



2024 Annual Report

Setting our sights



Our next Chapter



Our Programs

Supporting Every Family!

Each time a new family arrives at the House or our Family Rooms in Halifax and Moncton, we find fresh ways to bring the comforts of home to them. Whether it's snacks or supper, care packages or crafts, toothbrushes or shared moments, our dedicated staff and volunteers offer heartfelt support to every family.

Most importantly, we give families time together—close to their child receiving medical care. Being nearby helps them focus on what truly matters and creates space for healing.



**FAMILIES WHO
STAYED OVERNIGHT**

693



**OVERNIGHT
STAYS**

4,818



**LONGEST
STAY**

144 nights



**MEALS
PROVIDED**

9,000+

Thank you to our volunteers!

With more than 12,000 hours logged at RMHC Atlantic this year, it's no wonder that volunteers are at the core of our mission to support families. In donating their time and expertise, our volunteers make the lasting impressions, bonds, and memories that make Ronald McDonald House special.

Sincere thanks to the volunteers at our House & Family Rooms, our event and fundraising volunteers, our Home For Dinner groups, and our outstanding Board of Directors.

**Program Volunteers
9,036 hours**

**Home For Dinner Volunteers
1,500+ hours**

**Fundraising Volunteers
1,500+ hours**

**Board of Directors
600+ hours**

TOTAL: 12,936+ hours!

2024 Fundraising Highlights

2024 brought RMHC Atlantic its **most successful year ever** for operational fundraising, thanks to the unbelievable generosity of our Maritime donors. Thank you for supporting Ronald McDonald House families.



**MCDONALD'S
RESTAURANTS**

\$1,113,996
combined support



**GOLF CLASSIC
TOURNAMENT**

\$187,000
chipped in



**COMMUNITY
FUNDRAISERS**

\$71,000
thanks to you



**PJ WALK
FOR KIDS**

\$163,000
raised joyfully

Looking to the future

RMHC Atlantic is on the precipice of our most exciting next chapter in our history: opening the doors to our new Ronald McDonald House in Halifax. This has been a long road, but an exciting journey, to build and dream for our future.

Although we hoped to open our new House in 2024, we know it will be worth the wait. Our team has worked tirelessly to be prepared for our rapid growth in the coming months. When our new House is ready for families to move in, we are ready to support them, in new and better ways than ever before.

Our New House

44,000

Square feet of new
space for our
families.

12,000+

nights of comfort
for families staying
at the new House.

1,400

Number of Maritime
families that will soon be
accommodated annually.

36

Number of bedrooms
with private baths.

\$5.6M/YR

Estimated financial burden
alleviated for families
staying at the House.

\$571/night

Potential cost to families
staying in Halifax without
Ronald McDonald House



*Renderings

Families from across the Maritimes
Families know us best, and their stories resonate with our community of donors, volunteers, and other families along their medical journey.

Check out these notes from Ronald McDonald House families, as featured in our 2024 Holiday Giving Campaign:

2024
Memories....

Our stay at the Ronald McDonald House was just wonderful.

The House being close to the IWK was so convenient and we were made to feel welcomed, fed, met other families, played with our daughter, had great accommodations, however what was best were the people. So kind, compassionate and helpful, and we can't thank them enough.

Our world was turned upside down with our son's medical issues and we're so lucky to have the Ronald McDonald House. We really are!

Thank you for supporting families like ours.



From:
The Koebrich Family
Summerside
Prince Edward Island



5 visits
68 nights stayed!



celebrations!



Progress Pics



Meal-Time



PJ Walk for Kids



From:
The Knight Family
Nash Creek
New Brunswick

My 4 year old grandson, Grimm, had to go for heart surgery and this was very stressful for Mom and Dad and the whole family.

Grimm is doing very good now and we are grateful to have stayed close to him at RMHC Atlantic. We all enjoyed staying at the House where everyone was friendly and helpful. If you needed to talk, someone was always there to chat and to make you feel welcomed. All the meals that were made at the House were delicious and the rooms were always clean.

We are so thankful for the playroom and activities for the children and I would really like to thank the Ronald McDonald House community on behalf of the Knight family.



2 visits
28 nights stayed!



cooking for family



Home For Dinner



Family Room Time



Thanks to our Founding & Forever Partner McDonald's Canada

We're forever grateful for the continued, unparalleled support of **McDonald's Canada** and our **McDonald's Maritime Owner/Operators**. For every way you support us in restaurants, at every RMHC event, and at every turn, we truly couldn't be **McHappy**-er! From all of us at RMHC, thank you to the Owner/Operators, crews, and our friends at McDonald's Canada!



KIOSKS

In 2024, kiosk donations totaled
\$371,994



COIN BOXES

In 2024, coin box donations totaled
\$68,242



RMHC COOKIES

In 2024, RMHC Cookies raised
\$35,623



MCHAPPY DAY

In 2024, McDonald's raised
\$382,426



HAPPY MEALS

In 2024, Happy Meals raised
\$255,680



ROUND-UP

Thanks to the hard work of McDonald's crews, customers increased their round-up by **11%** over 2023!



THANK YOU FOR SUPPORTING OUR EVENTS!

Once again, in 2024, McDonald's Canada and McDonald's Maritime Owner/Operators contributed generously to our **PJ Walk For Kids** and our **Golf Classic** events.

Sincere thanks for joining us both on-site and in spirit, and for helping us make these important signature events a success!

NEW Ronald McDonald House

What a difference a year makes!
Check out the progress in 2024

More Room
FOR Love



January 2024



March



May



August



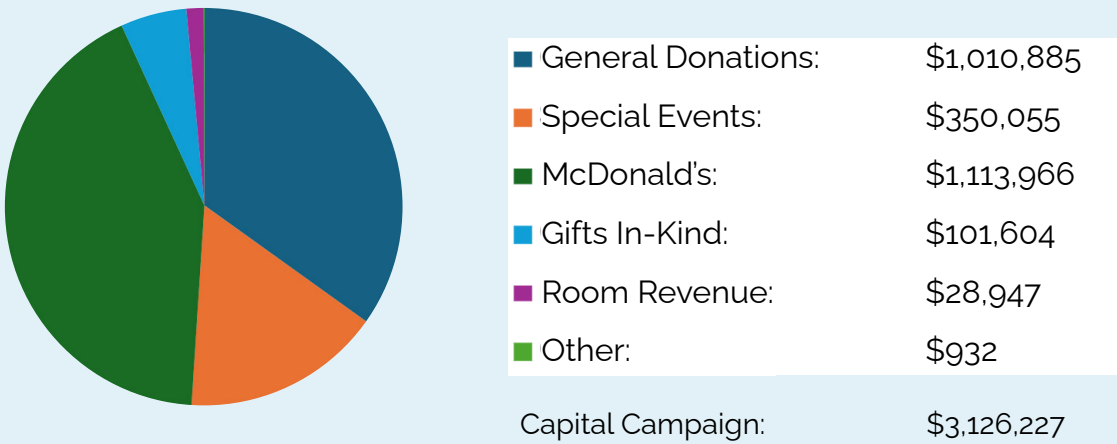
September



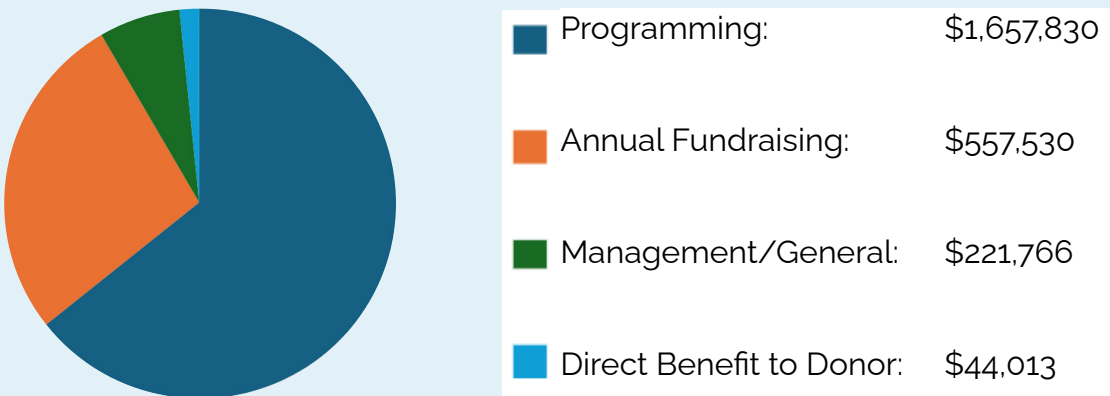
November

2024 Financial Report

REVENUE



EXPENSES



All financial information is based on RMHC Atlantic's approved 2024 **Audited Financial Statements**.

Excess of operating revenues over expenses	\$103,775
Investment income	\$1,183,521
General fund balance - end of year	\$9,227,071

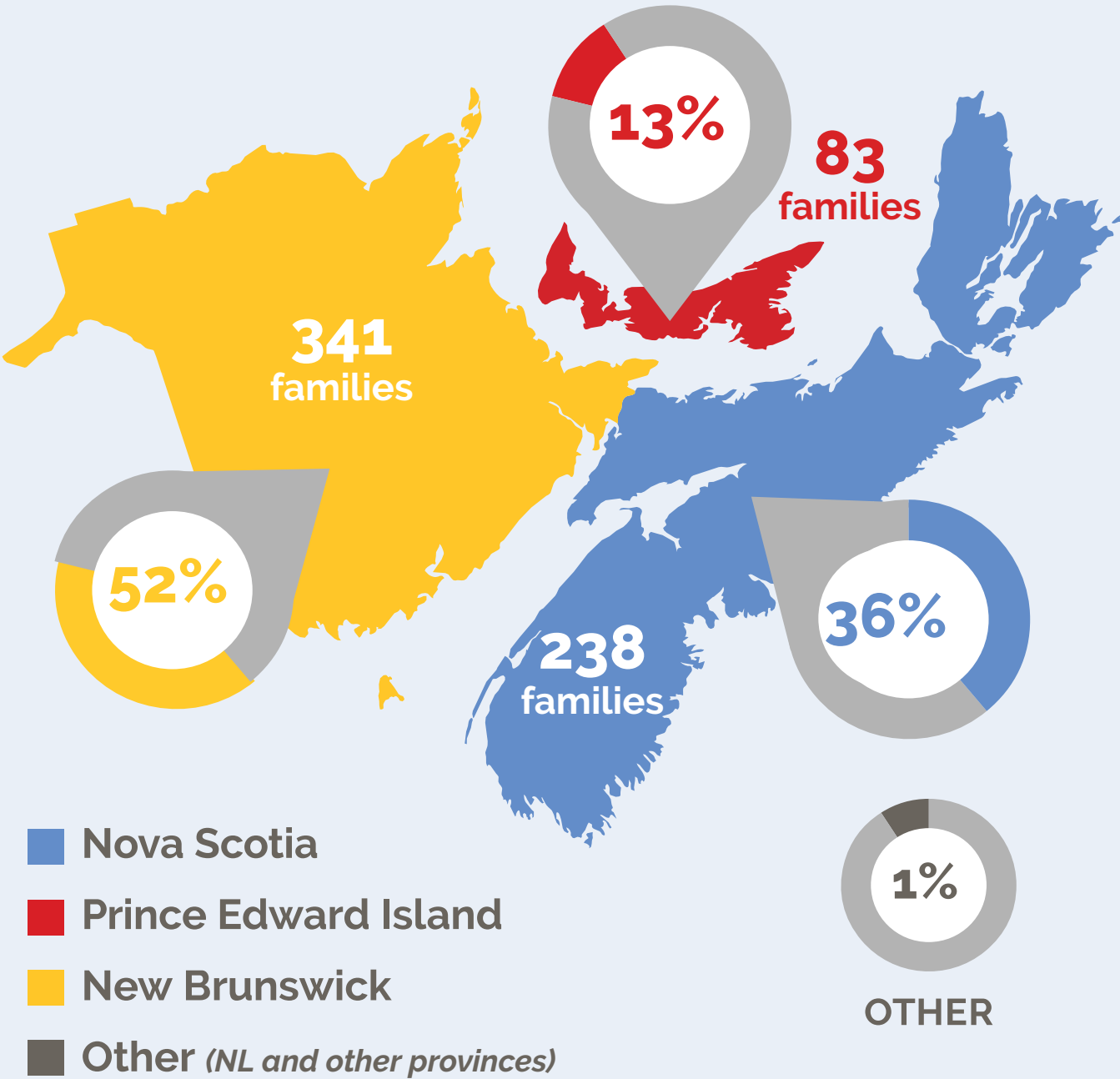


\$4.67

raised for every \$1 invested in our annual fund*

*does not include capital campaign donations

2024 Ronald McDonald House Family Stay Summary



Nights of Comfort: **4,818**
Family stays at our House: **1,117**
Total Family Savings: **\$2,751,078**