



RMHC®
New Zealand

Keeping families close™



2017 Annual Review

Our Story



Kupa family from Reporoa

This year marked 26 years of Ronald McDonald House Charities® (RMHC®) New Zealand supporting families when their child is in a hospital away from home. First opening our doors in Wellington in 1991, we now also have facilities in Auckland and assist nearly 3,000 families a year.

Our Ronald McDonald House® programmes provide accommodation and support free of charge to families across New Zealand. This helps to relieve stresses like paying for a place to sleep near the hospital, cooking family meals and needing a friendly ear to listen on tough days.

In addition to accommodation, our Ronald McDonald Family Room® programmes offer a

safe haven for local families and those staying at a Ronald McDonald House. There they can escape the pressures of the hospital and have a place to relax, recharge and refuel during the day.

Extending beyond our everyday services the Ronald McDonald Care Mobile® fleet provides over 3,000 children with dental care and the Ronald McDonald Family Retreat in Rotorua offers respite holidays to families from across New Zealand.

Our service is offered under the simple premise – RMHC New Zealand gives families with a hospitalised child what they need most – each other.

Contents

A Note from the Chair	4
A Message from the CEO	5
The Smith Family's Journey	6
Key Results in 2017	8
The Rigby Family's Journey	9
Family Statistics 2017	10
Family Snapshots	12
Heartfelt Thanks to our Partners and Supporters	14
Supporter Snapshots	16
The Night You Saved Christmas	18
The McDonald's Dunedin Ambassadors' Journey	20
Financial Summary	23
Our Trustees	25

Front Cover Photo: Smith family from Cambridge

A Note from the Chair



As Chair of RMHC New Zealand, it is very encouraging to see the positive impact that our national charity has on families who need our support.

Throughout the last 26 years our mission has remained the same: to provide accommodation and support to families with a child in a hospital away from home.

I hear so often from families who say they can't imagine what their journey would've looked like if RMHC New Zealand didn't exist. Many of them say they simply wouldn't have coped emotionally or financially. Some say they would've had to sell their house in order to pay for accommodation so they could stay close to their child in hospital.

This year, we have continued improving our programmes throughout New Zealand, so that we are better able to accommodate families. I am proud to report that the vital support we provided saved families staying with us more than \$8.5 million in accommodation and meal costs alone.

This would not have been possible without the kindness and generosity of everyone who supports this organisation. We are grateful for all who have walked alongside us in 2017. Whether you gifted us your precious time, hard earned funds or much needed goods, we simply could not provide our essential services without your help. On behalf of the families who have stayed with us this past year, thank you for your incredible support.

Thank you also to my fellow trustees, staff and our CEO Wayne Howett. Your unwavering commitment to serving families across New Zealand has helped make 2017 a great success.

As we move to the future, we will expand our services so that we can provide better care for more families who need our support. I look forward to a bright 2018 and I am excited to see what we can achieve with your incredible help.

With thanks,

A handwritten signature in blue ink, appearing to read 'M Conelly', written in a cursive style.

Mark Conelly
Chairperson
RMHC New Zealand

A Message from the CEO



What a remarkable year 2017 has been. We were able to take care of 2,981 families and provided 34,008 nights of accommodation, which is a record year of support again!

When I meet families at any of our programmes, the same message is always reconfirmed to me, the support of RMHC New Zealand means a great deal to them. To families, Ronald McDonald House is so much more than a place to stay close to the hospital. It's knowing they will have a home-cooked meal ready for them after a long day on the hospital ward thanks to volunteers. It's being wrapped in a big hug by staff after a rough day at the hospital. It's the friendship and understanding of other families who share similar journeys.

This is our why at RMHC New Zealand. By helping to reduce some of the financial and practical burdens, it allows families to focus on the needs of their child. For a child going through treatment, sometimes the best kind of medicine is having family at their side for hugs and kisses.

And we cannot do that without the incredible and enduring support of New Zealanders. To our Founding Mission Partner McDonald's New Zealand, thank you for working alongside us and finding ways to support us in everything you do. A special mention must go to the McDonald's Dunedin Ambassadors who have been supporting us for 10 years and have raised over \$1 million in this time – thank you.

To our wonderful family of businesses, individual donors, trusts and foundations, and community groups around the country, whichever way you support us, we are so grateful. Thank you also to our Board, volunteers, ambassadors and staff for your unfailing dedication and commitment. Collectively, you are the reason nearly 3,000 families each year receive the vital support they need when their child is in hospital.

On behalf of RMHC New Zealand and the families who stay with us, we are so grateful to have your support in 2017. Thank you.

With very best wishes,

A handwritten signature in blue ink, appearing to read 'Wayne Howett', written in a stylized, cursive script.

Wayne Howett
Chief Executive Officer
RMHC New Zealand

The Smith Family's Journey

In 2014 Rosie Smith and her family were living in China when she took their 20-month-old son Reef to the doctor. She suspected he was teething or had an earache, but after numerous blood tests, she was told what no parent wants to hear. Reef had leukaemia.

"The doctor told me, "we think he has leukaemia, he lives here now." I looked around the hospital, the picture of chaos and overcrowding is still so vivid. I crumbled to the floor, before grabbing my boy, running outside and asking our translator to get us back to our hotel," remembers Rosie.

The family boarded the first flight back to New Zealand. As soon as they landed in Auckland, they knew that they had to get to hospital, and fast.

This was the stressful beginning to the Smith family's continuing journey with RMHC New Zealand.

Rosie's husband Justin and their daughter Atlanta moved straight into Ronald McDonald House, just moments from the hospital, while Rosie stayed on the ward with Reef.

Having a place to stay right next to the hospital made it much easier for the family, originally from Cambridge, to be together. Once Reef was discharged from the ward, but still needing to be at the hospital for daily treatment, he and Rosie moved into Ronald McDonald House as well.

Rosie knows that if the House wasn't there, their journey would have been very different and far more stressful.

“ Each trip to Auckland for Reef's treatment is still exhausting and emotional. Knowing that the House is there and what it offers makes it much easier. ”

Rosie, House mum

Reef, now five years old, also sees Ronald McDonald House as his second home. "To this day, Reef still really enjoys the familiarity of the walk from the House to the hospital. Most days he still picks a lavender flower for the staff on our way back," says Rosie.

Reef continues to receive treatment regularly in Auckland and is doing really well. RMHC New Zealand will continue to support him and his family throughout their journey.



Siblings Atlanta and Reef Smith



Smith family from Cambridge

Key Results in 2017



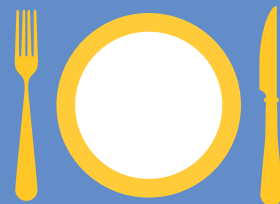
Our **130** rooms hosted
2,981 families



We provided **34,008** nights
of accommodation



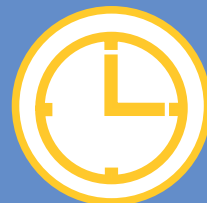
The longest stay was
331 nights



Volunteers served **29,640** plates
of hot food to families



\$8.5 million saved in
accommodation, meal and
parking costs for families



4,343 volunteers worked
43,909 hours in our Houses

Numbers identified are for Ronald McDonald House Auckland and Wellington only.
This differs from the national statistics which includes Ronald McDonald House South Island.

The Rigby Family's Journey



Rigby family from Timaru

Whilst some families are with RMHC New Zealand for many months, or sometimes years, families who stay a shorter length of time are equally appreciative of the accommodation and endless support provided.

The Rigby family from Timaru were visiting Wellington when their son Melakai* had an asthma attack at 12 years old. He was taken to Wellington Hospital where his condition worsened. Melakai finally got his breath back with medication but needed to stay in hospital for a few nights for monitoring.

Melakai's family, who were due to fly home the night he was taken to hospital, worried about paying for additional accommodation. They even considered dad Kiha taking their two younger children, Kawa (6) and Ellie (4), home while mum Nikki stayed with Melakai.

When hospital staff told the family they could stay at Ronald McDonald House just across the road from the hospital,

they had peace in knowing they could rest in the homely environment close to Melakai. "It was great that we could all stay at the House because it meant I had the support of my family as well," says Nikki.

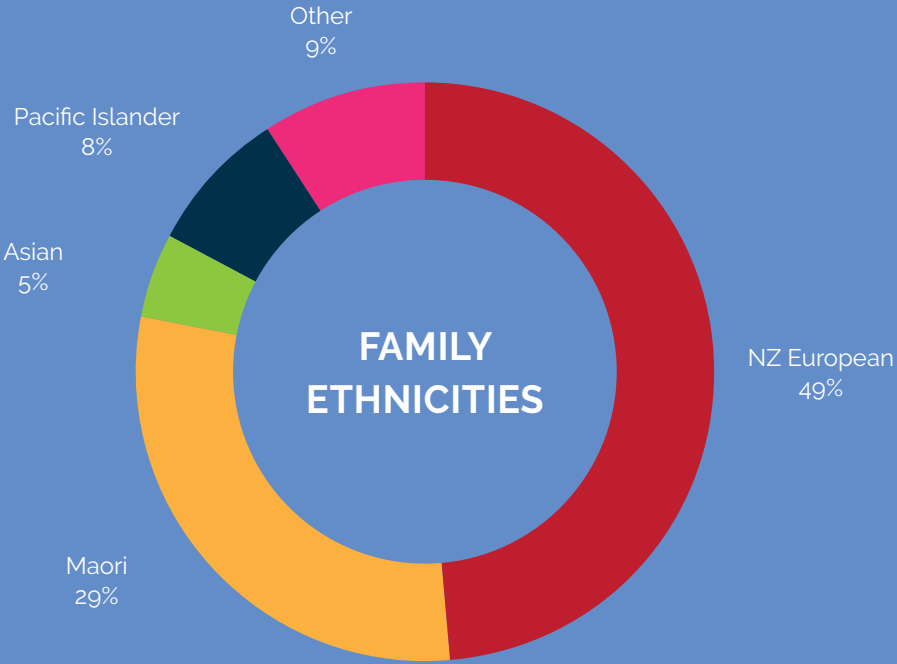
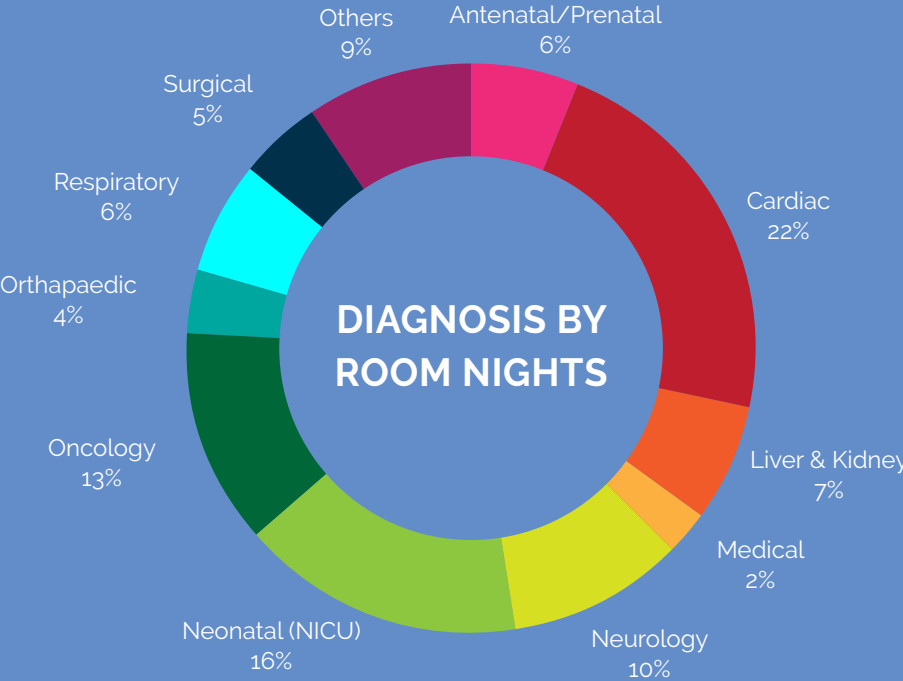
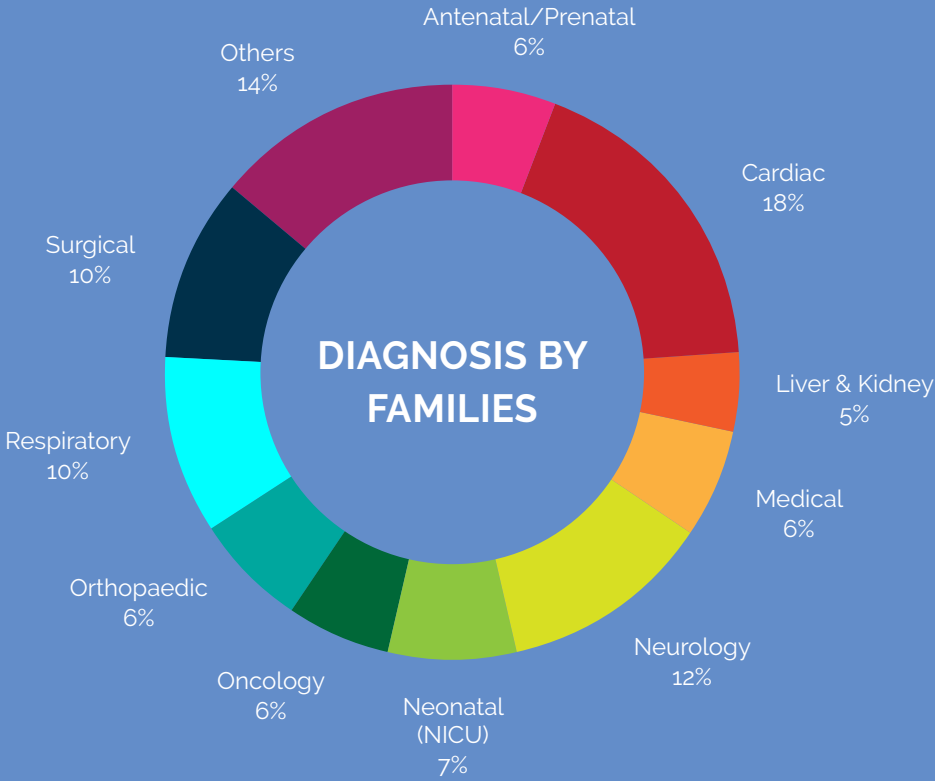
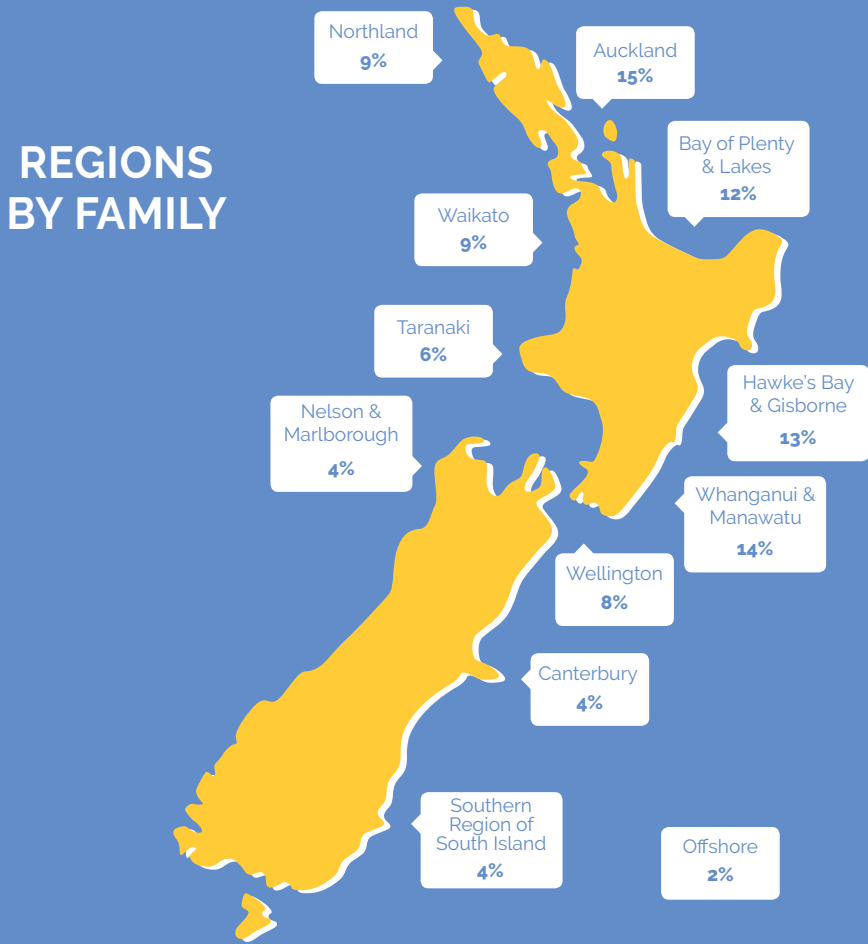
“ It's an awesome place for the families who have loved ones in hospital. Anyone who has a chance to stay there while going through a journey like this is very lucky. ”

Now back in Timaru, Melakai continues to take daily medication for his asthma and is doing really well.

Nikki and Kiha have been paying it forward by telling friends and family about the support they received.

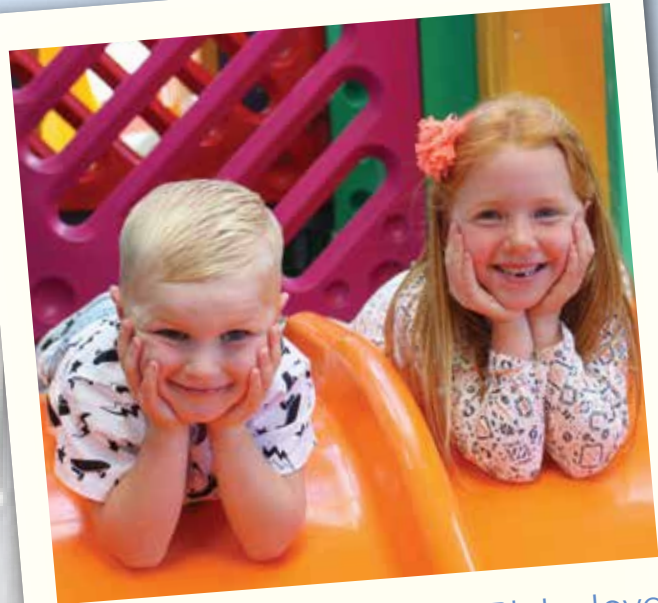
**This photo was taken in the Family Room while Melakai was on the ward recovering*

Family Statistics 2017



Numbers identified are for Ronald McDonald House Auckland and Wellington only. This differs from the national statistics which includes Ronald McDonald House South Island.

Family Snapshots



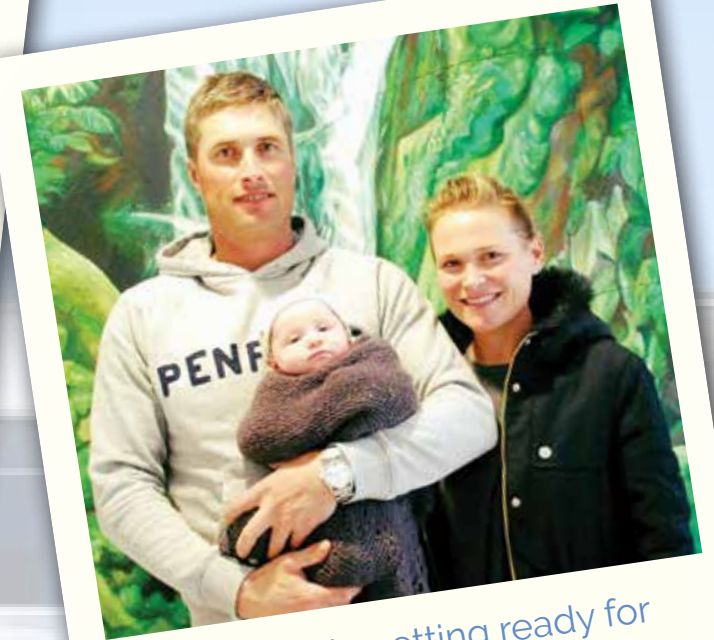
Super Siblings Khloe and Blake love hanging out in our playground.



Jaz teaching little Salesa some basketball skills!



The Innes-Smith family from Christchurch having fun at Auckland's Ronald McDonald House Christmas party.



Baby Freda getting ready for a nap at the House after a morning on the ward.



Lily-Rose celebrates turning 5 with mum Estelle.



The Pettitt family from Dunedin enjoying some quality time with little Georgia before heading home.



The Bateman siblings from Palmerston North snuggle up to enjoy a movie in our Wellington theatre.



Roman hanging out with his new friend Turbo the snail!

A Heartfelt thanks to our Partners and Supporters

Offering our essential service to families is a collective effort and not something we can do without the generosity of the wonderful RMHC New Zealand supporters.

FOUNDING MISSION PARTNER



NATIONAL PARTNERS



- | | |
|---|--|
| Asaleo Care | Kathleen Dorothy Kirkby Charitable Trust |
| Auckland City Toyota | Kindercare Learning Centres |
| BayTrust | Lions Club of Titahi Bay |
| Coca-Cola | Mango |
| Community Trust of Mid & South Canterbury | Mercedes-Benz North Shore |
| David Levene Foundation | Miss Auckland |
| DDB New Zealand | New World Thorndon |
| Eastern & Central Community Trust | NZ Community Trust |
| Ecolab New Zealand | NZ Lottery Grants Board |
| Estate of Donald Ross Nairn | NZME |
| Estate of John Crighton | Otago Community Trust |
| Estate of Patricia Bassett | Ports of Auckland |
| Estate of Reg Baxter | Pub Charity |
| EY Auckland | PwC Wellington |
| Foundation North | Rodmor Charitable Trust |
| G.J. Gardner Homes | Ronald McDonald House Charities (Global) |
| Gull New Zealand | Sky TV |
| Helen Blake | The Lion Foundation |
| Henry Schein Dental | The Southern Trust |
| Inspire Net | Thomas George Macarthy Trust |
| Joyce Fisher Charitable Trust | Wall Family Trust |
| | Youthtown |

Supporter Snapshots



Dan from McDonald's running the ASB Auckland Marathon.



The ASB team making Halloween themed desserts for families.



Volunteers helping out at the Red Shoe Ball.



Our Wellington Youth Board making a scrumptious dinner for families to celebrate Mid-Winter Christmas.



Evolve Foundation donating musical instruments for the children at our House.



McDonald's Hutt Valley at their first golf tournament fundraiser which raised a fantastic \$37,500.



Ruth Gotlieb, our sprightliest volunteer at 94 years old!



The Russell family celebrating the end of Nick's treatment by giving a generous \$1425.40 donation to the House.



Ray White bringing in delicious cupcakes for the children.



The Lions Club of Titahi Bay dropping off a very generous cheque at our Wellington House.



The annual Christmas event organised by McDonald's franchisee Martha Hill with the support of the team at Spookers, raised an incredible \$27,000.

The Night You Saved Christmas

For Christmas this year, with the help of our friends at DDB New Zealand, we created a personalised Christmas e-book, The Night You Saved Christmas. For a \$3 donation the supporter or someone special to them, became the hero who saved Christmas for a RMHC New Zealand family.

The story, based on the Dixon family who stayed at Ronald McDonald House during Christmas 2016, featured a cheeky New Zealand Santa Claus and was a hit with adults and children alike.

“We are always trying new fundraising mechanisms so that we can broaden our reach to New Zealanders. The e-book was innovative and appealing, but at the same time it told our story which increased awareness of the support we offer to families.”

Wayne Howett, CEO of RMHC New Zealand.

McDonald's stores supported the campaign as did many media outlets. The campaign raised over \$70,000 and, importantly, received a lot of positive media including TV and radio. We reached 81% of New Zealand on social media, with strong influencer approval and many supporters reacting to and sharing the campaign.

Special thanks to DDB New Zealand, author Peter Millett and illustrator Minky Stapleton for their help in crafting this beautiful book. Thank you also to McDonald's for their wonderful support, and everyone who donated to this campaign. Together, you all helped save Christmas for many RMHC New Zealand families like the Dixons.



Meet the Dixon family



Dixon family from Hamilton

Poppy Dixon was just 11 weeks old when she was rushed to Auckland for emergency treatment after her heart swelled and stopped working. Hamilton parents Nathan and Estelle stressed about where they would stay in Auckland and how they would pay for it all. They were relieved to find out they and their older children Lily-Rose and Jack could all stay at Ronald McDonald House, just minutes away from Poppy in hospital.

Home cooked meals, comfy lounges, and playgrounds for the children gave the family normality at a time of stressful uncertainty. "Our baby girl was so sick, we weren't sure she would survive. The House was there as a sanctuary away from all things clinical," says Estelle.

After nine months in Auckland, the family is now back in Hamilton and Estelle says Poppy has been thriving. Although

a difficult journey, they are grateful for Ronald McDonald House and the lifelong friendships they made there.



The Christmas book featured the Dixon family as cartoons.

McDonald's Dunedin Ambassadors' Journey

Celebrating 10 years of supporting RMHC New Zealand

In 2007, the then franchisees of McDonald's Dunedin, Paul and Sandra Steiner, encouraged a small group of McDonald's employees to do more fundraising for RMHC New Zealand. From this small beginning, the group grew and became better known as the McDonald's Dunedin Ambassadors.

10 years on, they celebrate raising a staggering \$1 million to support families from across New Zealand with a child in a hospital away from home.

The Ambassadors primarily organise three events each year. The team looks after RMHC New Zealand National Appeal street collections in the greater Dunedin area. They also put an incredible amount of effort into their very successful local Supper Club event, which raised over \$140,000 this year. Their third, and possibly most unique fundraiser, is the Taieri Gorge Train Trip, which is always a wonderful day out for adults and children alike.

They have also been involved in many fundraising activities throughout the years including fashion parades, quiz nights, raffles and BBQs.

“ We are extremely grateful to have the support of the Ambassadors over the past 10 years. The funds they have raised goes a very long way to supporting the families that stay with us. ”

Wayne Howett, CEO of RMHC New Zealand.

The team continues to receive great support from the current franchisees of McDonald's Dunedin, Justin and Etereí Stonelake, who have continued the legacy for over six years. “To observe the time, effort and love that is demonstrated year after year by our Ambassador team to support families in need is truly inspirational,” says Justin.

To our wonderful Dunedin Ambassadors, thank you so much for all your support and congratulations on reaching this milestone. Your passion and dedication plays a vital role in supporting families across New Zealand. We are incredibly humbled by your enthusiasm and kindness.



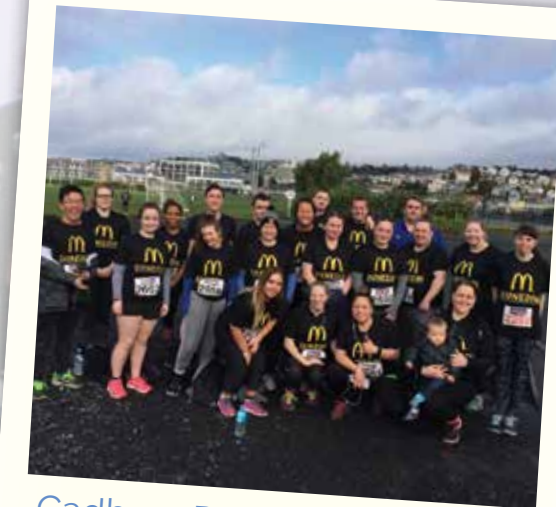
Dunedin Supper Club volunteers.



Celebrating 10 years of fundraising for RMHC New Zealand.



Much-loved market day stalls.



Cadbury Dunedin Marathon runners supporting RMHC New Zealand.



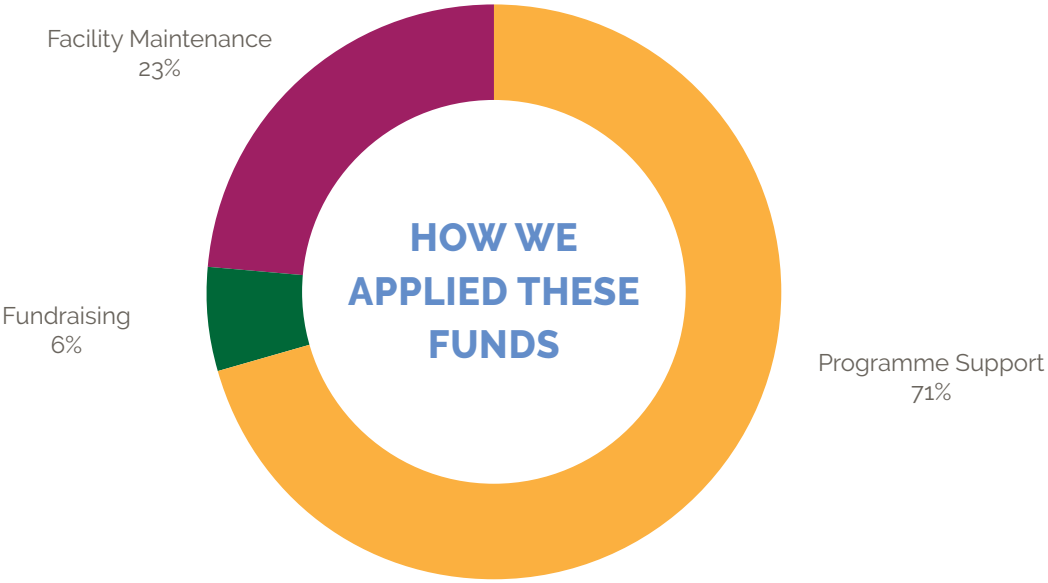
Annual Taieri Gorge train event.



Restaurant fundraising at Christmas time.

Financial Summary 2017

Total funds received:	\$8,683,057
Total funds spent:	\$7,986,999
Growing our operational reserves:	\$696,058



For a full set of audited accounts please visit the Charities Register (charities.govt.nz)

Foreman family from Papamoa

Our Trustees

Thank you to our Board, who volunteered their valuable time and expertise to RMHC New Zealand in 2017. We are so grateful for their dedication and guidance, offering superior governance and decision-making to enable the best possible delivery of service to families.

Carol Campbell (outgoing Chair)

Mark Conelly (Vice-Chair and incoming Chair)

Rosemary Escott

Sam Maharaj

Sandy Moore

Julie Neilsen

Quentin Smith

Denis Wood



Thank you

The essential service we provide to families would not be possible without the generosity of our partners, donors and supporters. Every night we support over 100 families who need to stay with us while their child is in a hospital away from home. To everyone who supports

RMHC New Zealand, thank you.

Connect with us

If you would like learn more about RMHC New Zealand - ways to get involved, donate or volunteer -

please visit us at rmhc.org.nz

or give us a call on 09 365 8315

 @rmhcnewzealand  @rmhcnewzealand  @RMHCNewZealand



RMHC®
New Zealand