



Ronald McDonald
House Charities™
United Kingdom

Keeping families close™



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RMHCUK

www.rmhc.org.uk



2017/18 Annual Report

Thank you for keeping families with sick children together

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Who we are

Every year, thousands of children are admitted to hospital for serious and often life-threatening illnesses. But sometimes the best medical care isn't close to home.

That's why we provide a safe and welcoming home for families, so they can keep the whole family together and stay close to their sick child.



Our vision



Our vision is for every child in hospital to have their families close by, and that those families are fully supported and actively involved in their child's care.

Thanks to our incredible donors, volunteers and partners, we're moving one step closer to achieving this vision.

In 2017, our supporters
came together to raise

£11.5 million
providing a free
'home away from home' to

5,456
families with children in hospital.



CEO and Chair message

In 2017, we had the privilege of helping over five thousand families stay together, close to their children in hospital. For more than a quarter of a century, the Houses 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. This is a remarkable achievement, made possible by the generosity and dedication of our fantastic supporters and staff.

We know that the best medical care for a child might not be close to home, and that's why we work hard to achieve our mission - to ensure every specialist children's hospital in the UK has free, homely and supportive accommodation for families.

We are very fortunate to have a dedicated group of employees, volunteers and Trustees who work hard to provide the best possible service to families, 365 days a year, helping them to feel at home in exceptional circumstances. Thank you, very much, for the work that you do; and thank you to everyone who has donated, supported and fundraised for Ronald McDonald House Charities in 2017. Your motivation and commitment to helping families with children in hospitals is truly inspiring.



Jeff Fergus
Chairman



Jon Haward
CEO

A vibrant children's playroom. The wall is covered in a colorful mural featuring a snail, a butterfly, a bee, a sheep, and a cow. A red sofa is positioned against the wall. The floor is light blue with large orange circles. There are several colorful beanbag chairs (green, yellow, blue) and a small red toy car. A television is mounted on the wall. A wooden table and chairs are visible on the left. A large window with white blinds is on the right.

Our work

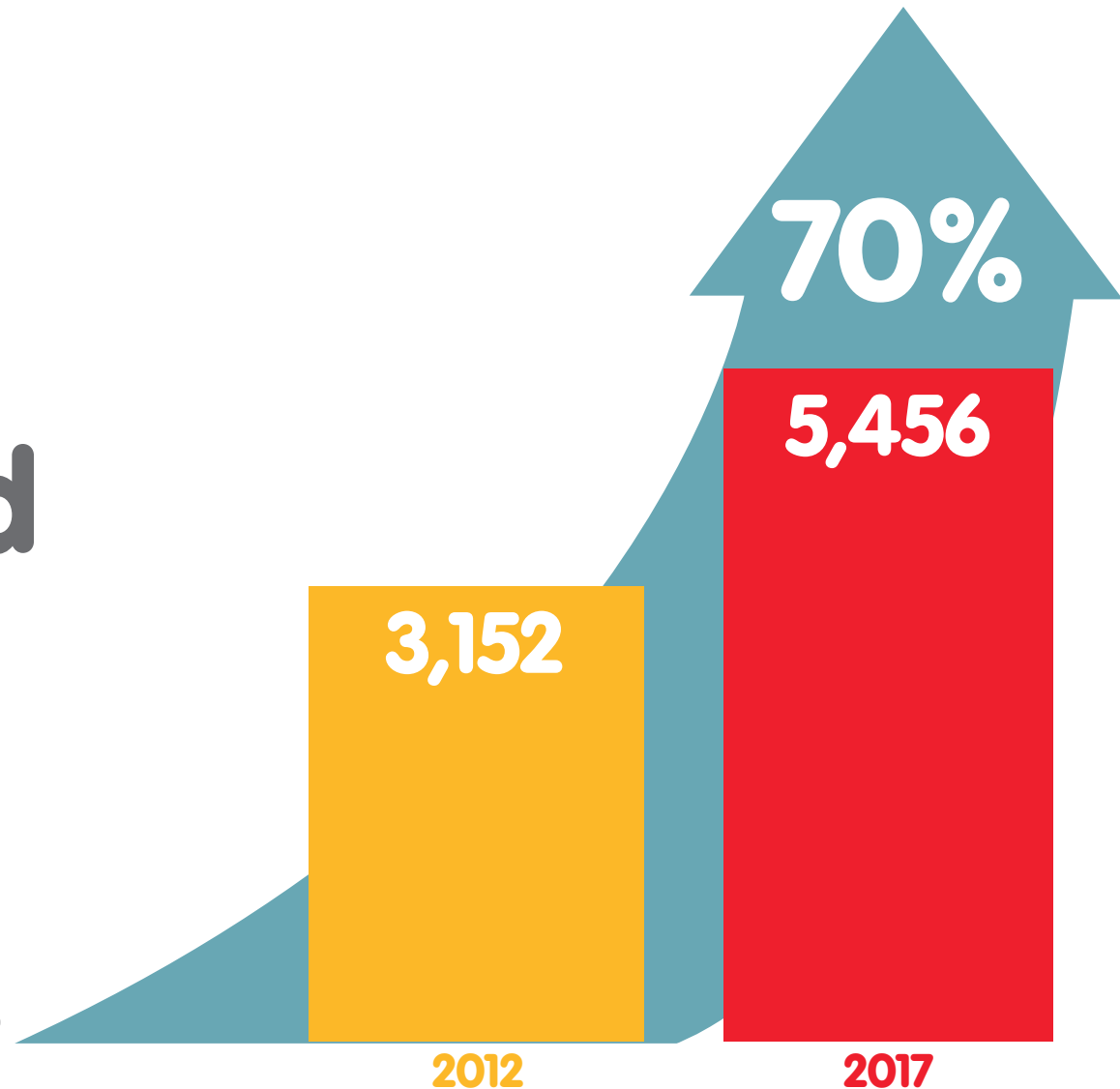
Together, we make a huge difference
to families with seriously ill children

When a child is in hospital it affects the entire family. A Ronald McDonald House helps by...

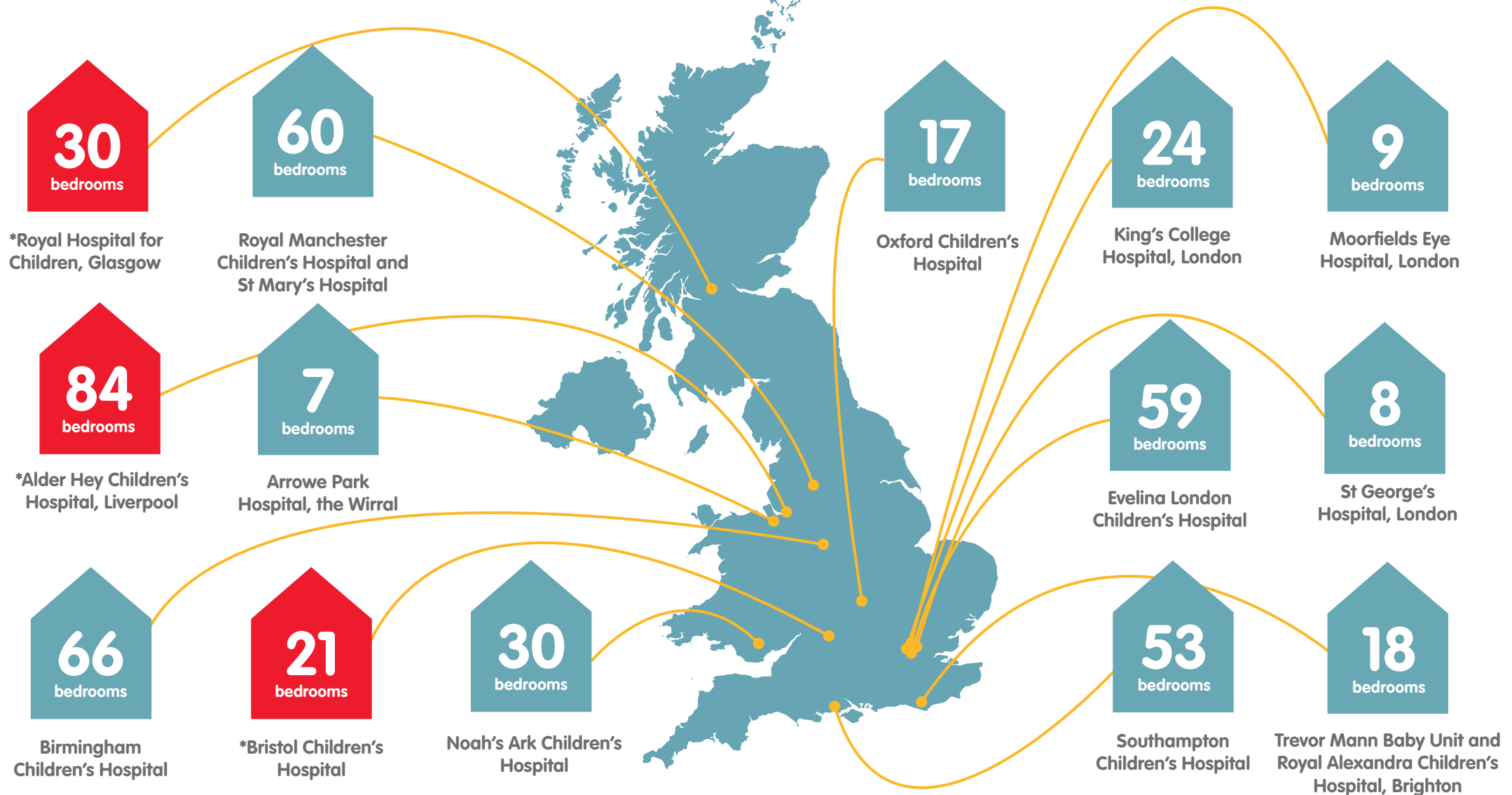
- Keeping families close
- Facilitating peer to peer support
- Having staff on hand to lend a listening ear
- Providing activities for children staying
- Alleviating stress and anxiety
- Reducing financial burden
- Signposting to helpful resources
- Enabling the NHS to deliver family-centered care



Since 2012,
we've increased
the number
of families we
support by 70%



Ronald McDonald Houses across the UK



*These Ronald McDonald Houses are run by local, independent charities

New House opens in Cardiff



In July 2017 we celebrated the opening of our first ever Ronald McDonald House in Wales.

We collaborated with local organisations to help us provide our free 30 bedroom 'home away from home' at the Noah's Ark Children's Hospital, neo-natal unit and paediatric intensive care unit at the University Hospital of Wales in Cardiff.

The Ronald McDonald House was developed in partnership with The Cardiff and Vale University Health Board.



Construction underway in Edinburgh



Working alongside NHS Lothian, construction is underway on a new 25 bedroom Ronald McDonald House for families of children being treated at the new Royal Hospital for Children and Young People in Edinburgh when it opens.

Our 'home away from home' accommodation will be on the top floor of the new children's hospital where families can stay free of charge and for as long as they need. The Ronald McDonald House is expected to look after as many as 500 families each year.

More than a place to stay

Thank you to all the staff and volunteers who organise a range of activities in Houses to support families who are going through a traumatic time. Cooking, arts and crafts and Waffle Wednesday all provide vital opportunities for families to come together to enjoy homely activities.

Thank you to all the local businesses who supply free tea, coffee and coffee cups to many of our Houses who pop on the kettle at 7am, filling the House with the smell of home. As well as providing a free drink for families to pick up each morning on their way to the hospital, our Coffee Corners provide an important meeting space for families to talk to each other.



Day pass programme

If a family doesn't need a place to sleep or there is no room available, we invite them to use our facilities during the day. We currently offer this day pass programme in eight of our Houses.

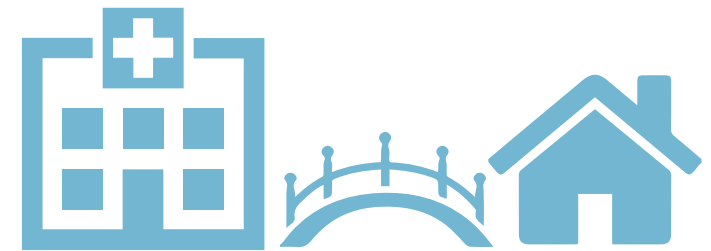
Facilities available include a kitchen, bathroom, playroom, quiet room, laundry facilities and outside area. Families can make use of the House whilst they are waiting for an appointment, for their child to come out of theatre or just to get some time away from the ward.



"Having a Day Pass for Ronald McDonald House Tooting has allowed us to recharge our batteries and let off steam over a cup of tea and the occasional cake - all while being on the hospital grounds!" - Kat



Providing a bridge between hospital and home



A Ronald McDonald House can provide that vital bridge between hospital and home, facilitating the often hidden struggle of reintegration into society after a serious illness.

“Having the Ronald McDonald House adjacent to the hospital has been a vital resource as we seek to rehabilitate children after brain injury. Access to a ‘real world’ environment outside of the hospital which can be used by our patients, supported by expert therapists, is a key part of our patient pathway, speeding the patients’ recovery and smoothing their transition from hospital to home in the face of new disabilities.”

Dr David McCormick,

Consultant Paediatrician, Neuro-Rehabilitation and Epilepsy, King’s College Hospital.



Our families

Keeping families together, close
to their children in hospital

In 2017

5,456
families lived
in one of
our Ronald
McDonald
Houses



Staying on
average for
16
nights



And lived an
average of
55*
miles away
from where
their child
was in
hospital



The longest
time a family
stayed in
a Ronald
McDonald
House was
596
nights, starting
in April 2016
and staying
throughout
2017.

*This does not include families travelling from abroad.

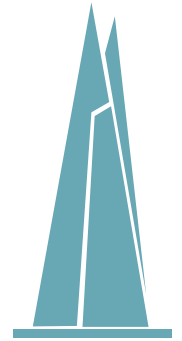
In 2017, we saved
families from
travelling a total of
375,000 miles
from home to
hospital each day.
That's equivalent to...



Walking the Great
Wall of China 28.4
times



Travelling round
the earth 15 times



Going up and
down the Shard
in London
1,949,064 times



Completing the
London Marathon
14,312 times



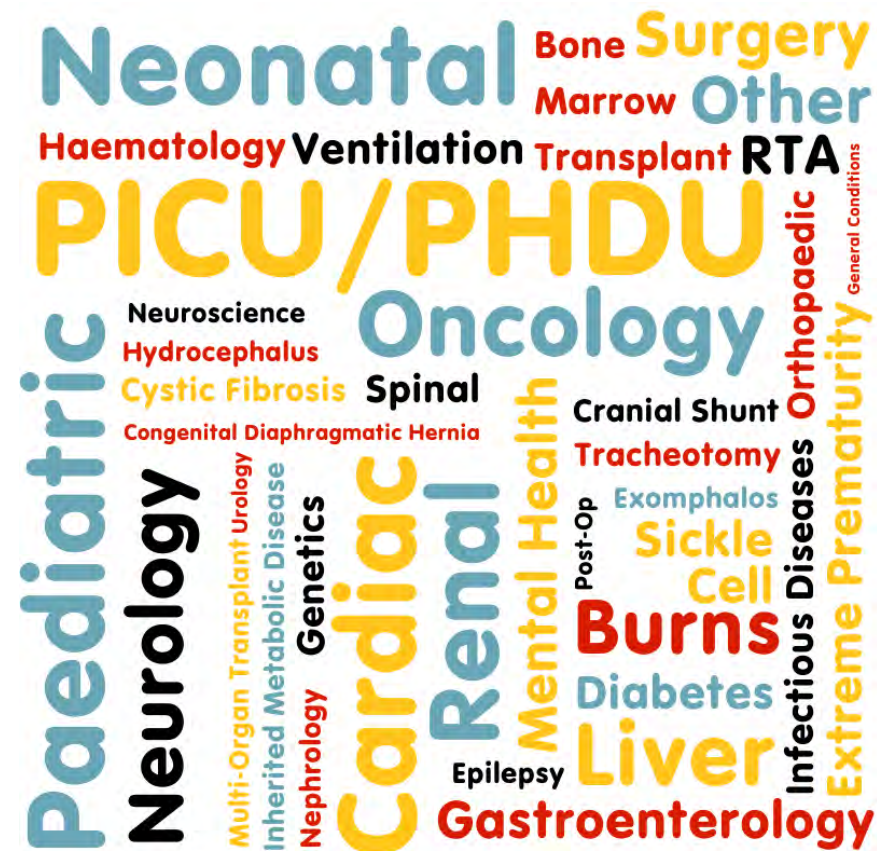
Walking for nearly
14 years straight,
using around 1,000
pairs of shoes



Travelling on
Route 66 153
times



Our families have children being treated in a wide range of wards, from the paediatric intensive care unit (PICU) to the neonatal intensive care unit, oncology and renal.



Theo's Story

"Our family were in complete shock when Lisa went into labour at 25 weeks gestation and after three intense days, Theo was born. He was severely deaf in both ears, he suffered from a few bleeds on the brain and also chronic lung disease, so he needed round the clock hospital care. Living at Ronald McDonald House Manchester became our new normal. It was amazing! There were beds for us all, shared kitchens on our floor, a games room for our older son Jack to play in and an outside area too! After 111 days, we got to take our new baby boy home to Lancashire." **Dad, Phil**



Klay's Story



"My baby Klay was born with Gastroschisis, a condition meaning his intestines were on the outside of his body. Klay would have to undergo various operations, but we lived over an hour away from St George's Hospital – we were desperate for a room at the Tooting House and thankfully we got one. Our other two children joined us, even spending Christmas there! Considering what we were going through, we had an amazing day. The staff were really supportive and being close to Klay hugely improved his recovery. When Klay was well enough, he also joined us at the House so I could learn how to meet his needs in a supportive environment." **Mum, Haylee**

Bella's Story

"My little Bella was born with a hole in her heart. We were rushed between Evelina London and Southampton Hospital, where at just four days old Bella underwent her first open heart surgery. When I saw my room at Ronald McDonald House Southampton, I cried. It is so much more than just a house with rooms. Each night when leaving the hospital, I would say 'I'm going home!' because the House really did become my home with a wonderful room for me to relax in and amazing staff who were always there to talk to after a bad day. After being in hospital for a year, Bella, her sister and I finally headed home as a family where she continues to improve."

Mum, Kerrie



Our first feedback survey was trialled across our London Houses

95%

95% of families would have found it difficult to stay with their child either financially or otherwise without free 'home away from home' accommodation

99%

99% of families found communal amenities such as food and drink helpful during their stay.

99% agreed that staying close to their hospitalised child helped their child's recovery.

99% of families were able to establish a family routine while staying at a Ronald McDonald House.

100%

100% of families agreed that staying at a Ronald McDonald House helped them financially.

100% of families agreed that staying at a Ronald McDonald House helped ease the stress of being far from home.

A young woman with long brown hair, wearing a light blue t-shirt, is shouting into a white and red Pyle megaphone. The megaphone has the brand name 'PYLE' and the website 'PyleAudio.com' printed on it. In the background, another person is partially visible, wearing a yellow shirt with a cartoon character. The scene is outdoors, likely at a community event or protest, with other people and structures blurred in the distance.

Our supporters
We'd be nowhere without you

Everything we do is made possible
thanks to the dedication and efforts
of our supporters.

In 2017, this generous community got
involved in bigger and better events
and activities than ever before.





Hundreds of people took part in sponsored activities, from runs to cycles, fancy dress days and head shaves.



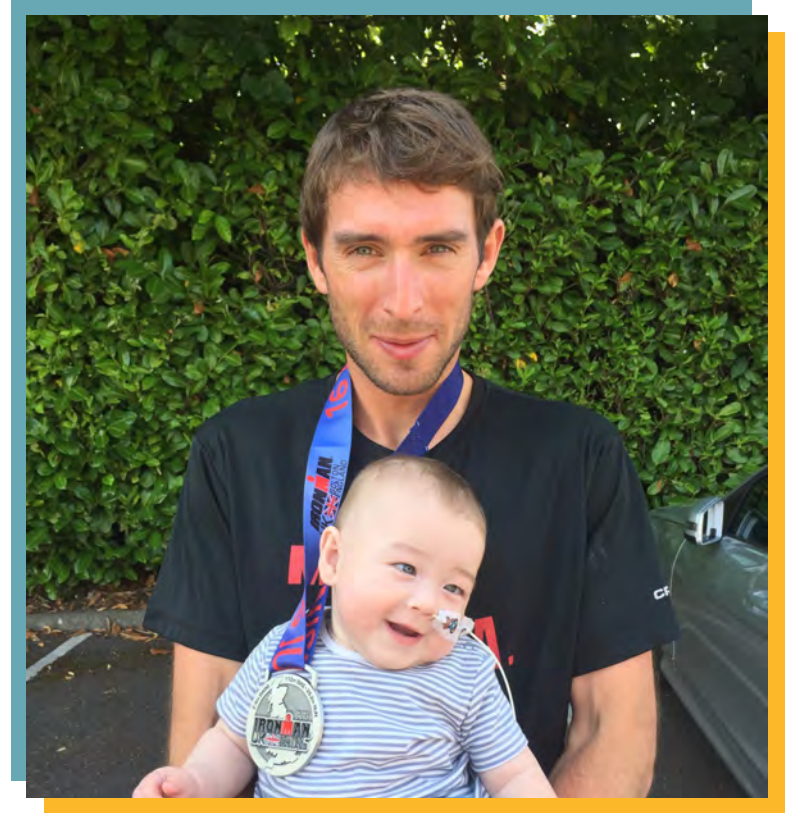
22 people taking on the epic challenge of running in the London Marathon, together raising £33,431.

1,183 people battled through the mud to complete the Whole Hog, our 10km obstacle course, raising £169,000 between them.



Ironman UK

“In 2017, my nephew James was rushed to Birmingham Children’s Hospital and taken straight to PICU (Paediatric Intensive Care Unit). After opening up his belly, they found his bowel was twisted and removed all but 40cm of it. Ronald McDonald House Birmingham gave his parents a place to stay whilst James was in hospital. Instead of paying nearly £4,000 in accommodation fees, it cost them nothing. I decided I needed to give back to this amazing Charity, so I took part in Ironman UK, swimming 2.4 miles, cycling 112 miles and running 26.2 miles. After setting a fundraising target of £1,500 – I ended up raising £2,386!” **Matthew Cooper**



London to Paris



"For 15 months, my best friends Darren and Lauren lived at Ronald McDonald House Southampton whilst their gorgeous son Oliver was being treated in Southampton Children's Hospital. Oliver suffers from Titin Myopathy, a muscle disorder. Living at the Ronald McDonald House meant that Darren and Lauren were only a short distance away from Oliver and could be by his side all of the time. I truly believe that this fantastic Charity deserves the extra funding, which is why I cycled from London to Paris in September 2017! It was a huge challenge for me as an amateur bike rider, but every donation meant that Ronald McDonald House Charities could continue supporting families through a very tough time in their lives, just like they helped my best friends." **Chloe Kind**

McDonald's Crew Fundraising

Across the UK, McDonald's and their franchisees hold fundraising events to help support our Charity, here's just one example of their amazing work.

"During 2017, our McDonald's restaurant raised over £10,000 for Ronald McDonald House Charities with lots of different fundraising events. We held in-store fundraising days with all the staff bringing in baked goods and holding raffles, we did dress-up/dress-down days, local running races and one member even got his moustache waxed off! Our biggest event turned out to be the charity night held in a local social club with a Drag Act performing, it was a sell-out!"

McDonald's at Blaydon Shopping Centre, Tyne & Wear



Hike4Houses

133 people

walked between our four London Ronald
McDonald Houses, in our first Hike4Houses fundraiser

raising **£17,041**



Our inaugural PJ Day saw schools and businesses wear their pyjamas for the day, raising **£8,488**.



Our volunteers gave us **21,575 hours** of their time

We also have volunteer boards supporting each of our Houses. They are made up of local business people as well as families we have previously accommodated.



Our biggest corporate giver was

McDonald's

and its **Franchisees.**

Their customers
donated more than
£3 million
in collection boxes
at the tills.

We're grateful to McDonald's and their suppliers who support the Charity in other ways, such as providing free office space, business resources and advertising, helping to reduce our costs.

They
donated nearly
£1.5 million
from their sales.

In 2017, the Franchisees in Wales and Scotland generously decided to donate the money raised through the statutory levy on carrier bags paid by McDonald's customers, which amounted to over £1 million.



Keeping families close

McDonald's restaurants held their annual fundraiser in October 2017.

£370,000 was raised through fundraising and selling cuddly toys.



Royal Bank of Canada

In February, 'RBC Trade for the Kids' was staged in London for the first time since its New York launch in 2015. A portion of the firm's trading revenues on this incredible day helped to fund a donation of £150,000.

RBC employees take the time to come in and fund, twice monthly, a takeaway for our 59 families at Ronald McDonald House Evelina London.



The Global Equities team from RBC Capital Markets joined forces with clients to run the Royal Parks Half in October, raising an incredible £40,296.

Bloomberg

As well as volunteering regularly, Bloomberg organised exclusive access to the entire Hamleys store on 5 December 2017, so families staying in our London Houses could pick out Christmas gifts, paid for by Bloomberg, as well as enjoying food and entertainment.

Bloomberg also organised a trading day in their London offices, with footballing legend, Sir Geoff Hurst, taking to the phones to raise money.





In 2017 we hosted over
2,000 guests
at our Gala Dinners, raising
more than **£1 million**

Those dinners took place in Birmingham, London, Manchester and Oxford, attended by guests from companies such as Coca-Cola, McCain and OMD.



Our annual Leisure Classic event took place in Portugal and raised £485,000

The event saw keen golfers take to the green for a good cause.

Many trusts supported us, funding vital operating costs and helping to meet the capital costs of new Houses in Cardiff and Edinburgh.



“Wallace & Gromit’s Children’s Charity know the importance of looking after the whole family when you have a child in hospital and were thrilled to be in a position to support the Ronald McDonald House in Cardiff.”

**Anna Shepard, Deputy Director at
The Wallace and Gromit Children’s Charity.**

The Wallace and Gromit Children’s Charity has been a generous donor for many of our capital appeals for a number of years.

The charity donated **£10,000** towards building our House in Cardiff, which opened in 2017.

Our financials

Using your donations effectively

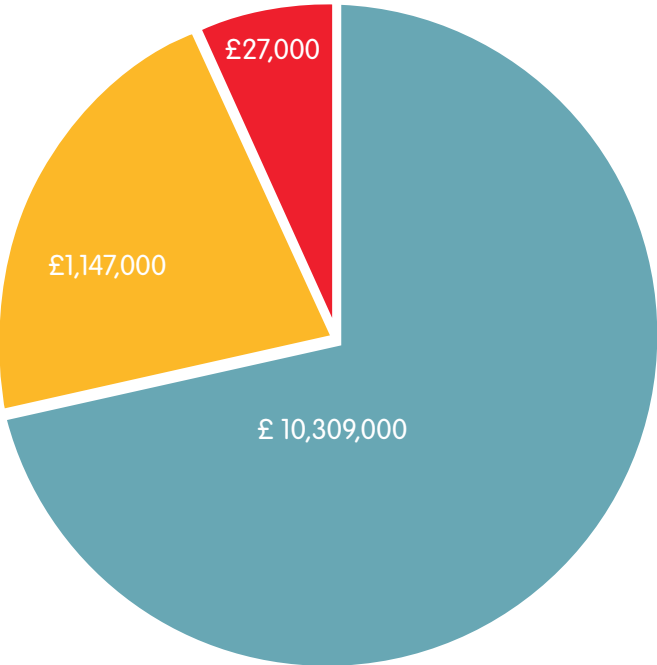


How your donations were spent, £ by £



- 78p on running and developing Houses
- 18p on fundraising and raising awareness
- 4p on support and governance

Generous supporters donated nearly £11.5m



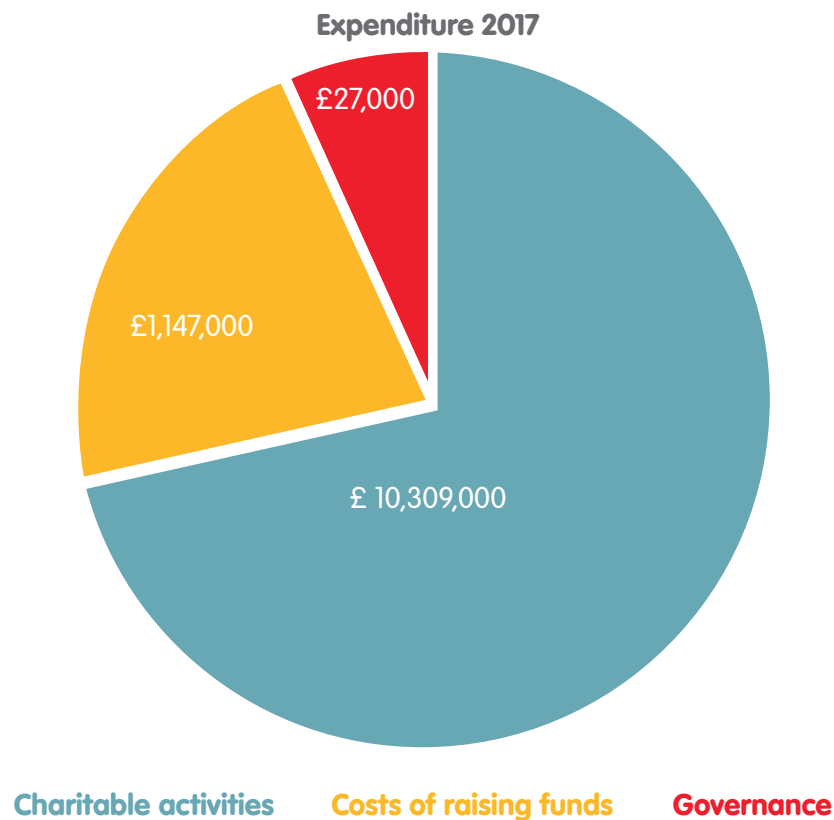
INCOME FROM DONATIONS & LEGACIES	2017
	£'000
McDonald's Franchisees	1,031
McDonald's Restaurants Ltd	438
Collection boxes	3,109
McDonald's campaign	370
Carrier bag income	1,054
General donations	257
Gift aid	19
House income	3,529
Grant income	502
Total income from donations	10,309

INCOME FROM DONATIONS & LEGACIES	2017
	£'000
Black tie dinner	471
Golf tournament	485
Whole Hog challenge	169
Overseas challenge	3
Overseas apartment	12
Other	7
Total income earned from other activities	1,147

INCOME FROM DONATIONS & LEGACIES	2017
	£'000
Interest receivable	27

The biggest growth in income came
from families, local communities
and local businesses, who together
raised more than
£3.5 million in 2017.





What we spent donations on

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

Looking to the future

Increasing the number of families we can support



In the next few years we will open new Houses in Edinburgh and Oxford, increasing our capacity by 74 bedrooms.

2018 saw the start of a comprehensive reinvestment programme. As the Charity grows, the ageing estate needs equal investment and development.

To help finance the reinvestment and other new Houses, we shall continue to work closely with our major corporate partner *McDonald's*, while also undertaking various awareness and fundraising campaigns to continue to harness the generosity of our many different supporter bases.



A photograph of a young child with light hair and blue eyes, smiling broadly. The child is wearing a white hospital gown and has a rainbow sticker on their forehead and a medical bandage on their cheek. A nasal cannula is visible. The child is being held by an adult, whose face is partially visible in the background. The setting appears to be a hospital room with large windows.

We'll be celebrating
a big milestone in 2019

30
years

of supporting families
with children in hospital



Thank you
for keeping families together



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