

2025 Annual Report

A place to stay strong.



**Ronald
McDonald
House®**
Maritimes





“ The House was more than a place to sleep. It was our home during the hardest time of our lives. After long, exhausting days at the hospital, we returned to a warm, welcoming place just steps away.”

The Lynds Family | Truro, NS
Stayed 121 nights

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Land Acknowledgement

Our House is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq, formed through Peace and Friendship Treaties. We honour the rights, contributions, and legacy of the Mi'kmaq, as well as the African Nova Scotian communities who have lived, worked and built within this region for generations. At Ronald McDonald House® Maritimes, we value reconciliation and a supported community for all.





Message from the Chair and CEO

The year 2025 was one of significant transition and growth for Ronald McDonald House Charities® Atlantic. We began the year at our Tower Road location in Halifax, serving up to 18 families each night. By December, our staff and volunteers were supporting twice as many families in our new 36-room House on South Street, just steps from the IWK Health Centre. We also embraced a new identity, becoming Ronald McDonald House® Maritimes as part of the global Ronald McDonald House brand launch.

This growth has created new opportunities to serve more families better, strengthen partnerships with leading healthcare providers, and continue contributing to our global network as a small but mighty chapter. From launching the first Family Room in the system at the IWK Health Centre, to opening the first remote Family Room at The Moncton Hospital, to building the first net-zero-carbon-emission Ronald McDonald House in the global system, our chapter has demonstrated lasting impact.

Our new strategic plan will build on this momentum by maximizing our spaces and resources to provide the best possible care for families.

While much has changed, our commitment to Maritime families with sick or injured children remains steadfast. Their strength in facing physical, emotional, geographic, and financial barriers inspires us every day. Whether providing a place to stay, a hot meal, compassionate support, or a community that understands, we are privileged to be a trusted resource throughout their healthcare journey.

We are deeply grateful to our healthcare partners, including the IWK Health Centre and The Moncton Hospital, operated by Horizon Health Network. Thank you for welcoming our Family Room spaces and recognizing Ronald McDonald House as an essential resource for Maritime families.



About Us



Our Mission

To create, find, and support programs that directly improve the health and well-being of children and their families.



Core Values

- ♥ We lead with compassion
- ♥ We are deeply respectful
- ♥ We act with integrity
- ♥ We are firmly committed

Thank you to everyone who supported our organization through this remarkable year. To our capital campaign, corporate, foundation, and individual donors, as well as our McDonald's owner/operators, thank you for your generosity and belief in our mission. To our Board of Directors and Capital Campaign Cabinet, thank you for your guidance during a year of tremendous growth and change. Finally, thank you to rcs construction, Lydon Lynch Architects and Montgomery Sisam Architects along with the many subcontractors who built our new state-of-the-art House in Halifax, enabling us to double our impact and create a more accessible, welcoming space for families — with **More Room For Love**.



Ashley Wager, Board Chair



Jennifer Punch, CEO

A Year of Growth

Following eight years of planning and development, Ronald McDonald House® Maritimes proudly opened its new facility on April 29, 2025.

This year, Ronald McDonald House Maritimes underwent a dramatic transformation, marked by the opening of its New House two streets away from where it first opened its doors in May 1982.

Now located just steps from the Children's Main Entrance and Emergency Entrance at the IWK Health Centre, the House is better positioned than ever to support Maritime families with children receiving medical care.

The new location at 5950 South Street provides increased accessibility, expanded accommodations, and enhanced spaces designed to meet the evolving needs of families during some of life's most challenging moments.

A milestone in inclusive accommodations

Increased accessibility, for families, staff, volunteers, and visitors was at the heart of our six-storey design, to create meaningful access, and a sense of belonging for all.

The House was designed with universal, accessible features incorporated into the everyday, lessening the gap between isolated "special" accommodations and the rest of the House.



Old House, 1133 Tower Rd., Halifax



New House, 5950 South St., Halifax

Accessible highlights include:

- Broadened entries and paths of travel
- Tactile signage
- Barrier free fixtures and functional spaces including: reception, kitchens, washrooms shared family areas, etc.
- Accessible elevators
- Safety precautions: lighting, visual alarms, handrails, non-slip surfaces, etc.

Through intentionality, Ronald McDonald House Maritimes proudly achieved an ‘**RHF Accessibility Certified Gold**’ certification level under the Rick Hansen Foundation Accessibility Certification™ (RHFAC) program.

Additionally, we strive for inclusivity through accessible and inclusive programming, the recognition of diverse holidays and cultural celebrations, a wide range of meal pantry options that support culturally diverse dietary needs, and more.



New House: Welcome Lobby

The first net-zero Ronald McDonald House

Ronald McDonald House Maritimes pursued an additional goal: creating a greener, more sustainable facility that would support future growth.

Through a collaborative design process involving the Owners, Architects, Engineers, and Energy Modellers, Ronald McDonald House Maritimes was designed and constructed as the first net-zero carbon emissions facility within the global Ronald McDonald House system. The design conforms to the requirements of the Zero Carbon Building Standard, as established by the Canada Green Building Council.

Highlights of our Zero Carbon Building Program:

- Geothermal heating and cooling
- Solar photovoltaic array
- Ultra-high-efficiency boilers
- High-efficiency glazing and window systems
- Occupancy and daylight-responsive lighting controls
- Heat recovery from exhaust air through energy recovery ventilation systems



**Ronald
McDonald
House®**
Maritimes

Family Stays

Introducing Ronald McDonald House Maritimes and “Family Stays”

For more than 40 years, families have known us as Ronald McDonald House Charities Atlantic, supporting families from across New Brunswick, Nova Scotia, Prince Edward Island, and beyond during some of life’s most challenging moments.

In October 2025, a bold new chapter began. Together with Ronald McDonald House chapters across Canada, we embraced a national brand transformation and became **Ronald McDonald House Maritimes**.

With more than 98% of the families who stay with us calling the Maritimes home, our new name better reflects the communities we serve and the incredible network of Maritime volunteers, donors, and supporters who make our mission possible.

Along with a new name came a modern and vibrant visual identity. Featuring a hand drawn aesthetic, the new look reflects the warmth, compassion, and sense of belonging that have always been at the heart of our mission.

Rooted in the belief that when a child is sick or injured, Family Stays, Ronald McDonald House also launched the Family Stays campaign. The campaign celebrates the strength and resilience of families facing a child’s medical journey and highlights the vital role Ronald McDonald House plays in keeping families close to the care and support they need.

Ronald McDonald House® Maritimes Year in Review

With the opening of our New House and the increase in overnight capacity and accessibility, 2025 marked a milestone year for Ronald McDonald House Maritimes. More families than ever before were welcomed and supported while navigating their child's medical journey.

Compared to 2024, we more than doubled our reach, providing more family stays, more nights of comfort, and greater financial relief.



1,777
Total family stays



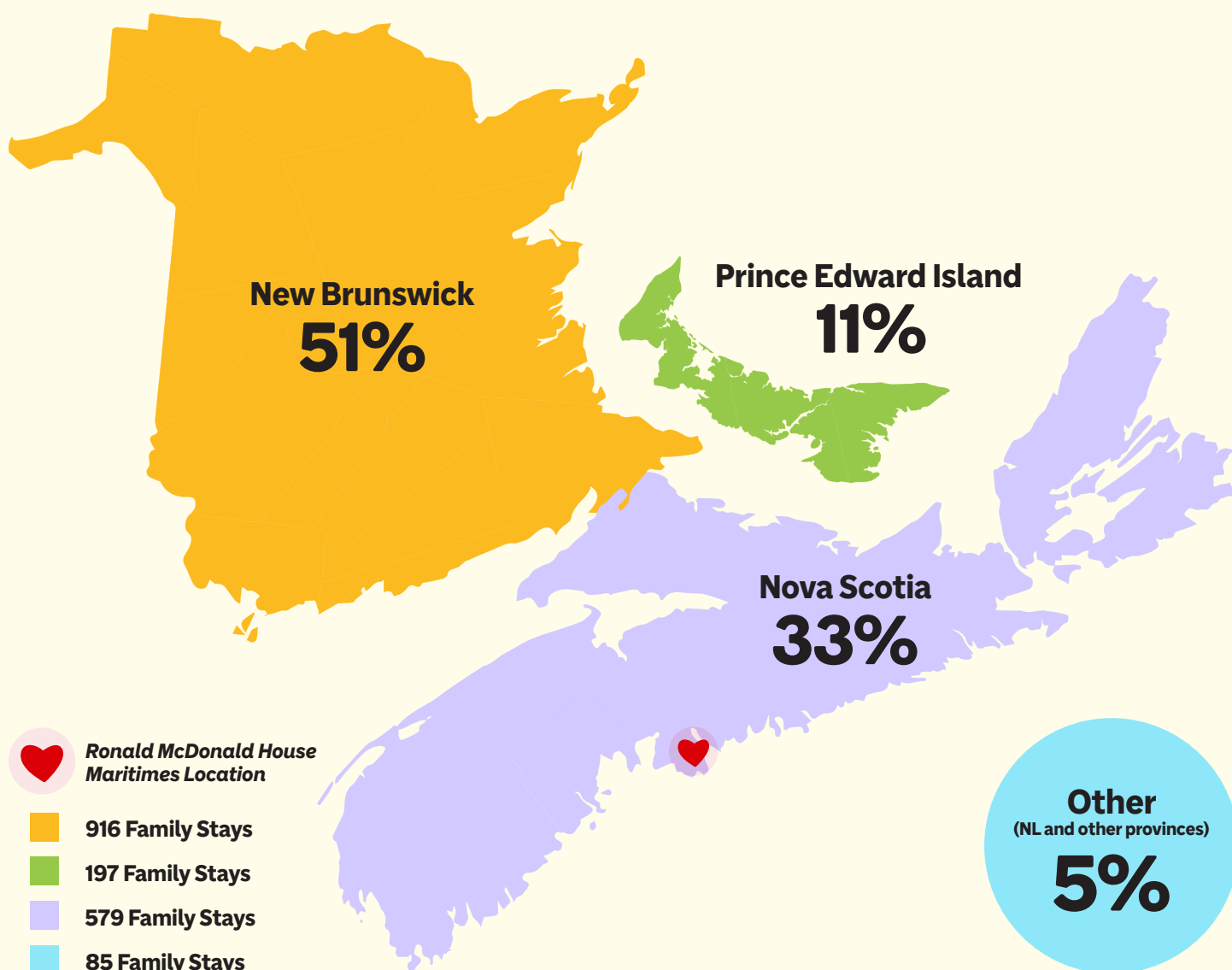
9,011
Nights of comfort



5
Average length of stay (nights)



\$5,145,281
Financial burden alleviated



Reasons for Stay



Meet the MacArthur Family

Woodstock, NB
Stayed 109 nights

“ Our daughter Adalay was born with a rare chromosome disorder called Aperts Syndrome 12 years ago. That was the beginning of our RMH journey. It was a place that allowed us to keep somewhat of our family norm while on the road. I could cook for my family and we could still gather around a table to eat and talk after a day of juggling appointments.

Three years ago we received the news Adalay was diagnosed with leukemia and for 38 days our family was split up. It was a very hard time however, RMH staffs some of the most amazing people I have had the privilege to meet. We talked, laughed, shared stories, cried and ate together. RMH became more than a place to stay it became part of our family.”



Our Family Rooms

IWK Health Centre



8,229

Visits to the Family Room



3,792

Snack bags given



2,578

Meals served

“ We arrived at the IWK for a casual check up appointment. What was suppose to be a check up turned into months at the hospital. If I had not found this space I do not know what I would have done. Thank you so much for all you do.”

- J and Family





“ Thank you for all the support I truly needed during our three week NICU stay. Coming here helped in ways I can’t even put into words. The financial stress of not having money for food, the kindness needed when you feel so alone. Everyday, every single person, their smile, kind words, making me feel so welcomed! It helped during this unexpected journey in the NICU with Alora! This place is special and so important. Never change!!”

— Kaylin and Alora



The Moncton Hospital



5,415

Visits to the Family Room



5,221

Snack bags given



2,564

Meals served



**Ronald
McDonald
House®**
Maritimes

Family Room



Our Valued Volunteer Program

Ronald McDonald House® Maritimes wouldn't be where it is today without the extensive love, support, and commitment from our volunteers.

Across our three major programs, the House, Halifax Family Room, and Moncton Family Room, as well as through our Home for Dinner program and fundraising events, volunteers play a vital role in helping us support families when they need it most.

Program Volunteers

Each valued volunteer at the House and Family Rooms serves a weekly shift, providing vital support to our staff through activities such as leading family programs, baking treats, welcoming visitors, and more. Their ongoing commitment helps ensure every family feels welcomed, supported, and cared for.

Thank you to each of our incredible **182 volunteers** who contributed to nearly 17,200 volunteer hours across our three programs in 2025.



11,030

House volunteer hours



3,344

Halifax Family Room volunteer hours

2,809

Moncton Family Room volunteer hours



Get Involved

Volunteer with Ronald McDonald House Maritimes



Home for Dinner Volunteers

Beyond our weekly volunteers, the House and Moncton Family Room welcome weekly corporate volunteer groups, as well as groups of families and friends who contribute to our meal program: Home for Dinner.

In 2025, thousands of meals were provided to families, ensuring those staying at the House or visiting the Family Rooms could enjoy a warm meal during or after a long day at the hospital.



12,490

Meals prepared for the House

5,142

Meals prepared for the Family Rooms

Event Volunteers

Our annual fundraising events would also not be possible without the dedication of our event volunteers. Whether supporting signature events such as the Walk for Kids and Golf Classic or lending a hand at third-party community fundraisers, these volunteers play an essential role in bringing our events to life.

From event setup and registration to participant support, activity coordination, and teardown, their enthusiasm and willingness to help create positive experiences for attendees while advancing our mission.



“VOLUNTEERS.
you are the Best
I am so grateful
I Love Playing with you
and Baking with you.”

— Love Ayra, Age 7



Thank You McDonald's

Our Founding & Forever Partner

Each year, McDonald's Canada®, Maritime Owner/Operators, restaurant staff, and guests continue to show their bountiful support for Maritime families who need support so they can be at the heart of their child's care.

In addition to generous support of McDonald's Canada, Maritime McDonald's owner/operators demonstrated their commitment to families far beyond the walls of their restaurants. Through active participation in signature fundraising events, including the Walk for Kids and the Golf Classic, their ongoing commitment and support helped advance our mission in communities throughout the Maritime provinces.

We are also incredibly grateful for the many ways McDonald's Canada and its franchisees support Ronald McDonald House® Canada and its Chapters through their restaurants.

\$399,124

Kiosks

\$53,234

Ronald McDonald House Cookies

\$366,321

Happy Meals

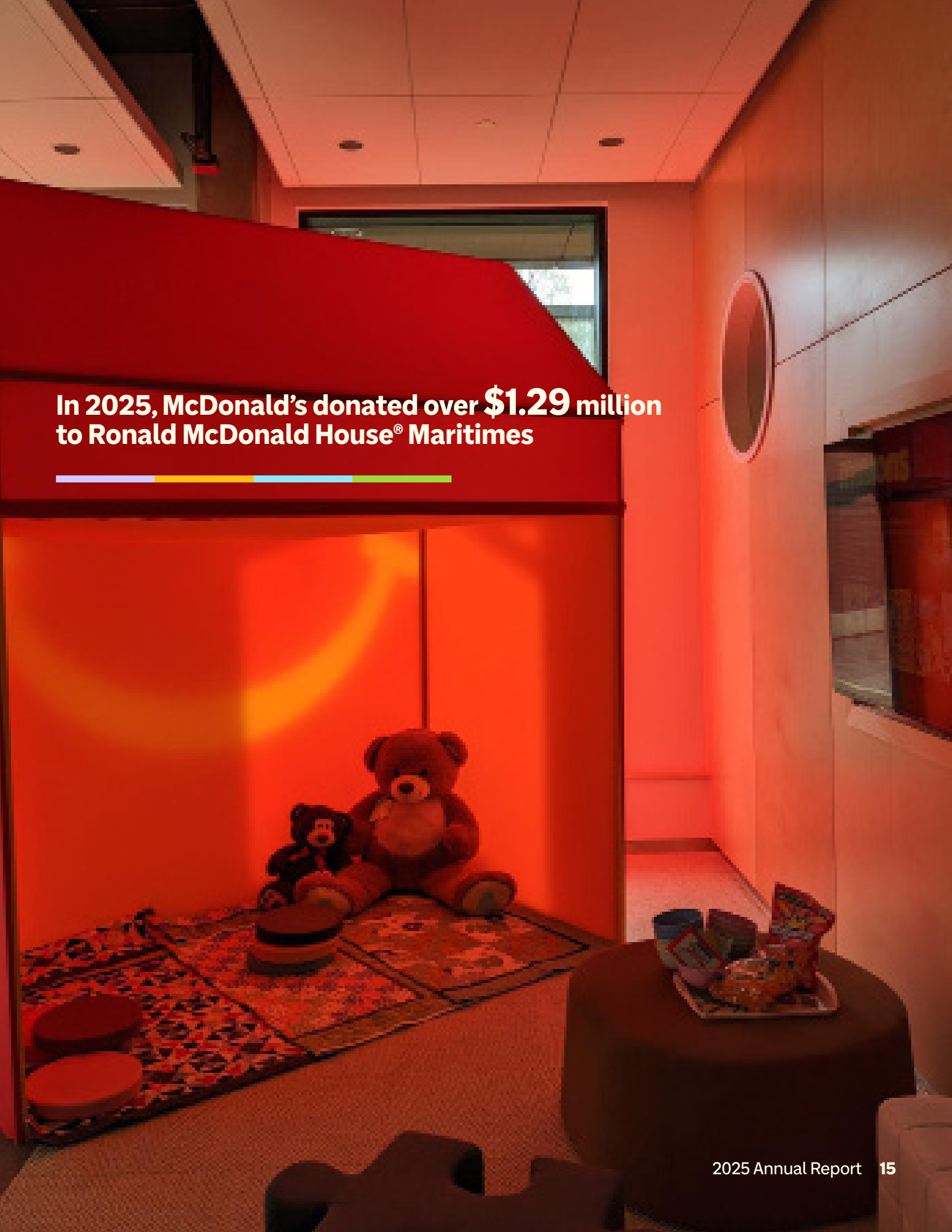
\$64,687

Coin Boxes



\$408,092

McHappy Day



In 2025, McDonald's donated over **\$1.29 million
to Ronald McDonald House® Maritimes**

Thank You to Our Supporters!

Behind every family supported is a community of individual donors, corporate partners, foundations, and community supporters.

When a family stays at Ronald McDonald House® Maritimes, it's thanks to the many monthly and annual donations, gifts in kind, national partners, and funds raised through our signature fundraising events.

Thank you third-party fundraisers

We are incredibly fortunate to be supported by community groups, businesses and individuals who organize third-party fundraising events in support of Ronald McDonald House Maritimes. From tournaments to creative community events, these passionate supporters helped raise nearly \$133,000 while spreading awareness of the difference we make for families. Thank you to every group and individual who gives their time, energy and generosity.

General Donation Breakdown

\$289,298

National Corporate Partners

\$19,394

Monthly giving

\$132,988

Third-party fundraising

\$1,322,028

Other



General donations, special events, and McDonald's contributions accounted for \$3.36 million in annual giving in 2025.



Special Events

9th Annual Walk for Kids Presented by Vogue Optical | June 1, 7 & 8, 2025

The Walk for Kids was held in Charlottetown, Sydney, Halifax, Moncton and Saint John in June and brought together 898 registrants, 175 volunteers and more than 420 donors, raising over \$144,000 to support Maritime families with sick or injured children.

\$144,075

Walk for Kids

2025 Golf Classic Presented by McDonald's Restaurants of Canada Ltd. | September 11, 2025

The 28th Annual Golf Classic at Glen Arbour Golf Course in Hammonds Plains NS brought together community sponsors, suppliers and teams for a day of golf, networking, and raising funds.

Thanks to generous support from across the region, the event raised more than \$159,000 through donations, prizes and an online auction.

\$159,476

Golf Classic





Financial Review

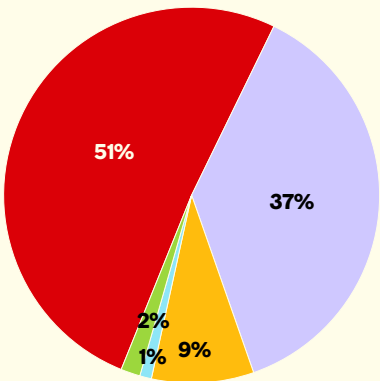
Condensed Statement of Financial Position

All financial information is based on Ronald McDonald House® Maritimes
2025 Audited Financial Statements

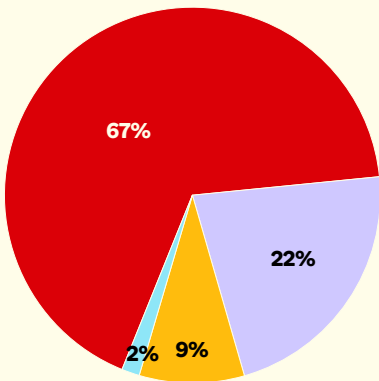
Charitable Registration:
 #11893 2490 RR0001

General Fund	Year End 2025	Year End 2024
Revenue		
General donations	\$ 1,763,708	\$ 989,410
Special events	303,551	350,055
McDonald's	1,291,458	1,113,966
Gifts in-kind	55,953	101,604
Room revenue	57,365	28,947
Other	306	932
	3,472,341	2,584,914
Expenses		
Programming	2,056,820	1,657,830
Annual fundraising	684,384	557,530
Management/general	278,841	221,766
Direct benefit to donor	58,967	44,013
	3,079,012	2,481,139
Excess of operating revenues over expenses	393,329	103,775
Investment income	654,565	1,183,521
General fund balance End of year	\$ 10,631,067	\$ 9,227,071

2025 Revenues



2025 Expenses



Capital campaign revenue	\$5,309,453	\$3,126,227
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Thank You to Our Board, Staff, and Partners

Board of Directors

Ashley Wager | Board Chair
Vice President
Wager Holdings Incorporated
McDonald's

Amanda Masters | Vice Chair
Regional Vice-President
Ginger Agency

Clarence Bennett | Governance Chair
Managing Partner
Stewart McKelvey (Saint John)

Heather Keeler-Hurshman | Treasurer
Owner & Principal
Keeler Consulting Inc.

Abigail Titus
Family Volunteer

Bronwyn Burke
Partner
Deloitte

Dr. Jessica Mills
Pediatric General and Thoracic Surgeon
IWK Health Centre

LeeAnn Larocque
VP Clinical Care, Learning & Chief Nurse Executive
IWK Health Centre

Mike Bagnall
Vice President & Region Head, Atlantic
CIBC Commercial Banking

Ryan Embrett
Vice President, People, Culture and Social Impact
NSLC

Stacy Burgess
Vice President, Clinical Support & System Integration
IWK Health Centre

Stephanie Jones
Owner/Operator
McDonald's

Hospital Partners



“You share that value of what we all share, which is patient and family centeredness.”

— **Krista Jangaard**
CEO, IWK Health Centre



“The one thing that they know when they hear Ronald McDonald Family Room or Ronald McDonald House... it's that you care about them and you're there for them.”

— **Christa Wheeler-Thorne**
Clinical Executive Director,
Horizon Health Network

Dedicated Team



Thank you to our amazing group of Board of Directors, senior leaders, team, and volunteers who have all contributed greatly to this amazing year of transition helping to propel our organization forward and establishing a strong foundation to grow our support of Maritime families when they need it most.



**Ronald
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House®**
Maritimes



To support local Maritime families, please
use the QR code above to donate today.

ronaldmcdonaldhousemaritimes.ca