



# McFAMILY MATTERS

RMHC® New Zealand news for the  
McDonald's Community



**SPRING 2020**

## Impact of COVID-19 on RMHC New Zealand

Every single week, families arrive at hospitals away from their homes with a child in need of urgent medical treatment. Many families arrive suddenly, with no idea where they will stay or where they will get their next meal.

As hospitals struggle to catch up on all the medical procedures delayed due to COVID-19 restrictions, hundreds more families are turning to Ronald McDonald House for support. For families with a child in hospital, RMHC New Zealand is their safe space – for some, it may be their home for months at a time.

COVID-19 has had a massive impact on RMHC New Zealand. This impact has not only been felt through the changes to the way we operate, but also through the way we fundraise.

All of our planned fundraising events, including Annual Appeal have been cancelled for the foreseeable future causing a loss of over \$1 million in revenue. We have also had to close our much-loved family dinner programme once again due to a second wave of COVID-19.

We are facing huge increases in costs to continue operating RMHC New Zealand services safely. The families who turn to us for support are often going through one of the toughest experiences of their lives. Turning these families away at their hour of greatest need simply isn't an option. However, paying for extra accommodation offsite as well as additional food provisioning requirements comes at a huge cost (up to \$10,000 per day at peak times). We need help and support now more than ever.

**RMHC New Zealand made the following impact for families during alert levels 4 and 3 of the nationwide COVID-19 lockdown:**



**55 families**

housed in an RMHC  
New Zealand facility



**219 families**

housed in off-site  
hotel accommodation



**1,725 nights**

of free-of-charge  
accommodation  
provided



**2,338 hours**

of housekeeping  
provided



**\$448,500**

saved in accommodation,  
parking, and meal costs  
for families in our care



**1,500**

food packs and meals  
provided to families  
in our care

# The Duthie family from Invercargill



The Duthie family

**It has been a long journey for the Duthie family from Invercargill.** Sandra took her son William (14) to their GP when he came down with a persistent nosebleed in December 2018. Sandra recalls the moment when the doctor pulled up the dreaded chair and told her they suspected William has leukaemia.

They travelled to Christchurch hospital to undergo further testing when they received William's final diagnosis, aplastic anaemia. They were told a bone marrow transplant was the only lifesaving cure available, a treatment that is only available in Auckland.

Sandra and William began the next stage of their journey at the Auckland Domain Ronald McDonald House. They arrived late at night and from the moment they walked in the front door they found their safe place. **"The staff have become my friends and family, you are never alone here,"** says Sandra.

William began treatment, and received his first bone marrow transplant on the 21st of November. Unfortunately, on December 19th they found out his transplant was not successful and William's medical team had to go back to the drawing board.

William received his second bone marrow transplant on February 6th after seven days of chemotherapy and the graft has since taken and he is doing very well. Ronald McDonald House has allowed Sandra to be by her son's side throughout his entire journey, and Russell has been able to come to Auckland every weekend to spend time with his son.

Because of William's treatments, his immune system is compromised, and his medical journey has

been impacted by recent outbreaks. William's first transplant was delayed because he was exposed to the measles, and his recovery after his second transplant has been extended because of COVID-19.

Throughout the challenges, the Duthie family has faced during William's medical journey Ronald McDonald House has remained their **home-away-from-home**.

“

**Ronald McDonald House is our safe place. When we come in and just shut the door of our room, it feels so safe and secure to us. It's helping us get through a difficult time. We are so grateful**

*Sandra, House mum*

”

The Duthie's have now set up an automatic donation to Ronald McDonald House, which Sandra intends to "commit to until we die," and William believes that everyone needs to donate and support families like his. **"Ronald McDonald House is a safe place that doesn't have gloves, call bells, and everything. It is a place that feels like a normal home, and doesn't feel like a cold hospital room"** says William.



# Share the Love

Share the Love is back for 2020 and we really do need you to make this year's campaign bigger and better than ever before!



All you need to do is ask customers to add \$1 to their order to purchase a heart sticker that they can add to the house to fill it with love.



McDonald's have set the goal to raise **\$300,000** for RMHC during the Share the Love campaign. This will be able to be reached if each restaurant commits to raising **\$1,750** during the two-week campaign.



**SAVE THE DATE!**

**28<sup>TH</sup> October – 10<sup>TH</sup> November**

## Additional ways to raise love for RMHC New Zealand



Raffle



Bake sale/BBQ



Challenge event



Mufti day

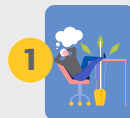


Golf day



Dinner fundraiser

## General fundraising tips



1 Pick something you love and set a goal



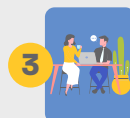
5 Prepare your resources



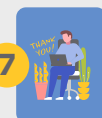
2 Choose a time



6 Motivate, encourage and reward



3 Get the boss on board



7 Say thank you



4 Tell people why you're fundraising



With the help of kind Kiwis like you, we can continue to provide essential care, such as free of charge accommodation, nutritious meals, and an expert support team to families while their child receives critical medical treatment at a hospital away from home. **Keep an eye out for further details, and get excited about raising love for RMHC New Zealand.**



# House Heroes

## Dunedin Supper Club



The 9th annual Dunedin Supper Club was held on 6th August, and what an amazing night it was! Over 650 guests began the evening at the pre-dinner function at Dunedin Town Hall and were then whisked away for fabulous meals at 35 supporting dining destinations. In total, the evening raised **\$168,000**.

Huge and heartfelt thanks to the Dunedin community for all their support, and to the fantastic **Franchisees Justin & Etereil Stonelake and McDonald's Dunedin Ambassadors** who pushed through all the obstacles that 2020 has brought so far to make the evening the resounding success it was!

## RMHC NZ Family Dinner Programme



The McDonald's Head Office cook night team, led by Katrina Felton

Our much-loved family dinner programme was able to open for a few weeks. **Thank you to the team at McDonald's head office, (including**

**Managing Director Dave Howse) and McDonald's Upper Hutt** for cooking nutritious meals for families to enjoy while they rest and recharge after a long day on the ward with their child.

**Massive thanks to every single RMHC New Zealand House Hero across the country.**

## Customer Giving - cash and digital

### Top 10 Box Log Q2

1.	Frankton	\$812
2.	Rotorua	\$732
3.	Tahunanui	\$725
4.	Papakura - GSR	\$645
5.	Albany Freestander	\$632
6.	Anderson Bay	\$615
7.	Greymouth	\$572
8.	Te Awamutu	\$548
9.	Richmond Freestander	\$525
10.	Hastings	\$517

Note: Box log figures include drive-thru, countertop, water games and wall collection boxes. These figures represent all banking completed by June 30<sup>th</sup> 2020. Any funds banked after this will be represented in Q3.

### Top 10 Kiosk - Half Year

1.	Tauranga	\$3,966
2.	Airport Airside	\$2,771
3.	Papamoa	\$1,743
4.	Bayfair	\$1,411
5.	Johnsonville	\$1,367
6.	Taupo	\$1,238
7.	Moorhouse Ave	\$1,169
8.	Bombay	\$1,155
9.	Airport Domestic	\$1,148
10.	Mount Wellington	\$1,127

Note: Digital giving includes donations made on kiosks, registers and tap to donate machines throughout the year.

# House Happenings

## Kiwiburger®



**\$100,000 has been donated to RMHC New Zealand.** The funds raised will help provide 585 nights of accommodation for families. A HUGE thank you to McDonald's, all the Franchisees, Restaurant Managers, Crew and your loyal customers for supporting this great promotion.

## Kiosk donations



There is now a new feature on the McDonald's self-order kiosks, where customers are offered the suggestion to add a **\$1** donation at the end of their purchase. Already we have seen a spike in customers donation via kiosks.

If you have any feedback, would like RMHC New Zealand to recognise someone or to feature a special fundraiser - get in touch with [Lauren.Green@rmhc.org.nz](mailto:Lauren.Green@rmhc.org.nz)

# CALENDAR of EVENTS

## 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  
**6** 1-Day Golf Tournament –Waikato  
**14** The Classics at Ohope

## APRIL

**9-28** School Holidays  
**10-13** Easter  
**25** ANZAC Day (observed on the 27th)

## MAY

## JUNE

**1** Queen's Birthday

## JULY

**4-19** School Holidays  
**29 - 12** Kiwiburger campaign  
**AUG**

## AUGUST

**AUG -** Tough Guy and Gal -  
**OCT** Nationwide  
**6** Dunedin Supper Club  
**30** Wellington Marathon

## SEPTEMBER

**25-12OCT** School Holidays

## OCTOBER

**14** Ray White Howick Fashion Show  
**23** Ray White Whangamata Golf  
Tournament  
**26** Labour Day  
**28-10NOV** McDonald's Share the Love  
**TBC** Kathryn Wilson Sole to Soul –  
Auckland

## NOVEMBER

**1** ASB Auckland Marathon  
**1** Ride for Ronald – Auckland  
**5** Wellington Supper Club  
**11-12** McDonald's Co-Op  
(Auckland)  
**TBC** Red Shoe Ball – Auckland  
**20** McDonald's Hutt Valley Golf  
Tournament

## DECEMBER

**5** A Day at the Polo – Christchurch  
**17** Wellington House Family  
Christmas Party  
**18** School Holidays start

## 2021

**MAR** Waikato Long Lunch  
**JAN -** Prada Cup and America's Cup (Auckland)  
**MAR**  
**JULY -** Olympics (Japan)  
**AUG**