



Ayden Cooper (Age 15)  
Little Catalina, NL  
84 nights



**RMHC**  
Newfoundland  
& Labrador

**RONALD MCDONALD  
HOUSE CHARITIES®**  
Newfoundland & Labrador

**2024 ANNUAL REPORT**



Sammi Jo James (Age 18)  
Point Leamington, NL  
292 nights

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# Keeping Families Close

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# MESSAGE FROM THE BOARD OF DIRECTORS

The 2024 Annual Report is more than a summary of our year—it is a heartfelt thank you. It is our opportunity to express deep gratitude for your generosity and to share the incredible impact you've made on hundreds of children and families. Together, we are making a meaningful difference in the lives of sick and injured children.

At Ronald McDonald House Charities Newfoundland and Labrador, we are honored by the trust you place in us. Compassion is at the heart of everything we do, and your support allows us to stand beside families during some of their most difficult times. Because of you, more families can focus on what matters most - their children.

In 2024, we proudly provided family-centered programs and services to 229 children and their families who traveled to St. John's for medical care. Thanks to your support, we offered a warm and welcoming home, filled with comfort, stability, and love.

Families cooked meals together, did laundry, made crafts, decorated gingerbread houses, and formed lasting friendships. These moments of normalcy and connection were made possible by our incredible community of donors, volunteers, businesses, service groups, and our founding and forever partner, McDonald's. Your unwavering support has been the foundation of our mission.

We are especially grateful to the Red Shoe Crew volunteers and community champions, who worked tirelessly to raise funds and awareness. The 2024 Red Shoe Crew-Walk for Families was a resounding success, raising an outstanding \$350,000. Our signature events also reached record-breaking milestones, thanks to the dedication of volunteers, sponsors, and participants. We were thrilled to reunite with our volunteers at the annual Strength in Numbers Volunteer Conference in April.



*ABrown*

**ANGIE BROWN**  
Chair, Board of Directors  
Ronald McDonald House Charities  
Newfoundland and Labrador

A special thank you goes to McDonald's leadership, customers, and owner-operators across Newfoundland and Labrador. Your continued commitment to our mission is deeply appreciated. McHappy Day 2024 was a tremendous success, raising an exceptional \$114,130 for our Chapter.

As we look ahead to 2025, one thing remains certain; families with sick or injured children will continue to need our care and support. Every day we receive new requests from families in need, and with your continued generosity, we will be there - providing comfort, compassion, and a place to call home; because no family should face a child's illness alone.

As I conclude my term as Chair of Ronald McDonald House Charities Newfoundland and Labrador, I am filled with immense pride and gratitude. It has been a profound honor to serve an organization so close to my heart. Helping families stay together near the medical care their children need has been a deeply meaningful journey.

This past year has reminded us of the strength and resilience of the families we serve. Whether welcoming new families, expanding our services, or strengthening community partnerships. Every step has been guided by our mission to provide essential services that remove barriers, strengthen families, and promote healing when children need healthcare.

To our dedicated staff, volunteers, donors, and Board of Directors—thank you. Your compassion and commitment have been the cornerstone of our success. I am especially grateful to our team for making my time with the house so fulfilling.

I am pleased to welcome our incoming Chair, Mr. Darren Martin. With his experience and passion for our mission, I am confident the house will continue to grow and thrive under his leadership.



*Annette Godsell*

**ANNETTE GODSELL**  
Executive Director  
Ronald McDonald House Charities  
Newfoundland and Labrador

# Board of Directors



**Angie Brown**  
**CPA, CA, CIA**  
**Board Chair**  
 Partner at Grant Thornton LLP



**Gail Collins**  
**Vice-Chair**  
 Vice President, People & Corporate Affairs at Newfoundland & Labrador Hydro



**Hilary Wicks Morrow**  
**Director (Legal)**  
 Partner with Roebothan McKay Marshall



**Darren Martin**  
**Director (Finance)**  
 Business Development Support Services Advisor, Association of New Canadians



**Margo Edison**  
**Director**  
 Regional Director, Fisheries and Oceans Canada



**Dr. Lisa Goodyear**  
**Director (Medical)**  
 Pediatric Oncologist, Janeway Children's Hospital



**Brian White**  
**Director**  
 Director of Communications & External Affairs at Rio Tinto



**Tony Dawe FCAE, FEC, FCSSE, P. Eng.**  
**Director (Engineering)**  
 President at Phoenix Engineering, Inc.



**Julieanne Griffin**  
**Director**  
 CEO, Labrador North Chamber of Commerce



**Melanie Callahan**  
**Director**  
 Communications Coordinator, Grenfell Campus, MUN

# Staff Leadership



**Annette Godsell**  
 Executive Director



**Christina Morgan, CFRE**  
 Director, Development & Communications



**Jennifer Fleming**  
 Family & Volunteer Services Manager

# Board Committees

## Governance Committee

Hilary Wicks-Morrow (Chair)  
 Angie Brown  
 Annette Godsell

## Human Resources Committee

Gail Collins (Chair)  
 Angie Brown  
 Heather Peters  
 Annette Godsell

## Finance Committee

Darren Martin (Chair)  
 Gerry Beresford  
 Annette Godsell  
 Christina Morgan

## Facilities Committee

Tony Dawe (Chair)  
 John Poole  
 Ron Fougere  
 Brittany Moulard  
 Annette Godsell  
 Jennifer Fleming

## Development & Communications Committee

Brian White (Chair)  
 Julieanne Griffin  
 Annette Godsell  
 Christina Morgan

## Programs & Policy Committee

Dr. Lisa Goodyear (Chair)  
 Natalie Benson  
 Annette Godsell  
 Jennifer Fleming

**Vision** Positively impact the health and lives of sick children, their families and their communities.

**Mission** Ronald McDonald House Charities® Newfoundland and Labrador provides sick children and their families with a comfortable home where they can stay together in an atmosphere of caring, compassion and support close to the medical care and resources they need.

**Values** Caring • Inclusion • Inspiration • Quality • Teamwork • Trust and Integrity

## Meet Ayden Cooper

**It is difficult to put into words how a parent feels when their child has been diagnosed with a serious illness. It has to be one of the most challenging experiences for a family. For families who do not live close to the medical care and resources they need, there is the added stress of distance. RMHC gives families with a sick child what they need most – each other.**

In the early months of 2023, Ayden Cooper of Little Catalina, discovered a large lump that was growing on his neck. He was treated with antibiotics and over the counter medication, but the lump continued to grow. The lump had grown to surround his collar bone and was growing into his throat. He was also developing a second lump on the opposite side of his neck. In the fall of 2023, he received a referral to see a specialist at the Janeway Children’s Hospital, more than 300km away from their hometown. A CT scan showed several lumps on his check which explained why it was becoming quite difficult for him to breathe. The family thought it would only be a day trip to St. John’s, but Ayden was immediately admitted and spent the next eleven nights in the intensive care unit. On Ayden’s 14th birthday, he had a biopsy that later determined it was Hodgkin's Lymphoma.

“It was a very scary and unexpected for us. We thought that because of the long wait that it wasn’t a big deal. But after the MRI and CT scans it was much worse than we thought. It was cancer. Cancer was the word we least expected.” said Alora Fisher, Ayden’s mom. Ayden missed most of his grade nine school year with medical appointments, treatments, sickness and chemotherapy. Being three hours away from home, all of his regular routine was disrupted, which can be challenging for kids with autism.

**“We had such a sense of relief after finding out about Ronald McDonald House. We were at the hospital for several days for something we thought was just a day appointment. Our stress and worries were drastically reduced knowing we had a place to stay to be close to Ayden while he was in the ICU. RMHC has been our home away from home. It's a place we can be a family and do our normal routines like family meals and movie nights.” Alora continued.**

The family was advised that Ayden would need at least five rounds of chemotherapy and there was the possibility of radiation afterwards. It would take months to complete this treatment. While Ayden’s journey continued with treatments throughout 2024, the family have come to rely on the programs and services at Ronald McDonald House.

“We have received so much support from Ronald McDonald House both emotionally and financially. We don't have to worry about accommodations that are affordable and close to the hospital. It's a safe haven to come and rest and be together as a family! We have meet other parents who have been or are going through the same thing as our family. We feel so connected and supported. ” said Alora.



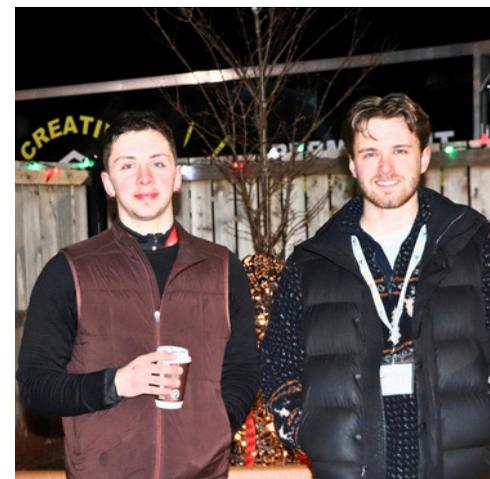
**Watch Ayden's Story Here**





## THE DEDICATED VOLUNTEERS

Staying at Ronald McDonald House means seeing a volunteer's familiar smile to welcome you. Our valued volunteers are essential to the continuing operation of Ronald McDonald House. We cannot do it without them. Volunteers work behind the scenes in many different capacities within the House and within the community to fully support the families during this critical time in their lives.



## VOLUNTEERS

BOARD/COMMITTEES	16
COMMUNITY VOLUNTEERS	225
FAMILY SERVICES VOLUNTEERS	133
TOTAL	374





# FAMILY SUPPORT PROGRAMS



**HOME FOR DINNER PROGRAM** – With the help of individuals, corporate and community groups, we offer families the ability to return from a long stressful day at the hospital to a home-cooked meal 4-5 times each week. Groups plan the menu and prepare the meal in our fully equipped kitchen.

**JUST LIKE NAN'S BAKED GOODS PROGRAM** – Nothing feels more like home than the smell of fresh baked goods. Individuals, corporate and community groups bake on-site to ensure Ronald McDonald House is always stocked with special treats or Breakfast-to-Go items fresh from the oven, just like at Nan's house.



**WARM WELCOME PROGRAM** – Our Families Services team provide a warm welcome for all the families that come through our doors. During the check in process, families are provided with RMHC information, a guided tour, and ongoing support during their entire stay. As part of the Warm Welcome process, our families will receive a Warm Welcome Bag. Each branded welcome bag holds toiletries, information regarding the surrounding neighborhood, a personal medical journal, a home-made quilt, and an age-appropriate surprise for each child. Providing a warm welcome goes a long way in helping a family feel at home. This helps them focus on what matters most, healing their sick or injured child.



**KEEPING FAMILIES CONNECTED PROGRAM** – Being away from loved ones for an extended period of time can be very difficult and create added stress. To help keep families connected to home while staying at Ronald McDonald House, families will have access to a Home Office, wireless Internet, computers/tablets, email, and long distance calling & community newspapers. Families can also access special flights through a airline partnerships with RMHC NL such as WestJet Cares for Kids.





# FAMILY SUPPORT PROGRAMS



**MAGIC ROOM** – The Magic Room is a very special place the children at Ronald McDonald House get to visit at least once during every stay, primarily at check out. The Magic Room also provides a special surprise for when they have a successful surgery, are celebrating a special event, or even if they had a rough day. The kids get to enter the Magic Room and leave with a brand new gift and a very big smile!



**SPECIAL DAY CELEBRATIONS PROGRAM** – Just like home, preparations are made to ensure, birthdays are celebrated. Everyone gets treats at Halloween and visitors like Santa Claus and the Easter Bunny arrive on schedule. There are many celebrations scheduled throughout the year.



**HOUSE PANTRY PROGRAM** – Not every family arrives at Ronald McDonald House for a scheduled medical appointment or treatment, often it can be because of a medical emergency. Together, with the help of generous donors, families have access to a fully stocked House Pantry, House refrigerator, and House freezer. Helping families adjust to life in another city, far from home with a sick child, the House Pantry Program provides a variety of staple items, including milk, eggs, butter, bread, tea, coffee, and non-perishable food items such as; canned foods, baking supplies, cereals, snacks and pastas. It also has a variety of toiletries items, laundry and cleaning supplies.



**RECREATION PROGRAM** – Ronald McDonald House has its own resource center fully stocked with books, craft supplies, and games. It also has a fitness room, children's play areas – including the Family Time Theatre to enjoy video game play and movies. Ronald McDonald House has its own fenced outdoor playground called Family Time Park for children and families to enjoy quality family time together. Ronald McDonald House is also conveniently located next to The Grand Concourse; an integrated walkway system. Our families also benefit from time to time with donations to Ronald McDonald House of tickets or passes to local sporting events, fitness centers, movies, special events or concerts.



Mia Figueroa (Age 7 months)  
Stephenville, NL  
187 nights

**THANK YOU,  
FROM OUR FAMILY  
TO YOURS**

# HELPING HAND AWARDS

## IN HONOUR OF FOUNDING BOARD MEMBER DR. JACK HAND

In 2013, Ronald McDonald House Charities Newfoundland and Labrador implemented the Helping "HAND" Awards to honour those that reflect the passion, dedication and commitment that Jack had for Ronald McDonald House and its mission of keeping families close to each other and the medical care and resources they need, when they need it the most.



Helping  
**HAND**  
Awards



IN HONOUR OF FOUNDING BOARD MEMBER Dr. Jack Hand



### FAMILY SERVICES VOLUNTEER AWARD

Cherry-Lynn Benson



### HOUSE PROGRAMS - INDIVIDUAL

Gwen King



### HOUSE PROGRAMS - COMPANY/GROUP

KPMG



### OUTSTANDING PHILANTHROPIST - YOUNG HERO

Karlee MacDonald



### LEADERSHIP VOLUNTEER AWARD

Shirley Kinden



### RMHC CHAMPION MCDONALD'S CREW

Melissa Hayes



### OUTSTANDING PHILANTHROPIST - CORPORATE

NTV / OZFM



### OUTSTANDING PHILANTHROPIST - INDIVIDUAL

Jason Smith



### COMMUNITY ENGAGEMENT VOLUNTEER AWARD

Natasha Hobbs

# ADOPT-ME PROGRAM



**THE ADOPT-ME PROGRAM** is an opportunity for individuals to help families who are going through the most traumatic event in their lives – an illness or injury of their child – by adopting a room in Ronald McDonald House.

The **Adopt-ME Program** ensures that Ronald McDonald House is beautifully kept, operated and maintained for families who need a comfortable place to stay in St. John's while seeking medical attention for their child. Adoption of a room or program space for one or three years helps cover the costs associated with maintenance and upkeep of the area, ensuring it is always available for the families that stay with us each night. This program supports hundreds of families each year, making sure each space has all the necessities of home. Rooms require updating at times and this support helps make that happen.

Recognition of support is placed in the space as well as in printed pieces, media channels and our website.

## 12/43 Rooms Adopted

### Family Suites:

- Egg Farmers of NL
- Kinsmen Co-op 50/50 Lewisporte
- McDonald's Labrador City, Grand Falls-Windsor and Mount Pearl
- Newfoundland and Labrador Hydro
- RNC Association
- Saputo
- Signature Salon - in honor of Mark Jackman
- Notre Dame Castle Building Supplies in honour of Cluny Sheppard

### Program Spaces

- USW Local 9508 Voiseys Bay - Kitchen
- Miss Achievement - Volunteer Room
- Capital Subaru - Magic Room
- Reefer Repair Services/Kenworth of Newfoundland - Family Time Park (Playground)





Ellie Jones (Age 6)  
Happy Valley Goose Bay, NL  
30 nights

**PULLING  
TOGETHER  
FOR FAMILIES**

# COMMUNITY EVENTS

- Abbo/Shaq for Kids Golf Tournament
- Bay Wheels Car Show
- Birthday Brunch + Baby Sprinkle
- Cargill FORE the Houses Golf Tournament
- Coastal Outdoors
- Donate A Car
- Fun Time Child Care Centre Bake Sale
- Heroes for Heroes - RNC Tactics and Rescue Unit
- IBEW 2228 Curling Funspiel
- Little People's Workshop - Smallwood Drive
- McDonald's - Fries for Good Campaign
- McHappy Day
- Rhoda Vinnicombe Offshore Workers Softball Tournament
- Stillwater RV Park
- Subaru Expo



## Pull Tab Program



In 2024, we recycled 12,150,000 pulls tabs and raised just over **\$8,600** in funding. We are so grateful to have also received a match by **Dominion Recycling** in the amount of **\$4,339.55!** For size reference - ALL pull tabs donated in 2024 weighed the same as approximately 2 Orca whales! Since 2012, we have raised almost **\$48,000** from pull tabs. This is enough to cover the cost for a family to stay 175 nights at Ronald McDonald House!



# McDONALD'S OUR FOUNDING AND FOREVER PARTNER

**AS OUR FOUNDING AND FOREVER PARTNER**, McDonald's has always had a committed and caring vision of the role Ronald McDonald Houses could play in helping sick children and their families.

McDonald's unwavering commitment to families is evidenced through their support of Ronald McDonald House each and every day. Together with their generous Franchisees, employees, suppliers, and customers, McDonald's supports our families from the sale of Happy Meals® and RMHC Cookies, customer donations in the coin boxes & rounding up or donating \$1 through the Kiosks and each year on McHappy Day®.

Thank you McDonald's for your founding and forever support for Ronald McDonald House Charities® Newfoundland and Labrador and the families we keep close.

Special thanks is extended to the McDonald's Owners/Operators:  
**Trevor Morris, Penny & Rob McDonald, Patrick Rioux**



## Financial Support from McDonald's

**Operating Grant \$171,500**

**Coin Boxes \$21,286.30**

**Cashless Giving \$33,185.04**

**RMHC Cookies \$10,987.92**

**Fries for Good \$174,077.60**

### McHappy Day



Thank you McDonald's owner/operators, crew & customers for raising

**\$114,130.80**

**Sponsorship \$1,200.00**

**Total \$526,337.65**





Rayna Crann (Age 5)  
Grand Falls-Windsor, NL  
26 nights

# OUR SIGNATURE EVENTS

# HOUSE THAT LOVE BUILT GALA

On February 10, 2024 Ronald McDonald House hosted an anniversary gala where everyone in attendance truly experienced the magic and mission of RMHC NL with our special guests, RMHC kids Ryder Renouf and Connor Butt.

Thanks to the sponsors, attendees, performers and volunteers, an amazing total of **\$98,726** was raised to help keep families with a sick or injured child close to each other and the care and resources they need, when they need it most.



**Presenting Sponsor \$20,000**

NTV OZFM

**Heart Sponsor \$15,000**

McDonalds

**Strength Sponsor \$5,000**

NL Outfitters Encore Events

Event Total:

**\$98,726**



The House That Love Built Gala



# SPARE SOME LOVE BOWLING EVENT

Spare Some Love Bowling Event, introduced in 2013, is one of our annual signature fundraising events for Ronald McDonald House Newfoundland and Labrador. Bowlers of all skill levels come together for fun, networking, giveaways, and ultimately to celebrate families. Event is hosted at Plaza Bowl in St. John's.



## PRESENTING SPONSOR

Tucker Solutions

## GOLD SPONSOR

McDonald's

## SILVER SPONSORS

Jiffy Cabs

## BRONZE LANE SPONSORS

Roebathan McKay Marshall • Strategic Directions Inc. • Montana's Cookhouse • Superior Woodworking Limited

24 Teams

Event Total:  
**\$35,001**



# "FORE" THE FAMILIES GOLF CLASSIC

"FORE" the Families Golf Classic is an important initiative to help raise awareness and funds. Golfers of all skill levels came together for fun, networking, giveaways, and ultimately to celebrate families. Event was hosted at Bally Haly, St. John's.

*Fore*  
the families  
[Golf Classic]

Event Total: **\$85,961**

## PRESENTING SPONSOR

McCain

## BEAT THE PRO SPONSOR

NAPE

## GOLD SPONSOR

McDonald's    Smith Snacks  
Coca-Cola

## LONGEST DRIVE SPONSOR

NAPE

## SILVER SPONSORS

WestJet

## PUTTING CHALLENGE SPONSOR

Smith Snacks

## BRONZE SPONSORS

Peak Designs Limited  
Saputo

## CLOSEST TO THE PIN 50/50

Audi  
Volkswagen

## HOLE SPONSORS

Paint Shop  
Penney Group  
Flynn Group  
Fitzpatrick's Auction  
Smith Snacks  
Brightisle  
Pro Insurance Solutions Inc.

## INTERACTIVE HOLE SPONSORS

Wooden Walls Distillery  
Stewart McKelvey  
Coldstream Clear  
Port Rexton Brewery  
Holiday Inn Express  
Molson Coors  
Capital Subaru



# RED SHOE CREW – WALK FOR FAMILIES

The annual Red Shoe Crew-Walk for Families helps raise awareness and funds to help provide a place for our families to call home when they are going through the most traumatic event in their lives, an illness or injury of their child. This event is hosted by volunteers and held in September in communities throughout Newfoundland and Labrador. This event coincides with the anniversary of the opening of Ronald McDonald House. Participants register for pledge sheets, fundraise and come together to walk or run for fun, prizes and ultimately to celebrate families and their strength in healing a sick child.



The top 3 individual fundraisers for 2024 raised collectively more than \$27,000! Our top fundraiser for 2024 was **Natasha Hobbs of Clarenville, NL** (\$12,318). The second top fundraiser was **Emma King of Victoria, NL** (\$10,000) and our third top fundraiser was **Lux & Noah Strickland of Pilley's Island, NL** (4,820.42).

## THE GRAND PRIZE FOR THE RED SHOE CREW WALK FOR FAMILIES:

For every \$500 raised on a pledge sheet participants received a ballot to win a \$500 gift card... and the winner was **Westyn and Layla Hickey**, who participated in the Placentia Walk for Families.



## PROVINCIAL WESTJET CARES FOR KIDS LOTTERY

ran in conjunction with the Red Shoe Crew-Walk for Families in September. The lucky winner of a round trip for two is **Laura Brazil**

## SPECIAL THANK YOU TO NLC!

Thanks to the enthusiasm and dedication of their amazing staff who encouraged customers to round up their totals at the tills, a generous gift of **\$79,007.00** made a meaningful impact on this year's campaign. Your kindness truly adds up!

**Red Shoe Presenting Sponsor**



newfoundland labrador  
**hydro**

**Red Work Boot Media Sponsors**




**Red Sneaker Provincial Sponsors**





**Red High Heel Provincial Sponsors**





Event Total:  
**\$350,200**

walkforfamilies.ca

# Red Shoe Crew Walk FOR Families

## COMMUNITY

Badger  
 Bay Roberts  
 Bonavista  
 Botwood  
 Boxey  
 Carbonear  
 Chance Cove  
 Clarenville  
 Cow Head  
 Cox's Cove  
 Deer Lake  
 English Harbour East  
 Fogo Island  
 Gander  
 Grand Falls Windsor  
 Hampden  
 Heart's Content  
 Irishtown-Summerside  
 King's Point  
 La Scie  
 Labrador Straits  
 Labrador West  
 Lark Harbour  
 Marystown  
 New Harbour  
 New Perlican  
 Norman's Cove  
 Old Perlican  
 Parson's Pond  
 Pilley's Island  
 Placentia and Area  
 Port aux Basques  
 Port aux Choix  
 Springdale  
 St. John's  
 Stephenville  
 Sunnyside  
 Victoria

## EVENT LEADER

Myrtle Crann  
 Erin Higdon  
 Alora Fisher  
 Cindy Edison  
 Leo and Susan Rose  
 Kerry Butt  
 Shirley Clarke  
 Natasha Hobbs  
 Laura Stratton  
 Candice Bursey  
 Miranda Adams  
 Laura- Lee Labour  
 Colette Wells-Coish  
 Jenay & Josh King  
 Darlene Hancock & Shane Budgell  
 Katie Brennan  
 Brian Pitcher & Cynthia Piercey  
 Cindy Wells  
 Randi McGinitie  
 Debbie Burton  
 Janine Hudson  
 Tina Harris  
 Vicky Travers  
 Alison Kavanagh  
 Terri Beth Higdon  
 Ivy Piercey  
 Shirley Kinden & Mary Smith  
 Tracy Foote & Melanie Foote  
 Robin Payne  
 BJ Osmond & Charlotte Rice  
 Kayla Callahan  
 Joan Chaisson  
 Donalda O'Keefe  
 Deidre Clarke & Erica Chatman  
 Stephen Patten & Lorna King  
 Jean Ann Rioux & Nadine Butt  
 Sharon Bennett & Violet Traverse  
 Stephen & Sherry King



**38 COMMUNITIES**

**1430 PARTICIPANTS**

# SHOW YOUR STRIPES



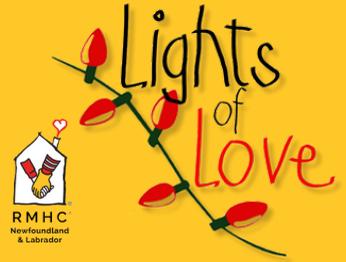
In 2024 - we joined together two amazing events - the Red Shoe Crew Walk for Families with the Sock it For Sick Kids Event! We were thrilled to see these two events officially come together as many people have been combining them for years by wearing their signature stripes socks when walking in their community! Everyone was encouraged to **#ShowYourStripes** and make your steps count for families during the annual Walk for Families.

**SHOW YOUR STRIPES** (formerly Sock it For Sick Kids) is a social media campaign aimed at spreading the word about the important work done at Ronald McDonald House. By sporting your red and white stripes across social media, you let the community know that you stand behind the families that need the programs and services at Ronald McDonald House.



# LIGHTS OF LOVE GIVING CAMPAIGN

Christmas is an important time for families. At Ronald McDonald House it is priority to celebrate special times of the year with the families staying at our house, especially during the Holidays. The Lights of Love Season of Giving Campaign is a means for individuals, businesses and communities to celebrate keeping families close.



**PRESENTED BY**  
NTV OZFM

The Lights of Love Campaign helps bring the magic of holidays to sick children and their families that simply cannot be a home right now. Because of you, families have a community of support around them in their toughest times. Thank you for being there for sick children and their families that need your support.

2024 Event Total:  
**\$98,025**

To kick off the month long campaign, on Sunday December 1, 2024, OZFM was live at RMHC NL all day as we decorated for the holidays and prepared for our annual Lights of Love Lighting Ceremony which was hosted conjointly with the NTV Sunday Evening News.



The event was a major success as the community joined us for carols, candy canes, special guests, hot chocolate and the arrival of Santa Claus and Mrs. Claus!



Special thank you to Creative TrimLight who donated and installed permanent lighting at Ronald McDonald House, the entire house was lit up just in time for the holidays.





Camilla Andaya  
Happy Valley-Goose Bay, NL  
43 nights

**#FamilyIsMedicine**

# YOUNG HEROES



Who said kids can't make a difference?

## RONALD MCDONALD HOUSE CHARITIES

Newfoundland and Labrador recognizes outstanding young individuals who do not let their age discourage them from making a difference in the lives of sick children and their families. Kids are never too young to learn about the importance of giving back to others and getting them interested in a charity that is important to them is the first step! Not only does helping others feel great, when kids learn how easy and fun it can be to support other kids. It will spark an interest in charitable giving that can stay with them for life. **We are so proud of our many RMHC NL Young Heroes.** Young Hero ribbons help recognize the generosity of Young Heroes who give each year to help keep families close to each other and the care and resources they need, when they need it the most.

Lara Andrews  
 Alexander Anstey  
 Celeste Anstey  
 Cameron Buckle  
 Jayden Burden  
 Lily Burden  
 Ellie May Burton  
 Sage Butler-Barnes  
 Alissa Butt  
 Alice Carberry  
 Callie Chubbs  
 Sophie Clowe  
 Rayna Crann  
 Caleb Davis  
 Ethan Dean  
 Evelyn Dean  
 Elliott Dodeman  
 Raquia Dwyer  
 Anastasia Fleming

Gabe Flynn  
 Olivia Gill  
 Alice Humphries  
 Alexander Jackman  
 Ellen Jararuse  
 Mason Kerfont  
 Emma King  
 Emillia Mallet  
 Liam Marnell  
 Annalise Martin  
 Addison Mooney  
 Jacob Noseworthy  
 Gracie Penney  
 Mason Piercey  
 Lenni Stuckey  
 Lex Stuckey  
 Jenna Taylor  
 Bryce Tucker  
 Gabriel Woodford



# DONOR RECOGNITION

## MONETARY AND/OR IN KIND



**\$200,000+**

McDonald's NL Owner/Operators Group

**\$150,000+**

Ronald McDonald House Charities Canada  
NTV / OZFM

**\$75,000+**

Freedom Foods  
Newfoundland Labrador Liquor Corporation

**\$50,000+**

Frank Maynard

**\$25,000+**

Capital Subaru  
Cargill Value Added Meats Canada  
Estate of Joan F. Bowe  
Newfoundland and Labrador Hydro  
Sealy Mega Groupe  
Smith Snacks  
United Foods Inc.

**\$15,000+**

Aspire Bakeries  
Atlantic Oral Surgery and Dental Implant Centre  
McDonald's Restaurants of Canada Ltd.  
RBC Foundation

**\$10,000+**

Coca Cola  
Creative Trimlight  
Moneris Solutions Corporation  
Saputo Dairy Products  
WestJet Cares for Kids

**\$7,500+**

CIBC  
McCain Foods Canada  
McDonald's Restaurant P.H.R Inc.  
Proctor and Gamble  
Red Hat Inc.  
Shell Canada

**\$5,000+**

Abbo/Shaq for Kids Golf Tournament  
CORE Engineering Inc.  
Corner Brook Regional High  
DKI Canada  
gg Farmers of Newfoundland and Labrador  
Enterprise Holdings Foundation  
Kinsmen Club Notre Dame Lewisporte

Newfoundland And Labrador Outfitters Association  
Signature Salon  
R. D. Pippy Family Foundation  
RNC Association  
Vogue Optical  
XXIX Venture Limited  
Colin Baxter  
Ruby Holloway

**\$2,500+**

Allied Youth NL  
Amazon  
Avion Rewards  
Blue Sky Family Care  
Cansel Survey Equipment  
Ches's Fish & Chips  
Crosbie Group Limited  
Doane Grant Thornton LLP  
Dominion Recycling Ltd.  
Dovre Group  
FixAuto Head Office  
Heroes For Heroes  
Indian River Academy  
Keurig Canada  
Kruger Products  
La-Z-Boy  
Learning Resources Distribution Centre  
Martin Brower  
u-Quest Distribution Inc  
PEAK Design Limited  
Penney Group Inc.  
Project Linus Nfld Chapter  
Ronald McDonald House Charities, Inc.

Nu-Quest Distribution Inc  
PEAK Design Limited  
Penney Group Inc.  
Project Linus NFDL Chapter  
Ronald McDonald House Charities, Inc.  
St. Michael and All Angels Church  
Knitting & Sewing Club  
Sunshine Quilters Club  
Tucker Solutions  
U.C Quilting Group  
United Way of Newfoundland and  
Labrador Inc  
Angela Careen  
Annette Godsell  
Beverly Critch  
Clayton Reid  
Hazel Hill  
Margot Nash  
Sherry Goudie

## \$2,000+

Bonavista Lions Club Activities Account  
Cenovus Energy Inc.  
Chris Davis & Associates  
F. J. Wadden & Sons Limited  
Holiday Inn Express and Suites  
In The Box Media Promotions  
Intact Insurance  
Kindred Spirits KS & N  
Kinsmen Club Of Stephenville  
Labatt Breweries  
Metro Self-Storage  
Mother Parker's Tea and Coffee  
Payworks  
Powell's Supermarket Limited  
Prince of Wales L.O.L. No 26  
St. Paul's ACW Lewisporte  
Stewart McKelvey Law Office  
Sun Life Assurance of Canada  
Adina Hilscher  
Brian White  
Carol Ann Stuckless  
Hailee Spence  
Katelyn Osmond  
Margaret Isaacs  
Noel Gibbons  
Randy and Virginia Bell  
Rod Legge  
Tony Dawe

## \$1,000+

Active Living for Older Adults  
Advantage Sales  
Audi St. John's  
Avalon Recycling  
Bell Aliant  
Bell Canada  
BMO Financial Group  
Braya Renewable Fuels  
CCM Foundation Corporation  
Coastal Outdoors  
Conception Bay South Fire Department  
Crown Cabinets and Fireplaces Ltd.  
Department of Fisheries & Oceans  
Devan Holdings Inc  
Downhome Incorporated  
Foundation Financial Inc.  
Fun Time Child Care Centre  
GAB Realty Inc.  
Gander Quilt Guild  
KPMG  
Lions Club Paradise Centennial  
Menihek High School  
MUN Medicine  
Nape - Head Office  
Newfoundland And Labrador Credit Union  
Newfoundland Labrador Liquor Corporation  
Employees  
Parsons RV Park Ltd  
Perennial Management Limited  
Phoenix Engineering Inc.  
Quilting Crowd - Norman's Cove  
Rexall  
Rhoda Vinnicombe Offshore Workers  
Softball Tournament  
Ritchie Bros  
Rogers Communications  
RothLochston Constructors Inc.  
SaltWire Network Inc.  
Seda North America Inc.  
St. John Anglican Church  
St. John's Firefighters Association -  
Charitable Local 1075  
Triware Technologies Inc.  
Volkswagen  
Caitlin McCallum  
Chris and Annette Higdon  
Cindy Vincent  
David Antle  
Dean Foss  
Deborah Dunne

Ed Martin  
Eileen Rose  
Ella Smith  
Emma Mouland  
Erin Higdon  
Germaine Fisher  
Gordon and Eunice Wiebe  
Gwen King  
Hugh Shea  
Irene Sutton  
Jean Rose  
Kathryn Whelan  
Lisa Goodyear  
Madelyn Munro  
Marie Melendy  
Michelle Puddicombe  
Sherry Lundrigan  
Steven Ducey  
Sue McFadden  
The Hunt Family  
Vida Taylor



# MESSAGE FROM FINANCE COMMITTEE FISCAL YEAR 2024

This message marks the end of another fiscal year for Ronald McDonald House of Newfoundland and Labrador Inc. ("RMHC NL", the "House"). We want to take this important opportunity to thank our management, staff, and volunteers who make the House and our important programs truly exceptional. We would also like to thank our generous donors for their continued support of the success of RMHC NL. As we continue our volunteer journey with this charity, we still find ourselves moved by the heart-warming stories from families who have stayed at the House.

On behalf of the finance committee, I am happy to report that RMHC NL was fortunate enough to be able to continue to count on the generosity and support of thousands of our donors. Individuals, community groups, service organizations, labour organizations, businesses, other charities, and government have all found ways to support our mission and to focus on providing our families with the best possible support. This support takes the form of financial contributions, in-kind contributions of goods and services, participation in a wide variety of fundraising events and countless volunteer hours. We certainly are very grateful to have maintained this level of support in 2024.

At the end of 2024, RMHC NL has combined net assets of approximately \$9,600,667. This includes the balance invested in capital assets of approximately \$5,829,242; an operating fund reserve of \$2,672,036; and unrestricted net assets of approximately \$988,325 RMHC NL has a strong cash and short-term investments position of over \$4 million at the end of the year.

RMHC NL had excess of revenue over expenditures for 2024 of approximately \$358,097. Total revenue and other support for the year increased by \$113,831 year over year to approximately \$2,232,420 for the year. Revenue and expenditures included donated goods and services of approximately \$447,796 for 2024 as compared to approximately \$329,493 in 2023.

In terms of expenditures, the cash cost of operating the charity (excluding donated goods and services and amortization of capital assets) is approximately \$1,355,749 which changed by approximately \$1,960 during the year. This increase is a result of a combination of factors including inflationary pressures, labour market changes, and general operating year over year changes. The financial information provided in this annual report is in a condensed format; however complete audited financial statements of the organization are available on request at the charity office.

Thank you for your continued support. Should you have any questions or concerns at any time, please do not hesitate to reach out. I am honoured to represent this organization and I look forward to hearing from you.



A handwritten signature in blue ink, appearing to read "Darren Martin".

**Darren Martin**  
RMHC NL Finance Committee  
Ronald McDonald House Charities  
Newfoundland and Labrador

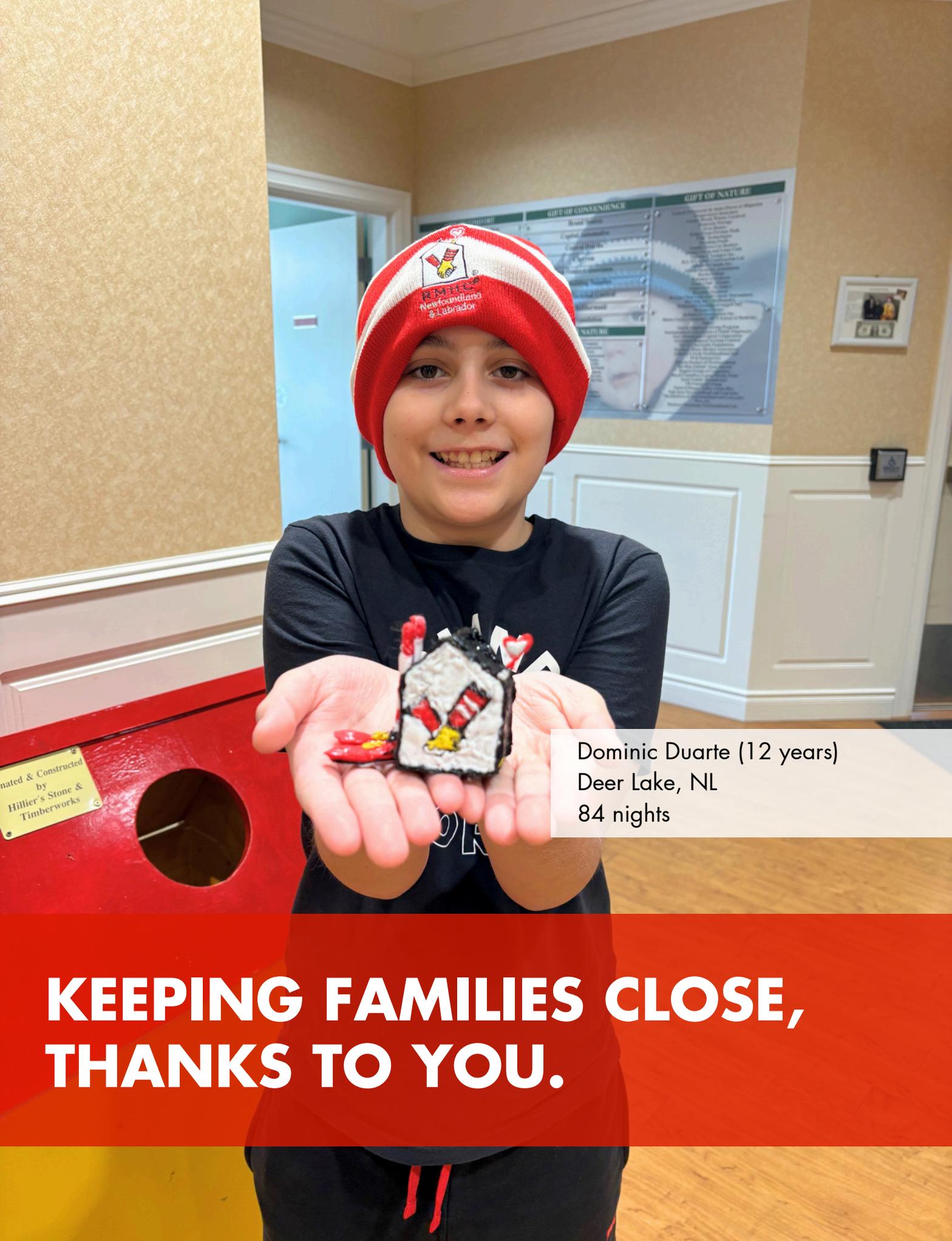
# FINANCIAL REPORT

## Condensed statement of revenue and expenditures and changes in fund balances

Year ended December 31	2024		2023	
<b>Revenue</b>				
Contributions	\$ 1,145,843	\$		1,162,895
Fundraising activities / events	1,029,751			906,697
RMH room donations / fees	43,000			37,765
Other revenues	13,826			11,232
	\$ 2,232,420	\$		2,118,589
<b>Expenditures</b>				
Program	\$ 1,292,559	\$		1,069,846
Management and general	246,315			213,103
Fundraising	501,993			596,257
	2,040,867			1,879,206
Excess of operating revenue over expenditures for the year:	191,553			239,383
Investment income	166,544			119,152
	\$ 358,097	\$		358,535

## Condensed statement of financial position

At December 31	2024		2023	
<b>Assets</b>				
Cash and cash equivalents	\$ 1,445,063	\$		1,659,977
Investments	3,034,362			2,364,761
Accounts receivable	117,404			146,739
Prepaid expenses and other assets	23,803			24,658
Capital assets	4,980,035			5,024,597
	\$ 9,600,667			\$ 9,220,732
<b>Liabilities</b>				
Accounts payables and accrued liabilities	\$ 111,064	\$		89,226
<b>Fund balances</b>				
General fund	\$ 988,325	\$		751,005
Restricted fund	2,672,036			2,672,036
Capital asset fund	5,829,242			5,708,465
	\$ 9,600,667	\$		9,220,732

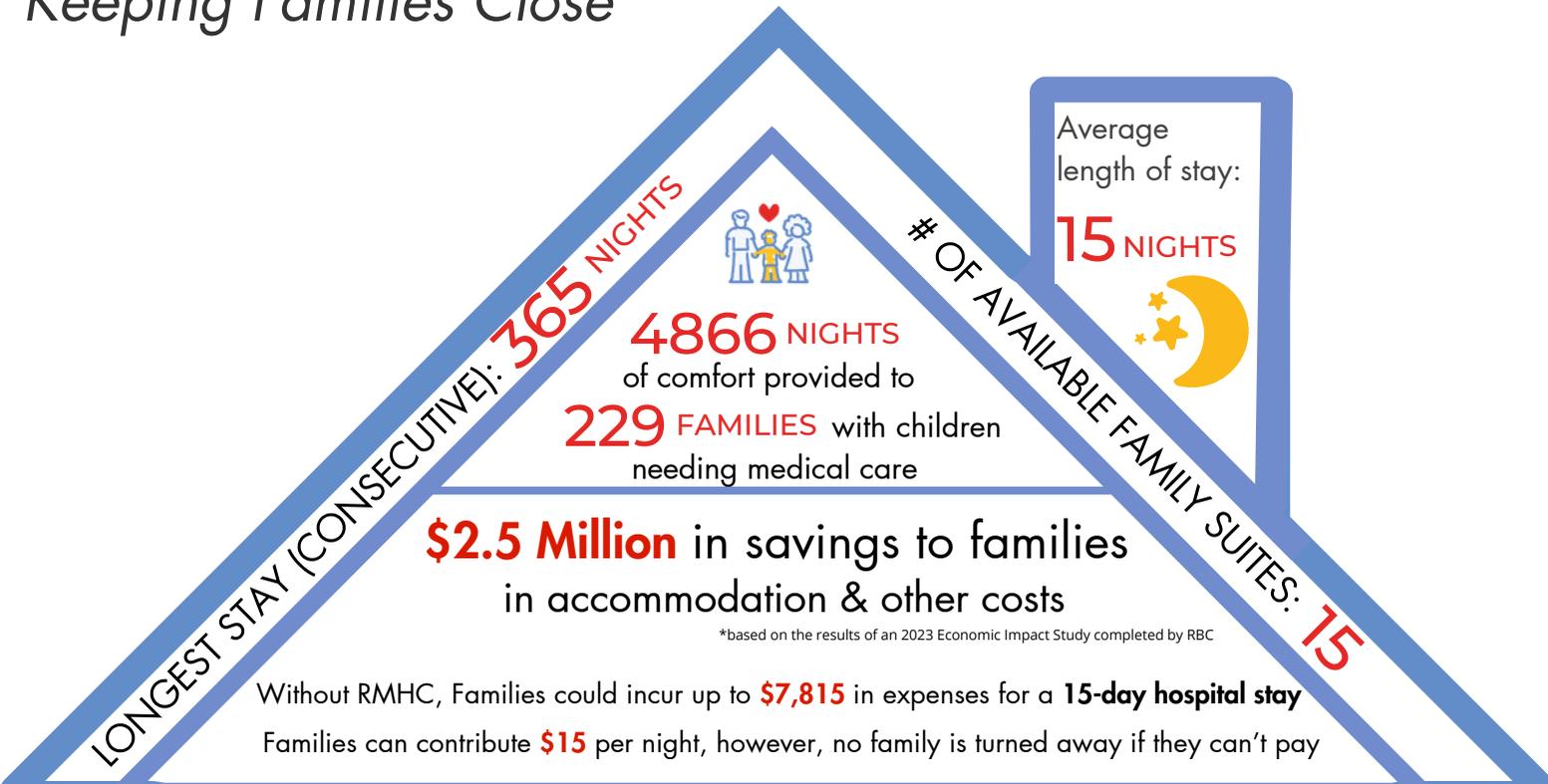


Dominic Duarte (12 years)  
Deer Lake, NL  
84 nights

**KEEPING FAMILIES CLOSE,  
THANKS TO YOU.**

# 2024 Impact

## Keeping Families Close



### HOUSE PROGRAMS

\*best estimate on current stats



- 613** Visits to the Magic Room
- 105** Just Like Nans Baked Goods
- 172** Warm Welcome Bags
- 201** Home for Dinners made **6030** meals
- 41** Special Celebrations/Events

### VOLUNTEER COMMITMENT

- 129** Family Service Volunteers spent **5353** hours taking care of the house so families have more quality time together
- 219** Community volunteers province-wide, help raise funds and awareness.
- 10** Skilled community leaders sit on our Board of Directors



### WHERE FAMILIES COME FROM

\*includes repeat families



Eastern NL.....68	Labrador-Grenfell.....32
Central NL.....62	Out of Province.....1
Western NL.....57	Out of Country.....9

### IMPACT RESEARCH

\*based on results of 2023 Economic Impact Study completed by RBC



**97%** of families said that RMHC:  
 Improved their ability to be involved in child's care,  
 Allowed them to rest & maintain physical well-being,  
 and Eased their financial burden

### TOP 5 MEDICAL REASONS FAMILIES NEED RMHC

- Neonatal
- Otolaryngology (ENT)
- Oncology
- Neurology
- Gastroenterology





**RMHC**<sup>®</sup>  
Newfoundland  
& Labrador

**RMHCNL.CA**

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1-855-955-HOME (4663)  
(709) 738-0000

Charitable Registration Number:  
85050 2865 RR0001