

ANNUAL REPORT  
2019



Ronald McDonald  
House Charities®  
Singapore

A photograph of a woman and a young girl sitting on a log in a park. The woman is wearing a white t-shirt and has her hair in a bun. The girl is wearing a white t-shirt and blue jeans. They are both looking at a small object the girl is holding. The background is a blurred green park with trees. An orange circular overlay is on the left side of the image.

Keeping  
families  
close





We believe that when a child is hospitalised, a family's love and support is as powerful as the strongest medicine prescribed.

**Families are stronger when they are together, helping with the overall healing process.**

## RONALD McDONALD HOUSE CHARITIES

Ronald McDonald House Charities (RMHC) Singapore is a local chapter of the international Ronald McDonald House Charities. It was originally established in 1984 in memory of McDonald's Corporation founder, Ray Kroc, who was a strong advocate for children. RMHC Singapore's inception was in 1989.

### OUR MISSION

RMHC Singapore is a registered society and charity on a simple mission to create, find and support programmes that directly improve the health and wellbeing of children.

### OUR VISION

Championing family-centred care in the health care journey of seriously ill children and their families.

### OUR CORE VALUES

- Focusing on the critical needs of children
- Celebrating the diversity of the programmes we offer, and the staff, volunteers, donors and supporters that make it possible
- Staying true to our heritage of responsible stewardship
- Operating with accountability and transparency

By providing a diversity of programme with a family-centered approach, RMHC Singapore strives to be a part of the solution in improving the lives of children and their families, and strengthening families during difficult times.

### NCSS MEMBERSHIP

RMHC Singapore has been a full member of the National Council of Social Services (NCSS) since 1 November 2013.

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## PRESIDENT'S MESSAGE



Dear Friends of RMHC Singapore,

2019 marked an important milestone for RMHC as it celebrated its 30th year in Singapore, caring for families of seriously ill children. For three decades, it is fortunate to have been adopted as McDonald's preferred charity.

As the world becomes more digitalised, the way we interact with donors and supporters will also evolve. The Self-Ordering Kiosk (SOK) at McDonald's has fast replaced the traditional mode of donation boxes which collect loose change from the public. It's heartening to see McDonald's customers adapting to a new way of giving - by rounding up their bills, or pressing a donation tab, to give back to RMHC.

2019 also saw a record-breaking fundraising effort at the annual gala dinner. RMHC raised a record of S\$500,000 through table sales, auctions, sales of merchandise and generous donations. A milestone fundraising effort in a milestone year! No words can fully express our deepest appreciation to all our donors, many of whom have established longstanding friendships with RMHC over the decades too.

Much of where we are today is due to the past leadership of RMHC. On this note, a special word of thanks goes out to Ms Pamela Tor Das and Mr Timothy Koh, who had ably led and served as President and Vice-President respectively for many years till the completion of their term. I am grateful for the smooth transitioning of the leadership change. Together with the Executive Director, the Board has refined the strategic thrust started by the two leaders earlier in the year. We were able to narrow down the strategic focus into four main areas for the next 5 years:

- Strengthening our core programmes
- Enhancing our relevance with value-added programmes
- Strengthening the organisation structure
- Increasing brand awareness

I am excited to see the immediate impact of the strategic thrust as we signed an MOU with NUHS to build another Ronald McDonald Family Room at its neonatal intensive care unit, as well as a 'special care nursery room' at the neonatal high dependency ward—both with the objective to support families as they look after their children.

The above were on top of three new value-added programmes introduced in 2019—Happy Wheels Cart, Family Respite Care Programme and IMH's 'Postcards from the Hearts' Programme. In ways big and small, we will continue to refine our programmes to provide emotional support and care to children, teenagers and their families.

On behalf of the Board, thank you again for the blessing of your support, donations and volunteerism all these years. Let's enter a new era of broadening and deepening our impact on families in Singapore.

Warm regards,  
Linda Ming  
President  
Ronald McDonald House Charities, Singapore

PS: It's likely that as you read this annual report, the world is continuing to battle Covid-19 in varying degrees. RMHC SG stands united with RMHC Global, as well as our local hospital partners, to keep the community safe during these uncertain times.







## EXECUTIVE DIRECTOR'S REPORT

2019 marked a significant milestone in McDonald's and RMHC partnership. The growth of RMHC is the fruit of unwavering support from McDonald's and its supply chain for the last 30 years. One of the most significant developments in the partnership is seeing how technology has transformed the landscape of giving to RMHC. Through the self-ordering kiosk, RMHC has been the beneficiary of an increased stream of giving and support from the public.

The four key thrusts refined at the Board's strategic meeting provides a road map for the organisation to execute its mission. We see the immediate impact of how it guided the programme development through 3 new programmes – the Happy Wheels Cart, Family Respite Care and Cards from the Heart.

The reception of the Happy Wheels Cart programme has been overwhelming as it creates a positive hospital experience for the patients at the KTP-NUCMI clinics. The frequency of the service was increased from two to three times a week in response to the requests from the hospital. We were able to reach out to a new pool of volunteers who enjoyed the direct interaction with families and patients through the programme.

The Family Respite Care programme extends our vision to support families with chronically sick children beyond the hospital settings. Besides providing subsidies to reduce the cost for families who need specialised paediatric care facilities, RMHC also received the support of the Park Hotel Group, Pan Pacific Marina, and Village Hotel Group to provide staycations for the families. Other than supporting the NUH Home Care Team Programme, we were able to work together with KKH who refers families into the programme.

The Cards from the Heart programme was jointly developed with the IMH Child Guidance Clinic to support their patients and families. McDonald's sponsored the design and production of the composition of cards with input from the clinical psychologists, case managers and RMHC staff. RMHC served as the programme manager by sending out the cards with words of encouragement from their therapists to support the patients in their journey of recovery.

Thank you for partnering RMHC in supporting families and their sick children. Your unwavering support has made it possible for us to do more for them.

Daniel Ang  
Executive Director  
Ronald McDonald House Charities, Singapore

## OUR GOVERNANCE & BOARD

Ronald McDonald House Charities (RMHC) Singapore focuses on the critical needs of children and celebrates the development and implementation of diverse programmes that are made possible by our staff, volunteers and donors. For us, responsible stewardship, operating with accountability and transparency, is paramount.

RMHC Singapore is a registered charity under the Societies Act and not an Institution of a Public Character (IPC). We abide strictly to the corporate governance code set by RMHC Global and the local Singapore charity council. Our finances are independently audited every year in accordance with local regulations.

RMHC Singapore maintains a Conflicts of Interest Policy applicable to all board and committee members as well as all staff members. The purpose of the policy is to protect the interest of RMHC Singapore when it is considering entering a transaction or arrangement that might benefit the private interest of an officer or board member of RMHC Singapore, or any other interested persons.

In maintaining prudent oversight of our reserve funds, RMHC Singapore ensures that donated funds are used in areas that are in accordance with our mission i.e. to create, find and support programmes that directly improve the health and wellbeing of children whilst consistently building and maintaining adequate spendable reserves to keep the Charity's cause as a going concern. RMHC Singapore carries a surplus of funds no greater than three (3) times its previous year of Operating Expenses in unrestricted accounts. It also holds funds in a restricted account for specific purposes.

## BOARD OF DIRECTORS

**Ms Linda Ming**  
President, RMHC  
Director, Brand Communications  
Hanbaobao Pte Ltd  
(McDonald's Singapore)  
Date appointed: 13 June 2019

**Ms Serene Koh**  
Vice President, RMHC  
Managing Director  
Leo Burnett Singapore  
Date Appointed: 13 June 2019

**Mr Ang I-Ming**  
Secretary, RMHC  
Managing Counsel  
McD Global Franchising Ltd  
Date Appointed: 8 September 2017

**Mr Lim Tze Chern**  
Treasurer, RMHC  
Executive Director  
Nomura Singapore Limited  
Date Appointed: 8 June 2016



## BOARD MEMBERS

**Ms Amita Dutt**

Full Time Consultant  
RHTLaw Taylor Wessing LLP  
Date appointed: 13 June 2019

**Ms Andrea Noel Friedman**

Date appointed: 3 September 2014

**Ms Diana Ser Siew Yen**

Freelance Journalist  
Date appointed: 8 June 2016

**Dr Donovan Lim**

Psychiatrist  
Institute of Mental Health  
Date appointed: 8 September 2017

**Ms Kaw Jik Hoon**

HR Director  
Asia Europe Foundation  
Date appointed: 28 January 2019

**Mr Kenneth Chan**

Managing Director  
Hanbaobao Pte Ltd (McDonald's Singapore)  
Date appointed: 14 March 2017

**Mr Keoy Soo Earn**

Regional Managing Partner,  
Financial Advisory  
Deloitte Southeast Asia  
Date appointed: 9 June 2015

**Associate Professor Stacey Tay**

Head and Senior Consultant,  
Paediatric Neurology  
National University Hospital  
Date appointed: 17 February 2014

## OUR STORIES OF FAMILIES SHAPE US

### Voices from our beneficiaries

"Just steps away from NUH's PICU, the Ronald McDonald House (RMH) puts us at ease as we could be by Wen Xi's side in case of an emergency without any delay. With the House, we were able to take turns to rest and recharge while caring for our daughter.

My wife and I recall how difficult it was to manage the challenging situation without the House—we were stressed, weary and burnt-out. Thank you RMHC Singapore for providing a place of respite for parents like us!"

- Mr Ho Choong On & Ms Goo Siew Lin

"Our baby, Nabilah, was born in May 2019. However, due to some complications, she needed treatment in PICU. During these trying times, we were offered support from RMHC Singapore.

The Ronald McDonald Family Room (RMFR) at NUH provides a space for us to take our mind off from the ward. Refreshment was generously provided without any cost. Blankets were made available when we were cold. Also, when we needed to refresh ourselves, their bathing facility came with towel service and personal hygiene care supplies.

We are thankful to RMHC Singapore for looking into the comfort and wellbeing of the caregivers during our difficult moments."

- Ms Ana & Mr Mohamad Helme

When I came for my daughter's first outpatient appointment, I was waiting for her outside the therapy room. Along came a staff from the hospital and she helped to sign me up for access to the Ronald McDonald Family Room.

It was such a cosy corner that makes one feel at home right away. From then on, I would always drop by the Family Room whenever I accompanied my daughter for her appointment. The smile of the friendly volunteer that greeted me never failed to brighten up my day.

Thank you, Mano and team, for all the good work done!

- Mrs Ghin





## OUR STORIES OF FAMILIES SHAPE US

Voices from our beneficiaries

My grandson and I enjoyed using the Ronald McDonald Family Room (RMFR) at IMH. It is very cosy and warm. It is a good place for both patient and caregiver to rest while waiting for their appointment.

The RMFR at IMH provides more than just comfort! My grandson enjoyed the food and beverages there; it helped to keep his mind off the consultation with his therapist.

- Madam Anna Chou & Seow Xander

My daughter has regular appointments at the Child Guidance Clinic at IMH. Whenever she is having consultation with her psychologist, I take a rest at the Ronald McDonald Family Room.

The space is useful and very comfortable, especially for mothers like me, to rest our tired minds and bodies. There, I would enjoy a cup of coffee along with some biscuits while watching the news on TV.

Thanks to all volunteers and staff for always caring about the families at the RMFR and lifting us with their kind and encouraging words!

- Madam Amalina Abdul Aziz

Our Core Programmes Define Us

## RONALD McDONALD HOUSE @ NUH

Ronald McDonald House @ NUH is a 'home away from home' that has been serving families of children receiving treatment at the National University Hospital (NUH) for the last 5 years.



### OCCUPANCY BASED ON 4 BEDROOMS

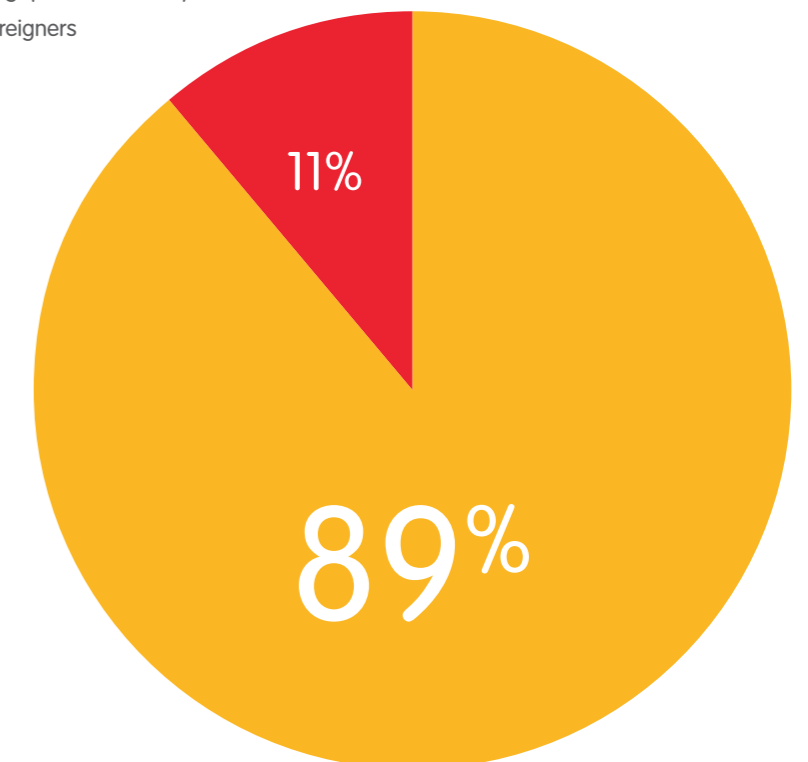
	2017	2018	2019
Number of Families Served	121	123	144
Nights of Accommodation	1,444	1,453	1428
Number of Families Turned Away	28	15	3
Waitlist Room Nights	197	95	152
Occupancy Rate	98.9%	99.5%	97.3%
Average Stay Per Family	12 days	12 days	10 days

The House has provided a total of

**9,834**  
NIGHTS'  
accommodation  
for **836**  
FAMILIES over  
the last  
7 YEARS.

NATIONALITIES OF RMH GUESTS IN 2019

- Singapore Community
- Foreigners





Our Core Programmes Define Us

## RONALD McDONALD FAMILY ROOM @ NUH

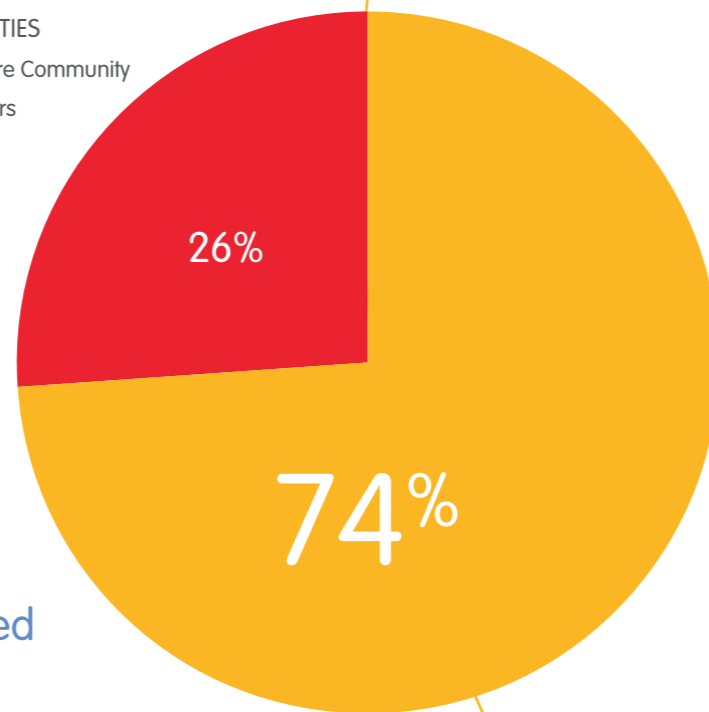
YEARLY IMPACT ON FAMILIES	2017	2018	2019
Number of Families Served	612	628	746
Number of Registered Guests Served	1220	1380	1454
Average Length of Usage Per Family Member	5 days	17 days	4 days

Since its opening in 2016:

**2,653** FAMILIES served  
**5,332** REGISTERED family members served

NATIONALITIES

- Singapore Community
- Foreigners



**FACILITIES:**

- Kitchen area equipped with a fridge, microwave ovens and water dispenser, with a variety of snacks and beverages provided
- Shower facilities with clean towels and basic toiletries provided
- Seating areas to dine, read or watch television
- Resting corner to relax, nap and recuperate
- Internet access



Our Core Programmes Define Us

## RONALD McDONALD FAMILY ROOM @ IMH

Operational since December 2017

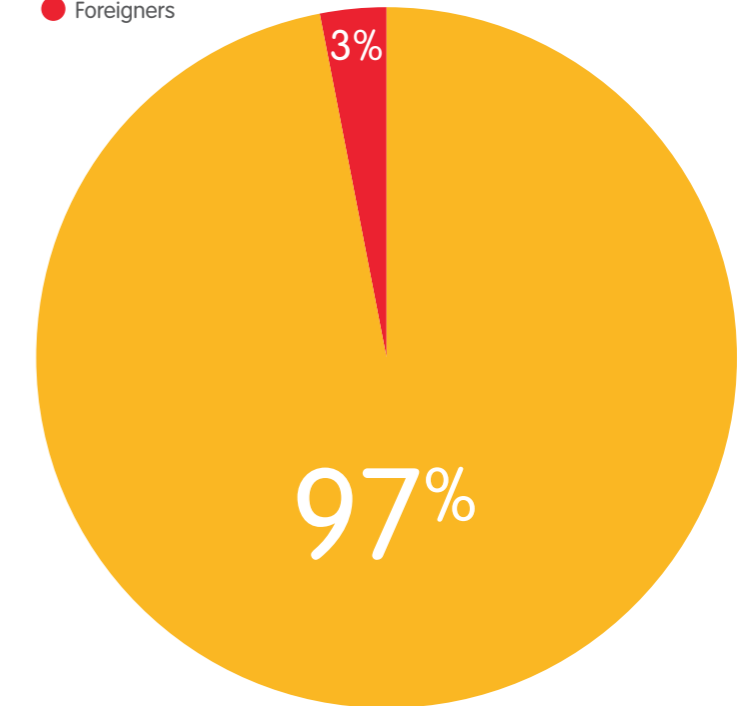


**IMPACT ON FAMILIES SINCE OPENING**

	2018	2019
Number of Families Served	365	211
Number of Registered Guests Served	512	287
Total Usage for the Year	1964	4790

NATIONALITIES

- Singapore Community
- Foreigners



The Ronald McDonald Family Room @ IMH is an oasis for young patients and their families. It provides a safe and calming space for inpatients, allowing them to interact and relax with their parents comfortably. Similarly, outpatients can wait in the peace and comfort of the Family Room for their medical appointments.



Our Community Outreach Programmes Unify Us

# COMMUNITY OUTREACH PROGRAMMES @ NUH

## Happy Wheels Cart Programme

Since April 2019, we've been spreading joy with the Happy Wheels Cart Programme at the Khoo Teck Puat-National University Children's Medical Institute (KTP-NUCMI). Our volunteers push a Happy Wheels Cart to designated areas of the KTP-NUCMI, offering complimentary food and drinks to children and their families while striking up conversations and sharing about RMHC Singapore. This simple idea of hospitality not only creates an emotional connection with families, but also enables us to highlight the mission behind our charity.

### Thank you to our sponsors

Boncafé Singapore for providing full sponsorship of their ready-to-drink beverages, iCafé collection

Unilever Singapore for co-sponsorship of Wall's chocolate and vanilla ice cream cups

Malaysia Dairy Industries Pte Ltd (MDI) for co-sponsorship of Marigold UHT Low-Fat Milk, Marigold UHT Chocolate Flavoured Milk and Marigold 100% Apple Juice 200ml

And not forgetting our kind volunteers (individuals/corporate) who, from time to time, would dedicate their time on the ground or sponsor items for the Happy Wheels Cart.



**IMPACT OF PROGRAMME**  
IN 2019, WE SERVED A TOTAL NUMBER OF **9103 CHILDREN.**

Many a time, children get upset and restless while waiting for their consultations; the Happy Wheels Cart Programme brings a moment of comfort and cheer to the children and their families.

The Happy Wheels Cart Programme helps us forget the pain and misery for a while.

Kids like the snacks and adults enjoy the warmth from the heart.

We offer 4 main options available for families:

- Option A: 5 days respite care for the child at an organisation equipped to care for the complex medical needs of the child (as referred by the doctor).
- Option B: 5 days respite care for the child and 3 days 2 nights staycation for both parents with RMHC Singapore hospitality partner.
- Option C: 5 days respite care for the child and 3 days 2 nights staycation for both parents and other healthy children with RMHC Singapore hospitality partner.
- Option D: Should the child be medically stable to go with the family for staycation, the family can opt for 3 days 2 nights staycation for the entire family.

### Thank you for our key partners

This programme has been possible because of our key hospitality partners – Park Hotel Group, Pan Pacific Hotel Group and Far East Hospitality. Through their contribution of hotel stay vouchers, families are able to take a 3 days 2 nights staycation in the respective hotels. Referrals for this programme come from the NUH Home Care Teams. We mainly work with Assisi Hospice for respite care of the child when needed.

**IMPACT OF PROGRAMME**  
IN 2019, WE HAD **7 REFERRALS AND 5 COMPLETED THEIR STAYCATIONS**

Thank you RMHC Singapore and especially Shi Ying for arranging this amazing stay for us at Pan Pacific Hotel. We managed to enjoy quality family time together. The rooms were amazing...we didn't expect to get 2 rooms!"

- Ms Yati

Thank you RMHC Singapore for giving us a 1 night's stay at Grand Park Hotel. We had a memorable time. The room was great and the service was superb.

- Ms Vivian



## Family Respite Care Programme

In Q3 2019, we kickstarted a pilot run of the Family Respite Care Programme. The programme was established as an extension of the RMHC's mission to "keep families close". By providing parents with some respite in the form of a hotel staycation, it allows them to take time out to look after themselves and attend to the needs of their other children.



## Monthly Birthday Parties @ Ward 47

Every child deserves a happy birthday celebration even when being hospitalised for treatment. With the support of various community partners, RMHC holds monthly birthday parties for the children of Paediatric Ward 47 at NUHS, bringing them smiles and treats during their birthday month.



## Oncology Snack Packs

At the Viva-University Children's Cancer Centre located at NUH Medical Centre, the children receiving oncology treatment have been enjoying their snack packs – often a moment cherished. We are extremely thankful to the individuals and corporations who have joined us in supporting this worthy cause. In 2019, 1070 "Happy Snack Packs" were distributed.



Our Community Outreach Programmes Unify Us

## COMMUNITY OUTREACH PROGRAMMES @ IMH

### Breakfast Bonding

“Child and adolescent patients of IMH are warded when they have severe psychological, behavioural, emotional & social issues. During their hospital stay, communication between patients and the multidisciplinary care team is usually kept formal during clinical reviews. The monthly “Breakfast to Bond Program”, sponsored by McDonald’s Singapore, allows informal interaction between the young patients and the care team.

During these sessions, the kids tend to be at ease and are willing to share their feelings and thoughts. Such information is documented by respective care team members as a reference during their treatment. Also, our healthcare team can take a breather and enjoy a good breakfast and casual chats with the kids.

Both patients and healthcare professionals never fail to look forward to the familiar taste of McDonald’s breakfast, accompanied with Corn Cup and iced Milo. This often marks the beginning of a more therapeutic close-knit relationship and journey towards their mental health recovery.”

- Mrs Regina Lua Ubana,  
Advanced Practice Nurse, Department of developmental Psychiatry, Institute of Mental Health

### Family Bonding

Our appreciation to Chubb Insurance for sponsoring a one-year family bonding dinner program for the inpatient kids and their families from Jan to Dec 2019. And to Gates Corporation for organising a National Day family bonding lunch for the IMH inpatient kids and their families on 24 Aug 2019.

### McDonald’s Christmas Lunch

Big thank you to McDonald’s Singapore for supporting RMFR @ IMH with the gift of a wonderful McDonald’s Christmas lunch for inpatients, families and staff at the Sunrise Ward!

### Other Events

#### • Children’s Day

- Inpatient and Outpatient kids were given Summer Berries Gelato (ice-cream). Staff and crew from Pastamania were present to serve to the inpatients during lunch.
- Jointly sponsored by RMHC Singapore & Raffles Ecological Literacy Programme – Raffles Institution, an educational activity book and a captivating story book were bound together with an RMHC Tea Towel for the outpatient kids.

- “Be Our Guest” for a free treat of Free Vanilla Cone coupon was also distributed to outpatient kids. Sponsored by McDonald’s Buangkok Square outlet.

#### • Mother’s Day

- Mummies each received a handmade flower specially made by Ms Noelle Speers and Project Cinderella.

#### • Father’s Day

- Dads received chocolate goodie bags on Father’s Day.





Champions and Voices of our Cause

# OUR VOLUNTEERS



“As a mother, I have experienced the trauma of seeing my child being treated in the Paediatrics ICU of a hospital for a prolonged period. Hence, I am familiar with what other families are going through. When I saw what good work this charity does for such families, I immediately knew RMHC Singapore was the right volunteer opportunity for me. My first impression of the Ronald McDonald House and Family Room at NUH was one of amazement. The House has four ensuite bedrooms, a kitchen, dining area, living area, playroom for the siblings, and even laundry facilities. The Family Room has a refrigerator, microwave, dining area, large TV, reclining chairs, couch, and a bathroom with shower. Both facilities are clean and neat, offer free food and drinks, and provide a welcoming and comforting environment for the families. After three years of volunteering at RMHC Singapore, the most memorable moment of my time was seeing the gratitude on the faces of families we were helping. You could hear the sincere appreciation in their voices. A challenging aspect of volunteering is seeing some of these same families come back to stay again for ongoing treatment for their children. However, knowing that they have a place to rest, shower, and eat properly gives us all some peace of mind.”

- Sheila Weidner

When I saw what good work this charity does for such families, I immediately knew RMHC Singapore was the right volunteer opportunity for me.

“Volunteering at RMHC Singapore has given me the privilege of witnessing the best of human kindness – a security guard who buys festive snacks for parents out of her own pocket, staff who come back on her off day to support families, parents who extend help and care to fellow parents even in the midst of their own challenges. As a parent myself, I know how stressful it is when a child is ill. At RMHC Singapore, I get to help, in small ways, to lighten the load of parents whose children are in the Paediatrics ICU and High Dependency ward. Washing some towels requires little effort but knowing that it has refreshed a parent after a long day of watching over a child is great reward. Restocking the pantry requires little skill but seeing how it re-energises a mom so that she can continue looking after her child is priceless.”

- Lee Siew Yeen



Volunteering at RMHC Singapore has given me the privilege of witnessing the best of human kindness.

“I initially sought out to do some volunteer work to give back to the community. Coming from the US, I was familiar with Ronald McDonald House Charities (RMHC). I have been volunteering at the Ronald McDonald Family Room (RMFR) at the Institute of Mental Health (IMH) long enough to be familiar with some of the families who often return to the Family Room when they come back for their child’s medical appointments. Through my interaction with them, it is evident that they appreciate having a comfortable and quiet room to rest in while waiting for their turn to meet the consultant. Volunteering our time is a small but meaningful way to give back to others. It not only changes their lives; it can change ours too.”

- Alicia Grabow

Volunteering our time is a small but meaningful way to give back to others.



## BEREAVEMENT AND GRIEF TRAINING

To equip our volunteers with better skill sets in building rapport with parents, the second Bereavement and Grief 101 training session organised by RMHC was conducted by NUH Medical Social Workers on 6 December 2019 and 9 January 2020.



## VOLUNTEERS APPRECIATION DAY

We can never thank our volunteers enough for their selfless contribution of time, talent and expertise supporting our community programmes, serving our families at the Ronald McDonald House and at Ronald McDonald Family Room.

In recognition of our volunteers’ efforts, an appreciation day was held at TOTT Century Square where volunteers had a good time rolling up their sleeves and becoming chefs for a day, as they learnt how to cook laksa and other delicious dishes!

To all our valuable volunteers, thank you so much!



Champions and Voices of our Cause

# OUR FUNDRAISERS

It is always a privilege to be the chosen beneficiary, and we are grateful for any form of organic support in our community.



**Sealy Asia (Singapore) Pte Ltd**

Thank you Sealy Asia for your fundraising drive. We appreciate that for every piece of Posturepedic® mattress sold between 26 Oct 2018 and 1 Feb 2019, Sealy had made a donation pledge of \$100 to RMHC Singapore. At the end of the fundraising period, a total of 341 pieces of Posturepedic® mattresses was sold, translating into \$34,100 raised! We are truly grateful.

**Liberty International Underwriters (LIU)**

Thank you Liberty Specialty Markets Singapore Pte Ltd for your generous donation of close to \$11,000 as sponsorship of groceries for the Ronald McDonald House and Ronald McDonald Family Rooms. Your kind and thoughtful gesture is deeply appreciated by the charity, and the children and families we serve!

**Super Bean International Pte Ltd**

Since 2014, Mr Bean has been supporting RMHC through the sponsorship of a weekly Afternoon Tea for our families in the Ronald McDonald House and Ronald McDonald Family Room. It has helped us care for the needs of the families who have stayed with us, as they journey on with their hospitalised children at NUH.

**McD Global Franchising Limited (MGFL)**

Led by the 2019 Social Committee, McD Global Franchising Limited raised close to \$12,000 through various fundraising initiatives throughout the year. Thank you, MGFL! We can't thank you enough for your annual support!



**Stamford American International School (SAIS)**

Since 2013, the third-graders from Stamford American International School and their teachers have adopted RMHC Singapore as their charity of choice. It is always heartening to see young children helping other children and their families in need. A big thumbs-up for our young ambassadors!



**Yokogawa Engineering Asia Pte Ltd**

Thank you Yokogawa Engineering Asia Pte Ltd for your kind efforts in raising \$6,000 to support our cause.



Our Relationships Connect Us

# RMHC GALA DINNER FUNDRAISER 2019

\$502,000  
WAS RAISED

The Gala Dinner Fundraiser on November 9 was a celebration of two milestones – RMHC Singapore's 30th Anniversary and McDonald's Singapore's 40th Anniversary.

Through the sale of gala tables, bidding during the Live and Silent Auctions and the grant funding from Tote Board,

**we are pleased to share that \$502,000 was raised at the RMHC Singapore Gala Dinner Fundraiser held on 9 November 2019, creating a record-breaking achievement in the year of RMHC's 30th anniversary.**

The funds raised at the Gala Dinner will support our dreams for the future of RMHC Singapore – to deepen our core programmes (Ronald McDonald House, Ronald McDonald Family Room) and broaden our impact with new and meaningful initiatives – so that we can reach out to more sick children and their families in need.

Thank you to all generous corporate/individual donors, sponsors, volunteers and RMHC staff for making this event a tremendous success.





RMHC SINGAPORE  
HAS BEEN THE CHARITY  
OF CHOICE  
FOR McDONALD'S  
SINGAPORE  
SINCE ITS INCEPTION  
IN 1989.



Our Relationships Connect Us

## OUR INVALUABLE PARTNERSHIP WITH McDONALD'S SINGAPORE

270 donation boxes are placed in 135 McDonald's restaurants across Singapore. S\$211,750 was collected by way of loose change and donations from the general public.

Since 1 November 2018, McDonald's Singapore launched a donation platform on all its Self-Ordering Kiosks (SOK) in the restaurants. Customers can either round up to the next dollar or donate a fixed amount of \$2, \$5 or \$10. Through this channel, a total of S\$403,587 was collected in 2019

Our deepest appreciation to the general public in Singapore for their generous contribution through McDonald's.

**McDonald's Singapore celebrates McHappy Day with a donation drive**

In conjunction with its annual McHappy Day (Nov 2019), McDonald's ran a fundraising campaign focused on creating awareness of the new RMHC donation platform on its self-ordering kiosks. This new avenue is part and parcel of the brand's digital journey for its customers who wish to support the RMHC.

**Thank you, McDonald's Singapore, for all your efforts in 2019!**

- McDonald's donates 5 cents of every McHappy Meal sold, bringing close to S\$195,000 to the RMHC.
- McHappy Day fundraising campaign raised slightly over S\$60,000 in the month of November via the donation platform on the self-ordering kiosks. This is a healthy 2-fold increase compared to the pre-fundraising period.
- Collectively, donations from McDonald's customers via the traditional donation boxes and the self-ordering kiosks' donation platform amounted to over S\$615,000.
- Together, the above efforts go towards at least 85% of our overall expenditure in 2019.

Our Relationships Connect Us  
**CORPORATE SPONSORS & SUPPORTERS OF 2019**

Our grateful appreciation & thanks to our Sponsors & Supporters

- |   |   |
|---|---|
| Absolute Hotel Services Company Limited         | Chubb Insurance Singapore Limited                     |
| Absolve Pest Control Pte Ltd                    | CIMB Bank Berhad                                      |
| Adred Creation Holdings Pte Ltd                 | Coca-Cola Far East Limited                            |
| ANZA  | Comfort Design Pte Ltd                                |
| Archideas Design Inc                            | Commonwealth Retail Concepts Pte Ltd                  |
| Arnoldii Arts Club                              | ConceptDash Private Limited                           |
| Artizen Pte Ltd                                 | Continental Equipment Pte Ltd                         |
| Aryzta Singapore Pte Ltd                        | Credit Suisse AG                                      |
| Barry's Bootcamp Singapore Pte Ltd              | Cubewerkz   |
| Batu Lesung Spice Company                       | Cure Restaurant                                       |
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