TBC Auckland House Mid-Winter Xmas</p>	<p>6-23 School Holidays</p>	<p>2 Dunedin Supper Club</p>
September	October	November	December
<p>28 School Holidays - 15 Oct</p> <p>TBC Manawatu Supper Club</p>	<p>22 Labour Day</p> <p>TBC Corporate Cook</p> <p>TBC Auckland House Birthday</p> <p>TBC Ray White Whangamata Golf Tournament</p> <p>TBC Queenstown Supper Club</p> <p>TBC Auckland Marathon</p>	<p>TBC Red Shoe Ball</p> <p>TBC Taieri Gorge Train Ride - Dunedin</p> <p>TBC Ride for Ronald</p> <p>TBC McDonald's Hutt Valley Golf Tournament</p>	<p>18 School Holidays start</p> <p>TBC Auckland House Family Christmas Party</p> <p>TBC Wellington House Family Christmas Party</p>