### HEARTS OF GOLD HOUSE OF HOPE



ANNUAL REPORT 2024

Keeping families close



## CONTENTS

PRESIDENT'S MESSAGE	03
EXECUTIVE DIRECTOR'S REPORT	04
OUR GOVERNANCE & BOARD	05
OUR FAMILIES SHAPE US Voices of our Beneficiaries	07
OUR CORE PROGRAMMES DEFINE US  RMHC House @ NUH  • RMHC FR @ NUH (PICU)  • RMHC FR @ NUH (NICU)  • RMHC FR @ IMH	09 10 10 11
EXTENDING OUR MISSION OF KEEPING FAMILIES CLOSE WITH OTHER PROGRAMMES BEYOND THE HOSPITAL	12
HIGHLIGHTS OF 2024	13
CHAMPIONS AND VOICES OF OUR CAUSE	14
OUR FUNDRAISING EFFORTS	15
OUR INVALUABLE PARTNERSHIP WITH McDONALD'S	16
OUR CORPORATE SPONSORS AND SUPPORTERS 2024	17
INDIVIDUAL SPONSORS AND SUPPORTERS 2024	18

01



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

We believe that when a child is hospitalized, a family's love and support is as powerful as the strongest medicine prescribed. And at RMHC, we want to be part of that solution.

Our strong network of over 260 RMHC Chapters worldwide that helps to identify needs and carry out the RMHC mission on the ground. We extend our reach and impact by leveraging our years of experience and our strong relationships within the community. We continually work to improve and expand our core programmes, putting families at the core of what we do.

We rely on our strong relationships with the medical community and provide access to healthcare. We rely on strategic alliances with the organisations that have the knowledge and infrastructure to extend our reach. And most of all, we rely on you – our friends, our donors, volunteers and staff.



The mission of Ronald McDonald House Charities (RMHC) is to create, find and support programmes that directly improve the health and well-being of children. Guiding us in our mission are our core values:

- · Leading with compassion, and staying firmly committed
- Celebrating the diversity of the programme we offer through the support of our staff, volunteers and donors who make them possible
- Staying true to our heritage of responsible stewardship
- Operating with accountability and transparency



Since 1 November 2013, RMHC Singapore has been a full member of the National Council of Social Services (NCSS). NCSS enables us to establish new collaborations with agencies in Singapore's social service sector, allowing us to advocate for and support the emerging and unmet social needs of families and children.

### PRESIDENT'S MESSAGE

RMHC Singapore has had a fruitful 2024, with a focus on awareness-building and outreach.

Getting the word out on why we do what we do is a necessary mission. Gaining greater support from donors and community partners is our privilege. It helps us move forward in our continued advocacy on **family-centred care** in Singapore – specifically, supporting families holistically on their medical journey.

In 2024, we served – and touched the lives – of almost 1,200 families through our core programmes at NUH and IMH. These families, whose children may be seriously ill or injured, or challenged with mental wellness, have benefitted from



the Ronald McDonald House and Ronald McDonald Family Rooms. We are always heartened when parent-caregivers tell us our safe spaces have played a significant role in the prolonged medical journey of the family. Equally valued is the intangible value of care and a listening ear from our RMHC staff and volunteers, while navigating the daily challenges of tending to their sick children.

We are extremely grateful to our corporate and individual donors who have been consistent in their generosity. As well as to our kind supporters who share in RMHC's advocacy. Never is there a gesture too small, nor one that goes unappreciated. Take for instance, Roberta's who has for three consecutive years celebrated its anniversary with pizza fundraisers for the RMHC, with each effort more elaborate than the last. Also, OncoCare's in-kind donation of thoughtful customized holiday packs that bring much joy to RMHC's beneficiaries.

All these signal optimism for the future. The RMHC Board and executive team have been busy laying the initial groundwork for a milestone project at the new Alexandra Hospital to come in 2029. We will continue to build on the good work and are committed to further broaden and deepen our impact in the community.



### EXECUTIVE DIRECTOR'S REPORT

- Dear Partners, Friends, and Supporters,
- The year 2024 has been one of significance and momentum for Ronald McDonald House Charities (RMHC) Singapore, marked by meaningful milestones, strategic progress, and deepened community engagement.
- Globally, we celebrated the 50th anniversary of RMHC and the opening of the very first Ronald McDonald House in Philadelphia. In Singapore, we honoured this milestone by sharing birthday cupcakes with the families we serve and with our esteemed healthcare partners at the National University Hospital and the Institute of Mental Health—a small gesture of gratitude and celebration for those who stand with us in our mission.



In alignment with RMHC Global's ambition to double the number of families we support by 2030, we were proud to announce the signing of a Memorandum of Understanding with the National University Health System (NUHS). This agreement paves the way for the development of a new Ronald McDonald House and three Family Rooms at the redeveloped Alexandra Hospital. To support this initiative, we launched a \$\$3 million capital campaign, with the new facilities expected to be completed by 2029.

We are also pleased to report a strong financial performance. RMHC Singapore achieved a surplus of \$1,033,768—an increase of nearly 40 percent compared to the previous year. This was driven by an outstanding Gala Dinner, enhanced corporate engagement, and extra support from our founding partner, McDonald's, particularly during the McHappy Day campaign and the 50th anniversary celebrations.

In our commitment to extending support for families beyond hospital settings, we were proud to reintroduce our Respite Care Programme. With the generous partnership of The Fullerton Hotel, two families with children who have complex medical needs were offered meaningful staycations—providing much-needed time away from home, the opportunity for shared experiences with siblings, and the creation of lasting memories.

Throughout the year, we also hosted enriching experiences for families, including two Family Days in partnership with Northern Trust and TEEG, as well as a Mid-Autumn celebration with The Fullerton Hotel.

We are heartened by the growth in corporate partnerships and the creativity of our fundraising efforts. Notable highlights include Roberta's support during their Anniversary Weekend and 4th of July event at the Singapore American School, and our first-ever charity spin class—made possible through the generosity of sponsor Sook Wei. We remain deeply appreciative of both new and longstanding partners such as GSK, Salesforce, Mr Bean, Commonwealth Concepts, and Amazon, whose continued support enables us to deliver and grow our programmes meaningfully.

To our Board of Directors, thank you for your steadfast leadership, insight, and commitment.

Finally, I extend my deepest gratitude to my dedicated team at RMHC Singapore. Your professionalism, compassion, and tireless efforts are at the heart of all we do. You continue to serve with integrity and warmth, ensuring that families facing medical crises find not only support but also solace and dignity in their journey. We look forward to the year ahead with optimism and resolve. Together, we will continue to build on our legacy of care and bring hope to even more families in need.

Yours sincerely,

#### Serene Koh

**Executive Director** 

Ronald McDonald House Charities Singapore + + +

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# OUR GOVERNANCE & OUR BOARD

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

RMHC 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 when it is considering entering a transaction or arrangement that might benefit the private interest of an officer or Board Member of RMHC, or any other interested persons.

In maintaining prudent oversight of our reserve funds, RMHC 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 well-being of children whilst consistently building and maintaining adequate spendable reserves to keep the Charity's cause as a going concern. RMHC carries a surplus of funds no greater than three (3) times its previous year of Operating Expenses in unrestricted accounts.

The RMHC Board, comprising office bearers and ordinary board members, is ultimately responsible for the charity achieving its purpose as set out in the RMHC Constitution and in accordance with the License Agreement between RMHC and McDonald's Corporation.

The Board is tasked with ensuring that the charity upholds good governance in keeping with the RMHC Constitution as a basic requirement. As good governance, the Board also collectively set the vision and mission for RMHC, and the strategic roadmap and plans to achieve these. The varied experiences, expertise, skills and knowledge of each Board Member is what makes the Board unique as a team, with each Board Member playing an active role for the charity's benefit.

Another part of good governance requires upholding, proper practices, including setting up systems, policies and procedures to ensure the strategic plan is carried out with responsibility and accountability. In undertaking this task, the Board works collectively and through Committees to identify processes and areas of risk that require governing and monitoring.

### BOARD OFFICE-BEARERS

#### **PRESIDENT**

**Ms Linda Ming Po Lin** 

Head, Brand Communications and Customer Care Hanbaobao Pte Ltd (Licensee of McDonald's Singapore) Date appointed: 13 June 2019

#### **VICE-PRESIDENT**

**Ms Andrea Noel Friedman** 

Vice-President, RMHC
Date appointed: 6 September 2023

#### **SECRETARY**

**Mr Johannes Jeremias Boshoff** 

Senior Associate, Harneys Westwood & Riegels Singapore LLP

Date appointed: 28 February 2022

#### **TREASURER**

Mr Lim Tze Chern
Executive Director,
Nomura Singapore Limited
Date appointed: 26 June 2024

### BOARD MEMBERS

#### **Ms Amita Dutt**

Founder Legal Consultant RHTLaw Asia LLP

Date appointed: 21 June 2021

#### Associate Professor Stacey Tay Kiat Hong

Senior Consultant in Paediatric Neurology, National University Health Services

Date appointed: 16 June 2020

#### **Mr Boh Si Xiang Benjamin**

Managing Director Hanbaobao Pte Ltd (Licensee of McDonald's Singapore) Date appointed: 21 June 2021

#### Mr Poh Zhi Qian Brian

Principal Clinical Psychologist Institute of Mental Health

Date appointed: 6 September 2023

#### **Ms Diana Ser Siew Yen**

Freelance Journalist

Date appointed: 16 June 2020

#### Mr Karam Malhotra

Partner & Global VP Smart Media 4U Technology Pte Ltd

Date appointed: 21 June 2021

#### **Mr Keoy Soo Earn**

Global Deloitte Private Leader Consultative Businesses, Deloitte

Date appointed: 21 June 2021

#### Ms Young Hsien Lin Belinda

**Director, Centrecourt Group**Date appointed: 16 June 2020

### ATTENDANCE FOR BOARD MEETINGS IN 2024

| S/No | Board Members               | 06.02.<br>2024 | 05.03.<br>2024 | 26.06.2024<br>(AGM) | 26.06.<br>2024 | 11.09.<br>2024 | 04.12.<br>2024 | Participation |
|------|-----------------------------|----------------|----------------|---------------------|----------------|----------------|----------------|---------------|
| 1    | Linda Ming Po Lin           | <b>✓</b>       | <b>✓</b>       | <b>✓</b>            | <b>✓</b>       | <b>✓</b>       | <b>✓</b>       | 6/6           |
| 2    | Andrea Noel Friedman        | <b>✓</b>       | <b>✓</b>       | <b>✓</b>            | <b>✓</b>       | <b>✓</b>       | X              | 5/6           |
| 3    | Lim Tze Chern               | <b>✓</b>       | <b>✓</b>       | <b>✓</b>            | <b>✓</b>       | <b>✓</b>       | <b>✓</b>       | 6/6           |
| 4    | Johannes Jeremias Boshoff   | <b>✓</b>       | <b>✓</b>       | X                   | X              | <b>✓</b>       | <b>✓</b>       | 4/6           |
| 5    | Amita Dutt                  | <b>✓</b>       | X              | <b>✓</b>            | <b>✓</b>       | <b>✓</b>       | <b>✓</b>       | 5/6           |
| 6    | A/Prof Stacey Tay Kiat Hong | <b>✓</b>       | <b>✓</b>       | <b>✓</b>            | <b>✓</b>       | <b>✓</b>       | X              | 5/6           |
| 7    | Boh Si Xiang Benjamin       | <b>✓</b>       | <b>✓</b>       | <b>✓</b>            | <b>✓</b>       | X              | <b>✓</b>       | 5/6           |
| 8    | Poh Zhi Qian Brian          | <b>✓</b>       | <b>✓</b>       | <b>✓</b>            | <b>✓</b>       | <b>✓</b>       | <b>✓</b>       | 6/6           |
| 9    | Diana Ser Siew Yen          | <b>✓</b>       | <b>✓</b>       | <b>~</b>            | <b>✓</b>       | X              | <b>✓</b>       | 5/6           |
| 10   | Karam Malhotra              | <b>✓</b>       | <b>✓</b>       | <b>~</b>            | <b>✓</b>       | <b>✓</b>       | X              | 5/6           |
| 11   | Keoy Soo Earn               | <b>✓</b>       | <b>✓</b>       | <b>✓</b>            | <b>✓</b>       | <b>✓</b>       | <b>✓</b>       | 6/6           |
| 12   | Young Hsien Lin Belinda     | <b>✓</b>       | <b>/</b>       | <b>✓</b>            | <b>✓</b>       | <b>✓</b>       | <b>/</b>       | 6/6           |

OUR FAMILIES SHAPE US+++

> Jasmine and Thaddeus' story



### One Fateful Morning in October 2022

On a seemingly ordinary morning in October 2022, Joseph and Jasmine's world was turned upside down. Their 7-year-old son, Thaddeus, had fallen from his bed while sleeping and was unresponsive. Panic-stricken, they rushed him to the nearest hospital, fearing a head injury from the fall. After a thorough examination and a CT scan, the shocking news came—Thaddeus had suffered a stroke. The family was in disbelief. How could such a young boy experience a stroke?

Thaddeus was immediately transferred by ambulance to National University Hospital (NUH), where he began his arduous journey to recovery. Throughout this challenging period filled with fear and uncertainty, one thing remained clear: the family could count on the unwavering support of the Ronald McDonald House Charities (RMHC). Having received help from RMHC in the past, they found comfort in knowing they had a "home away from home" during their most difficult days.

This was not their first encounter with RMHC. Back in 2015, Joseph

and Jasmine stayed at the Ronald McDonald House when Thaddeus was in the Paediatric Intensive Care Unit (PICU). The House offered a warm, clean, and comforting space close to the hospital, allowing them to focus entirely on Thaddeus's recovery without added worry. They connected with other families, shared stories, and supported each other through those tough times.

Thanks to the collective effort of the medical team and the support from RMHC, Thaddeus made a full recovery and was able to return home with his parents. Yet, the family's gratitude for RMHC remains deep and heartfelt. Jasmine shares, "Ever since I stayed at Ronald McDonald House, I have been donating to RMHC whenever I buy a McDonald's meal, and I encourage my friends to do the same. I often share photos of the facilities and tell them how RMHC helped us and many other families in difficult situations. The support we received was truly a blessing."

Through Thaddeus's journey, Joseph and Jasmine learned the profound importance of community and the power of support. They discovered that even in the darkest times, hope and help are always within reach.

The House offered a warm, clean, and comforting space close to the hospital, allowing them to focus entirely on Thaddeus's recovery without added worry.



# OUR FAMILIS





#### A Fight for Hope: Farhan's **Journey Through Premature Birth and Heart Surgery**

After an unexpected asthma attack, Azura found herself rushed into emergency delivery at just 25 weeks and 5 days of pregnancy. The urgent caesarean section was a difficult but necessary decision. Farhan, originally due on 16 August, was born prematurely on 8 May, weighing only 752 grams and measuring 33 centimetres long.

Before his birth, doctors identified abnormalities in his heart. Further assessments led to a diagnosis of Blue Blood Syndrome, a rare condition that required three separate surgeries so far. Azura and Fauzan were overwhelmed with grief and worry. Farhan was their rainbow baby— a symbol of hope after a previous pregnancy loss— which made the challenges they faced even more emotionally intense.

Farhan's journey began with an arduous six months in the Neonatal Intensive Care Unit (NICU). During this time, Azura was introduced to the RMHC Family Room within the NICU. The lactation room provided her a comfortable space to

express breast milk, ensuring Farhan received fresh milk daily. This simple yet vital support brought a sense of normalcy and comfort during a highly stressful period.

In the Family Room, Azura also found solace in connecting with other parents who were navigating similar hardships. These shared experiences became a vital source of strength and solidarity, reminding her she was not alone.

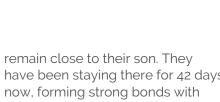
"The Family Room in NICU was a place where families could come together and grow stronger," Azura shared. She also appreciated the kindness of RMHC staff and volunteers, whose friendly faces and warm greetings provided much-needed emotional support during those trying days.

After six months. Farhan's condition necessitated a transfer to the Paediatric Intensive Care Unit (PICU). During this critical time, Azura and Fauzan were offered the opportunity to stay at the RMHC House nearby, allowing them to

have been staying there for 42 days now, forming strong bonds with other families and RMHC staff.

The proximity of the House has been life-changing. "I've saved on both time and transportation costs," Azura explained. "I no longer need to spend an hour each way traveling between home and NUH. Working shift hours, Fauzan and I can check in on Farhan before and after our shifts, giving us peace of mind and allowing us to be involved in his care."

Recently, Farhan underwent a successful open-heart surgery. His condition is improving daily, and Azura speaks proudly of her son's resilience. "He is an overcomer," she said, her pride evident. Farhan's strength and determination continue to motivate Azura and Fauzan as they journey with him towards recovery, one day at a time. 08



### † OUR CORE PROGRAMMES DEFINE US

#### Ronald McDonald House @ National University Hospital

The Ronald McDonald House at NUH has been serving families since January 2013, offering a supportive and homely environment. Key features include:

- 4 bedrooms with ensuite bathrooms
- A fully equipped kitchen with ready-to-eat meals
- · Dining area, living room, and laundry facilities
- · All services are provided at no cost to families

The charity aims to keep families close during difficult times by supporting parent-caregivers, enabling them to care for their hospitalized children in the Paediatric Intensive Care Unit nearby. Since opening, we've provided over 16,100 nights of accommodation to more than 1,400 families, fostering comfort and community during challenging times.



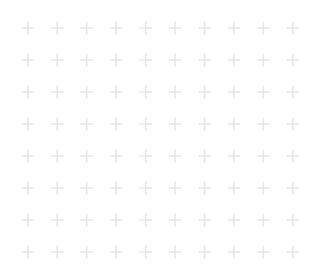


#### Occupancy 2024

| Number of Families Served      | 141   |
|--------------------------------|-------|
| Nights of Accommodation        | 1,188 |
| Number of Families Turned Away | 7     |
| Waitlist Room Nights           | 58    |
| Occupancy Rate                 | 81.1% |
| Average Stay per Family        | 9     |
|                                |       |

Nationalities of Guests

| 82%                        | 18% |
|----------------------------|-----|
| Singaporeans and Residents |     |
| Foreigners                 |     |



#### RMHC Family Room @ PICU National University Hospital

The Ronald McDonald Family Room at NUH was established as part of the hospital's PICU expansion, through a partnership between NUH and RMHC Singapore. Its mission is to improve support and care for seriously ill children and their families in Singapore.

The Family Room at NUH can accommodate up to 28 persons at any one time. Aside from being a place of rest, there are also shower facilities, with clean towels and toiletries provided. The room is open 24 hours daily.

Since its inception in 2016, the Family Room has served 5,238 families and 10,336 registered family members, providing a vital space for rest and rejuvenation during challenging times.

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#### Occupancy 2024

| Number of Families Served           | 588    |
|-------------------------------------|--------|
| Nights of Registered Guests Served  | 1,149  |
| Average number of days used per Far | mily 6 |

#### Nationalities of Guests

| 90%                        |     |
|----------------------------|-----|
| Singaporeans and Residents | 10% |
| Foreigners                 |     |



#### RMHC Family Room @ NICU National University Hospital

In September 2022, the newest Ronald McDonald Family Room was opened within the Neonatal Intensive Care Unit (NICU) at NUH. Designed specifically for parents of hospitalized newborns, it provides a comfortable space for rest and respite.

#### Features include:

- Two lactation rooms for mothers to pump and deliver breastmilk with greater comfort and convenience
- · A dedicated area for relaxation and support exclusively for NICU families

Since opening, the NICU Family Room has served 723 families and 1,426 registered family members, offering vital comfort and support during a critical time.

#### Occupancy 2024

| Number of Families Served           | 302     |
|-------------------------------------|---------|
| Nights of Registered Guests Served  | 595     |
| Average number of days used per Fam | nily 19 |

#### Nationalities of Guests

| 99% |
|-----|
|     |

Singaporeans and Residents

Foreigners



#### RMHC Family Room @ Institute of Mental Health

Situated within the quiet sanctuary of IMH, the Ronald McDonald Family Room provides an oasis of calm and comfort for parents of young patients seeking or undergoing care at IMH. The Family Room at IMH is open to all families whose child is seeking treatment at the IMH Sunrise Wing (6 to 18 year olds) or making outpatient visits at the Child Guidance Clinic. The Family Room is open Mondays to Friday, gam to 7pm.

Since its opening in 2017, the Family Room has supported 1,248 families and 1,678 registered family members, offering a much-needed sanctuary during challenging times.

#### Occupancy 2024

| Number of Families Served         | 142   |
|-----------------------------------|-------|
| Number of Registered Guest Served | 203   |
| Total Usage for the Year          | 6,260 |

#### Nationalities of Guests

98%

Singaporeans and Residents

Foreigners



### Counting down to the new Ronald McDonald House and Family Rooms at Alexandra Hospital

In October 2024, RMHC proudly announced the launch of its Capital Campaign to raise \$3 million. Scheduled to open in 2029, the new facility will include a Ronald McDonald House and three Family Rooms at the redeveloped Alexandra Hospital, enhancing our capacity to support families during their most challenging times.



**Extending our mission of Keeping Families Close with** 

Other Programmes beyond the Hospital

#### **RMHC Paediatric Happy Snack Packs**

These goody bags, which include snacks, drinks, and craft supplies, are provided to children waiting for their appointments at the outpatient clinics. They aim to make the hospital visit a more pleasant and joyful experience for the little ones.

Snack packs given out: NUH 6,398 | IMH 954



**RMHC Paediatric Happy Wheel Cart** 

> The hospitality cart at the Khoo Teck Puat -National University Children's Medical Institute (KTP-NUCMI) provides complimentary Fullerton Hotel, Apr 2024 snacks and drinks to families waiting with their children at the Outpatient Clinic. This service helps make their waiting time more comfortable and manageable.

10,894 people served

**Meals to Bond Programme** 

The Meals to Bond programme fosters connections and support among families, offering breakfast, tea and festive meals at the Ronald McDonald House and Family Rooms.



2,106 meals were served throughout the year

### Ready-to-eat Meals

For the convenience of our families, we offer frozen ready-to-eat meals at the House and Family Rooms, allowing them to enjoy a balanced meal that is easy to heat up whenever they are hungry. All these meals for the year were generously sponsored by Big Tiny.

648 ready-to-eat meals were served throughout the year

#### **Respite Care Programme**

The Respite Care programme extends our vision to support families and their chronically ill children beyond hospital settings. With the support of Hospitality partners, these families who may not have had a chance to travel overseas are offered staycations at the local hotels to bond and make some lovely memories to call their own. We would like to thank Fullerton Hotel for supporting two of our families in this programme.



### HIGHLIGHTS OF 2024

#### RMHC Family Day Out - The Garfield Movie

As a school holiday treat with Northern Trust, we hosted 19 families and watched the Garfield Movie together in June. A lunch reception was held before the families headed into the halls armed with snacks, and a goody bag each. Everyone had a fun and fuzzy time!





#### Mid-Autumn Festival

The Fullerton Hotel hosted a special evening for 7 families to celebrate the Mid-Autumn Festival. The event included a tour of the Edible Garden, lantern making activities, and was topped off with a buffet dinner and mooncakes, creating a warm and festive atmosphere for the families.

### Celebrating the 50<sup>th</sup> Anniversary of the First Ronald McDonald House

In October, we celebrated Dr. Audrey Evans and five decades of our mission to remove barriers, strengthen families, and promote healing for children in need of healthcare.

As part of the celebration, we distributed gifts to children in Wards 45, 46, and 47 at NUH. We also shared birthday cupcakes with families, volunteers, healthcare professionals, and nurses at NUH and IMH as a token of gratitude. Our cakes were generously sponsored by Commonwealth Concepts, making the event a joyful commemoration of our shared dedication to the well-being of the families we serve.





#### **Museum of Ice Cream**

Thanks to the generous sponsorship by Denzy Gelato, 20 families received complimentary tickets for a fun day at the Museum of Ice Cream Singapore. The outing was filled with sweet treats and quality family time, creating joyful memories for everyone involved.



### RMHC Fun Day Out – Timezone (TEEG)

In December, 100 of our beneficiaries had a fun-filled morning at Timezone Orchard, enjoying exciting arcade games, a delicious lunch, and goody bags. This enjoyable event was made possible thanks to the generous support of The Entertainment and Education Group (TEEG).

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### CHAMPIONS AND VOICES OF OUR CAUSE

Our volunteers are an essential part of our community, dedicating their time to serve families at the Ronald McDonald House and Family Rooms, as well as supporting our outreach programmes. We deeply appreciate their selfless commitment and the invaluable support they provide in creating a safe and caring environment for our beneficiaries.

#### **Project Janan**

Project Janan, a team of students from NTU Lee Kong Chian School of Medicine, is dedicated to improving the experiences of sick children during their hospital visits. In addition to serving as regular volunteers at RMHC Singapore, they also adopted the Happy Wheels Cart for the entire month of January 2024, distributing snacks and drinks to visitors at the KTP-NUCMI outpatient clinics.





### Ann, American Women's Association (AWA)

Ann, a dedicated volunteer from the American Women's Association, brings 13 years of experience as an X-ray technician in the U.S. Her background, including time spent in NICU during school and working at a cancer centre, gives her a deep understanding of the challenges families face during difficult times.

Family-centred at heart, Ann resonates strongly with RMHC's mission of providing a supportive space for families to stay close to their children. She believes that having a Healing space nearby can make a significant difference for families during their hospital journey.

### Agnes

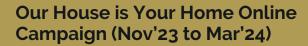
Agnes found out about RMHC through her daughter, whose company is a proud donor of our organization. Inspired by our mission, she began volunteering with us in 2024, motivated by a strong desire to help those in need.

For Agnes, volunteering is more than just giving back; it is a source of comfort and fulfilment. She takes joy in making a positive difference in the lives of families during challenging times.



## OUR FUNDRAISING

**EFFORTS** 



Amount raised: \$22,275

Running an online campaign for the 3<sup>rd</sup> year, the "Our House is Your Home" campaign kicked off in November 2023 till end-March 2024 to raise awareness as well as funds through digital platforms.

Alongside, we launched the RMHC Kids-for-kids micro campaign, encouraging children and their families to develop the habit of giving back by pledging a portion of their pocket money to RMHC. Coinciding with Chinese New Year, we particularly encouraged children to donate their red packet monies.

Together, these efforts raised over \$22,275 to support our mission.

#### Roberta's 2nd Anniversary

Amount raised: \$2,429

For the second time, Roberta's Pizza selected us as their charity of choice for their Anniversary. To mark this special occasion, they offered an exclusive takeaway pizza set for just \$5, available for two days (February 24-25). All proceeds were generously matched and donated to RMHC, helping us raise a total of \$2,429 to support our programmes in Singapore.



#### ALLY Charity Spin

Amount raised: \$6,880

In May, we put the FUN in fundraising! With our best socks forward, we benefitted from a private charity spin class held by Ms. Sook Wei at ALLY Singapore! All proceeds from the class were donated to RMHC while each attendee brought home a pair of our signature mismatched socks! There were also treats after the class such as smoothies and snacks, making it a joyful and memorable day for all involved.



#### 4<sup>th</sup> of July with the American Association of Singapore and Roberta's Pizza

Amount raised: \$2,020

We took part in the American Association of Singapore's annual Fourth of July celebrations at the Singapore American School. Our partner, Roberta's Pizza, served their popular pizzas, and all proceeds from the event were donated to RMHC to support our mission.

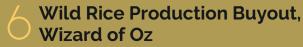
#### **RMHC Gala Dinner Fundraiser**

Amount raised: \$383,778

What an unforgettable evening at our Gala on October 18, celebrating 50 years of our mission and the incredible hearts that unite us! Under the theme "Hearts of Gold, House of Hope," we were honoured to host six families, some sharing their stories of how our Ronald McDonald House and Family Rooms supported them through their journeys.

Thanks to the generosity of our donors and guests, we raised over \$383,000—exceeding our fundraising goal through table sales and a lively auction segment. It was a truly inspiring night of community, compassion, and hope.





Amount raised: \$11,500

In November, we followed the Yellow Brick Road to Wild Rice's enchanting production of the Wizard of Oz! The event was made even more special with the presence of some of our beneficiaries, creating a joyful and heartfelt afternoon filled with laughter. The day was topped off with complimentary gelato from Denzy Gelatos, adding to the sweetness.

Thanks to the support of attendees, \$11,500 was raised, with all net proceeds from ticket sales benefiting RMHC.

McHappy Day Finner

### OUR INVALUABLE PARTNERSHIP WITH McDONAL D'S



10 cents from each Happy Meal sold:

\$490,011



McHappy Day Annual

Fundraiser: \$87,388

#McHappyDay | www.rmhc.sg

The 2024 mismatched socks featured Ronald and Grimace and the nett proceeds of \$87,388 benefitted us directly. Each pair (adult size only) was sold for \$10, allowing us to support more families of critically ill children.



Donations via
SOK channel in **153**McDonalds restaurants:

**\$261,966** 



Collectively, the above efforts have helped RMHC cover at

least **76%** of overall expenditure in 2024



# CORPORATE SPONSORS AND SUPPORTERS FOR 2024

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PPD

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Chen Shun
Chin Poh Lian
Chow Kok Lam
Choy Wai Han
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Daphlyn Xinyan Thiang

Doryne Tan
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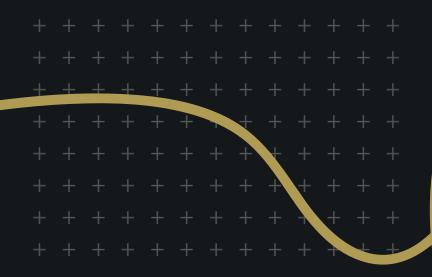
Shi lan

Soong Kah Heng Stephanie Shih Sue Ann Goh Sunny Fong Syahidah Tanya Dickson Taylor Ryan Richard

Teo Soo Sian

Thenmugilan Gandhy Thong Wen Yi Vivienne Chooi Wee Yoke Heng Winarti Chang Wong Wan Ying Yap Shu Yi

Yau Ki Tat







Keeping families close



HELP US BRING A SMILE TO THE FAMILIES CARING FOR THEIR SICK CHILDREN.



#### Please visit our website for the Audited Financial Statement for FY2024

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