

# Report from Home



**Annual Report**  
September 2007 – August 2008



*“The House kept our family together. The programs and support helped all of us, especially Erin, cope with the stresses of her heart transplant. And because Erin was able to keep up with her schoolwork, she went straight back to school when we got home. The House saved all of us.”*

Paul, Dad from Halifax, NS  
Stay at the House: 62 days

## Mission Statement:

*“Enhancing the quality of life for out-of-town families with seriously ill children through a caring and supportive home away from home.”*

### Board of Directors 2007-2008

#### Executive Members

John Davis,  
President  
Barbara Mason,  
Vice President  
Mark Vrooman,  
Treasurer  
Kevin Marshman,  
Director  
Jane Marco,  
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Corporate Secretary  
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Barry Desclouds  
John Doig  
Keith Graham  
Susan Hay  
Andrew Hoffman  
Susan Jewell  
Jay Levine  
Harry McLean  
Lita Stewart-Dipucchio  
Ann Watterworth

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John Davis  
Barry Desclouds  
John Doig  
Keith Graham  
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Mark Vrooman

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Joe Francavilla  
Andrew Hoffman  
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Jane Marco

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Joe Felstein  
Gary Filippini  
Mike Forman  
Robin Hunter  
Barbara Lang-Newlands  
Martha Moen

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Deborah Brent  
Kris King  
George Mencke  
Mary Wolf  
Betsy Wright

# Moving Forward Together

## Message from the President



These are challenging times, and, as President of Toronto's Ronald McDonald House (TRMH), it is my pleasure to assure you that our Board of Directors is committed to meeting the challenges that lie ahead. The past

year has been one of change, growth and development and has seen us move steadily forward in our goal to establish a new and much larger House.

Design development has been a top priority and we are very fortunate to have the collective expertise of our volunteer Building Committee members guiding the process along with our architects and Design Committee. The consultative process we have followed, which included regular focus group check-ins with families and healthcare professionals, ensures that our new House will not only meet the needs of our families but will break new ground in the quality of family support provided. We are continuing to work through the municipal approvals process and hope to break ground in the spring of 2009.

As we strive forward with our ambitious plans for a House to accommodate 80 families, we are buoyed by the enthusiastic response of many partners who have come forward to support us. The strong commitment of the provincial government and Ronald McDonald House Charities (RMHC) gave us a tremendous start to raising the necessary funds to build our dream – and we look forward to engaging many more supporters in the days and months ahead.

Of course, while we plan for the future, we have not lost sight of the needs of the families we currently serve. Thanks to many generous individuals, corporations and foundations, we raised over \$2 million in the past year to fund our current operations; a great achievement which ensures that we can continue to deliver the high quality service our families have come to rely on.

In my role as President over the past five years, I have been surrounded by talented and committed professionals on our Board of Directors. While our Building Committee members bring specialized skills to our new House project, other Board and Committee members are actively engaged in capital campaign planning, as well as governance and financial oversight. With an increasingly complex organization to steward, I would like to thank and recognize our Executive Committee members – Barbara Mason, Mark Vrooman and Kevin Marshman – who consistently demonstrate diligence in decision making and real concern for maintaining our focus on our mission.

Thanks to the leadership and support of all these talented volunteers, working in partnership with our professional staff, we have made tremendous gains in establishing a strong and vibrant organization, prepared to meet the challenges of the future. The steadfast commitment of our many partners and supporters ensures that we will, together, continue to make a meaningful difference to families every day, and soon welcome many more families desperately in need of our help. Thank you so much for playing your part in making this possible.

*John Davis, President*

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**9,569**

family nights of comfort were provided at the House in 2007/2008

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**99%**

of families waited an average of 11 days prior to admission

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**51**

days was the average length of stay in 2007/2008

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**63%**

of families who turned to TRMH for help could not be served

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# Playing a Vital Role

## Message from the Executive Director



For more than 27 years, Toronto's Ronald McDonald House has been a "home away from home" where out-of-town families come together in a unique and caring community. Providing this place of refuge is central

to our mission and we are reminded on a daily basis of the difference we are making. Keeping families together is not only better emotionally for a sick child and their family, medical research confirms there are better health outcomes when children are surrounded by a strong family unit.

SickKids Hospital is recognized as a world leader in paediatric healthcare and their projections confirm ever-increasing patient demand as new medical breakthroughs make treatment possible for so many more children. As a result, our analysis of accommodation requirements for out-of-town families tells us that more than 100 rooms could be utilized daily! Clearly, our present 28-family bedroom House, while valuable, only begins to address the most critical needs. Our plans for a 96-bedroom House, serving 80 families each night, is a huge step forward in bridging this gap and providing an essential service to the community.

- Medical research confirms there are better health outcomes when children are surrounded by a strong family unit.
- Families continually tell us they never imagined our House could be as warm and comforting as it is.

We are proud to play a vital role in the healthcare continuum – a fact firmly validated by the provincial government when they provided a grant of \$9 million in capital funding from the Ministry of Health and Long-Term Care to support the construction of our new House. Family-centred care is an important principle in healthcare today and this can only be achieved through successful collaborative partnerships. We are pleased that the experience and commitment our organization has demonstrated through 27 years of service is recognized as an important part of a holistic support network.

While there is clear evidence that we play a supporting role in healthcare, there is nothing medical or institutional about our House and the services we provide. Families continually tell us they never imagined our House could be as warm and comforting as it is. Here's how one family expressed this:

"In December, our baby was diagnosed with a severe heart defect which can only be treated with surgery. This series of surgeries can only be performed at SickKids. We felt lost, confused and alone. We were grasping for community, people who truly understood what we were feeling and experiencing. We also craved anything resembling normal and homey. We found that at TRMH. You provided a quiet shelter away from the horror at the hospital, a place where we could come to terms with (or start to anyway) what was going on with our baby. We found stability, rest, and people we will never forget. Thank you for your hospitality and caring hearts."

The feeling of home is essential – as we plan for a much larger House, you can be sure that this is at the core of our vision. Children need to be with their families during treatment, giving them the strength they need for the fight of their lives. Thank you for your support so that we can continue to be a shelter in the storm.

*Jane Marco, Executive Director*

# Responding to the Needs of our Families

## Family Support

Toronto's Ronald McDonald House (TRMH) is a warm and welcoming "home away from home" for families of seriously ill children. But, it is so much more.

The House offers families comfort and support as they wage the toughest battle of their lives. Our specialized programs and services are designed to help families maintain a sense of normalcy, enabling both parents and children to stay strong and better cope with the difficult times that lie ahead.

### ENSURING EDUCATION CONTINUES

Children face challenges keeping up academically with their peers when they are removed from their hometown classrooms for months at a time. Since opening in 2003, the Ministry-accredited **TRMH School** has helped enable both patients and siblings (Jr. Kindergarten to Grade 12) to stay on track with their schoolwork while far from home. Lessons are delivered by a teacher whose additional specialized training has equipped her to meet the unique needs of each child. The daily routine of attending school is important in keeping up a child's "normal" life outside of the hospital.

Our weekly **Preschool Program** offers children ages one to four an opportunity to participate in a variety of educational games and learn their colours, numbers and ABC's.

### HELPING CHILDREN COPE

Fighting a serious illness and enduring endless tests and treatments is daunting for anyone, but it is especially frightening for a child. Our Child Life Specialist works hard to take much of the fear and anxiety out of what a child can encounter in the hospital environment. Strategies include playing with medical dolls and equipment so children are more comfortable with medical procedures. Our *ABC's Book* is one ongoing project where children each choose a letter of the alphabet to help detail their personal experiences – such as 'B is for Bravery' and 'K is for Kidney'. This is just one approach designed to give children alternative ways to understand and express their intense emotions.

### EXPRESSING EMOTIONS THROUGH CREATIVITY

Children in highly stressful situations are often unable to communicate their complex, confusing and powerful feelings. TRMH's **Expressive Arts Program** uses visual and performing arts to give these children a safe, creative way to express their emotions. From painting and sculpting to music and drama, children can "act out" their feelings of anger, fear, sadness or frustration. This year our specialist worked with both the child who is sick and their siblings to build Legacy Boxes – collections of personal items, poetry, pictures, letters to family members, handprints and ever-lengthening ropes



of bravery beads earned as each hospital procedure is undergone. These keepsakes are a way for the child and their family to better understand their medical journey.

### KEEPING PLAY IN EVERY DAY

It can seem hard to just be a child when your days are filled with medical appointments. Play is a vital part of childhood and a real lifeline for critically ill children and their siblings. Our structured **Play Program** makes sure there is some special time for play every day. From baking and crafts to woodworking and scrapbooking, our volunteers organize at least two fun activities for children and families every night.

When school's out, the House offers **Summer Fun**, a day camp experience for all children staying at the House. Last summer, participants had the opportunity to enjoy arts and crafts, games and music, as well as go on scavenger hunts and field trips.

### WE CAN NEVER DO ENOUGH

At the House, small things make a big difference. Our **Family Support Program** provides families with much-needed support in a variety of forms.

Our **Home for Dinner Program** enables families to enjoy a night off after an exhausting day at the hospital. Our enthusiastic and friendly corporate and community volunteers arrive at the House two to three times a

week to prepare and serve a delicious home-cooked meal. Families and volunteers eat together and enjoy an evening full of conversation and camaraderie. Many groups return again and again. This year 108 dinners were hosted, an increase from 86 the previous year.

Our other support services are also highly appreciated by families. A complement to the weekly **Shiatsu Therapy** offered to parents, this year we introduced a regular **Stretching/Relaxation** class where a certified fitness instructor teaches yoga to adults and children alike. And visits from the lovable therapy dogs of PAWS (Pets at Work) can bring a smile to the face of any child.

Families made numerous local trips with our **House car**, courtesy of Subaru Canada. Thanks to **free unlimited long-distance calling** from Vonage, families kept in touch with friends and loved ones without putting a dent in their wallets. And, our **wireless network** and **laptop computers** make it easy for families to connect with home and work from the comfort of their own bedrooms at any hour of the day or night.

Area businesses have continued to offer complimentary personal services such as haircuts and spa visits, while neighbouring hotels have provided additional accommodation during the busy holiday season.

All of these programs and services would not be possible without the generous support of our many donors and volunteers. We are always looking for new and innovative ways to support the changing needs of our families.

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**4,095**

total program  
hours offered

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**108**

Home for Dinners  
were hosted  
for our families

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**38**

children attended  
the school

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**678**

total number  
of school visits

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# Helping Families Stay Strong

## Business Development

Our compassionate donors outdid themselves again this year raising almost \$2 million in support of the families and children who call Toronto's Ronald McDonald House (TRMH) their "home away from home." We take special care to ensure we remain good stewards of these funds, and we continue to focus on demonstrating the utmost in efficiency and accountability in the way this money is best used to benefit the families we serve. This year's highlights include:

### SIGNATURE FUNDRAISING PROGRAMS SHINE

This year, our **Year of Hope Program** raised more than \$452,000 net, with a remarkable 82% going directly to supporting the families and children at the House. Welcoming one Premier Partner, two Equinox Partners and four Season Partners helped us reach this total, as did the more than 450 supporters who attended our biennial celebration event, "An Evening with the Stars", held May 22nd, 2008 at the Liberty Grand.

Our **Adopt-a-Room Program** continues to make a profound difference in the lives of our families. We are thankful to those adopters who joined the program for

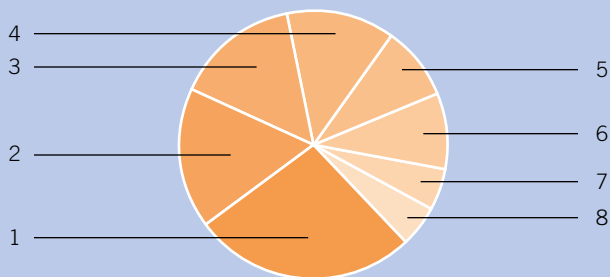
the first time this year and to those who continue to make an investment in TRMH through renewing their five-year commitment.

### SPECIAL EVENTS RAISE AWARENESS AND EXCITEMENT

Special events continue to play an important role in creating awareness about the House, gaining community involvement and raising funds for families at TRMH. On August 13th, 2008, 224 golfers attended our 6th Annual **TRMH Charity Golf Classic**, held at Angus Glen Golf Club. Revenues from the event continue to climb each year, and in 2008 we raised over \$233,000 net, bringing cumulative proceeds to over \$1 million.

Our fall **Open House**, held last November, welcomed donors, friends, and supporters to visit TRMH. Attendees were taken on tours of the House, met our fantastic program volunteers and staff and heard first-hand from families their personal stories of courage and triumph.

*The support that makes it possible*



1. Year of Hope – **27%**
2. TRMH Charity Golf Classic – **17%**
3. Partnered (RMHC and McDonald's Family) – **15%**
4. Special Gifts – **13%**
5. Mailings (Newsletter, Annual Report, Direct Mail) – **9%**
6. Third Party – **9%**
7. Adopt-a-Room – **5%**
8. Giving Programs – **5%**

**Total Gross Annual Fundraising Revenue: \$2 million**

This year, excitement surrounded activities of all shapes and sizes in neighbourhoods across Ontario – more than 30 events were organized on behalf of TRMH. Community groups, schools and charitable children organized baseball tournaments, lemonade stands and bake sales. In fact, 15 separate events were organized by children on behalf of the House. We are very proud of these future philanthropists! All of these events, big and small, raised a total of \$170,000 for the House.

### MCDONALD'S AND RMHC SHOW STRONG SUPPORT

Our relationship with McDonald's Restaurants of Canada Limited, franchisees and Ronald McDonald House Charities (RMHC) remains critical to our annual fundraising – we are grateful for their support through Happy Meal contributions, Coin Box donations, trayliners and special events, raising \$210,000 for the House.

Being part of the McDonald's Restaurants and Ronald McDonald House worldwide community allows for more than just financial support. RMHC offers great opportunities for professional development as well – last year, staff members had the opportunity to travel to RMHC-organized conferences where they shared success stories and talked about key learning and insights with their counterparts from other Houses across the globe. And, of course, all of these contributions were in addition to the very substantial gift made by RMHC Canada to our upcoming capital campaign.

### THERE ARE MANY WAYS TO GIVE

Our families benefit from contributions made by a variety of donors. Gifts are made in many different ways, including gifts which honour or memorialize a friend or loved one through our **Tribute** and **Legacy Gifts Programs**, as well as our **Direct Mail** and **Continuing Friends** monthly giving programs. This past year, the total funds raised through our website, [www.rmhtoronto.org](http://www.rmhtoronto.org), increased by 29%.

### VOLUNTEERS, PARTNERS AND SPONSORS PLAY A KEY ROLE

We particularly want to thank our dedicated volunteers for their ongoing commitment. These individuals contribute unbridled enthusiasm and reams of hard work to make our fundraising a resounding success. We could not have done it without you!

And, we wish to acknowledge the generosity of our corporate partners whose in-kind contributions help offset the ongoing cost of our major communications vehicles year after year: *Circle of Friends*, *Bulletin for McDonald's Restaurants*, *News from Home*, [www.rmhtoronto.org](http://www.rmhtoronto.org), as well as our Lunch & Learns, our ads in the *National Post*, our Cineplex promotions, and, of course, this Annual Report, *Report from Home*. Our partners make these activities possible, and help to further spread the word about TRMH.

**\$2.1**

**MILLION NET**

raised by the

Year of Hope Program since  
its inception in 2003

**29%**

increase in total  
funds raised online

**OVER  
\$1**

**MILLION NET**

raised by the golf  
tournament since 2003

**74.7%**

increase in average  
gift amount given  
from last year

# A New “Home Away From Home”



## A Busy Year

### TRMH Makes Remarkable Progress Towards our New House

This year, a tremendous amount of progress has been made towards fulfilling our vision of building a larger Toronto's Ronald McDonald House (TRMH) to serve many more families.

It has been a lengthy but successful process to date. Thanks to the diligence and guidance of our experienced Building Committee, we have secured the ideal location at 240 McCaul Street. Bordering a family-friendly, residential area which is just minutes from both SickKids and Mt. Sinai hospitals, it truly is the perfect location for our families to call their "home away from home."

We retained award-winning architectural firm Montgomery Sisam to design the new building. After working with a team of TRMH staff and volunteers, and conducting many focus groups with families to gain an understanding of their diverse needs, they designed a modern, light-filled building with the needs of families front and centre. The House will have 96 bedrooms, serving 80 families – with 15 long-term stay family suites. Inviting common areas will allow families the opportunity to connect with each other – creating a sense of community like no other. Purpose-built program spaces will allow program staff to make best use of their techniques with the children, and an open concept classroom will allow for a more effective and responsive school program. Inviting courtyards will provide quiet contemplative spaces as well as an active playground and family eating area.

The showcase House will be built to Leadership in Energy and Environmental Design (LEED) Gold certification which will enable cost-effective and sustainable operations. It will be the largest Ronald McDonald House in the world!

We are working closely with the city's planning department to complete the municipal planning requirements and we are excited to be on track for a Spring 2009 ground-breaking and hope to open our doors to many more families in late 2010.

To fund this ambitious project, we have been busy planning for a significant Capital Campaign. Under the leadership of the Capital Campaign Steering Committee and an experienced staff team, community consultations are complete and volunteer leadership recruitment is underway. So far, our extensive fundraising efforts have secured \$17.1 million in gifts towards our \$30 million goal, bringing us ever closer to this exciting new vision!

#### HOUSE BY NUMBERS

Before	After
26 Gerrard Street East	<b>240 McCaul Street</b>
24,000 sq. ft.	<b>almost 100,000 sq. ft.</b>
28 bedrooms	<b>96 bedrooms</b> <i>(including 15 long-term stay suites)</i>
28 families	<b>80 families</b>
9,569 family nights of comfort	<b>28,549 family nights of comfort</b>

# TRIPLE

the size of  
our current house

# \$32

**MILLION**  
approximate total  
project cost

# 96

bedrooms with  
15 long-term stay suites  
serving 80 families

# ALMOST 100,000

square feet  
in size

# Support for the New House

## Lead Gifts Set the Pace

### LEADERSHIP SUPPORT FROM THE MCGUINTY GOVERNMENT

For more than 27 years, Toronto's Ronald McDonald House has been supporting paediatric healthcare delivery by providing a safe and supportive "home away from home" for families who travel to Toronto in search of world-class medical care for their seriously ill child. But our current 28 family-bedroom facility is no longer large enough to meet the growing demand of desperate families who knock on our door. We need to build our new House as soon as possible so we can begin serving the many families who need our help but are currently being turned away.

For the past two years, our Board of Directors and staff, guided by our government relations firm, The Capital Hill Group, has been in discussions with the provincial government to highlight the urgency of our project. On March 25th, 2008, as part of the provincial government's 2008 Budget, *Growing a Stronger Ontario*, TRMH was awarded a one-time, \$9 million capital grant from the Ministry of Health and Long-Term

Care to build our new House. We were excited to welcome Minister of Health and Long-Term Care, the Honourable George Smitherman, to the House on March 30th for a press conference to announce this gift. This commitment is a strong validation of the vital role we play in healthcare delivery and demonstrates the importance of our support of seriously ill children and their families in Ontario.



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### FRIENDS FROM THE START

TRMH was born out of the vision of a few dedicated volunteers and supporters. Twenty-seven years ago, Mary Pat Armstrong, President of the Board from 1980 to 1984, and George Cohon, founder of McDonald's Restaurants of Canada and Ronald McDonald House Charities of Canada, recognized the need for a supportive, caring "home away from home" for families of seriously ill children. Together they helped open the doors to the first Toronto House in 1981.

They remain as passionate about our vision today. As long-standing supporters, George and Mary Pat have been named Honorary Co-Chairs of our Capital Campaign. George, Mary Pat and her husband, Robert, have seen TRMH grow from a small house on Dundas

Street, to our current location on Gerrard Street East, serving 28 families. They have been with us every step of the way and they continue to show their support to this day.

Last year at our AGM, when we unveiled the plans for our new House, Mary Pat was there. Excited by the future vision of TRMH, she shared her enthusiasm for our project with her husband and within days, they made a personal gift of \$100,000 in support of our Capital Campaign – they were the first individual major donors to our new House.

Just as they helped open the doors to our first House, Mary Pat, Robert and George are part of our new dream and will help open the doors to our new House bringing comfort to so many more families in need. Truly a legacy to cherish.

## PARTNERS IN BUILDING FOR THE FUTURE

Our long-standing partnership with McDonald's Restaurants of Canada and Ronald McDonald House Charities (RMHC) has helped TRMH provide accommodation and support to thousands of families since the House first opened in 1981. This April, RMHC once again demonstrated their commitment to TRMH families when they announced their grant of \$4 million to our new House project – the largest grant in their history! Executive Director Jane Marco showed our appreciation of the gift by presenting the RMHC Board of Directors with a syringe painting made by the children.

By making the decision to contribute this leadership gift, RMHC recognizes the extraordinary scope of the new House project and the scale of the unmet demand from families that currently exists. We are extremely grateful to the entire McDonald's community for sharing in our vision to providing a new and much larger "home away from home" for many more families in the

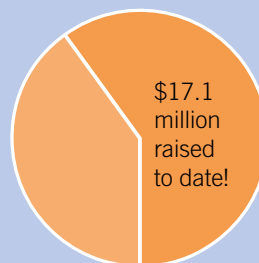
future. Since 2004, McDonald's Restaurants of Canada has donated 10 cents from the sale of every Happy Meal purchased across Canada to RMHC, allowing for such a significant gift to helping keep families together through difficult times. We are very fortunate to have such committed and longstanding partners.



## Moving Closer to our Goal



### \$30 MILLION CAMPAIGN



- \$9 million capital grant from the Provincial Government, Ministry of Health and Long-Term Care.
- \$4 million commitment from RMHC, the largest grant in their history!

# Helping Make a Difference in their Own Way

## Volunteer Support

Simply put, Toronto's Ronald McDonald House could not do what we do without our volunteers. Day in and day out, they dedicate many hours to the House, each bringing their own unique skills and talents to touch the lives of the families staying here. Last year alone, our nearly 250 volunteers provided over 12,000 hours of service for which we are extremely grateful.

We are very thankful for the contribution of all our volunteers, from those who support our Play Program to those who cover front reception or act as weekend relief managers. Others contribute their expertise by serving on our Board of Directors or one of our many Committees, from Building and Year of Hope Celebration to the TRMH Charity Golf Classic and other special event and development committees. We are extremely grateful for their contribution.

We recognize the following individuals for their many years of service:

### 5 YEARS

Colin Davis  
John W. Doig  
Susan Hay  
Terri Toms

### 15 YEARS

Jim Lines  
Pat Lines  
Shirley Ollers

### 10 YEARS

John Davis

### 20 YEARS

Lillian Batson  
Anna Marie Feist

### 25 YEARS

Roz Collins

## Helping us help families



### VOLUNTEER HOURS

**1,725 hours**  
Board of Directors/Sub-Committees  
of the Board – **1,725 hours**

**1,929 hours**  
Business Development/  
Event Committees – **1,929 hours**

**3,120 hours**  
Home for Dinner – **3,120 hours**

**4,241 hours**  
House Operations – **4,241 hours**

**2,142 hours**  
Program & Services – **2,142 hours**

We have done our best to quantify the huge contribution of our dedicated volunteers for which we and the families we serve are unendingly grateful.

# Pulling Together for Families

## 2008 YEAR OF HOPE

Thanks to the tremendous support of our Year of Hope Partners, the House can provide invaluable programs and services to help children and families cope with the stresses they face every day – outside the hospital doors. In 2008, the Year of Hope Program, together with our Year of Hope Celebration, net over **\$450,000** for the House, enabling us to provide over 4,095 hours of support to our families through a variety of innovative programs and services.

### Premier Partner

Scotiabank Group

### Equinox Partners

CCL Industries Inc. – Fall

NCR Canada Ltd. – Spring

### Season Partners

Colliers International – Spring

McDonald's Restaurants of Canada Limited – Summer

SAP Canada Inc. – Fall

CIBC – Winter

## 2008 TRMH CHARITY GOLF CLASSIC

In August, over 200 of Canada's corporate and caring citizens hit the greens to raise much-needed funds for Toronto's Ronald McDonald House. Fun was had by all, and most importantly, thanks to our sponsors, players and supporters, the 2008 TRMH Charity Golf Classic raised over **\$232,000** net – bringing the total amount the tournament has raised since it began in 2003 to over \$1 million!

### Co-Presenting Sponsors

Davis + Henderson Ltd.

Scotiabank Group

## Supporting Sponsors

Alcatel-Lucent Canada Inc.

Bensimon•Byrne

Broadridge Financial Solutions (Canada) Inc.

Business Objects, an SAP company

Canadian Football League

Carat Canada

Cargill Meats Limited

Carlson Marketing Group Canada Ltd.

CGI Group Inc.

CI Investments

Coca-Cola Ltd.

Deloitte & Touche LLP

Dundee Wealth

EDS Canada Inc.

EISI

EMC Corporation

Ernst & Young LLP

Felix Global Corp.

Fidelity Investments Canada

FundSERV Inc.

The Graham Family

Harris/Decima

IBM Canada Ltd.

Kruger Products

LiveXchange Corporation

McDonald's Restaurants of Canada Limited

NCR Canada Ltd.

Net Present Services Ltd.

Northstar Research Partners Inc.

Oakrun Farm Bakery Ltd.

Odyssey Financial Technologies

Oliver Wyman - Delta Organization & Leadership

PGeMarketing Services

PLM Group Ltd.

PriceMetrix, Inc.

PricewaterhouseCoopers LLP

RPM Technologies



Russell Investments Canada Limited  
 SAP Canada Inc.  
 SAS Canada  
 Scotiabank Group  
 State Street Corporation  
 Symcor Inc.  
 The Taylor Group  
 Tomkins Canada Ltd.  
 Tru-Craft Litho Ltd.  
 Twist Image

**Events Raising over \$10,000**

La Gondola Charity Dinner/Dance

**Events Raising over \$5,000**

Foresters Family Movie Screening  
 Vaughan Golden Classic Golf Tournament  
 Young Lawyers Division Casino Night

**Events Raising over \$2,500**

32 Division 20th Annual Slo-Pitch Tournament  
 Caroling for Children  
 Court Services Baseball Tournament

**COMMUNITY EVENTS**

Fundraising comes in all shapes and sizes! Every year caring children, community groups and corporations host local fundraising events on behalf of the House. From baseball tournaments to lemonade stands, community events are a significant source of revenue for the House – not to mention, they are a great way to get the community involved and become part of our extended family.

**Events Raising over \$45,000**

Cargill's FORE! the Houses Golf Tournament  
 RMH Thunder Bay Golf Tournament

**Events Raising over \$20,000**

Brookfield Homes Charity Golf Day

**ADOPT-A-ROOM PROGRAM**

Keeping our “home away from home” clean, cozy and comfortable has a cost. The Adopt-a-Room Program ensures that the rooms at TRMH are beautifully kept and maintained for our families throughout the year. We are extremely grateful to the following donors who have pledged a commitment over five years to the Adopt-a-Room Program.

**Bedrooms**

AGF Funds Inc.  
 Aloris Mercantile Corporation  
*Marly Atkins*  
 Carlson Marketing Group Canada Ltd.\*  
 Cassels Brock & Blackwell LLP

Consumer Impact Marketing Ltd.

EDS Canada Inc.

The Goranson Family

Kris and Paula King & Family

Lever Group of Companies

NCR Canada Ltd.

North American Logistics Services Inc.

*The O'Connor Family*

Subaru Canada, Inc. & The Taylor Group

TSX Group

Vonage Canada Corp.

### Common Areas

The Children's Wish Foundation of Canada  
(Family Lounge)

Cathedral Bluffs Yacht Club in support of Cruise  
for Kids (Terrace)

McDonald's Restaurants of Canada Limited &  
Franchisees (3rd and 5th Floor Kitchens)

Nestlé Canada Inc. (6th Floor Kitchen)

Roche Canada Ltd. (5th Floor Laundry Room)

Toronto Maple Leafs Alumni Association  
(4th Floor Laundry Room)

Vaudry-Marks Family (Logistics Room)

Friends of Monica Wright-Roberts (Quiet Room)

*Xstrata Nickel (3rd Floor Phone Booth)*

*The names in italics represent new five-year adoptions in the fiscal year 2007/2008.*

*The names with an \* represent five-year adoptions renewed in the fiscal year 2007/2008.*

## Who we served



Families who stayed at the House came from:

- **79%** – Ontario
- **11%** – Atlantic Canada
- **6%** – Western Canada
- **4%** – International

Children who stayed at the House received treatment for:

- **31%** – Oncology
- **23%** – Other Conditions
- **20%** – Cardiac
- **12%** – Neo-Natal
- **7%** – Transplants
- **7%** – Kidney/Liver Treatment

*“We are so thankful for the House. We truly could not have gotten through this difficult time without the everlasting support of everyone at our “home away from home.”*

Weber family, Guelph, ON  
Stay at the House: 205 days

# A Special Thanks to our Donors

## Donor Recognition

The Board of Directors, staff, and volunteers give heartfelt thanks to our donors, partners, and suppliers who have shown their commitment to Toronto's Ronald McDonald House by providing support during our fiscal year from September 1st, 2007 – August 31st, 2008. Your financial contributions benefit our families directly, helping to improve the quality of their lives while they are living in Toronto seeking medical treatment for their seriously ill children.

### CIRCLE OF FRIENDS

Our Circle of Friends includes the generous individuals, corporations and foundations that have shown their confidence in TRMH by giving a gift of \$1,000 or more. We thank you for your tremendous support.

#### \$50,000+

Cargill's FORE! the Houses Golf Tournament  
CCL Industries Inc.\*  
McDonald's Restaurants of Canada Limited\*\*  
NCR Canada Ltd.\*  
Ronald McDonald House Charities\*\*  
Scotiabank Group\*\*  
Anonymous Donor

#### \$25,000 – \$49,999

CIBC\*\*  
Colliers International  
Davis + Henderson Ltd.\*  
RMH Thunder Bay Golf Tournament\*  
SAP Canada Inc.

#### \$10,000 – \$24,999

Brookfield Homes Charity Golf Day  
The Children's Wish Foundation of Canada\*  
Deloitte & Touche Foundation Canada  
John W. Doig & Carrie DeCosimo\*  
EDS Canada Inc.\*  
La Gondola Charity Dinner/Dance  
O.C. Tanner Recognition Company Limited  
Wellington Laboratories Inc.

#### \$5,000 – \$9,999

Accenture Inc.  
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Aloris Mercantile Corporation\*  
Marly Atkins  
Black & McDonald Limited  
Don Buchanan  
Carlson Marketing Group Canada Ltd.\*  
CGI Group Inc.  
Coca-Cola Ltd.\*\*  
Consumer Impact Marketing Ltd.\*  
Deloitte & Touche LLP  
Dundee Wealth  
Foresters  
Formanco Inc.  
The Goranson Family\*  
Michael Higgins  
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OISE General Support Staff Association  
PLM Group Ltd.\*  
RBC\*\*  
Russell Investments Canada Limited  
Subaru Canada, Inc.\*  
The Taylor Group\*  
Toronto Maple Leafs Alumni Association\*  
Tru-Craft Litho Ltd.  
TSX Group  
Vaughan Golden Classic Golf Tournament\*\*  
Vonage Canada Corp.  
Young Lawyers Division Casino Night  
Xstrata Nickel

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Ambient Mechanical  
Amherst Crane Rentals Limited  
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Beechgrove Country Foods Inc.  
Broadridge Financial Solutions (Canada), Inc.  
Terri Bulger & Friends  
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 George Cohon  
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 EMC Electrical  
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 Manulife Financial  
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 Coffee Inc.  
 NXL Architects  
 Oakrun Farm Bakery Ltd.

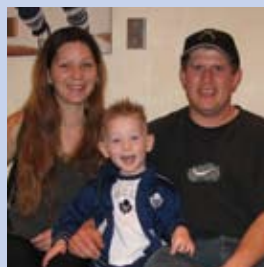
Ocean Partners USA Inc.  
 PAL Benefits Inc.  
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 Oliver Wyman – Delta  
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 Paradise Homes Corp.  
 Peter Paul Charitable  
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Elaine Knotek-Holmes  
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Maria Kechaidis  
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Audree Koehle\*\*  
Hana Kolin  
Jeffrey Kroll

Sursatee Kuwari  
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 Laurie Laykish  
 Beverley Lee  
 Lee, Bowden, Nightingale LLP\*\*  
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 John & Ida Linton  
 Jarrett & Julie Little  
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 Keith & Sonya Mason  
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 Veterans Association\*\*  
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 Randy Music\*  
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 S. Nakagawa\*\*  
 North Wood Carpet & Tile Co. Ltd.\*  
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 Humanitarian Committee  
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 Jennifer Osegueda  
 Ida Palma\*  
 Mike Pauli  
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 Powles Corner Women's Institute\*  
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 Dentistry Department  
 Pro Caissons Ltd.  
 Pravidhya Ratana-Rueangsi  
 Regional Council of Central &  
 Northern Ontario  
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 Rowntree Montessori Academy  
 S&C Electric Canada Ltd.\*  
 Barbara Saipe  
 Onkar Sandhar  
 William Sargent\*  
 Scotiabankers Association  
 Alberta North  
 Sean Sears  
 Paula Sisson\*  
 St. Giles Kingsway Presbyterian  
 Church Women's Guild  
 Grete Staudinger\*\*  
 A. Christine Timms  
 Eric & Kathryn Ting\*\*  
 Travelodge Oshawa  
 Travelodge Toronto North York  
 Tom Walker  
 William & Margaret Walker  
 Geoffrey Ward  
 Western Management Consultants  
 of Ontario\*  
 V. Lorraine Williams\*  
 Sandy Winick  
 Wintergreen Learning Materials  
 Wolf Group Family\*\*  
 Patricia Wright  
 Staff Association Charity Trust of  
 The WSIB\*\*

#### ESTATES

Estate of Bernice Anne Greco  
 Estate of Helen Rose Himmel  
 Estate of Kathleen Leonard  
 Estate of Dagmar Dora McIlwain  
 Estate of Helen Allen Stacey

#### GIFTS IN-KIND

**We are grateful for the generous gifts and services we received in-kind valued at \$5,000+:**

Ault Foods  
 Jim Boyle & Martha Digby Boyle  
 The Canadian Press  
 Cineplex Entertainment LP  
 Coca-Cola Ltd.\*\*  
 Cossette Communication Group\*  
 Days Hotel & Conference Centre, Toronto Downtown  
 Delta Chelsea Hotel  
 InStorage Self Storage\*  
 Jeffrey Latimer Entertainment  
 Jessam Communications Inc.\*  
 Kay Chemicals International\*  
 Kruger Products\*  
 McDonald's Restaurants of Canada Limited\*\*  
 National Post\*  
 School Editing  
 Scotiabank Group\*\*  
 Subaru Canada, Inc.\*  
 Tiffany & Co.  
 Turtle Island Recycling Co. Inc.  
 Vonage Canada Corp.  
 WestJet Airlines  
 Renée Zellweger\*

*Donors who have supported TRMH for 10+ years consecutively are indicated with a \*\*  
 Donors who have supported TRMH for 5+ years consecutively are indicated with a \**



*“During a time of pain and uncertainty, our daughter found happiness within the walls of Toronto’s Ronald McDonald House. How often I would watch Abby playing with the other kids and see her transformed back into a healthy, little girl.”*

Ryan, Dad from Blind River, ON  
 Stay at the House: 436 days

## TRIBUTE GIFTS

**Toronto's Ronald McDonald House thanks the many friends and families who gave meaningful gifts in memory of:**

Constance Aitken  
Gareth Akerman  
Cy Arnold  
Doug Bain  
Mary Baker  
Joseph Ballak  
Ann Barr  
Robert Barrie  
Jayde Best  
Olivia Biron  
Alexie Bouffard  
Dr. Richard Boyd  
Sydney Brassel  
Jean Brown  
Karen Butterworth  
Boo Clarke  
Mike Cutrara  
Maria Da Luz Neto  
Callum Dagnone  
Gladys Drury  
George Duce  
Jody Ellis  
Joseph Ellul  
Evan Erlick  
Faydra Fairfield  
Santiago Fernandez  
Ross Ferris  
Chloe French  
Paul Frendocumbo  
Elizabeth Gagliardi  
Margaret Gall  
Emma Gaspar  
Bob Geddes  
Joop Geerinck  
Martha Giles  
Margaret Glassford  
Gloria Goodis  
Julia Wilhelmine Grant  
Sam Greenbaum  
Ajmer Singh Grewal  
Margery Griffith

Lily Gusola  
Carmen Rosa "Lindy" Hann  
Bev Harley  
Sigmund Hauber  
Lorna Hayes  
Ryan Heighington  
John Hergovich  
Bert Hewitt  
Mabel Hill  
Peter Horlick  
Lorna Hughes  
Rosa Iannucci  
Joan Ivany  
Al Jennison  
Allan Johnson  
Gregory Johnston  
Shilamus Katchky  
Gertrude Kaupinen  
Ronald Keating  
Bud Keir  
Peggy Kerr  
Leo Mnowadjmaa  
Kewais-Wemigwans  
Kaye Kimpton  
Evan Kitchen  
Rose Kohl  
Ted Kulczycky  
Mildred Lavender  
Kaiden Lesage  
Ruby Lessor  
Dan Lewis  
Maria Lindo  
Carly MacKinnon  
Glen MacLean  
Alois Maitz  
Joan Marshall  
Jason Terry Masters  
Antonietta Mastroianni  
Jeremy Maxwell  
Danny McCarthy  
David & Anne Marie  
McDonald  
Tanner McMahan  
Frances Irene Mills  
Susan Mitchell  
Helen Moore

Bill & Teresa Murray  
Brandon Neill  
Linda Joan Neufeld  
Vicky Newton  
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Elizabeth O'Donnell  
Christopher Palmateer  
Ron Pearce  
Nicholas Plouffe  
Robert Poster  
Archie Rabachuk  
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Margie Rowe  
Alice Rudychuk  
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Georgina Sanderson  
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Celine Sliwowicz  
Laurel Stevens  
Arlene Swan  
John Tamas  
Agnes Thompson  
Douglas Thorley  
Ronald Townley  
Stuart Tripp  
Justin Verdier  
Cut Walker  
Blima Waxberg  
Mel Webb  
Paul Whelan  
Myrtle White  
Jessica Dale Whitney  
Heiko Willms  
Al Young  
Eva Young  
Mrs. Gerald Young  
Parker Aubrey Young  
Edith Zadnoff  
Lucille Zoschke

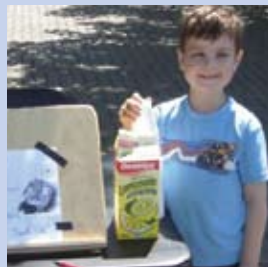
**The following individuals were honoured by others with a gift to the House:**

Mr. & Mrs. B. Anderson  
Dr. & Mrs. Ian Anderson  
Mikayla Ansley  
Joshua Atkins  
Muni Basman  
Melissa Bellissimo  
Christina Bencheman  
Biomedical Engineers of Canada  
Mr. & Mrs. David Bishop  
Mervin Blostein  
Irene D. Boa  
Sophia Bossenberry  
Mr. Bowyer  
Evan Brown  
Helen Bush  
Camp Arrowhead  
Mr. & Mrs. Campbell  
Bob & Denise Chalmers  
Vincent Chan  
The Staff of Children Are  
People Child Care Centre  
George Cohon  
Susan Cohon  
Florence Collington  
Mr. & Mrs. George Collins  
Michael Cucullo  
Nicholas De Caria  
Sam De Caria  
Mario, Lana & Masha  
DeMeo  
Cuan Doig  
Riley Doig  
John W. Doig  
Hon. Leona Dombrowsky  
Ronald & Isobel Duncan  
Clay & Dale Edwards  
Fay Ferguson  
Stewart Ferguson  
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Marion Fleming  
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Mr. & Mrs. M. Gerber  
Sharon Gigliotti  
Linda & Don Goddard  
Sheldon & Judy Godfrey  
Isabel Graham  
Kevin, Lisa & Reiley Gray  
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Lauren & Shannon  
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Joanne Harper  
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Ruth Heys  
Adam & Beata Hilliard  
Mitchell Holmes  
Quinn Hudson-Cox  
Rose Hutchison  
Connor Israel  
Liz Jansen  
Len & Arlene Jillard  
Lenore Keeshig-Tobias  
Kevin & Lisa Kelly and  
Family  
Mr. & Mrs. D. Kuepfer  
Toby Kutas  
Sherman Lam  
Sonny Long  
Mark & Betsy MacDonald  
Steve Marco  
Mr. & Mrs. C. Marino  
Gerry Martin  
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Barbara Mason  
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Mary McGoran  
Maren McDonald  
Mary McGoran  
Grace McKenney  
David McManus  
Matthew McManus  
Nicholas McManus  
Stephen McManus  
Bridie McNamara  
Mme. Micco  
Bruce & Mary Morrison  
Hannah Murray  
Old Millside Cribbage  
League

Tatiana Olkha  
Karen Ong  
Janice Ormiston  
Chuck Peacock  
Mike & Shirley Phipps  
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Donald Plater  
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Anne Rogers  
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Jennifer Shinton  
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Michael Banks  
Mrs. Smails  
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The Teachers at St. Robert  
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Ray Starkman &  
Denise Zuchetto  
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Mr. & Mrs. C. Wylie  
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Eric Yanofsky  
Tessa Elizabeth Young  
Zoë Zemla

*Our donors are very important to us. Every effort has been made to ensure that the listings in our Annual Report are accurate. Please notify our Business Development Office at (416) 977-1346 of any omissions or changes.*



# 1 to 93!

age range of individuals who celebrated  
their birthdays by giving to TRMH

# Financial Report (Toronto Children's Care Inc.)

## CONDENSED STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

Year ended August 31	2008	2007
<b>REVENUE</b>		
Provincial government grant	\$ 9,000,000	\$ –
Donations and fundraising	2,091,256	2,111,422
Restricted grant	6,572	13,430
Room payments	134,505	140,686
Investment income	209,751	144,710
Gain on sale of securities	164,708	283,552
	<b>11,606,792</b>	<b>2,693,800</b>
<b>EXPENSES</b>		
House operating costs	1,232,508	1,158,048
Capital campaign	276,365	58,276
Fundraising	272,142	305,322
Amortization (charged to Capital Asset Fund)	313,949	244,509
Unrealized loss on marketable securities	564,755	–
Investment fees	47,900	52,690
	<b>2,707,619</b>	<b>1,818,845</b>
<b>EXCESS OF REVENUE OVER EXPENSES FOR YEAR</b>	<b>8,899,173</b>	<b>874,955</b>
Net assets, beginning of year	11,856,988	10,982,033
Change in accounting policy	434,405	–
<b>NET ASSETS, END OF YEAR</b>	<b>\$ 21,190,566</b>	<b>\$ 11,856,988</b>

## CONDENSED STATEMENT OF FINANCIAL POSITION

At August 31	2008	2007
<b>ASSETS</b>		
Cash and cash equivalents - unrestricted	\$ 921,916	\$ 883,921
Cash and cash equivalents - restricted	10,379,322	442,657
Accounts receivable, prepaid expenses and other	178,202	143,058
Marketable securities - unrestricted	1,303,579	1,620,785
Marketable securities - restricted	2,323,170	3,133,571
Deposit on land	300,000	300,000
Building under development	884,074	43,075
Capital assets	5,206,866	5,505,390
	<b>21,497,129</b>	<b>12,072,457</b>
<b>LIABILITIES</b>		
Accounts payable and accrued liabilities	306,563	215,469
<b>NET ASSETS</b>		
Invested in capital assets	5,206,866	5,505,390
Unrestricted Fund - Operations	3,299,300	3,703,646
Restricted Fund - Capital Assets	12,684,400	2,647,953
	<b>21,190,566</b>	<b>11,856,988</b>
	<b>\$ 21,497,129</b>	<b>\$ 12,072,457</b>

Audited financial statements, including an auditors' report by Soberman LLP, Chartered Accountants, are available on request from the office of Toronto Children's Care Inc.

*“Toronto’s Ronald McDonald House has been our ‘home away from home’ for 298 days and every one of those days they provided comfort, a warm smile and shelter for me and my family from the worst storm that you can imagine.”*

Russell, Father from London, ON  
Stay at the House: 298 days

*“Being able to stay at the House throughout the transplant period made a world of difference to my family. And it was important for Caleb to be in a place where being sick was normal.”*

Melissa, Mother from Truro, NS  
Stay at the House: 227 days

*“Toronto’s Ronald McDonald House makes you feel happy. At the hospital, I felt sick. At the House, I could go back to feeling normal.”*

MacKayla, Heart Transplant, age 13 from Guelph, ON  
Stay at the House: 42 days

*“With retinoblastoma being such a rare disease and only being treated here in Toronto, without Toronto’s Ronald McDonald House we really would have no place to go.”*

Melody, Mother from Edmonton, AB  
Stay at the House: 176 days

26 Gerrard Street East, Toronto, Ontario M5B 1G3  
Phone: (416) 977-0458 Fax: (416) 977-8807  
www.rmhtoronto.org trmh@rmhtoronto.org  
Charitable Registration #: 11885 2631 RR0001



TORONTO'S  
Ronald McDonald House

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