



# McFAMILY MATTERS

RMHC® New Zealand news for the  
McDonald's Community



SPRING 2018



## MCDONALD'S IN-STORE FUNDRAISING CAMPAIGN FOR RMHC NEW ZEALAND

This year **'the heart'** will be used as a symbol of love to encourage customers to donate \$1 and show their support for **family togetherness**. For every \$1 that customers donate, they will receive a love heart sticker which can be placed onto a window decal in each restaurant. Together we will watch each house fill with love.

### LOOK OUT FOR:

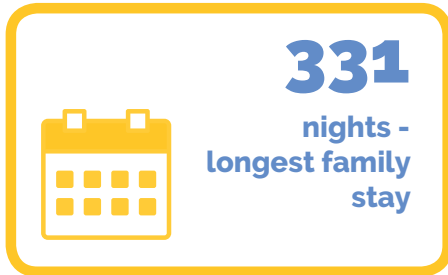
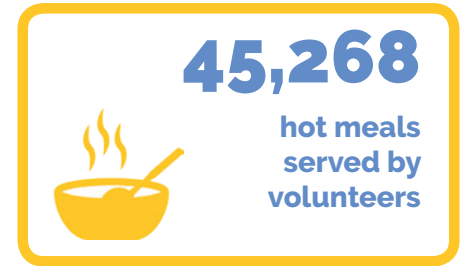
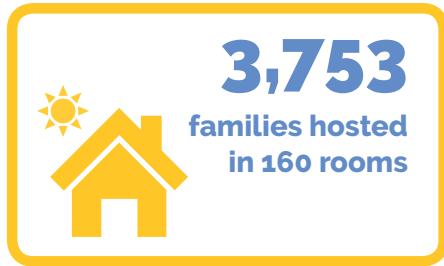
- Your stickers and decals on the week of the **15th of October**
- Detailed information in the Managers Guide on metime
- Weekly Restaurant Updates and emails with information to help you
- **National and regional awards** for fundraising efforts during the two week campaign
- **Special edition pins** for crew that make this campaign a success

### WE NEED YOUR HELP:

For this campaign to be successful we need your help. Please encourage customers to give just \$1 and place their heart sticker on the decal. **The donations made will provide accommodation and support** for families that have a child in hospital away from home. There will be some really cool stuff available to help increase awareness like **Snapchat filters, Instagram stories, Facebook videos and digital billboards**.

# DID YOU KNOW THAT IN 2017...

These are some facts and statistics from 2017 which you can share to raise awareness of RMHC New Zealand.



We also have a leaflet called '**Take One**' all about RMHC New Zealand that you can order on **McPop**. You can use it for fundraising events to raise awareness and encourage support.

## SMX AND CUSTOMER EXPERIENCE TRAINING

A 45 minute RMHC New Zealand session is part of every SMX training where shift managers have the opportunity to learn more about the charity. There have been 15 SMX trainings this year, where close to 400 crew from all over New Zealand have participated.

It's a great opportunity to **share fundraising ideas** and learn about the impact that RMHC New Zealand makes for thousands of families every year. It also emphasises the important role McDonald's plays as the **founding mission partner** of RMHC New Zealand.

This new found information and knowledge can be shared with other members of the team so that **awareness and understanding** can be increased for everyone.



SMX Training, Christchurch, August.

# HOUSE HEROES

## DUNEDIN SUPPER CLUB:



Dunedin Ambassadors volunteering at the 2018 Dunedin Supper Club.

A record breaking amount of over **\$156,000** was raised at the 2018 Dunedin Supper Club held on August the 2nd.

“ A special mention must be made to the dedicated McDonald's Dunedin Ambassador team who volunteer their time to make this event a fantastic fundraising success. Funds raised enable us to provide the best possible care to every family who needs our support, including the 131 from the Otago region who stayed with us last year. ”

Wayne Howett, CEO RMHC New Zealand.

## WARMING UP WINTER WITH COOK NIGHTS:

Families staying at the Ronald McDonald Houses are delighted when teams come to cook for them. A nutritious meal and a warm smile is very much appreciated after a long day on the ward. Recently teams representing **Head Office, McOpCo, Hutt Valley, the Horton Group, Team Archways, and the North Shore (Constellation Drive and Albany)** have come to cook for families. Thank you so much for volunteering your time and energy to plan, prepare, cook, serve and clean up for families staying with RMHC New Zealand over the winter months!



Team Archways cooked a beautiful meal for families lead by Franchisees Michele and Nick.



The Block NZ

## THE BLOCK:

RMHC New Zealand was thrilled to feature on Three's **The Block NZ** – with thanks to McDonald's! The teams did a **fabulous job making over four rooms at Auckland's Grafton Mews House** before joining families for a hearty meal. Families staying with us were excited to chat to the teams who brought sunshine into the House on a cold winter's night.

**Huge thanks goes to everyone who has been involved in fundraising, volunteering and spreading awareness of RMHC New Zealand.**

Please understand there are so many House Heroes to mention we can't include everyone.

# JUNE'S LEGACY

## HOW YOUR GIFT CAN LIVE ON:

### June Frances Read 1928 – 2018

June was a longtime supporter of RMHC New Zealand. She grew up in Christchurch but made Auckland her home in later years, managing pharmacies in South and East Auckland.

In the mid-2000s June was introduced to RMHC New Zealand and from there her passion for the organisation and the families staying with us grew. She is dearly missed by her many friends but will always be remembered through her generous legacy gift.

**Thank you June for your generosity**, which will make such a positive impact on families staying with RMHC New Zealand in the future.

You too can make a difference to families in the years to come by leaving a gift in your will. Like June, you will play a very special role to families by significantly contributing to future operations of RMHC New Zealand.

To find out more about leaving a gift in your will you can download our legacy brochure from our website, call **Andrea Leersnyder** on **09 365 8323** or email us at **[fundraising@rmhc.org.nz](mailto:fundraising@rmhc.org.nz)**



## TAP TO DONATE TRIAL

### WHAT IS IT?

The Tap to Donate device is an easy way of accepting donations for RMHC New Zealand via the payWave system. It is set at a fixed \$2 and is processed immediately.

### WHY?

People carry less cash now, so an electronic way of donating is being trialled. There are 10 restaurants in this exciting trial.

### RESULTS

During the eight week trial over 1,500 McDonald's customers have tapped their card and donated directly to RMHC New Zealand, raising \$3,000.



## BOX LOG Q3

Reports are sent to franchisees and McOpCo supervisors quarterly.

The 2018 Q3 box log report was not available in time for this newsletter. Reports will be emailed as soon as they are available.

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



# CALENDAR of EVENTS 2018

Keeping families close™

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