



McFAMILY MATTERS

RMHC® New Zealand news for the
McDonald's Community



WINTER 2019



Photo credit: Kelly Oliver Photography

London Family Story

RMHC New Zealand sees its fair share of fantastic fathers. Matt London is definitely one of them.

Matt remembers being in the middle of settling Florence and her then six month old sister, Georgie, in bed when the telephone rang. It was their family doctor, calling with the unfortunate news that what had initially been thought of as a stomach bug was much more troubling.

Florence had been suddenly diagnosed with leukemia, and in less than 24 hours, the family was on their way to Auckland from Hamilton for immediate treatment.

Matt and Siobhan bundled their daughters into the car the next day and set off. Of course, once they arrived in Auckland, Ronald McDonald House was waiting for them. "I knew I had to look after my family. I would have done whatever it took," Matt said. "And, there's more to our family than just Florence. I just knew I had to look after everyone."

For the first three weeks, Matt spent every night on the ward with Florence so that Siobhan and Georgie could rest at the House. Matt couldn't imagine what Siobhan would have gone through if he'd had to go back home to work. Instead, Matt and Siobhan were

able to support each other as parents, and work together to support their family,

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For us, family life is the most important thing. Thanks to the House, we didn't have to experience not having it, especially during such a stressful time in our lives

Matt, House dad

Now Florence visits Auckland every week or fortnight, and Matt says he has seen the significant difference the House makes to children like Florence.

"She knows the routine, where things are and the familiar faces. When you're a four-year-old who gets different nurses and doctors any given day of the week, having this normality is very important to her," says Matt.

"Thank you," says Matt, "to everyone who donates to RMHC New Zealand, I'm not sure you know how much your generosity means to families at a time when they need it most."

Outstanding RMHC Ambassador Award - Jun Ruiz

This award recognises a successful RMHC New Zealand Ambassador who raises awareness of the Charity amongst McDonald's customers. This is someone who has initiated successful and innovative fundraising activities that have had a positive impact on the families supported by RMHC New Zealand. The recipient of the award was **Jun Ruiz - Restaurant Manager at McDonald's Westgate.**



Jun is an outstanding advocate for RMHC New Zealand and has proven his commitment over a number of years. Westgate has taken out the top regional awards for National Appeal and Share the Love campaigns. Jun has an authentic caring nature and strives to encourage and motivate his team to fundraise and raise awareness of RMHC New Zealand. **Congratulations** on winning this Award Jun!



Newspaper Programme

The Newspaper Programme is an initiative offered to McDonald's restaurants with a fundraising element for RMHC New Zealand. It provides an opportunity for customers to buy a paper for less than the RRP and get up to date on the news while drinking their favourite beverage to kick start the day.

Currently 79 restaurants are involved in this programme as it's a win win opportunity for restaurants, customers and RMHC New Zealand. If you want your store to join this great initiative or to find out more, contact **Jo Powell** at joanne.powell@rmhc.org.nz.

Run for RMHC

Are you willing to pace the streets of New Zealand with our RMHC New Zealand Marathon Teams?



Why not build a team – get your crew together and fundraise for RMHC New Zealand. As a RMHC New Zealand Marathon Runner you will receive

- A RMHC New Zealand Welcome Pack
- Your very own RMHC New Zealand team shirt
- Your own Everyday Hero online fundraising page

For more information please contact **Grace Train** at grace.train@rmhc.org.nz

Upcoming Marathons

Dunedin Marathon

Sunday | 1st September 2019
Taiaroa Heads to Forsyth Barr Stadium
Dunedin

North Shore Marathon

Sunday | 8th September 2019
Milford Reserve, Milford, Auckland

Garmin Tauranga Marathon

Sunday | 21st September 2019
Papamoa Beach to The Strand, Tauranga

ASB Auckland Marathon

Sunday | 20th October 2019
Devonport to Victoria Park, Auckland

Air New Zealand Queenstown International Marathon

Sunday | 16th November 2019
Queenstown

House Heroes

Feilding Fundraising

The teams at McDonald's Feilding, led by franchisee **Dan Pitchforth**, have been busy over the past months organizing both a fundraising golf tournament, and a Mid-Winter Christmas Ball.

The Feilding golf tournament was a great day on the green and raised over **\$10,600** for RMHC New Zealand – a fantastic result!

The first inaugural Feilding Mid-Winter Christmas Ball was a great night out for all involved! Massive thank you to Jessica of McDonald's Feilding who, upon noticing that there were no Mid-Winter events in the Feilding area decided to



The Feilding Mid-Winter Christmas Ball committee

create one herself. The evening included fantastic entertainment by the band Infinity, auctions, raffles, a delicious dinner and plenty of dancing. A huge Thank You to the team for organizing such an incredible event and raising over **\$10,000!**



McDonald's volunteers at the Feilding Golf Tournament

Mid Winter Christmas Dinner



Mid Winter Christmas Dinner at the Auckland Domain House

Families staying at the Auckland Houses were treated to a delicious Mid-Winter Christmas meal hosted by franchisees **Angela and Tony Rowland** along with some of their crew, family and friends. The feast included all the trimmings and more and was served up to over 250 people. Santa even came and gave gifts to all the children and there was face painting and some arts and crafts activities which brought joy to all that came along.

This was the 22nd year that the wonderful franchisees from McDonald's Te Awamutu have done this, words can't describe the feeling that this brings to so many families staying at Ronald McDonald house over winter. Additionally, the generosity of the Rowlands bringing new port-a-cots to the house meant so much for the families that stay with RMHC New Zealand. **Huge thanks to Angela, Tony, Patsy, Cameron, Sue, Ron, Tylah, Cheryl, Christine, Rod, and Kayley – you are all House Heroes.**



Cooking up a storm



Oamaru on Fire

Oamaru on Fire

Franchisees **Sherilyn and Graham Morton** and the team at McDonald's Oamaru raised **\$1,600** through the incredibly unique "Oamaru on Fire" event. The event raised money through ticket and food sales, as well as collections from Starwars characters. The total amount raised was split between a local Fire Brigade and RMHC New Zealand. Thank you so much to the generosity of the Oamaru community!

Massive thanks to every single House Hero across the country there are so many to thank we are sorry that we can't feature everyone. If you would like RMHC New Zealand to recognise someone or to feature a special fundraising event that happened in your region – get in touch with Jo at RMHC New Zealand.



From left to right: Alistair, Holly, Jo, Melissa and Lucy

RMHC New Zealand Team Update

Following a few recent changes, we would like to give you an overview of your key contacts at RMHC New Zealand.

RMHC New Zealand:
09 365 8315

Alistair Kirk

General Manager of Development and Marketing

Alistair is new to RMHC New Zealand as of April this year and directs all development and marketing strategy, including our partnership with McDonald's.

Joanne Powell

McDonald's Partnership Manager
joanne.powell@rmhc.org.nz

Jo leads the RMHC New Zealand, McDonald's relationship and strategy, and is the key contact for all franchisees and major activations.

Lucy Eaglesome

McDonald's Development Officer
lucy.eaglesome@rmhc.org.nz

Lucy supports Jo with the McDonald's relationship, and is the key contact for all crew, restaurant managers and day to day activities.

Holly Sheehan

Events Officer

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

Melissa Choo

Mission Partner Finance
rmhcaccounts@rmhc.org.nz

Melissa handles all McDonald's related financial matters.

Box Log Q2

Top 10 Restaurants YTD

- | | |
|-----------------|------------------|
| 1. Whakatane | 6. Whangarei |
| 2. New Plymouth | 7. Matamata |
| 3. Rotorua | 8. Masterton |
| 4. Merivale | 9. Andersons Bay |
| 5. Napier | 10. Riccarton |

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

YTD 2019 Total: \$149,413
YTD 2018 vs YTD 2019: -\$18,101 (-11%)
Average Per Restaurant Q2 2019: \$412
Average Q2 2019 vs 2018: -\$124



Share the Love campaign coming this October!
 Look out for further details.



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 - 12 NOV McDonald's In-Restaurant fundraiser - 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