

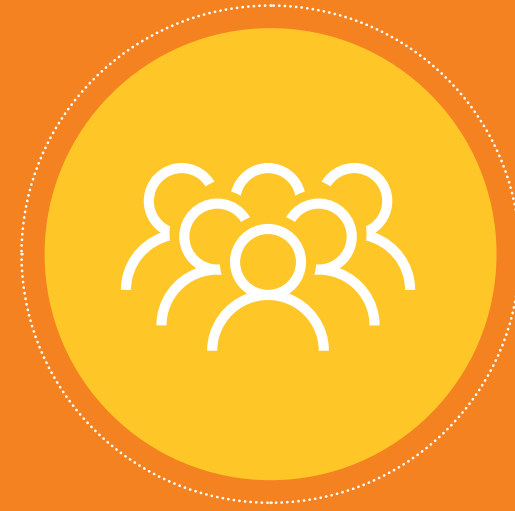
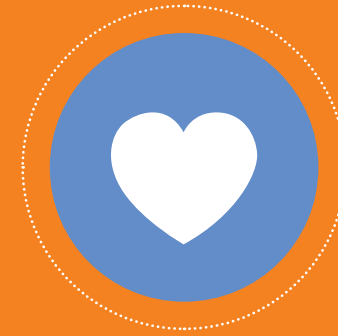
365

Keeping families close™

Impact Report 2019



Ronald McDonald
House Charities®
Australia



Ronald McDonald House Charities® in Australia supported 60,302 families through some of their most challenging moments in 2019.

Our highlights: January to March

Uniting our team

With our system wide Strategic Plan, **Mission 2020**, on the horizon, our committed Board focused all its efforts on ensuring a stronger, more connected team across each one of our locations.

Making room

We developed and approved our Family Room Growth strategy to increase our impact for families within hospitals.

Focussing on the future

We commenced a technology review to future-proof our IT infrastructure.

Opportunities to grow

Our Organisational Excellence Forum was a huge success! The two-day event brought together our Senior Managers from across the country, to enable collaboration and leadership growth.



April to June

Meaningful work for volunteers

When we asked our volunteers how they feel about RMHC®, they told us they feel pride, that their work is meaningful, and they'd recommend RMHC to other volunteers. The survey helped us understand how we can improve our volunteers' working environment and better the experience for our families.

Going from strength to strength

In June 70 Board members and leaders from every Chapter in Australia completed a Board Immersion Course to enhance our governance standards.



July to September

Promoting our work

This quarter saw the exciting launch of our much-anticipated National Promotional Plan. The brand campaign was a first for our charity and highlighted the important role RMHC plays in families' lives. It included nine TV commercials, six print ads and a new image library. We secured significant media support for the campaign, helping us to spread the word about the vital support our charity provides for seriously ill children and their families.

Busting boredom in hospitals

Our first Hospitality Cart launched at Mt Isa Hospital in far North West Queensland. This new initiative offers boredom busting activities to hospitalised kids and their families. It also brings physical and emotional comfort to families in hospitals where there is no Family Room.



October to December

Scholarships for our people

We awarded RMHC Learning and Development Scholarships to six of our staff. The scholarships enable staff to attend courses and workshops including the Program for Non-Profit Leaders with Harvard Club of Australia, Brené Brown Seminar – Dare to Lead, Foundations of Intentional Leadership with the Institute of Managers and Leaders, and a Certificate course in WHS.

A record-breaking McHappy Day

In November, we celebrated the most successful McHappy Day to date. McDonald's raised a phenomenal \$5.5m and the 2019 McHappy Day Ambassador, Katie Holmes, bolstered media coverage countrywide.

Our 19th Family Room opens

We opened a new Family Room at Wollongong Hospital. The 19th for our charity and the first for the hospital. The Family Room was a welcome relief to the expanding area and is anticipated to support another 2,000 families every year.

Keeping our trust

We cemented our standing as a known and trusted charity when we secured 7th Most Trusted Charity in Australia in the AMR Trusted Charities Index.

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For 365 days and nights. Through every child's diagnosis, treatment and recovery. Every distressing turn and joyous moment. We are there for our families at every point on their journey. Their family journey is our journey. It's woven into the fabric of everything we do. Our inspiration, motivation and mission.



Chair and CEO Message

It's humbling to witness the incredible resilience our families show every day. These families are going through the unthinkable, and yet they keep going even when it feels too hard. There's an unshakeable love driving them to support their children - through every treatment, surgery and hospital stay. This is what inspires us to keep improving as a charity.

Over the last three years, we've been laying the groundwork to fulfill our 2020 Strategic Plan, and now that hard work is coming to life. In 2019, RMHC Chapters in Australia collectively supported more than 60,000 families thanks to the tireless commitment of staff, volunteers and supporters.

It's been a pivotal year for the charity, with many successes we can all be proud of.

One of the most exciting launches was our first National Promotional Plan. This heartfelt brand campaign clarified how RMHC supports families, to ensure we are a brand people understand and trust.

In addition, we launched our peer-to-peer fundraising platform, which has already bolstered our fundraising, reduced costs and created a better supporter experience.

Through a Gap Analysis, we realised we do a great job of supporting families while they're with us. Now we need to extend that support to families when they return home. This is something we are embracing in 2020.

We are still in awe of the \$5.5m raised for RMHC through McHappy Day 2019. This extraordinary success highlights the real passion McDonald's and their customers have for the charity.

In 2019, we also opened our 19th Family Room, launched our first Hospitality Cart, and introduced Gifts in Wills opportunities for supporters.

For us, it's not just about opening new Houses and Family Rooms, it's about making sure that they are good quality, in the right location and for the right purpose. This is what makes us strong.

And 2019 saw us build on those strengths to ensure our systems, processes, standards and governance are better than ever. It's the year we came together - stronger and more connected - across every Program and family touchpoint.

Because of this, we're on track to meet every one of our Mission 2020 goals and can go into next year with our heads held high.

We're immensely proud of all we've achieved and would like to acknowledge everyone who contributed for their ongoing generosity, compassion and support.

Our heartfelt thanks for making 2019 an incredible success!

Andrew Gregory
Chair

Barbara Ryan
CEO

About Us

When a child is seriously ill, it can disrupt every aspect of family life – from school and work, to everyday moments like meal times, bath times, play times and quality time. This can have a devastating effect on the whole family. Ronald McDonald House Charities helps family life carry on while a child is undergoing treatment. Since 1981, we've helped thousands of Australian families through their most difficult times.

Our Mission

To support the ever-changing needs of seriously ill children and their families.

Our Vision

To achieve the best outcome for families by reducing the impact of their child's serious illness.



How We Help

We've developed a range of Programs to help families enjoy more everyday moments when they need it most.



18 Houses

Our House Program offers families a place to stay close to the hospital. They are especially helpful for families who have to travel far to receive treatment for their child. The House accommodation is equipped with everything families need to feel supported during their stay.



19 Family Rooms

Our Family Rooms are located inside the hospital and close to the children's wards. They give families a chance to recharge after many stressful hours at their child's side. Each Family Room is equipped with areas to rest, eat, freshen up, play and relax.



5 Family Retreats

Our Family Retreats give families a chance to forget the stresses of hospital life. They're open to families with a seriously ill child, or those grieving the loss of a child.



1 Care Mobile

Our Care Mobile brings care to children in remote and rural NSW, in partnership with Royal Far West. It ensures distance isn't a barrier to receiving assessments and early intervention services for children in these areas.



Learning Program 1,200 students/week

Extended stays in hospital or receiving medical treatment means kids miss school. Our tailored one-to-one tuition help kids catch up on schoolwork so that they feel confident as they transition back to school.

Our Learning Program also offers professional development for educators. EDMed™ provides teachers with information about the potential impacts of a serious or chronic illness, as well as educational strategies to support the needs of these students impacted by a serious or chronic illness.

Our Board

RMHC Australia is the national organisation within our federated structure. The purpose of the RMHC Australia Board is to lead, strengthen and unite the 11 RMHC Chapters delivering our Programs across Australia.

Board Responsibilities:

- Overall governance of RMHC Australia
- Leadership across the RMHC Chapters in Australia
- Brand management across the RMHC Chapters in Australia
- Overseeing the creation of new and expansion of RMHC Programs

Board Meetings

- The Board meets at least three times a year
- In 2019 the Board held four meetings in March, June, September and December
- The Company Secretary prepares the draft agenda for each meeting in conjunction with the CEO RMHC and Chair
- The Company Secretary keeps a hard copy of the Board papers for each meeting
- Board decisions are made by majority consensus of the Directors present at a meeting.

Code of Conduct

Board Directors observe the highest standards of ethical behaviour. This includes avoiding conflicts with the best interests of the Trust. The Board has adopted a Code of Conduct and a Conflict of Interests Policy, which each member signs.

Board Members

The RMHC Board must comprise a minimum of four and maximum of 14 Board members which includes:

- the CEO RMHC;
- a minimum of three McDonald's Corporation (or its subsidiaries, affiliates or franchisees) representatives including the CEO of McDonald's Australia;
- a minimum of one, but preferably three, representatives from the RMHC Chapters;
- in 2019 the Board had three RMHC Chapter representatives from Sydney, Greater Western Sydney and Western Australia;

- a minimum of one person with health qualifications and/or experience;
- a minimum of one representative from the community.

You can find a full list of our Board members at rmhc.org.au/about

Subcommittees

Our three Subcommittees meet bi-annually or more often as required. They include:

- Audit, Finance and Investment;
- Governance, Nomination and Development;
- Programs, Capital and Research.



Andrew Gregory Chair



Barbara Ryan CEO



Glenn Baker Director



Tim Banks Director



Barry Fitzgerald Director



Mark Holton Director



Stephen Jermyn Director



Emma Napoli-Hala Director



Nicole Taylor Director



Carolyn Townsend Director



Prof Les White Director

Our Corporate Governance Framework



The RMHC Trust is registered with the Australian Charities and Not-for-profit Commission (ACNC) as a Public Benevolent Institution; is endorsed by the Australian Taxation Office for GST Concessions (from 1 July 2005), Fringe Benefits Tax Exemption (from 1 July 2005) and Income Tax Exemption (from 1 July 2000); and is endorsed by the Australian Taxation Office as a Deductible Gift Recipient (from 1 July 2000) under Item 1 of the table in section 30-15 of the Income Tax Assessment Act 1997.

Our Federated Organisation



Ronald McDonald House Charities in Australia is made up of 12 legal entities, known as RMHC Chapters. These Chapters operate around Australia under a federated structure and work together under a joint venture agreement.

Each Chapter is financially and operationally independent, with their own Board and management. And each is a registered charity, regulated by the Australian Charities and Not-for-profit Commission.



209

209 nights at Ronald McDonald House

Meika's family and friends are her world. She loves being with them and including them in her weird and wonderful potions, mudcakes and creations. One of her favourite things to do is have sleepovers.

This is what kept Meika going when she was receiving chemotherapy for a rare eye cancer. Diagnosed in December 2018, Meika's parents had no idea what was wrong with their once healthy daughter. At first, doctors suspected it could be a virus, stroke or Bell's Palsy.

When doctors told nine-year-old Meika's parents that it was cancer, they were crushed. Treatment started in January and Meika's mum, gran and siblings moved into Ronald McDonald House. They stayed there full-time, while Meika received chemo and radiation.

As Meika's mum, Tegan says, "It would have been impossible to make the four-hour trip home as Meika was bedridden and too unwell to travel." Instead, Meika's family settled in at Ronald McDonald House where they were able to do

all the everyday things families do: cook meals, watch movies, and enjoy free tickets to the zoo or aquarium. Meika's family became such a part of the House, that Meika's little brother Archer calls it "home" and it's where her baby sister first crawled, talked and walked.

On her better days, having her family close by meant Meika could bake with Grandma, play with her siblings and hang out with the friends she'd made in hospital. Friends she still visits every time the family travel back for appointments.

Tegan can't imagine what life would've been like without Ronald McDonald House. "There is no way I could have done it without the support of RMHC. I would have blown up with anxiety and stress. I will be forever grateful," she says.

Achievements

Like many organisations, 2020 has been earmarked as the year we achieve substantial goals, many of which the charity has been working towards for several years. We are tracking well against our strategic plan **Mission 2020** and on target to complete each one of our ambitions by the end of the year.

Mission 2020

By the end of 2020 RMHC in Australia will collectively help more than 45,000 sick children and their families every year compared to the number of families supported in 2015.



Impact

Mission 2020 goals

- Reach more sick children and their families
- By 2020 we will: help 60% more sick children and families

2019 Impact Achievements

2018 Gap Analysis Outcomes

Improve: Family wellbeing | Families transitioning home | Focus on siblings | Support for 'bedside' families.

Advance Our Learning Program

Identified the need to address the following:

- Align technology to become agile
- Make early childhood connections
- Manage a child's education needs from diagnosis through to graduation from the Learning Program
- Make online tutoring available when in-person access is difficult

Family Room Growth

We have developed our Family Room Strategic Growth Focus, which has provided a clear vision for the future. It has led to the creation of our 19th Family Room, opened by RMHC Sydney in 2019. It's estimated that it will support an extra 2,000 families a year.



First Hospitality Cart Launched

The Hospitality Cart is a new Program trialling support for families staying at their child's bedside. RMHC North Australia launched the first Hospitality Cart at Mt Isa Hospital in August 2019, catering to children and families' entertainment, refreshment and physical comfort needs.

It supported more than 100 families in the first five months. We are looking at opportunities to expand trials of the Hospitality Cart in 2020.



Money

Mission 2020 goals

- Create sustainable and diversified revenue streams
- By 2020 we will: increase revenue to reach \$30m p.a

2019 Money Achievements

Individual Donor Increase

Individual donors grew to almost 10,000 supporters through our appeals, regular giving and online giving.

Future-Proofing Donations

Plans to drive donations through kiosk and cashless activations at McDonald's restaurants of the future. Trials underway using tap and go units and money spinners. Revenue from ordering kiosks continues to grow.

Development of Gifts in Wills Program

RMHC is fortunate to have the support of incredibly generous individuals who choose to support us in their Will. Last year we developed a range of resources for our donors and fundraisers to provide easy-to-understand information about how to leave a Gift in Will to RMHC. In 2019 we received more than \$800k from Gifts in Wills.

Record-Breaking McHappy Day

\$5.5m raised. Significant media coverage for the charity and McHappy Day generated through the 2019 National Ambassador, celebrity Katie Holmes.

Support from National Corporates

In addition to McDonald's, RMHC is fortunate to have the support of more than 32 National Corporate Partners. Their support included significant financial support, donated goods and services and volunteering. Our corporate support donations for 2019 saw a huge increase from last year, with more than \$1m in cash and nearly \$4m in donated goods and services.



Power

Mission 2020 goals

- Value and grow our people
- By 2020 we will: increase learning and development co-investment to 5% of total expenses

2019 Power Achievements

- 5 Chapters implemented an approved Multi-Enterprise Agreement
- 641 volunteers completed our volunteer satisfaction survey. Top 3 responses: they do meaningful work, feel proud, and would recommend RMHC to other volunteers

Learning and Development

- 6 scholarships awarded to RMHC staff
- 1 Organisational Excellence Forum held for senior managers
- 1 inter-Chapter secondment awarded
- 70 Program and Fundraising staff received global training in family-centred care
- 70 Board members and leaders from every Chapter in Australia completed a Board Immersion Course to enhance our governance standards.



Alignment

Mission 2020 goals

- Increase efficiency and alignment across the charity
- By 2020 we will: reduce duplication of processes and business systems

2019 Alignment Achievements

IT/IS Council Established

To provide and direct infrastructure, priorities and implementation across RMHC.

CRM Tender Underway

Opted to commence embedding a CRM that will future proof the charity and all fundraising activity.

Improved Data Protection

National Privacy Policy and Framework set up to protect confidential data in this age of technology.

Stronger Risk Management

National Risk Management Policy and manual developed and approved, to protect our brand and ensure every RMHC Board has a rigid process that's reviewed regularly.



Champions

Mission 2020 goals

- Be recognised and known for organisational excellence
- By 2020 we will: Be recognised for best practice in our governance and programs

2019 Champions Achievements

Social ROI Project

Exciting new research underway to measure the positive social value that each of our Programs delivers for children, parents, schools, the government and RMHC.

Family Journey Mapped

Chapter Program staff mapped the family journey for the House Program under the guidance of an International expert to identify how we can better support families at every turn.

100% Chapter Compliance

100% Chapter compliance with Safeguarding Children and Young People's (SCYP) minimum standards and principles.

House Program Quality Standards

Created, audited and implemented House Program Quality Standards to ensure best practice across Ronald McDonald Houses in Australia.

WHS Improvements

All RMHC Chapters were externally audited for Work Health and Safety (WHS) practices. All have developed plans for further improvements.

EDMed Gold Winner

Our preeminent accredited training program for teachers, EDMed online, awarded Gold Winner for the "Best eLearning Design - Free eLearning Design".



Talk

Mission 2020 goals

- Increase the knowledge of the brand and its identity
- By 2020 we will: be ranked in the top 10 trusted charities and achieve 97% brand awareness

2019 Talk Achievements

National Promotional Plan Launched

To improve brand comprehension over a three-year period. Brand assets include: nine TV commercials, six print ads, one new image library.

RMHC Brand Trust

To date we have seen an increase in brand familiarity and our brand reputation and trust remains strong - last year being named the second Most Trusted Children's Charity and seventh Most Trusted Charity in Australia in the AMR Trusted Charities Index 2019.

New National Website Launched

To reinforce the National Promotional Plan and streamline donor process.

New Peer-to-Peer Platform Launched

A new, consolidated fundraising platform gives Chapters the ability to run their own fundraising campaigns. \$120k saved annually. Year-on-year growth of fundraising efforts in one year.





Our locations

State	18 Houses	19 Family Rooms	5 Family Retreats	Learning Program
ACT	• Canberra	• Centenary Hospital for Women and Children		Learning Program ACT/NSW
NSW	• Newcastle • Orange • Randwick • Tamworth • Wagga Wagga • Westmead	• Gosford Hospital • John Hunter Children's Hospital J1 • John Hunter Children's Hospital NICU • Nepean Hospital • Royal North Shore Hospital • Sydney Children's Hospital • Wagga Wagga Referral Hospital • Wollongong Hospital	• Batemans Bay • Forster	Learning Program ACT/NSW
VIC	• Monash • North Fitzroy • Parkville	• Joan Kirner Women's and Children's Hospital • Monash Children's Hospital • Northern Hospital • Wodonga Hospital		Learning Program VIC/TAS
TAS	• Hobart			Learning Program VIC/TAS
QLD	• Herston • Queensland Children's Hospital • South Brisbane • Townsville	• Gold Coast University Hospital Paediatrics • Gold Coast University Hospital NICU • Queensland Children's Hospital • Townsville Hospital	• Palm Cove	Learning Program QLD /NT
SA	• Adelaide			Learning Program SA
WA	• Nedlands • Perth Children's Hospital	• Peel Health Campus • Perth Children's Hospital	• Bunbury • Busselton	Learning Program WA





971

971 nights at Ronald McDonald House

"Oh, bye!" Taylor signals to her mum as she walks off on her first day at kinder, barely looking back as she does. Like all first days, it can be an emotional time for parents as they watch their little ones become "big kids". For Taylor's mum, Diane, it's a day she never thought she'd see.

Her independent, sociable little girl is lucky to be alive. After being diagnosed with a heart condition at just two months old, Taylor has spent her entire short life in hospital. She has been in and out of surgeries, in and out of ICU, on life support, brought back to life, had a stroke, developed cerebral palsy and is unable to speak.

It's difficult to imagine half of what this family has been through in the last four years. But this is all they've known of life with Taylor. And "Ronnie Mac" as Diane affectionately calls it, has become their second home.

With her husband at work and her daughter in hospital, Diane has spent the good part of the last four years at Ronald McDonald House. It's where she's connected with other families by

sharing dinners, journeys and emotions. And it's where she's made "real, lifelong friends."

"They are so kind. There is always a shoulder to cry on, always someone to talk to, and always someone to cheer you up," says Diane of the staff at the House.

Having a place to stay that's close to the hospital has meant Diane could be at her daughter's side, every day for the last four years. Something that would've been impossible otherwise.

Taylor and Diane have been back at home for a while now and while Diane is thrilled Taylor is finding her way in the world, Diane admits, "I feel like I'm going home" whenever they go back to Ronald McDonald House.

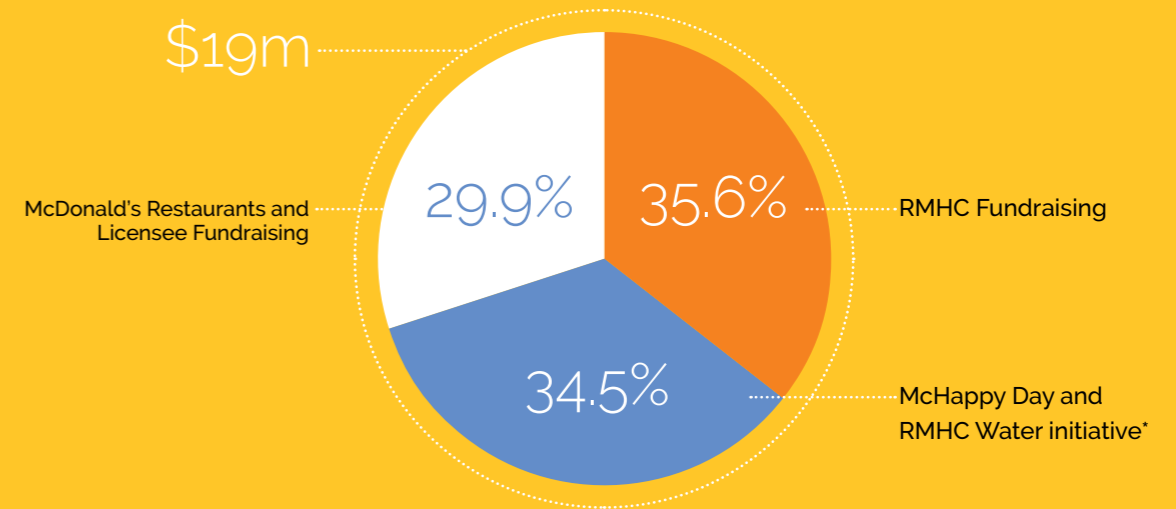
Financials

In 2019, RMHC Chapters in Australia collectively raised over \$52m. Of this, \$19m was raised by RMHC Australia – a 34% increase from 2018. These vital funds will ensure we continue to provide the best care we can to every one of our families with seriously ill children.

\$7 million of the funds raised by RMHC Australia were distributed to our 11 RMHC Chapters to support Programs across Australia. RMHC Australia retains a portion of funds raised for future capital requirements of new or expanded Program requirements, and for national initiatives. Since 2013, \$22 million has been paid in capital grants to the RMHC Chapters which is above and beyond the normal funds granted to RMHC Chapters.

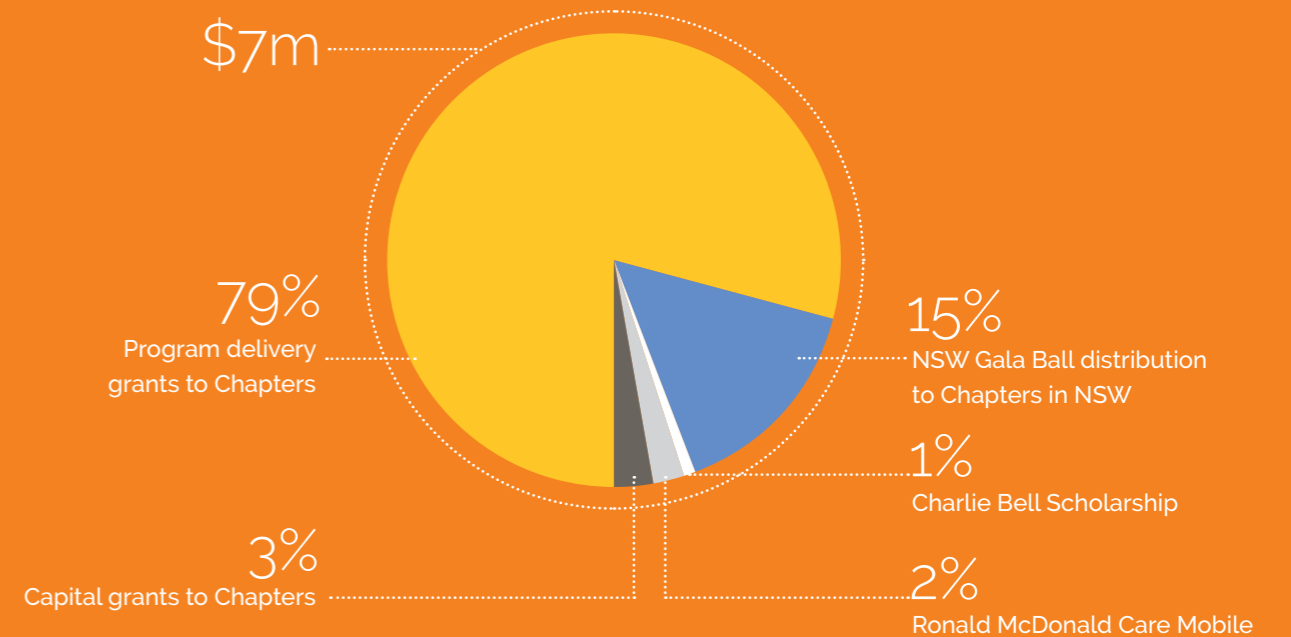
In 2019, the charity invested \$2.9m into our Learning Program amplifying our education offering and ensuring more seriously ill children are supported through better access to educational support.

Where the money came from



*RMHC Water initiative: 10c from every bottle of Cool Ridge water sold in McDonald's restaurants is donated to RMHC

Where the money helped



2019 Impact



60,302

Families supported



10,976

Families accommodated at our Houses



47,094

Families visited our Family Rooms



+1,200

Learning Program students per week



329

Families stayed at a Family Retreat



685

Children reached via Care Mobile



13

Charlie Bell Scholarships awarded



2,000+

Dedicated volunteers



145

145 nights at Ronald McDonald House

Little boys like to run, jump, rough and tumble, causing a ruckus wherever they go. Scout and London are as adventurous as they come. These two rambunctious brothers have more than just their fiery red hair in common. They were both born with cleft lips and palates and Pierre Robin Syndrome.

It was during her 20-week scan that London's Mum found out there was a genetic condition with London. As first-time parents, Nicole and Kayne never expected their child would be born with a medical condition.

It was a tough few weeks as they processed what this would mean for their unborn child. It's hard enough dealing with one child's diagnosis, but to learn that your second child has the same condition is an even bigger shock. Especially as the boys' condition is non-hereditary.

But, with the support of Ronald McDonald House, Nicole and Kayne soon adjusted to a life of treatments and care. They were just relieved they could stay together as a family and keep the boys' routine as close to normal as possible.

"It scares me to think what would have happened otherwise," says Nicole.

With a mortgage to pay and large medical bills, paying for a hotel while London and Scout received ongoing treatment would have crippled them. "Besides," adds Nicole "staying in a hotel can be a nightmare for a mum of boys. Boys love to explore and get into everything."

Instead, the boys could get up to all kinds of mischief in a family-friendly space, and have mum and dad tuck them in every night. As Nicole says, "It has made the tough times a lot less stressful knowing that we had somewhere comfortable and safe to stay close to the hospital that was also child friendly. We will be forever thankful."

Our Global Impact

While Ronald McDonald House Charities Australia operates as a local entity, it is part of the broader global charity. The global brand provides RMHC Australia with overarching Program, brand and governance guidance, advice and training. This ensures quality is maintained worldwide.



Global Footprint

- 275+ Chapters
- 64 Countries and regions
- 375 Houses
- 262 Family Rooms
- 51 Care Mobiles



Ronald McDonald House Impact

As the first and biggest Program in our offering, Ronald McDonald House has supported thousands of families since our doors opened over 40 years ago. A global research team* worked with RMHC to evaluate the impact of our House Program on families around the world. The following is a summary of those findings*.

The World's Leading NGO

Supporting the accommodation needs of families whose children are receiving hospital care.

Who we are

Ronald McDonald House is a 'home away from home' for families with seriously ill children. Our Houses allow families to stay close to their child thanks to the support of our donors. Increasingly, our House Program also supports mothers experiencing high risk-pregnancies or premature birth.

Who we support

Children whose families stay at a Ronald McDonald House tend to be the sickest, have travelled the furthest and spend the longest time in the hospital.

How we help

Our Houses provide valuable family-centred care that plays an important role for families. They provide much needed financial, emotional and practical support that reduces the stress and costs to families, while improving their ability to cope.



Access to the best care

Our House Program makes it possible for families who travel long distances, to access the top children's hospitals around the world.

Stronger mental health

Having a child in hospital can trigger clinical anxiety in parents. Our Houses provide families with the emotional, mental and practical support to better manage their stress, so that they can be more actively involved in the care of their children.

Financial peace of mind

Ongoing medical bills, travel and accommodation costs are a huge source of stress for many families. Our Houses offer affordable accommodation, close to hospitals, to alleviate some of the burden.

Parents sleep better

Parents who sleep at one of Houses have a better night's rest than those that sleep at their child's hospital bedside. This ensures they have the strength to support their child.

Children's recovery

Having family and siblings close by, who are invested in a child's care, can improve a hospitalised child's recovery and treatment outcomes.

Positive hospital experience

Families who stay at a Ronald McDonald House find they have a more positive experience of hospital than those that stay elsewhere.

Families cope better

Having family together under one roof, including the support of experienced volunteers and other families, greatly improves a family's ability to cope with having a child in hospital.

Siblings cope better

Play is how children interact and make sense of the world. That's why play areas are such an important part of our offering. They allow siblings to connect and cope more with the stress of a difficult situation.

Better quality of life

Children and parents who stay at our Houses are thought to have a better quality of life than expected for children with serious illnesses.

Safe, affordable alternative to hospital

Many high-risk pregnant women who are stable but need to be close to care, can now afford to stay close to care. This is also the case for parents who have a newborn in the Neonatal Intensive Care Unit (NICU).

**Findings taken from RMHC Impact Research - the name for a suite of studies on the impact of RMHC around the world. The summaries provided here provide a snapshot of the findings from each of the key Ronald McDonald House Impact studies.*

** The global team of researchers was drawn from leading universities, including the University of California, San Francisco (UCSF), George Washington University, the University of Chicago, as well as from top medical centres in Hong Kong; Sydney, Australia; the United Kingdom; Buenos Aires, Argentina; Cincinnati, U.S.; and Toronto, Canada.*

2019

2019 was a year of firsts for our charity, with new fundraising records achieved on McHappy Day, the first Family Room at Wollongong Hospital, and the first Hospitality Cart at Mt Isa Hospital.



McHappy Day

McHappy Day is the biggest fundraiser of the year for RMHC. Every year, McDonald's restaurants around Australia raise vital funds for our families and children. And every year, we are blown away by the incredible support of every restaurant, individual and business who donates to our cause.

In 2019, the goal was set to raise \$5m and we were overwhelmed to end up with a record-breaking \$5.5m.

McHappy Day is always a truly collaborative event. It brings the community together, to raise the bar and ensure we can continue to support thousands of families with seriously ill or injured children. This year, the incredible McHappy Day Ambassador, Katie Holmes, helped garner media coverage and support for the day.

"I'm so happy to be the Ambassador for McHappy Day. I know how much Ronald McDonald House Charities means for so many people who are going through such unimaginable circumstances," says Katie.

Thanks to Katie, McHappy Day increased media coverage by 123% from 2018, with more than 3,200 stories shared across Australia. This widespread coverage was further bolstered with the

support of several local heroes, sporting and TV personalities who visited McDonald's restaurants to help make a difference. The response was truly phenomenal, and we can't thank everyone involved enough.

To Katie, for leveraging her media presence to help us create widespread national awareness. To every business and public figure who so generously showed up, fundraised or donated on our behalf. And to every individual who bought a Helping Hand, pair of Silly Socks, Big Mac Sauce or Big Mac on 16th November 2019, thank you for making this the most successful McHappy Day yet.

"One of the families said that their own child, who is in treatment, is so happy because his sisters are here to make him smile every day," says Katie. "Those are the little things that Ronald McDonald House Charities recognise and are so important to people during this time."



Wollongong Family Room

"Our focus in Family Rooms is to support the carers of children who are spending long days and nights by the bedside, who are travelling back and forth in a day to attend appointments, or anxiously waiting for surgeries to finish" says Simone Daher, CEO RMHC Sydney

On December 6th, RMHC Sydney opened its Wollongong Family Room, located in the Wollongong Hospital – a first for the region. The hospital expects 2,000 families will make use of this much-needed support service each year.

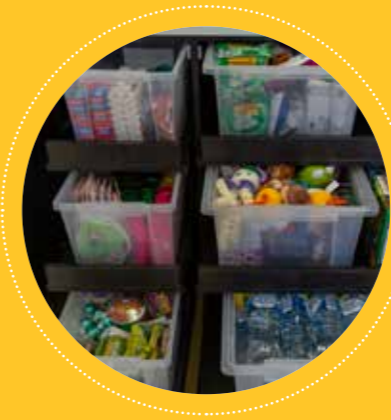
If you are part of our support community, you will know how important it is for carers to have their basic physical and emotional needs met. Our Family Rooms allow carers to rest and recharge, so that they are able to support their child when they return to the ward.

The Family Room at Wollongong Hospital is no different. It invites families to step away from the stress of being at their child's side to enjoy a

cooked meal, have a shower, switch off in front of the TV, play with siblings or, do their laundry.

"Carers spend so much time focusing on the care of their child, that it's important for them to have a place they can step into, where they become cared for," says Simone Daher, CEO, RMHC Sydney.

The new Family Room has been launched to meet the needs of Wollongong's expanding community, as well as the increasing demands placed on its hospital services. It will ease the financial burden of long hospital stays and help make life less stressful for the families of sick children.



Mount Isa Hospitality Cart

Life in hospital can be pretty boring for a child. No matter how sick a child is, they are still a child first. RMHC North Australia recognised this, and in partnership with Mt Isa Hospital, launched its first Hospitality Cart in August 2019.

The Hospitality Cart offers boredom-busters to seriously ill children and their families. Children can take part in arts and crafts activities, get lost in a good book, and enjoy a range of entertainment along with their siblings and parents.

Children and their families can also enjoy many everyday items from the Cart, including toiletries and their favourite snacks and drinks. For parents, eye-masks and earplugs ensure a more comfortable night at their child's bedside.

Since its launch, The Cart has supported the needs of more than 100 families, helping make hospital life a little more bearable.

As always, we have our incredible volunteers to thank for making the Hospitality Cart possible. These compassionate individuals offer their time to stock the cart, deliver the goods, and consistently check-in with sick children and their families, to ensure they have everything they need.



79

79 nights at Ronald McDonald House

Bridesmaid dress shopping is a full-time job, as Sara is learning. There's not much else her 18-year-old daughter, Kezia talks about these days. But Sara would choose bridesmaid chat over surgery talk any day.

For the last 18 years, Kezia has been in and out of surgery 19 times. That's almost a surgery a year since she was born. In fact, Kezia had her first major surgery when she was just 10 days old. She was born with Spina bifida, and has deformities in her feet, ankles, bladder and bowels.

Life for Kezia and her family, has been a taxing timeline of hospital admissions and medical bills. As a family that visit Ronald McDonald House four to 15 times a year, "not having to pay for a hotel room you're never in has made the whole experience less stressful" says Sara.

Kezia's family love using their time at Ronald McDonald House to relax and watch movies together. They're often exhausted from a long

journey and the stress of their daughter being in surgery again. For Sara, Ronald McDonald House "is a place where you feel loved and looked after".

"The staff are absolutely beautiful. They bend over backwards for you, nurture you, and if you burst into tears, they give you a hug," she adds.

Kezia has another surgery coming up, and while the stress of it is always on the family's mind, they know it's all part of the journey. It's about taking one step, and then another.

Right now, though, they have a wedding to plan. And Kezia is too busy obsessing over bridesmaid dresses to think about anything else.

Mission Partner



Ronald McDonald House Charities was founded in America in 1974. The charity was inspired by Dr Audrey Evans, an oncologist at the Children's Hospital of Philadelphia.

She envisioned a place where families could live and get proper rest away from the ward while their children were undergoing treatment.

A local McDonald's restaurant raised funds to build the first House, and in exchange, the charity was named "Ronald McDonald House".

The first Ronald McDonald House in Australia was also made possible thanks to the generosity of local McDonald's restaurants.

McDonald's Corporate, Licensees and their customers have been our biggest supporters since the beginning and continue to provide unparalleled support to all our Chapters around Australia.

In 2019, over \$10m was raised in Australia through our McDonald's relationship.

It's not just McDonald's generous financial backing, they are also avid volunteers and fundraisers for the charity. Their compassion, loyalty and support ensure we touch the lives of so many families, year after year. For that, we are eternally grateful.



National Partners



Harry Hy-Undies hits Australia

With a name like Harry Hy-Undies, how could you not smile? That's just what the Hyundai Help for Kids 'give back' experience achieved in 2019. 58 volunteers from Hyundai took to the roads, travelling 12,500kms to prepare 600 meals for RMHC families across Perth, Adelaide, Sydney, Melbourne, Canberra and South East Queensland. The experience was the creative genius of our very own Learning Program children, in collaboration with Hyundai Help for Kids.

Hyundai Help for Kids has been providing invaluable, hands-on support to RMHC since 2014.



Making the Biggest Difference

Amart Furniture understand the importance of making a house a home - so it made sense to partner with RMHC in the communities we share across Australia.

Amart Furniture have been committed to providing Australian families with all the comforts of home when they need it most. Since October 2015, Amart Furniture has donated a staggering amount of cash donation and furniture in-kind to support our ever growing operational needs.

In addition the teams support RMHC via meals for our families and money can't buy experiences, rounding off an incredible partnership.





Comfortable nights' rest

Sealy understand that when a child is sick, the whole family feels the pain. That's why for many years they've proudly partnered with Ronald McDonald House Charities Australia, to help provide a better night's sleep for over 10,000 families in need each year.

To date, Sealy have generously donated more than 5,000 Sealy Posturepedic mattresses in Australia – in fact, almost every mattress across Australia in either a Ronald McDonald House or Ronald McDonald Family Room is a Sealy Posturepedic.

Their aim is to help families get a good night's sleep so that it can alleviate some of the added stress of being temporarily displaced from their own homes.

Thanks to our partnership with Sealy, our families have a safe, healthy and comfortable environment to recharge and recover close to their hospitalised child.



20 years of support

Bosch has been proudly supporting RMHC for over 20 years. In 2012 Bosch was proud to be inducted into the Ronald McDonald House Charities Donor Hall of Fame.

The 20-year partnership with the Charity has seen Bosch donate over \$350,000 worth of household appliances to several Ronald McDonald Houses nationally, including houses in Westmead (NSW), Monash (VIC) Townsville (QLD) and Canberra (ACT). "Ensuring these Houses are equipped with modern, easy to use appliances is our small way of contributing."

In 2020, Bosch will work to drive engagement programs that will continue to strengthen the relationship, but moreover, create awareness of the long-standing partnership. There are several initiatives that will aid in the promotion of the Charity, as well as further cement the commitment from Bosch.



Family always comes first

Steggles are passionate about their involvement with local communities and contribution to Australian children charities.

Baiada Poultry with their Steggles Charity Nest have been a wonderful national supporter of Ronald McDonald House operational needs of our Programs since 2013 through their cash donation, which incorporates the contributions from their staff via workplace giving.

Steggles Charity nest has been a valued National Kitchen Partner and donate chicken to our Houses to have available for our families after a long and stressful day at the hospital.

2019 saw the Steggles Charity Nest and RMHC hold our first ever Host A Roast activation across the country.

Following a successful launch at Ronald McDonald House North Fitzroy in July, seven of our Ronald McDonald Houses across Australia held the Steggles Charity Nest Host A Roast dinner in July. A fantastic night enjoyed both by our families, staff and volunteers alike.



Making a real difference

Ingenia Communities make a real difference where it's needed the most. For a second year running, the team at Ingenia and residents in our communities have opened their hearts to support Ronald McDonald House Charities in a variety of fun and creative ways.

As our National Family Room Partner, Ingenia has provided cash donations to support operational needs and donation of products such as pillows, blankets and colouring bags to create a comfortable experience during lengthy hospital stay. In addition, Ingenia staff across the country have participated in the Meals from the Heart Program, making dinner for families and children, a much needed break to concentrate on the important recovery process of their child. Ingenia staff have enjoyed the 'Masterchef' style challenges, jumping at the chance to participate and create meals for families. Another vital support is through the Ingenia resident-based Knitting from the Heart program. This activity has seen many of residents spend countless hours knitting much-needed blankets, beanies, teddy bears and toys for the beautiful children staying in a Ronald McDonald Family Rooms.



Our Partners

RMHC Mission Partner



National Partners



National House Program Supporters

99 Bikes
 APG Workforce
 Aryzta
 Asaleo Care
 Asahi Lifestyle Beverages
 (formally known as Schweppes
 Australia)
 Baiada Poultry / Steggles Charity
 Nest
 Bosch / BSH Appliances
 Carter Newell Lawyers
 Clorox Australia
 Coca Cola Amatil
 Coca Cola South Pacific
 Commonwealth Bank of Australia
 Corelogic
 DFK Australia
 Domayne
 Ecolab
 FINDEX
 Flight Centre Foundation
 Foxtel

Fresh Food Services / Bushells
 Coffee
 Hyundai Help for Kids
 IPAR
 La-Z-Boy Australia
 LEGO Australia
 Martin Brower
 Merlin Entertainment
 Modern Star
 Mortgage Choice
 Pacific Magazines
 Pact Group
 Pall Mall
 Pillow Talk
 Popcake
 Puratos
 PwC (Price Waterhouse Cooper)
 Rentokil Initial
 Sealy of Australia
 Signature Media / Holiday with
 Kids Magazine
 Toybox International

In-Kind Partners

3P Learning
 Arnold Bloch Leibler (ABL)
 Baker McKenzie
 Corrs Chambers Westgarth
 DDB Australia
 Donesafe
 DVM Law
 Ernst & Young (EY)
 Guihen Jones
 Maddocks
 Mango Communications
 Mathematics
 Microsoft
 OMD Australia
 PricewaterhouseCoopers (PwC)
 Resolution Media
 Sparke Helmore Lawyers
 Spruson & Ferguson
 Thermo Fisher Scientific Australia
 VMLY&R Australia



"Thanks' would never be enough for the amount of assistance you provide for Ronald McDonald House to operate. You have assisted in making a tough time for a family easier knowing they have somewhere comfortable and safe to sleep. A place they can also feel like they are living a semi-normal life and access any support they require."

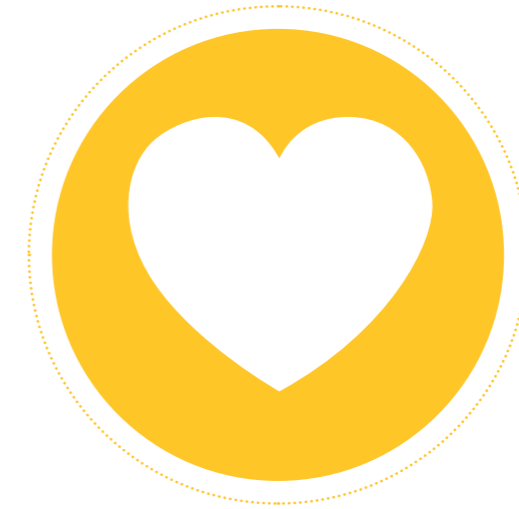
Nicole, Parent

"It's peace of mind and takes the stress off the families in such a way, that is beyond my words. Thank you from the bottom of my heart. Thank you so much."

Sara, Parent

"From the bottom of my heart it means so much. These very sick kids have their whole world turned upside down. It is incredibly generous to donate, and it cannot continue without it."

Tegan, Parent

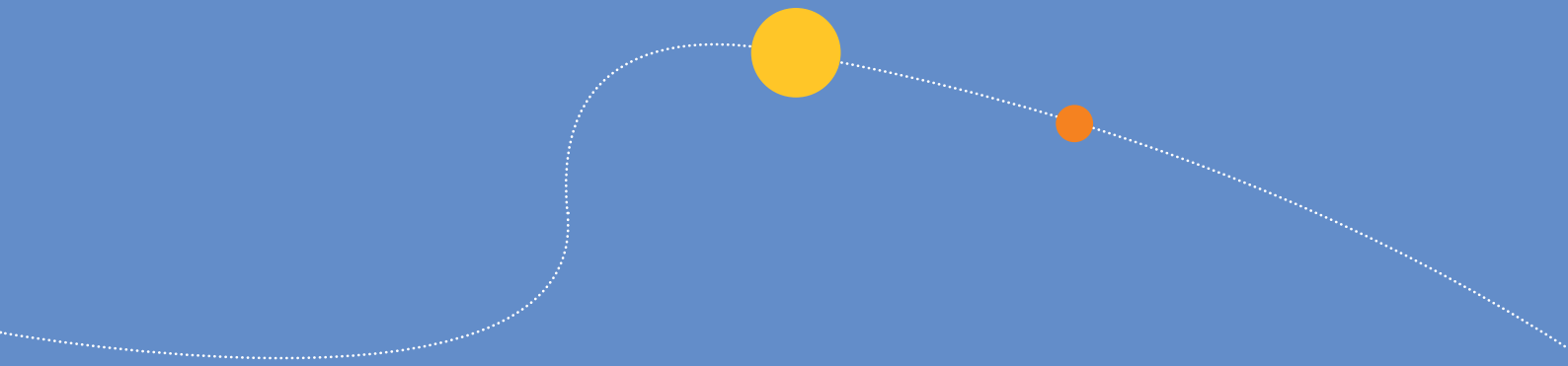


Thank You

Because of you, we were there for them. We wiped away their tears, made them cups of tea and held their crying babies. We brought the classroom to sick children who needed to catch-up on missed education and let siblings play.

Because of you, we gave them a bed to sleep in, a meal to share; a place to call home. They had somewhere to retreat to when it all got too much. A place to rest and reset as a family when the chance came up.

Because of you, we supported more than 60,000 families in 2019. Families who felt safe, supported, loved and taken care of. Families who had the strength to support their children when they needed it most – because of you.



Keeping families close™



Ronald McDonald
House Charities®
Australia