



Ronald McDonald
House Charities™
United Kingdom

Making the Journey Together

Annual Report 2016

With the help of our supporters,
we're keeping families close
through difficult times



A message from our Chair

In 1989 our charity launched with a simple vision: families should be able to stay close to their children in hospital, free of charge, and for as long as they need.

As you'll see from our timeline, we've come a long way since then. There are now 14 Ronald McDonald Houses in the UK, three of which are run by independent charities. Over more than a quarter of a century, they have supported and given a place to stay to more than 60,000 families, helping to make the toughest times just that little bit easier.

Right now, the need for family accommodation has never been greater.

For some time, the NHS has looked to improve treatment for children by developing centres of excellence: specialist hospitals with the best doctors, right equipment and levels of care. This welcome development means two things. Importantly, it means that children can get the best possible treatment that they desperately need. But it also means that accessing treatment can mean travelling further distances and longer stays far from home.

For our charity the challenge, as the health service continues to strive for the best possible family-centred care in these specialist centres, is to satisfy the demand for our services from hospitals.

However, I'm pleased that we're already making a big difference. With the help of supporters and partners, Ronald McDonald Houses helped over 7,000 families stay close to their children in hospital last year. We're proud of this – but we need to reach even more of those families who need us. That's why we worked so hard last year to build and develop new Houses.

Making an even bigger difference

Last year, for the first time, we developed three Houses at once. We opened a state-of-the-art 59 bedroom Ronald McDonald House for the families of children being treated at Evelina London Children's Hospital and progressed work on new Houses in Cardiff – our 14th House and very first in Wales – and Edinburgh. The former opened in July 2017 and the latter is due to open in early 2018.

We're also about to start expanding and relocating our House in Oxford, creating a new 62-bedroom House due to open in summer 2019. So, the next few years will be very important for us and for the families we support.

Breaking our fundraising record

Our supporters are helping to make these ambitious plans a reality. Last year we received record financial support amounting to £14 million – an outstanding sum that will help us to look after more families, both by sustaining our existing Houses and by building new ones where needed.

We continue to raise funds from a range of supporters to sustain and expand our services. McDonald's and its franchisees continue to play a vitally important role in our work and we were delighted that they once again chose us to be their charity of choice, supporting us by raising money, making donations and providing in-kind support. Special mention must also go to their generous customers who donated a staggering £3 million in our collection boxes through the year. We really are incredibly grateful for the support we receive from this special family. All of them – staff, restaurant crew, franchisees, suppliers and customers – make a vital difference to sick children and their families. You can read more about our fundraising and how McDonald's has supported us on page 19.

Thank you

None of this would be possible without everyone who has supported us, fundraised for us, and donated to us. I would also like to recognise our dedicated employees, volunteers and Trustees, who work tirelessly to offer families an invaluable service. Because of all of you, we can be with those families who need us – every step of the way.

Jeff Fergus

Chairman of Ronald McDonald House Charities
Board of Trustees

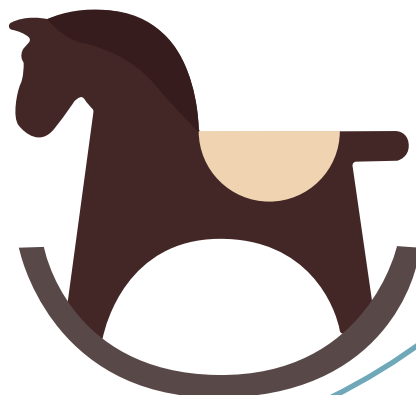


When a child goes into hospital it's often the beginning of a tough journey for families...

Families end up spending lots of time away from home. So, they have to find and pay for accommodation near their child, or make a long commute to and from the hospital. They can't do simple things, like jumping in the shower or doing the laundry. They face all kinds of logistical challenges, at a time when they just want to be together and focus on one another.

That's why we offer families free accommodation in our Houses. We give them a place where they can eat, work, play and get a good night's sleep, just moments away from their child on the ward. A place where parents can gather their strength when they need it most.

We've been on our own journey over the years, with its own twists and turns. And with more children having specialist care than ever before, we're taking steps to make sure we can be there for those families who need us – now, and in future.



The beginning...

Our journey began in 1989 when McDonald's created our charity and raised funds to open the very first Ronald McDonald House in the UK. The House was for children receiving treatment at Guy's Hospital in London.

After that, we started to build other Houses so we could support children in other parts of the country...

1990

Guy's House opens.*

The Queen Mother opens the first Ronald McDonald House - 20 bedrooms for families of the children being treated at Guy's Hospital

1996

The first Ronald McDonald House opens in Scotland*

for families of children treated at Royal Hospital for Sick Children, Glasgow

1993

A new House opens in Liverpool* in partnership with Alder Hey Children's Hospital

1999

The first iteration of our Brighton House opens.

This has since relocated to the new Royal Alexandra Children's Hospital

*These Houses are run by independent local charities

2000

Our House for families of children being treated at King's College

Hospital comes into being in Camberwell, south London

2002

Bristol House opens.*

21 bedrooms for families of the children being treated at Bristol Royal Hospital for Sick Children

2005

Destiny's Child visit children at our Camberwell House

2006

Sadiq Khan, now Mayor of London, opens our third House in London for families of the children being treated at St George's Hospital, Tooting

2007

Our first in-hospital facility opens in Oxford for the families of children being treated at John Radcliffe Hospital

2007

The Queen opens our House in Moorfields. 10 bedrooms for families of the children being treated at Moorfields Eye Hospital





2009

Arrowe Park opens.

7 bedrooms for families of the children being treated at Arrowe Park Hospital, Wirral

2010

Birmingham opens.

The Duke of Gloucester opens our Birmingham House - 60 bedrooms for families of the children being treated at Birmingham Children's Hospital

2012

Manchester House opens.

60 bedrooms for families of the children being treated at Royal Manchester Children's Hospital and St Mary's Neonatal Unit



Harry's story

Harry had liver problems from birth. He had his first operation when he was just weeks old. We were in and out of hospital, and often stayed at Ronald McDonald House.

At 11 months, Harry had a transplant. Afterwards, we couldn't go to shops or cafes because of the risk of infection, and there was loads of hanging around between blood tests and meetings with surgeons – not much fun for a toddler.

Thankfully the House had a day room where Harry could play away from the bright lights and bleeping monitors.

The House took care of things you don't think of, like where to wash clothes or park the car. Most of all, it meant we could be there for Harry when he needed us.

Clare, Harry's mum

2012

We run our first ever ad campaign, helping to ensure more families know that we are there to support them, and raising vital funds for our work. Our works and achievements are recognised at Number 10 Downing Street, when Samantha Cameron hosts a reception for the charity, joined by families, MPs and colleagues from across the health sector.

2014

Southampton opens.
53 bedrooms for families of the children being treated at Southampton Children's Hospital and Princess Anne Hospital

2014

We celebrate our 25th anniversary



2014

McDonald's and its franchisees raise £1m through the first annual 'Make a Difference' fundraising day

2015

McDonald's collection boxes raise

£3 million

for us, for the fifth year running

2015

TV presenter **Jeff Brazier** helps kick off construction of Ronald McDonald House Evelina London



APRIL

2015

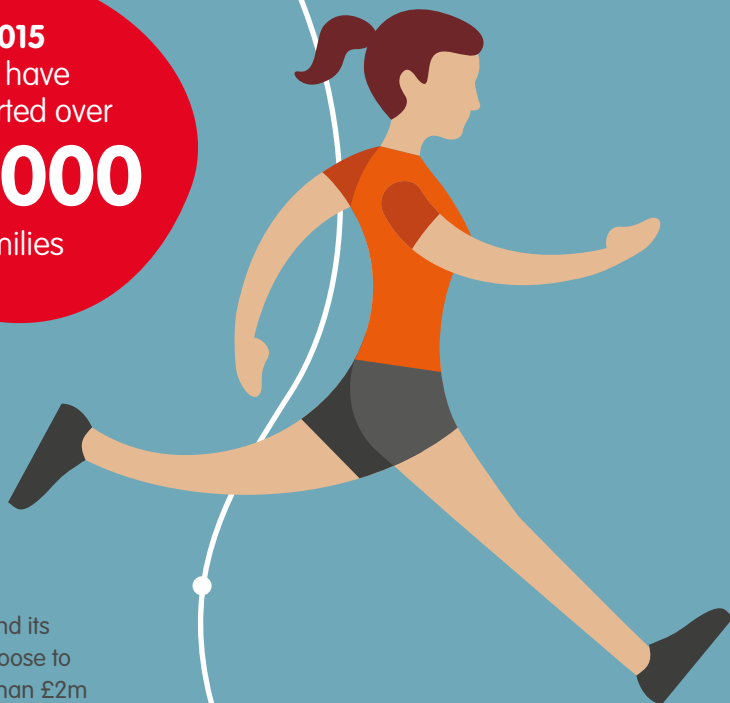
Fleet-footed **Rome marathon** runners raise £23,000...

APRIL

2015

...while our largest-ever **London marathon** team races to raise £41,000

2015
We have supported over
60,000
families



MAY

2016

McDonald's and its franchisees choose to donate more than £2m from proceeds of the sale of carrier bags in restaurants to help fund new Houses in Cardiff and Edinburgh



Monty's story

After years of fertility treatment, we were thrilled to be expecting a baby. But at 27 weeks pregnant, I started haemorrhaging. My local hospital couldn't support such a small baby, and rushed me to a hospital in Brighton where Monty was born. He couldn't breathe without a ventilator, and his skin was so delicate we couldn't hold him.

We had the worry of finding accommodation in Brighton or commuting every day from Bexhill. But then we were offered a room at the House. It meant so much – especially being able to express milk and take it to

Monty's ward day or night. We stayed for three months, and I don't know how we could have coped without the staff and other families there. Today, Monty is a happy, lively one-year-old who loves life.

I'd always thrown change into the McDonalds collection boxes but never wondered where it went. Now I know it gives people a home from home, at the most traumatic time of their lives. We are and always will be truly thankful.

Laura, Monty's mum



JULY

2016

Welsh rugby star, Macauley Cook helped us mark the start of construction at our new House in Cardiff, with 30 bedrooms for families of the children being treated at Noah's Ark Children's Hospital for Wales and Neonatal Unit, Cardiff

SEPTEMBER

2016

CEO of Olleco cycles across the Alps with friends, covering 900km from Geneva to Venice and raising over £80,000 for our Charity

OCT

2016

McDonald's makes a real difference by holding its third annual fundraising day for our charity. Their staff sold toys in their restaurants, helping to raise more money for the running of our Houses

NOV

2016

27 McDonald's franchisees cycle across Madagascar to raise £175,000

DEC

2016

In December 2016, the first families moved into **Ronald McDonald House Evelina London**: a new House replacing our accommodation near Guy's Hospital in London Bridge.

As well as its 59 family rooms, it features a day room, catering facilities, and a roof garden where families can relax. It will accommodate almost 1,000 families a year.

2016

We received

20,000

hours of
volunteer help





Bram's story

In 2015, Bram fell ill with what his parents thought was a tummy bug. Doctors revealed Bram actually had a brain tumour – an aggressive type with a survival rate of just 50%. He was transferred to King's College Hospital, and the family arrived at Camberwell House on Bram's first birthday.

After an operation to remove the tumour, Bram spent 37 days in Intensive Care. Then, as doctors were planning his chemotherapy, he caught a bug. He also developed a hernia, which needed surgery.

Throughout all this, Bram's parents relied on the Camberwell House. They took turns to stay overnight and get a good night's sleep. They talked to the team about what they were going through. And at weekends they were joined by Bram's brother Max, who stayed with grandparents during the week.

The family spent a total of 105 nights at the House, followed by further treatment in a different hospital, and after a total of 225 nights in hospital the family finally returned home. Treatment has been successful and Bram is now three years old and in remission.

Dr Grenville Fox, Clinical Director,
Children's Medical Specialties and
Neonatology, Evelina London
Children's Hospital

"As Evelina London has grown, including our specialist services treating young people from south east England and beyond, demand for the accommodation has become huge.

This new House will mean more than double the number of families can be near their children when they most need them. It provides a welcoming and nurturing environment just a short walk from our front doors, helping families to best support their children."



FEB 2017

In February 2017, watched by the world's media, the **Duchess of Cambridge** visited the Evelina London House. After taking a tour, she spoke with families and staff, and spent time with some of the children – no doubt making them feel like royalty.



Our next big steps

We've come such a long way. However, we want to continue to build more Houses at more specialist hospitals, where children and families need to access vital services far from their homes. To support them, we're taking some big steps.

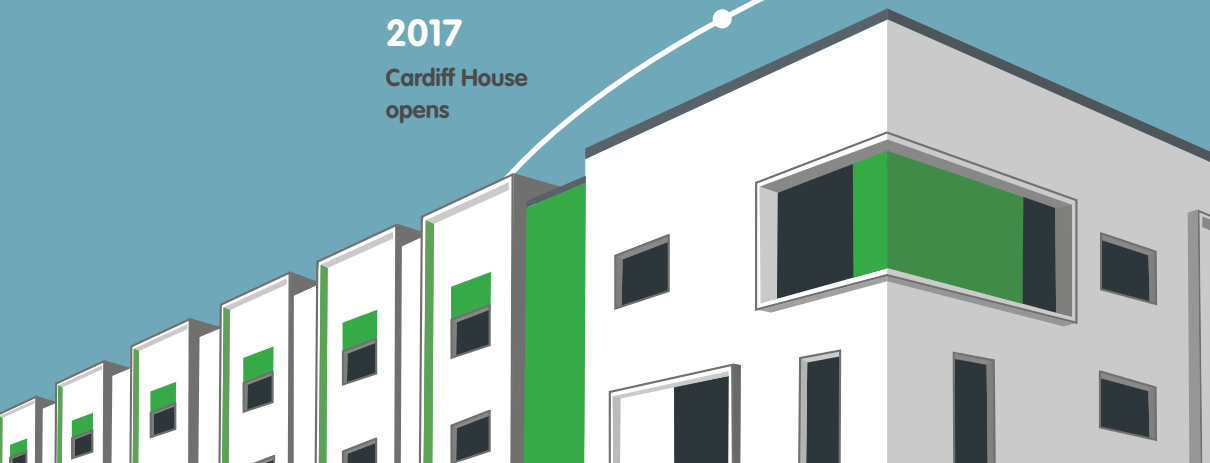
We're now working on a new House in Edinburgh, on the top floor of the new Royal Hospital for Children and Young People. With 26 rooms, the House will look after as many as 500 families each year. It will include lounges, kitchens, laundry facilities and a playroom and, like all our Houses, a phone in each bedroom connected directly to the children's wards.

We're not stopping there. We have plans to build a larger House in Oxford, for families being treated at John Radcliffe Hospital. And, with your support, we'll keep going and build more Houses near hospitals across the UK so that families – even through the toughest times – can keep each other close.

By the end of the decade, there will be 15 Ronald McDonald Houses in the UK.











2017

**Cardiff House
opens**



Who we have helped

Our Houses play a big part in their communities. But they make an impact far beyond their local area. Families travel long distances so that their children can get the treatment they need, which means our Houses look after families from all corners of the UK.

House	Number of Families Accommodated in 2016
 Arrowe Park House	87
 Birmingham House	1183
 Brighton House	219
 Camberwell House	376
 Guy's and St Thomas' House	297
 Manchester House	768
 Moorfields House	219
 Oxford House	582
 Southampton House	1126
 Tooting House	108

This breakdown does not include families accommodated at the three independent Ronald McDonald Houses – Alder Hey, Bristol and Glasgow – or our Evelina London House that opened at the end of the year.



A map of the United Kingdom, including Great Britain and Ireland, is shown in a dark blue silhouette. Overlaid on the map are numerous colored dots in red, orange, yellow, and dark blue. The size of these dots varies, with larger dots concentrated in the southeast of England and the central region, indicating a higher density of hospitals or larger catchment areas. Smaller dots are scattered across the rest of the country, including Scotland, Wales, and Northern Ireland.

72%

of families live more than
20 miles away from the
hospital their children is
staying in...

...and over

33%

live more than
50 miles away

Fundraising highlights

Our supporters work extremely hard to raise funds for our work. And in 2016, they were particularly great sports...

Our supporters gave more than £10.9 million to our charity in 2016. From families who held bake sales, to grant making organisations, trusts and corporate supporters who helped us in a multitude of ways, we were delighted with the support we received at a time when we are trying to help more families.

McDonald's and its franchisees continue to generously support the charity, and we couldn't do what we do without their support. As well as donating more than £1 million towards our work, we once again received office facilities and other in-kind support.

Other supporters wowed us with their dedication, energy and creativity. In April, a team of seven runners took part in the Rome Marathon, raising more than £23,000. And a team of twenty-two runners – our largest ever – took part in the London Marathon, raising over £41,000.

In September, Robert Beehan, CEO of recycling company Olleco, took on an extraordinary cycling challenge to raise money for us. He and seven friends cycled from Geneva to Venice, covering 900 kilometres as part of the Haute Route Dolomites Swiss Alps – one of the hardest amateur cycling events in the world. Olleco matched the first £50,000 raised pound-for-pound, and in the end Robert presented us with over £168,000, which was shared with Ronald McDonald House Charities Ireland.

In October, McDonald's and their franchisees once again supported us through their annual fundraising day. This time, the day was jungle-themed, and restaurants sold wild animal soft toys to customers – with all profits coming to us. The event raised more than £500,000.

In November, a team of 27 supporters took part in a cycling challenge across Madagascar. The team was made up of McDonald's employees, including two Senior Executives, as well as franchisees and representatives from their supply chain. The event raised over £175,000, and became our most successful overseas challenge event.



Where your money goes

In 2016, for every £1 you donated to Ronald McDonald House Charities, we spent it across the following areas to support families through difficult times:

4p

Support and
governance costs

50p

Building
new Houses

8p

Raising
awareness

10p

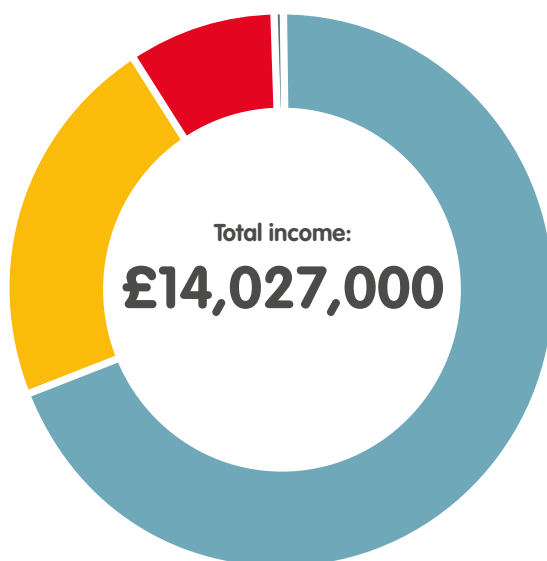
Fundraising

28p

Operating Ronald
McDonald Houses



Financial Highlights



Income	Unrestricted funds 2016 £'000	Restricted funds 2016 £'000	Total funds 2016 £'000
Donations and legacies	8,203	1,470	9,673
Other trading activities	1,226	0	1,226
Interest	32	0	32
Other income	936	2,160	3,096
Total income	10,397	3,630	14,027

The main source of income for Ronald McDonald House Charities in 2016 was voluntary (income given freely, not in return for goods and services), at 70% of all income; this includes donations to both Individual Houses and the National Charity and totalled £9.7million. In 2016, the Charity also received significant restricted donations as contributions to the capital costs of our new houses. £1.5million was received from the Guy's & St. Thomas NHS Foundation Trust in recognition of the new Ronald McDonald House Evelina London. The Cardiff and Vale University Hospital also contributed £660,000 towards the new Ronald McDonald House in Cardiff. It was promising to witness an increase in the number of smaller donations we received from trusts and foundations towards our new projects.

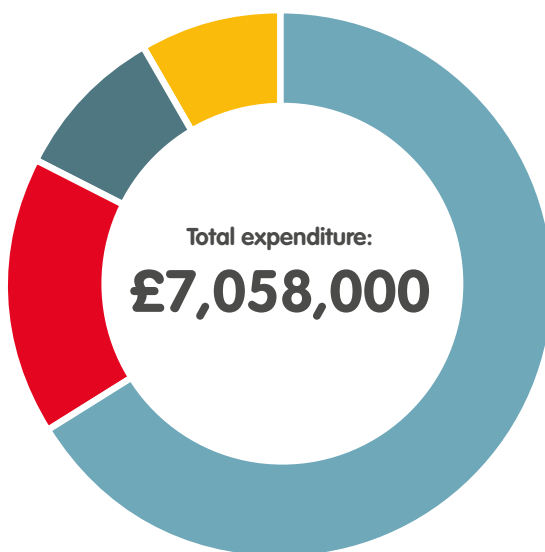
A breakdown of our income

	2016 £'000
Income from donations and legacies	
McDonald's Restaurants and franchisees	1,265
Collection boxes	3,170
McDonald's campaign	440
Welsh carrier bag income	324
Scottish carrier bag income	666
General donations	289
Ronald McDonald House income	3,039
Grant income	480
Total income from donations	9,673

	2016 £'000
Income earned from other activities	
Annual gala dinner	455
Golf tournament	475
Whole Hog challenge	109
Overseas challenge	175
Overseas apartment	12
Total income from other activities	1,226

	2016 £'000
Other income	
Interest	32
Other	3,096
Total income	14,027

Expenditure



Expenditure

2016
£'000

Expenditure on charitable activities	4,673
Governance	585
Costs of generating voluntary income	1,164
Costs of raising funds	636
Total expenditure	7,058

Breakdown of expenditure on charitable activities

	General support £'000	Governance function £'000	Total £'000
Salaries, wages and related costs	711	305	1,016
Administration	0	270	270
Bank and legal fees	0	10	10
Total expenditure on charitable activities	711	585	1,296

Funds balance

The company is limited by guarantee.
Accordingly, no share capital account is presented.

Funds	Fixed assets £'000	Designated funds £'000	General funds £'000	Total £'000
At 1 January 2016	32,314	7,769	2,498	42,581
Incoming resources	7,147	12,654	0	19,801
Resources expended	(677)	(11,433)	(722)	(12,832)
At 31 December 2016	38,784	8,990	1,776	49,550

The General Fund includes £1,775,814 which represents four months operating costs for the Charity (excluding depreciation).

Designated funds include the Welsh carrier bag levy of £970,334 restricted for expenditure in Wales and Scottish carrier bag levy of £1,148,928 restricted for expenditure in Scotland.

The charity has also committed to projects at Cardiff University Hospital with remaining costs of £4.5million due in 2017, Edinburgh Hospital c. £3million in 2018 and an Oxford relocation programme starting in 2018 with a total estimated contract cost of £12million.

Remaining monies on reserve at the end of 2016 will be split between these projects.

One thing to note: We run 11 Ronald McDonald Houses ourselves while three are run by independent charities. That's why, although there are 14 Ronald McDonald Houses in total, we've shown details for 11 Houses.

Notes about our financial information

If you want to know more about how we operate, you can read our full annual report and accounts at the Charity Commission's website. Our financial statements are prepared according to Accounting and Reporting by Charities: Statement of Recommended Practice.

Thank you from 60,000 families.

We can only continue our work thanks to our supporters – the people who organise fundraising events for us, the people who run marathons for us, the people who donate, and who drop their loose change in our collection boxes. We're grateful to each and every one.

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