



McFAMILY MATTERS

RMHC® New Zealand news for the
McDonald's Community



SUMMER 2020



Annual Appeal 2020

This year the Ronald McDonald House Charities® (RMHC®) New Zealand Annual Appeal will run during the month of May.

The official nationwide street collection will be on:



Friday | 8th May

Thanks to everyone who has already registered. If you haven't, please nominate a coordinator and register online **TODAY**.

www.rmhc.org.nz/streetcollection2020

Last year, the RMHC New Zealand Annual Appeal raised over **\$200,000** in total. Thousands of McDonald's crew members volunteered their time, making up our biggest team of collectors. **The McFamily raised an amazing \$100,761 with all Restaurants participating across the country.** \$67,000 was raised through street collection, \$25,000 through donations in store and community fundraising. You are an integral part of this and we can't wait to see what McDonald's can raise this year. Together let's aim to raise at least **\$250k**, that's a target of **\$1,445** per restaurant! Together you can do it!

There are three ways to be involved:

- **Street Collection** - we will support you with everything you need like buckets, bibs, stickers, an information guide and obtaining permits (where required).
- **Fundraising in your community** - launch a fundraiser to suit your community. You can connect with schools, run a raffle or set up a challenge with Everyday Hero. Use this opportunity to connect with locals to raise funds and awareness of RMHC New Zealand.
- **Suggestive ask of a donation** at the registers, drive-thru and kiosks for Annual Appeal week.

Thanks for your enthusiasm, commitment and efforts in making this the most successful Annual Appeal ever! Because of you, thousands of families can be given free accommodation and support while their child is in hospital away from home throughout the year.



Watch out for further information about Annual Appeal, we have exciting details to follow.



The Ward family from Tauranga



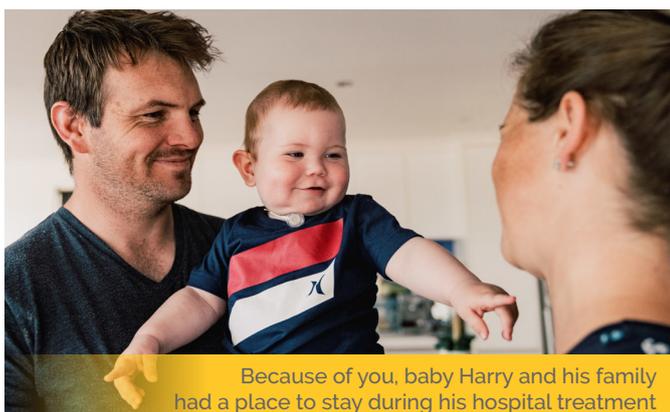
Baby Harry had a tracheotomy fitted to help his breathing

Your kindness is keeping the Ward family together.

Following an easy going pregnancy with their first child, Tauranga-based Natasha and Ben Ward expected their second child's birth to go just as smoothly. **Little did they know, Natasha, Ben and their young family were about to embark on a year-long journey where Ronald McDonald House would truly become their 'home-away-from-home'.**

Little Harry Ward took an unexpected turn for the worse when he arrived into the world, his new born lungs collapsed and he needed to be resuscitated. Natasha and Ben were told by hospital staff that his lungs were just taking a while to inflate; he would need a 48 hour stay in the Special Care Baby Unit (SCBU) and some antibiotics, but he would be okay.

During a routine heel prick blood test following his 48 hour stay, baby Harry's lungs collapsed for a second time. He was resuscitated again, and that was the moment where Natasha and Ben realised this was something out of the norm.



Because of you, baby Harry and his family had a place to stay during his hospital treatment

At only 5 days old, Harry and his family were flown to the National Children's Hospital where his situation continued to worsen.

Without the support of people like you, Natasha didn't think she'd be able to have her family around to comfort her during Harry's medical journey. Like most families, the sudden financial and logistical barriers would have been too much of a burden.

“The biggest part was that we could all stay together. Especially when Harry was really unstable those four, five times and was being resuscitated a lot.

Natasha, House mum

The Ward family have stayed many nights at Ronald McDonald House, with their longest stay lasting a full nine weeks. Thankfully, your support meant that the family could stay together – including Harry's older brother.

Families like the Wards couldn't be more appreciative for the incredible compassion shown by our community of supporters. **Thank you so much for helping to keep families together during a difficult time.**

House Heroes

Spreading the Christmas Love



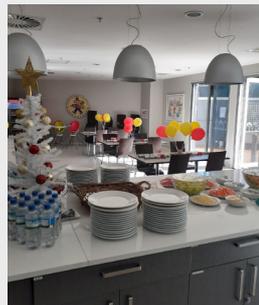
In December **McDonald's Glenfield** spread Christmas love from their customers by collecting donations in exchange for writing a message on Christmas baubles for families staying with RMHC.

The Christmas tree was kindly donated to the RMHC Auckland Domain House where families could read the lovely messages written by McDonald's Glenfield staff and customers.

Thanks to McDonald's Glenfield for running this amazing fundraiser.

Christmas Cook Night

Thank you to the team at **McDonald's Hutt Valley** who treated families staying at the Wellington House to a delicious Christmas themed meal.



Massive thanks to every single House Hero across the country. There are so many to thank but unfortunately 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 Lauren at Lauren.Green@rmhc.org.nz

Gift of Giving

McDonald's **Franchisees Justin and Keli Leck** helped make Christmas at the Wellington house extra special last year as their restaurant crews joined together to deliver Christmas presents to help raise spirits for families staying in a 'home-away-from-home' over the festive season. Thank you to everyone who was involved.



Justin and Keli Leck restaurant crews visiting the Wellington House

Dinner and Dance

McDonald's **Franchisees Prakash and Karoona** from the Hira Corporation hosted a Dinner and Dance fundraiser on Saturday 15th February. The event had a buffet dinner, entertainers, raffle prizes and an auction raising funds on behalf of RMHC New Zealand. Thank you to everyone involved, what a great event!



House to House

Walk, run, cycle or swim **210KM** during March 2020 and raise funds to help RMHC New Zealand support families with a child in hospital.



The LaRose family participating in House to House 2020

Every month New Zealand families travel an average of at least **210KM** for their child to receive hospital treatment away from home.

RMHC New Zealand is challenging you to cover **210KM** during the month of March while raising at least **\$210**. This will provide a family with one night of accommodation, essential items when they arrive and food items to make a home-cooked meal.

Individual and team registrations are open now at housetohouse.org.nz



Payroll Giving

In 2019 over \$145,000 was generously donated by McDonald's crew through payroll giving! Your donations added up to pay for over 1,000 nights of accommodation for families with a child in hospital away from home.

McDonald's supports Payroll Giving as one of the many ways for Crew to help RMHC New Zealand provide accommodation and support.

Last year, Crew from over **76** McDonald's restaurants participated in Payroll Giving. Every donation - large or small - makes a big difference, most Crew donate \$1 - \$2 per week. **Donations made via Payroll Giving receive an immediate PAYE tax credit of 33% of the donation amount.** This means if you donate \$5 per pay, RMHC New Zealand receives \$5 but it will

only cost you \$3.35 per pay.

If you want to support RMHC New Zealand through payroll giving get in touch with your payroll manager. We have resources available - pins, brochures and registration forms to help.



Collection Box Report End of Year



Please remember to thank and acknowledge customers who donate in restaurant. Look how much it adds up to over a year!

2019 Total results: \$284,102
Average Per Restaurant: \$419

Congratulations to McDonald's New Plymouth!

Top 10 Restaurants for 2019

1.	New Plymouth	\$5,817
2.	Whakatane	\$5,114
3.	Ashburton	\$4,768
4.	Whangarei	\$4,689
5.	Napier	\$4,236
6.	Merivale	\$4,218
7.	Andersons Bay	\$4,191
8.	Taupo	\$4,109
9.	Rotorua	\$3,997
10.	Masterton	\$3,878

Note: Box log figures include drive-thru, countertop, water games and wall collection boxes. These figures represent all banking completed by December 31st 2019. Any funds banked after this will be represented in Q1 of 2020.

Top 10 Restaurants for 2019

1.	Tauranga	\$6,375
2.	Mount Maunganui	\$4,592
3.	Airport Domestic	\$1,980
4.	Greerton	\$1,357
5.	Westgate	\$1,275
6.	Bombay	\$1,026
7.	Stoddard Road	\$1,008
8.	Mount Wellington	\$928
9.	Airport Arrivals (DN)	\$867
10.	Balmoral	\$756

Note: Digital giving includes donations made on kiosks, registers and tap to donate machines throughout the year (Does NOT include specific campaign donations e.g. Appeal and Share the Love)

Customer Digital Giving



As customers giving cash is slowly decreasing we now have a great opportunity to encourage digital giving on kiosks. 2019 has seen some great results, let's aim high for 2020 with a goal of \$47,000!

2019 Total results: \$32,339
Average Per Restaurant: \$94

Congratulations to the team at Tauranga for coming in first!

If you have any feedback for future issues of McFamily Matters please contact Lauren.Green@rmhc.org.nz



JANUARY

27 School Holidays end

FEBRUARY

6 Waitangi Day
15 McDonald's Dinner and Dance –
Whenuapai (Hira Corporation)

MARCH

1-31 House to House – Nationwide
3 Rotorua Supper Club
14 Ohope Classics
TBC 1-Day Golf Tournament –Waikato
27 Invercargill Supper Club

APRIL

2 M Factor Fashion Show –
Christchurch
4 McDonald's Hastings Golf Tournament
9-28 School Holidays
10-13 Easter
20-24 McDonald's Co-Op (Orlando)
25 ANZAC Day (observed on the 27th)

MAY

MAY-
AUG Junior Tough Guy and Gall -
Nationwide
TBC RMHC National Appeal
26 Auckland Supper Club
31 Christchurch Marathon

JUNE

1 Queen's Birthday
19 Christchurch Supper Club
22 Auckland House Mid Winter
Christmas Party
24-25 McDonald' Co-Op – Wellington
TBC Warriors Game Day Activation –
Auckland

JULY

5 Wellington Marathon
11 Mid-Winter Christmas Ball
(McDonald's Feilding)
3-20 School Holidays

24JULY-
9 AUG Olympics (Japan)

30 Nelson Supper Club

AUGUST

6 Dunedin Supper Club
20 Waikato Supper Club

SEPTEMBER

9 North Shore Supper Club
15-17 AMPEA Regional Conference (Tokyo)
25-12oct School Holidays

OCTOBER

TBC McDonald's Share the Love
15 Wellington Supper Club
16 Queenstown Supper Club
19 Auckland House Birthday
26 Labour Day
TBC Ray White Whangamata Golf
Tournament
TBC Kathryn Wilson Sole to Soul –
Auckland

NOVEMBER

1 ASB Auckland Marathon
11-12 McDonald's Co-Op
(Auckland)
13 Red Shoe Ball – Auckland
TBC McDonald's Hutt Valley Golf
Tournament
TBC Ride for Ronald – Auckland

DECEMBER

5 A Day at the Polo – Christchurch
18 School Holidays start
TBC Rainbows End Crew Event - Auckland
21 Auckland House Christmas Party
TBC Wellington House Family
Christmas Party

2021

JAN -
MAR Prada Cup and America's Cup (Auckland)