



McFAMILY MATTERS

RMHC® New Zealand news for the
McDonald's Community



AUTUMN 2019

#BUILD
A FORT



GET YOUR
FAMILY
TOGETHER,
TO KEEP
FAMILIES
TOGETHER.
#BUILDAFORT

FAMILY APPEAL 2019 (10-17 May)

This year's Family Appeal will be the best you've ever seen from Ronald McDonald House Charities® (RMHC®) New Zealand. Generously created by advertising agency DDB, the appeal is part of our **Build A Fort campaign**, telling the story of families staying at RMHC New Zealand. Using the beautiful simplicity of a blanket fort, the campaign highlights the importance of every day families life and **represents the family togetherness** that RMHC New Zealand offers.

It began on April 15th with a video, print, radio and social ads (which you may have spotted already), as well as media coverage, across the country encouraging Kiwis to build their very own fort, post it on social media and tag in [@rmhcnewzealand](#) to raise awareness. As people post, more and more Kiwis will get behind it, building a groundswell of support for RMHC new Zealand.

[#BuildAFort](#)

During Family Appeal week, which begins on **10th May**, there will be opportunities and encouragement to donate.

PLEASE SUPPORT FAMILY APPEAL

by fundraising:

- Street Collection
- \$1 suggestive donation at the end of an order
- Community Fundraising

and by spreading awareness of Build a Fort

- create a fort themed fundraising activity or event within your company
- build a fort with your colleagues or own family, snap a photo, share it on social [@rmhcnewzealand #BuildAFort](#).
- share our social posts on your channels or create your own.

Thank you to all restaurants who have registered to collect! By now you should have received your Street Collection packs, with buckets, bibs, stickers, posters, banking bags, permit details and an information guide.

All the best, we can't wait to see what the McFamily does this year during Family Appeal week!

THE FECK FAMILY STORY



Photo credit: Chelsey Wallace Photography

The Feck family from Dannevirke.

In 2009, Daniel and Aimee were enjoying family life with their two young girls. At the time Hannah was three and Greer 14 months. Greer hadn't been a happy baby and cried a lot, so the couple knew something wasn't quite right. Despite repeated visits to the doctors, the Dannevirke couple were given no answer as to why. Then one day, Greer let out a different, alarming cry, and they rushed her to hospital.



Hannah, Greer and TV host Brodie Kane at the RMHC New Zealand PJ party

After a series of tests at Palmerston North Hospital, the doctors gave Aimee and Daniel the heartbreaking news that no parent ever wants to hear: Greer had a rare tumor in

her spinal cord. It was so high up in her neck that it would affect her breathing, and the doctors weren't sure anything could be done. The family was told to go home, pack enough clothes for two months and drive to Wellington immediately.

Still struggling to comprehend the past few hours, the family arrived at Wellington Hospital. Aimee recalls being told the whole family had a place to stay at Ronald McDonald House® just across the road. When Aimee and Daniel stepped into the House, they were amazed by what it offered.

“

The House was so homely, warm and comfortable. Knowing there's a meal cooked for you a few nights a week was such a relief. With these practical things taken care of we could focus on Greer

Aimee, House Mum

”

The family is extremely grateful to all the supporters who make their stays possible as they continue to need the House when Greer has check-ups or treatment.

“This long journey of ours would have been so much harder if we didn't have the House or the people who donate. Without them, families like mine wouldn't have a House to stay in. Thank you for keeping us all together when we need it the most.”



Greer and Ronald McDonald at the 2015 House Birthday

MCDONALDS AWARD WINNERS

A huge congratulations to the 2018 McDonald's Award winners, who were presented with their awards on Friday 8th March at CoOp held at Sky City in Auckland.

■ OUTSTANDING FUNDRAISING AWARD ■

Justin and Keli Leck for 'Ronathon'

Over **\$70,000** was raised during this **Manawatu 40 hour radio fundraising marathon**. Incredible support came from the Manawatu community and beyond for this fundraiser. A huge congratulations and thank you to Justin and Keli for their time and effort.



Congratulations Justin and Keli

■ TOP CUSTOMER DONATIONS ■

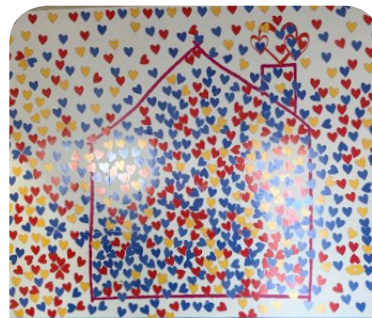
McDonald's Taupo - Des and Eileen Byrne

McDonald's Airport Domestic - McOpCo

Well done to the Restaurant and Foodcourt recipients of the Top Customer Donation award. McDonald's Taupo and McDonald's Airport Domestic (Foodcourt) collected an **impressive number of customer donations** through collection boxes, watergames, zig zag games, kiosks and tap to donate.

■ OUTSTANDING CAMPAIGN AWARD ■

McDonald's Andersons Bay - Justin and Eterei Stonelake



A House filled with love

Because of incredible team work, motivated managers and engagement from all crew members McDonald's Andersons Bay managed to raise over **\$10,000** during **Share the Love**.

■ PAYROLL GIVING AWARD ■

McDonald's Hutt Valley – Chris and Liz Boon

McDonald's Hutt Valley have an **impressive 241 payroll givers** signed up! Congratulations to McDonald's Hutt Valley and thanks to each and every person who regularly donates to RMHC New Zealand through Payroll Giving.

■ RONALD HEART AWARD ■

Debi and Mark Rush

The Ronald Heart Award is a prestigious award presented to franchisees whose commitment to RMHC New Zealand has been exemplary and long standing.

From the **success** of the Waikato Supper Club; working on innovative fundraising, to taking the X Factor award for the 2018 RMHC Family Appeal – Debi and Mark consistently deliver an **outstanding** level of support and engagement to all things RMHC New Zealand.



Chris Boon collecting the National Payroll Giving Award

PAYROLL GIVING

Thank you to all individuals who participated in Payroll Giving in 2018! Together you raised over **\$120,000**, which just goes to show small amounts add up to make a **BIG** difference.

Top 10 Restaurants

Total number of individual payroll givers as of December 2018

1.	Rotorua Fenton St	74
2.	Lower Hutt	70
3.	Andersons Bay	56
4.	Upper Hutt	54
5.	Palmerston North Rangitikei	52
6.	Silverstream	51
7.	Petone	45
8.	Frankton	40
9.	Rotorua Fairy Springs	37
10.	Taupo	34

Total amount donated

1.	Andersons Bay	\$ 6,344
2.	Rotorua Fairy Springs	\$ 6,075
3.	Rotorua	\$ 5,858
4.	Frankton	\$ 4,906
5.	Invercargill	\$ 4,780
6.	Palmerston North Rangitikei	\$ 4,144
7.	Upper Hutt	\$ 4,107
8.	Whakatane	\$ 3,832
9.	Silverstream	\$ 3,759
10.	Dunedin North	\$ 3,678

“

It feels so good that I can donate to RMHC every week and do my bit for a great cause. It isn't a hassle at all with my accounts when it comes to payday either. I think that it's cool that everyone gets the option to choose from a range that's affordable for them

Sarah donates \$2 every week to RMHC and has done for 3 years

”



**YOU TOO CAN MAKE A DIFFERENCE.
JOIN PAYROLL GIVING TODAY!**

COLLECTION BOX END OF YEAR TOTALS

YTD Total: \$79,694
(2018: \$88,860 **-11.5%**)

Average Per Restaurant: \$469
(2018: \$539 **-15%**)

Please note: The full box log will be emailed to Franchisees in due course. It includes amounts banked from 1st January 2019 to 31st March 2019. Amounts after these days will be included in Q2.

Top 10 Restaurants

1.	New Plymouth	\$5,786
2.	Taupo	\$5,745
3.	Napier	\$5,682
4.	Rollerston	\$5,103
5.	Rotorua	\$4,973
6.	Merivale	\$4,904
7.	Ashburton	\$4,620
8.	Gisborne	\$4,555
9.	Hastings	\$4,435
10.	Whakatane	\$4,393

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

**If you have any feedback or content for future issues of McFamily Matters
please contact Joanne.Powell@rmhc.org.nz or 027 583 7972**



JANUARY

FEBRUARY

- 6 Waitangi Day
- 22 PwC Challenge – Wellington

MARCH

- 1 McDonald's Golf Tournament - Feilding
- 1 1-Day Golf Tournament -Waikato
- 1 - 31 House to House - Nationwide
- 6 Rotorua Supper Club
- 7 PoA Golf Tournament -Auckland
- 29 *Invercargill Supper Club

APRIL

- 2 Waikato Supper Club
- 4 M Factor Fashion Show - Christchurch
- 13 McDonald's Ohope Classics
- 13 Great Forrest Events - Wellington
- 19 - 22 Easter
- 25 ANZAC Day

MAY

- 10-17 RMHC New Zealand Family Appeal - Nationwide
- 10 RMHC New Zealand Street Collection - Nationwide
- 18 Bollywood Dinner and Dance

JUNE

- 2 ASB Christchurch Marathon
- 3 Queen's Birthday
- 18 Auckland Supper Club
- 21 *Christchurch Supper Club

*RMHSI co-ordinated event.

JULY

- TBC Gazley Volkswagen Wellington Marathon
- 24 House Mid Winter Christmas Party - Auckland
- TBC Warriors Game Day Activation - Auckland
- TBC McDonald's Quiz Night - Dunedin

AUGUST

- 1 Dunedin Supper Club
- 31 McDonald's Light for Life Fundraising Dinner - Auckland

SEPTEMBER

- 8 Dunedin Marathon
- TBC Manawatu Supper Club

OCTOBER

- 17 Wellington Supper Club
- 18 *Queenstown Supper Club
- 28 Labour Day
- TBC House Birthday - Auckland
- TBC Ray White Golf Tournament - Whangamata
- 30 OCT - McDonald's In-Restaurant fundraiser -
12 NOV Share the Love
- TBC ASB Auckland Marathon
- TBC McDonald's Golf Tournament - Hastings
- TBC Kathryn Wilson Sole to Soul - Auckland

NOVEMBER

- 1 Red Shoe Ball - Auckland
- 22 McDonald's Golf Tournament - Hutt Valley

DECEMBER

- 7 *A Day at the Polo - Christchurch
- TBC McDonald's Spookers/Rainbows End Crew Event - Auckland
- TBC House Family Christmas Party - Auckland
- TBC House Family Christmas Party - Wellington