



McFAMILY MATTERS

RMHC® New Zealand news for the
McDonald's Community



WINTER 2018



THANK YOU
from the bottom
of our hearts

The Faulkner Family from Palmerston North

Racheal Lincoln and Jesse Faulkner from Palmerston North were awaiting the arrival of their first child when - just four days before their due date - they were told that Racheal needed to give birth in Wellington.

At such short notice and not knowing how long they might have to stay in Wellington, all the accommodation near the hospital was either already booked or extremely expensive.

“ Their worries about where to stay quickly vanished when they found out that the generous donations from people like you meant they could stay across the road from the hospital at Ronald McDonald House®. ”

Racheal and Jesse were relieved to find out there was a room available at Ronald McDonald House and Racheal's parents Erin and Leonard, could also stay.

Near the end of their six-day stay, Jesse says his fondest memory was when the whole family spent some quality time together at the House for a couple of hours. "It was great being able to escape the hospital ward. We hung out in the lounge, had a coffee and a yarn and just chilled out for a bit."

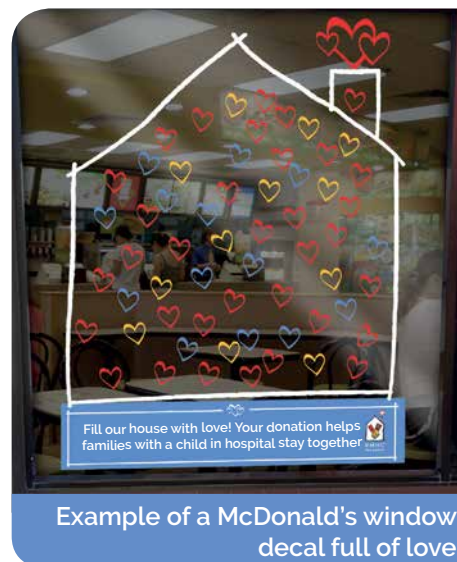
They are now back in Palmerston North and their beautiful baby daughter Awatea will turn one this month. Racheal loves watching her little girl grow, "she is so cheeky, laughs a lot and loves to dance".

SHARE THE LOVE

NATIONAL RESTAURANT FUNDRAISER - OCTOBER 24TH – NOVEMBER 6TH 2018

We are excited to share with you the upcoming McDonald's restaurant fundraiser for Ronald McDonald House Charities® (RMHC®) New Zealand.

This year **a symbol of love will be used to encourage customers to donate \$1** and show their support for family togetherness. For every \$1 customers donate, they will receive a love heart sticker which can be placed on to a 'house' window decal. **The house fills with love** as the hearts are added so progress will be able to be seen from inside and outside the restaurants.



Look out for further details to be communicated to help you share the love as much as possible.

THE SUPPER CLUB RECIPE BOOK

CUISINE FOR A CAUSE

A very special and unique fundraiser led by a fantastic committee of franchisees is about to launch!

When

- Due September

What

- Recipe book showcasing the amazing restaurants that support RMHC New Zealand's signature fundraising event series, The Supper Club
- 250 pages, hard cover with beautiful photography and a delicious variety of recipes
- \$45.00

Who

- McDonald's franchisees, staff and customers

Why

- 100% of sale proceeds to support more families through RMHC New Zealand

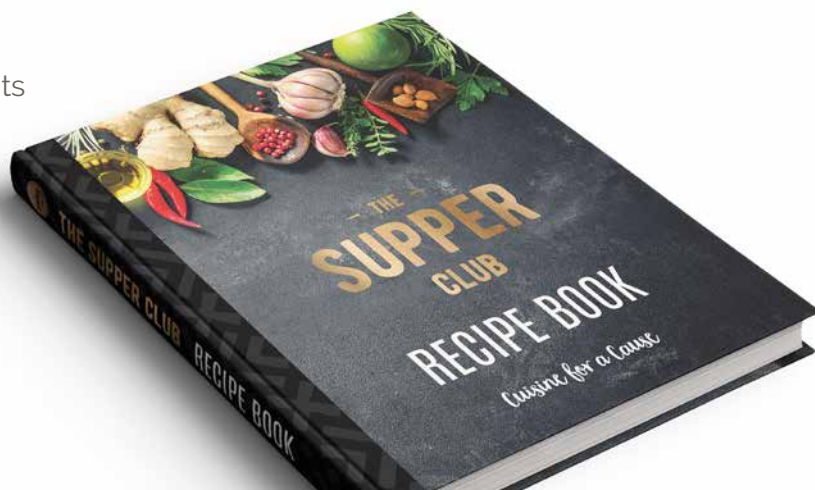
How

- Delivered to restaurants via Martin Brower
- Can be sold through recipe book register button

Where

- Local businesses, suppliers and friends and family can all be approached for sales
- Counter display stands will be provided to on-sell in restaurants to customers

A special thanks to franchisees Debi Rush, Angela Rowland, Sonia Sund and all the regional supporters who are making this fundraiser possible. Also thanks in advance to all franchisees for supporting this through the purchase and sales of these books. More details to come.



WHAT IS SUPPER CLUB

Beginning with an elegant cocktail party where all guests meet, which includes; drinks, canapes, auctions, raffles and prizes - followed by a draw to see which restaurant each table of guests will dine at.

Guests travel in provided transport to their chosen restaurant and are served with a delicious meal, created by some of New Zealand's top chefs.

AWARDS

CONGRATULATIONS TO OUR 2017 WINNERS!

RONALD HEART AWARD: Eileen and Des Byrne, McDonald's Taupo and Tokoroa

This prestigious award has been presented to Eileen and Des Byrne who have been recognised and commended for their **passion, dedication and genuine heart for RMHC New Zealand**. For over a decade, Eileen and Des have received awards for national fundraising campaigns and top customer donations. They both care deeply about people from their teams, customers, the local community and other business connections.

OUTSTANDING FUNDRAISING AWARD: Chris and Liz Boon, McDonald's Hutt Valley

Franchisees Chris and Liz Boon, together with their team in the Hutt, organised their first Charity Golf Tournament at the end of 2017. The day involved golf, mystery bags, burgers, beer, prizes and a lot of hard work behind the scenes to provide a fantastic day for all participants. **An incredible \$37,000 was raised** for RMHC New Zealand. This is now an annual event on the Wellington calendar.

OUTSTANDING RMHC NEW ZEALAND AMBASSADOR: Zia Rewita, McDonald's Tokoroa

Zia has been an incredible ambassador for RMHC New Zealand in Tokoroa, giving an amazing amount of time and effort to fundraising efforts and in-store promotions. She has lent her boundless enthusiasm to achieve amazing fundraising targets. **Tokoroa has been in the top five fundraising restaurants for the last four years** showing a small town can punch well above its weight. Zia's innovative and community approach has meant she involved many other organisations from schools to other businesses. Zia has been outstanding leading the store's fundraising and is a well deserving winner of the ambassador of the year award.



Zia Rewita accepting her award

TOP RESTAURANT CUSTOMER DONATIONS: McDonald's Taupo, Eileen and Des Byrne

For the 11th year running, McDonald's Taupo has once again reigned supreme when it comes to restaurant customer donations. In 2017 their customers donated a grand total of close to \$7,100. We believe the success is a combination of training crew to thank customers, having **franchisees and managers that inspire the whole team to get behind fundraising** and of course the generosity of the local community.



Proud crew from McDonald's Airport Departures

TOP FOOD COURT CUSTOMER DONATIONS: McDonald's Airport Departures, McOpCo

McDonald's Airport departures took out the top amount raised for customer donations at a Food Court. With a total of just over \$6,400 for 2017, we think **it's pretty special that travellers support RMHC New Zealand** as they leave the country and certainly appreciate the donations made.

These awards are usually presented at March Co-Op, but as this event was not held in NZ this year they were presented at July Co-Op.

WOULD YOU LIKE TO CREATE YOUR VERY OWN HOUSE HERO STORY?

The **2018 ASB Auckland Marathon and the Dunedin Marathon** might be just the right opportunity for you. Whether as an individual or as a team – get your running shoes ready and support our Houses in a super fun and fit way.

Can you beat the McDonald's Head Office team, who have raised **over \$10,000** in previous years?

We can help you set up your fundraising page and support you with your efforts.

Dunedin Marathon:
Sunday 9th September 2018

ASB Auckland Marathon:
Sunday 28th October 2018

For more information on joining a Marathon team, please contact rebecca.thomson@rmhc.org.nz



Dan Parkinson running in the ASB Marathon 2017



Thanks to all of the House Heroes across the country!

One particular highlight recently was the **Mid-winter Christmas dinner** where franchisees Angela and Tony Rowland, together with friends, family and crew from Te Awamutu cooked an amazing meal for families staying in the Auckland Houses with all the trimmings!

With an incredible amount of House Heroes over the last few months please understand we can't include everyone in the newsletter!

BOX LOG REPORT Q2

As customers carry less cash nowadays, these donations continue to decrease, so we are trialling digital Tap to Donate options. In the meantime, you can help by encouraging cash donations and thanking customers when they do. Donating at kiosks or through the register are other digital options for customers who do not have cash.

YTD 2018 Q2 Total:
\$167,514

YTD 2017 vs YTD 2018:
-\$21,096 (-11%)

Average Per Restaurant
Q2 2018: \$536

Average Q2 2018 vs Q2 2017:
-\$40.00

Top 10 Restaurants YTD Box Logs

- | | |
|-----------------|----------------|
| 1. Rolleston | 6. Quay Street |
| 2. Rotorua | 7. Whakatane |
| 3. New Plymouth | 8. Gisborne |
| 4. Drury | 9. Hastings |
| 5. Taupo | 10. Linwood |

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

FAMILY APPEAL 2018 THANK YOU

McDonald's raised an amazing \$90,000 for the RMHC® New Zealand 2018 Family Appeal. **With your help we raised more than \$240,000 nationwide!** A massive thank you to each and every one of you for all your fundraising efforts and hard work.

Congratulations to the Award Winners

Highest Total Raised:

MCDONALD'S DUNEDIN AMBASSADORS - \$15,000

The McDonald's Dunedin Ambassadors, led by Angela Perry, rallied the local community with a team of volunteers which made for a very successful street collection. Thank you to the crew and the incredible generosity of the Dunedin community.



McDonald's Dunedin Ambassadors featured in the newspaper during Family Appeal week



House Mums from the Waikato Hayley McLaughlin and Rosie Smith collecting

The X Factor Award:

MCDONALD'S HAMILTON - \$7,025

The Hamilton patch put together a calendar of events which had something for everyone. The week included a screening of Avengers: Infinity War, a quiz night, donut deliveries, a fun filled day at Leap, a golf tournament, and the street collection.

Regional Awards:

AUCKLAND: McDonald's Westgate - \$2,300

NORTH ISLAND PROVINCIAL: McDonald's Tokoroa - \$3,750

WELLINGTON: McDonald's Levin - \$2,150

SOUTH ISLAND: McDonald's Ashburton - \$3,900

*please note winners of national awards were ineligible to receive a regional award.



CALENDAR of EVENTS 2018

Keeping families close™

January	February	March	April
<p>1-13 ASB Classic -Auckland</p> <p>12-14 Speed Works Motorsport Championship Christchurch</p> <p>19-21 Speed Works Motorsport Championship Invercargill</p>	<p>6 Waitangi Day</p> <p>7 School Holidays end</p> <p>9-11 Speed Works Motorsport Championship Feilding</p>	<p>1 PoA Golf Tournament -Auckland</p> <p>3 Chinese New Year -Auckland</p> <p>4 1-Day Golf Tournament -Waikato</p> <p>7 Rotorua Supper Club</p> <p>8 DASL Charity Golf Day -Auckland</p> <p>9-11 Speed Works Motorsport Championship Waikato</p> <p>11 Orewa Fun Run/Walk -Auckland</p> <p>13-17 Horse of the Year -Hawkes Bay</p> <p>27 Waikato Supper Club</p>	<p>30-2 Apr Easter</p> <p>30-1 Apr Speed Works Motorsport Championship Pukekohe</p> <p>6 Invercargill Supper Club</p> <p>12 M Factor Fashion Show - Christchurch</p> <p>14 Great Forrest Events - Wellington</p> <p>13 - 30 School Holidays</p>
May	June	July	August
<p>7-13 RMHC National Appeal</p> <p>11 RMHC Street Collection</p>	<p>3 ASB Christchurch Marathon</p> <p>4 Queen's Birthday</p> <p>15 Christchurch Supper Club</p> <p>26 Auckland Supper Club</p>	<p>1 Wellington Marathon</p> <p>2 Auckland House Mid Winter Christmas Party</p> <p>6 - 23 School Holidays</p> <p>22 Vodafone Warriors Charity Day - Auckland</p>	<p>2 Dunedin Supper Club</p>
September	October	November	December
<p>9 Dunedin Marathon</p> <p>28 School Holidays</p> <p>- 15 Oct</p> <p>TBC Manawatu Supper Club</p>	<p>9 Auckland House Birthday</p> <p>13 Taieri Gorge Train Ride - Dunedin</p> <p>16 Wellington Supper Club</p> <p>19 Ray White Whangamata Golf Tournament</p> <p>22 Labour Day</p> <p>24 - 6 Nov McDonald's Restaurant fundraiser (begins)</p> <p>28 ASB Auckland Marathon</p>	<p>2 Queenstown Supper Club</p> <p>24 Oct - 6 McDonald's Restaurant fundraiser (ends)</p> <p>13 Red Shoe Ball - Auckland</p> <p>23 McDonald's Hutt Valley Golf Tournament</p> <p>27 Wellington Corporate Cook Off</p> <p>TBC Ride for Ronald - Auckland</p>	<p>8 Polo Event - Christchurch</p> <p>18 School Holidays start</p> <p>18 Auckland House Christmas Party</p> <p>TBC Wellington House Family Christmas Party</p>