Ronald McDonald House Charities®
Singapore

Keeping families close

Our House is Your Home

ANNUAL REPORT 2023

OUR VISION

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

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

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, constantly developing new services to address the unique needs of the communities we serve.

It is this strong network of RMHC Chapters that helps to identify needs and carry out the RMHC mission on the ground. We rely on our strong relationships with the medical community to provide access to healthcare. We rely on strategic alliances with organizations 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.

OUR MISSION

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:

- Focusing on the critical needs of children
- Celebrating the diversity of the programmes 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

We're part of NCSS

RMHC Singapore has been a full member of the National Council of Social Services (NCSS) since 1 November 2013. Through NCSS, we are able to foster new partnerships with other agencies in the social service sector in Singapore to advocate and help meet the emerging and underserved social needs of families and children in Singapore.

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PRESIDENT'S MESSAGE

2023 has been an eventful year – with two key milestones that RMHC can be proud of.

First, the 10th Anniversary of the Ronald McDonald House at NUH is a reminder of how far we've come. Since its doors opened in Jan 2013, this 'home-away-from-home' has given solace and respite for **over 1,300 families** who have, collectively, spent **almost 15,000 nights** with us.

These are not just statistics – for every family who's stayed here, just steps away from their child warded at the Paediatric Intensive Care Unit, it has been countless days of worry and hope. The Ronald McDonald House became their safe space; our staff and volunteers made them feel seen and cared for.

And yet, these are also statistics – demonstrating the unique impact RMHC has made in small and big ways, through the prism of empathy and care. Thanks to our long-term partnership with NUH, we are extremely heartened to have played a pivotal role in the lives of our beneficiaries over the past 10 years.

Second, in a brand advocacy move, we co-organised the Inaugural Family-Centred Care Conference (16 Sep 2023) with NUHS, in celebration of Ronald McDonald House's 10th Anniversary. Family-Centred Care builds on the belief that when a child is seriously ill, the whole family needs to be supported – and it's exactly what we do at RMHC. It was a privilege to have guest-of-honour, Minister of State Sun Xueling (Ministry of Social and Family Development and Ministry of Home Affairs), deliver her video message to the 150-strong audience, and championing for a stronger eco-system of family-centred care in our local community. As RMHC Singapore, we look forward to growing our impact in this space, and to make a difference to many more families to come.

To this end, the Board and I would like to thank our friends, donors and partners for the relentless support through the years. We do not take for granted the kindness you've shown. Thank you for making 2023 a very special year.

Regards,

Linda Ming
President
Ronald McDonald House Charities Singapore

EXECUTIVE DIRECTOR'S REPORT

I joined the Ronald McDonald House Charities Singapore as its Executive Director in July 2023 and am thrilled to be offered the opportunity to lead an organization whose values and vision I believe in wholeheartedly.

As we look back at the year that has passed, it certainly was a good year for us with some key milestones.

We celebrated the 10th Anniversary of the Ronald McDonald House at the National University Hospital, and invited 10 past beneficiaries back for dinner with our Board members, staff and donors at the House. It was a good catch-up and a walk down memory lane for all present.

We also co-hosted our first Family-Centred Care conference together with the National University Health System (NUHS) bringing together healthcare organisations and social care partners hoping to embed the practice of family-centred care in their services, in order to build a stronger collaboration within the community they serve.

We were also very pleased to have re-started our Happy Wheels Cart programme again in May plying the corridors of the Khoo Teck Puat – National University Children's Medical Institute (KTP-NUCMI) with our hospitality cart offering refreshments and snacks to parents and their children.

A huge thank you to our founding mission partner McDonald's Singapore for your dedicated support, and also all our personal and corporate volunteers and donors who have kindly and generously given us your time and funds allowing us to continue to offer our core programmes as well as others, impacting 1,279 families altogether in 2023.

My sincere thanks also to the Board for your guidance and for always being our strongest advocates. Last but not least, I'd like to thank my wonderful team, whose commitment and care in what they do have always made our House truly a Home. I am honoured to be serving alongside you.

Best Regards,

Serene Koh

Executive Director
Ronald McDonald House Charities Singapore

OUR GOVERNANCE & BOARD

RMHC Singapore (RMHC) is a registered charity under the Societies Act and not an Institution of a Public Character (IPC). We abide by 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 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 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 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

Ms Linda Ming Po Lin
President, RMHC
Head, Brand Communications & Customer Care
Hanbaobao Pte Ltd
(Licensee of McDonald's)
Date appointed: 13 June 2019

Ms Andrea Noel Friedman
Vice-President, RMHC
Date appointed: 6 September 2023

Mr Johannes Jeremias Boshoff
Secretary, RMHC
Senior Associate, Harneys Westwood & Riegels Singapore LLP
Date appointed: 28 February 2022

Ms Young Hsien Lin Belinda
Treasurer, RMHC
Director, Centrecourt Group
Date appointed: 16 June 2020

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 Hospital
Date appointed: 16 June 2020

Mr Boh Si Xiang Benjamin
Managing Director
Hanbaobao Pte Ltd (Licensee of McDonald's)
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

Mr Lim Tze Chern
Executive Director
Nomura Singapore Limited
Date appointed: 8 June 2016

Asst. Prof Donovan Lim
Date appointed: 21 June 2021
(Resigned on 16 June 2023)

Ms Serene Koh Hwee Ching
Date appointed: 13 June 2019
(Resigned on 18 July 2023)

Mr Timothy Koh Kian Long
Date appointed: 21 June 2021
(Resigned on 4 December 2023)

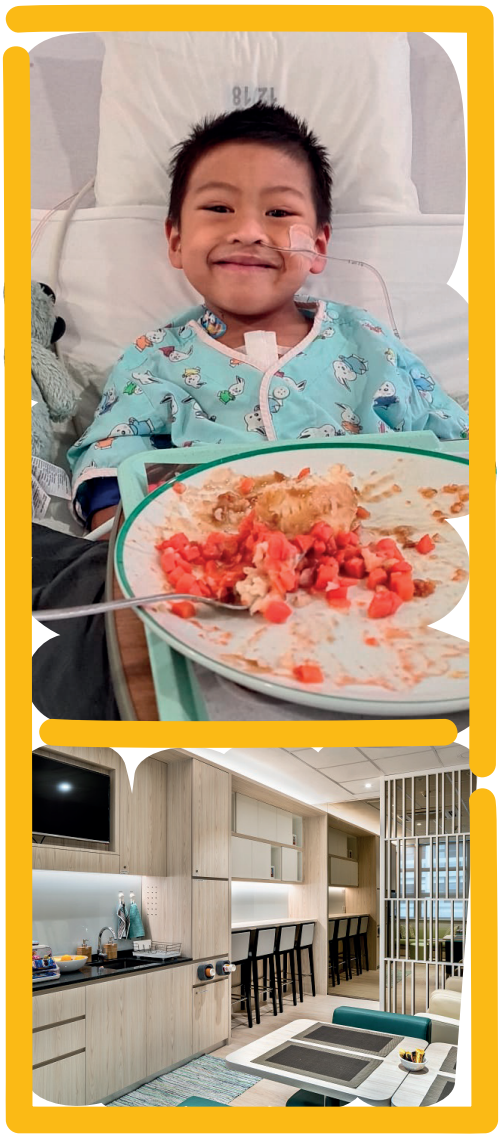
Attendance For Board Meetings In 2023

S/No	Board Members	09.02. 2023	03.05. 2023	16.06.2023 (AGM)	16.06. 2023	06.09.2023 (EGM)	06.09. 2023	04.12. 2023	Participation
1	Linda Ming Po Lin	✓	✓	✓	✓	✓	✓	✓	7/7
2	Andrea Noel Friedman	✓	✓	✗	✗	✓	✓	✓	5/7
3	Young Hsien Lin Belinda	✓	✓	✓	✓	✓	✓	✓	7/7
4	Johannes Jeremias Boshoff	✓	✓	✓	✓	✓	✓	✗	6/7
5	Amita Dutt	✓	✓	✓	✓	✓	✓	✓	7/7
6	A/Prof Stacey Tay Kiat Hong	✗	✓	✓	✓	✓	✓	✗	5/7
7	Boh Si Xiang Benjamin	✓	✓	✗	✗	✓	✓	✓	5/7
8	Poh Zhi Qian Brian	–	–	–	–	✓	✓	✓	3/3
9	Ser Siew Yen	✓	✓	✗	✗	✗	✗	✓	3/7
10	Karam Malhotra	✓	✓	✓	✓	✓	✓	✓	7/7
11	Keoy Soo Earn	✓	✓	✓	✓	✓	✓	✓	7/7
12	Lim Tze Chern	✓	✓	✓	✓	✓	✓	✓	7/7
13	Asst. Prof Donovan Lim	✗	✓	–	–	–	–	–	1/2
14	Serene Koh Hwee Ching	✓	✓	✗	✗	–	–	–	2/4
15	Koh Kian Long	✓	✓	✓	✓	✓	✓	✓	7/7

✗ The Board member has provided satisfactory explanations and has given sufficient notice of his/her absence from the Board meeting.

OUR FAMILIES SHAPE US

Voices of our Beneficiaries



Fathli and Salwa are proud parents of two boys. Their youngest son Ilhan, who just turned six years old, was born with a congenital heart defect called Dextrocardia with Single Ventricle, and required close medical attention.

Earlier this year, Ilhan was admitted for his second open-heart surgery. It was a critical time for their family, filled with mixed emotions and prayers for a successful outcome. All that his parents hoped was for this to be the last major procedure their young son would have to endure.

In a serendipitous way, Fathli and Salwa learned about the Ronald McDonald House Charities (RMHC) and the services offered through the medical team, as they coped with their anxieties. They had the opportunity to stay in the Ronald McDonald House which, importantly, also allowed their elder son to be by their side while taking care of Ilhan at the hospital. For a moment of respite amidst the daily weight of caregiving, they utilised the Ronald McDonald Family Room, alongside other families. Both these spaces provided a sense of normalcy and togetherness for their family, and a feeling of comfort and hope.

Fathli and Salwa described the Ronald McDonald House and Family Room as a "home-away-from-home" as these spaces became a safe haven, providing them with the support and resources they needed to continue their daily lives while caring for Ilhan. Ready-to-eat meals provided convenience in filling their tummies, ensuring they had the strength to be there for their son.

Throughout their experience with RMHC, Fathli and Salwa were deeply moved by the compassion and support shown by the staff and volunteers. Ronald McDonald House Charities became a beacon of hope, a place where their family could find solace and continue their daily lives. The kindness and empathy they received went beyond physical spaces; it created an atmosphere of warmth and understanding.

> **These spaces became a safe haven, providing them with the support and resources they needed to continue their daily lives while caring for Ilhan.**

OUR FAMILIES SHAPE US

Voices of our Beneficiaries

In the hostile environment of the Neonatal Intensive Care Unit, their newborn son's first cries were followed by a whirlwind of anxiety. Baby Jason* underwent a heart surgery within the first week of his tiny existence. For new parents, Dominic* and Amelia*, this was not the introduction to parenthood they had envisioned.

In the first week, the couple found solace by their son's cramped bedside, huddled together on a single chair, unwilling to leave Jason's side. The fatigue was palpable, and the strain on their mental and physical wellbeing was immense. To make matters worse, post-surgery complications from Amelia's C-section birth led to a rushed visit to the A&E department.

Then, like a gentle answer to unspoken prayers, an opportunity presented itself. A chance to stay at the Ronald McDonald House – an offer that felt like a lifeline thrown to the parents who were already drowning in the overwhelming challenges of their son's health complications.

The Ronald McDonald House became their sanctuary—a haven where they could catch some much-needed sleep, gather strength, and briefly escape the cold, hostile hospital environment. It was not just a room; it was a lifeline. Amelia recounts: "That first night in the Ronald McDonald House was like a revelation as it was the first proper night of rest we had after Jason was born, and was much needed. It was more than just physical comfort… it was a mental relief, a space to simply rest and unwind during what was undoubtedly the most trying moments of our lives as new parents."

Meant to be a home-away-from-home, the Ronald McDonald House is a sanctuary for families while being steps away from their sick child in the Paediatric Intensive Care Unit at the National University Hospital.

During their week-long stay, the Ronald McDonald House became more than a shelter; it became a source of resilience, support, and hope as they prayed over their son's road to recovery.

Jason's condition has stabilised and is now a healthy two-month-old baby on his road to full recovery! Dominic and Amelia, grateful for the warmth they received from RMHC Singapore, have also made donations and continues to support by sponsoring our monthly groceries.

**Names and images used have been changed to protect the identity of our beneficiaries.*

> **"It was more than just physical comfort… it was a mental relief, a space to simply rest and unwind during what was undoubtedly the most trying moments of our lives as new parents."**

OUR FAMILIES SHAPE US

Voices of our Beneficiaries

Lisa* faced numerous struggles and challenges in her role as the main caregiver for her son who had been diagnosed with Dyslexia, Depression and Autism.

Understanding her son's behaviour was challenging, especially when he became violent or angry. She tried various approaches such as bringing him to the temple, engaging in church activities and different forms of therapy, all in the hope of finding what would work best for him. It was particularly tough when her son was bullied by his schoolmates, which drove him to attempt suicide. Loneliness and the lack of support from family members added to her burden, as they did not fully comprehend the situation.

When her son was referred to the Institute of Mental Health (IMH), Lisa initially had reservations, thinking that IMH was only for individuals with severe mental health issues. However, she soon realized that IMH provided valuable support and had doctors who could help her son.

During their frequent visits to IMH, Lisa found out about the Ronald McDonald Family Room (RMFR) after a nurse recommended it, and it has now became a sanctuary for her son. Her son soon began to look forward spending time there before his appointments and therapy sessions. Over the course of 2 years, the RMFR became a place of comfort and anticipation for him. It provided a quiet and safe space where she and her son could retreat and find solace. The variety of snacks that her son enjoyed made the room even more appealing. Lisa deeply appreciates the friendly nature of Mano who as Senior Operations Executive made them feel welcome and comfortable during their visits.

Looking back on her journey, Lisa recognised the importance of reaching out to fellow caregivers. She believes that encouragement and support from others would have made a significant difference. To fellow caregivers, she would say, "You are not alone. Take one step at a time and remember to give yourself and your child space to breathe. Seek help, stay flexible, and be open to different approaches."

**Names and images used have been changed to protect the identity of our beneficiaries.*

"Over the course of 2 years, the Ronald McDonald Family Room became a place of comfort and anticipation for him. It provided a quiet and safe space where she and her son could retreat and find solace."

OUR CORE PROGRAMMES DEFINE US

We believe in keeping families close by taking care of parent-caregivers so they can better care for their children.

Ronald McDonald House at NUH

Since we opened our doors in January 2013, over 1,300 families have called the Ronald McDonald House at NUH a 'home-away-from-home'. Parents and families find solace and respite as they recharge themselves body-mind-spirit, so they can return to their sick child and offer comfort and love. Approximately 126 square metres of space, it has four ensuite bedrooms, a reading room, living room, dining room, laundry area and kitchenette.

Since 2013, the Ronald McDonald House has provided

14,927 nights

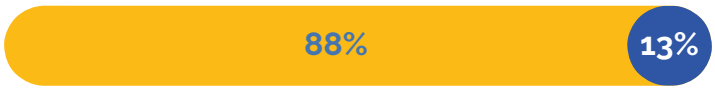
of accommodation for

1,327 families.

In 2023

Number of Families Served	120
Nights of Accommodation	1,334
Number of Families Turned Away	19
Waitlist Room Nights	85
Occupancy Rate	91%
Average Stay Per Family	13 Days

Nationalities of Guests



- Singapore Community
- Foreigners

OUR CORE PROGRAMMES DEFINE US

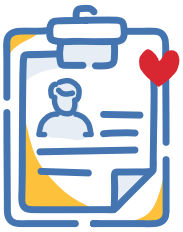
We believe in keeping families close by taking care of parent-caregivers so they can better care for their children.

Ronald McDonald Family Room at NUH - Paediatric Intensive Care Unit (PICU)

Cosy and comforting, the Family Room is a communal place for a quiet break from the ward for parents, caregivers and siblings of patients. Families are free to have a drink, grab a bite or simply take a moment to rest, watch TV or utilise the free WIFI access provided. Aside to resting, there are also shower facilities, with clean towels and toiletries provided. The Family Room is open 24 hours daily for families of all PICU patients.

Since its opening in 2016, Ronald McDonald Family Room (PICU@NUH) has served

4,650 families and

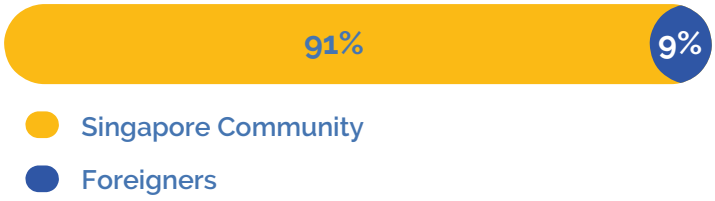


9,187 registered family members.

In 2023

Number of Families Served	652
Number of Registered Guests Served	1,316
Average Length of Usage Per Family Member	6 Days

Nationalities of Guests



OUR CORE PROGRAMMES DEFINE US

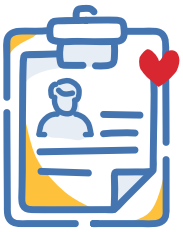
We believe in keeping families close by taking care of parent-caregivers so they can better care for their children.

Ronald McDonald Family Room at NUH - Neonatal Intensive Care Unit (NICU)

The newest Ronald McDonald Family Room is located within the NICU at NUH. Designed with two lactation rooms, mothers can pump and deliver breastmilk to their child with more comfort and convenience. The Family Room is open from 9am-9pm, daily.

Since its opening in September 2022, Ronald McDonald Family Room (NICU@NUH) has served

421 families and

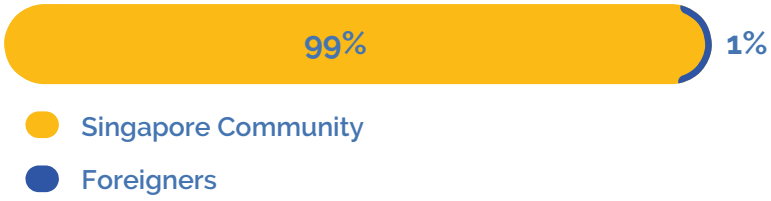


831 registered family members.

In 2023

Number of Families Served	351
Number of Registered Guests Served	689
Average Length of Usage Per Family Member	17 Days

Nationalities of Guests



OUR CORE PROGRAMMES DEFINE US

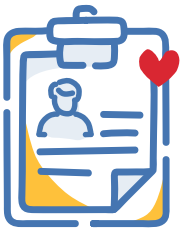
We believe in keeping families close by taking care of parent-caregivers so they can better care for their children.

Ronald McDonald Family Room at IMH

Situated within the quiet sanctuary of IMH, the Ronald McDonald Family Room provides a place of rest and respite. Located just steps away from the IMH Sunrise Wing, the Family Room is open to all families whose child is undergoing out-patient treatment at IMH Sunrise and Child Guidance Clinic, or seeking in-patient admissions. The Family Room is open Mondays to Fridays, 9am to 6pm.

Since its opening in 2017, the Ronald McDonald Family Room (IMH) has served

1,106 families and



1,475 registered family members.

In 2023

Number of families served	156
Number of registered guests served	217
Total usage for the year	5,916

Nationalities of Guests

100%

- Singapore Community

CELEBRATING THE 10TH ANNIVERSARY OF THE RONALD McDONALD HOUSE

Celebrating the House that Love Built

Our 10-year impact: Since its doors opened in Jan 2013, the Ronald McDonald House at NUH has welcomed 1,327 families who have collectively spent 14,927 nights with us. Under the watchful care of our RMHC staff and volunteers, the families were given every support needed so they can better care for their children warded at the Paediatrics ICU just steps away.

To mark this joyous occasion, we invited 10 past beneficiaries back to the House that love built for an intimate meal, hosted by Board Members, Staff and Donors. Together, we forged new memories in the space they once knew.

10 years 2013 - 2023

Ronald McDonald House® Singapore

Inaugural Family-Centred Care Conference: Advancing Family-Centred Care Together

In conjunction with the 10th Anniversary of the Ronald McDonald House, and in celebration of our partnership with National University Health System (NUHS), Singapore's inaugural Family-Centred Care Conference was held on 16 Sep 2023.

As a forerunner in Family-Centred Care, the objective was to encourage healthcare organisations and social services partners to embed family-centred practices in their services and build stronger collaborations for the betterment of the communities we serve.

We were truly delighted to have guest-of-honour, Minister Sun Xueling (Ministry of Social and Family Development and Ministry of Home Affairs), share her video message with the 150-strong audience; as well as esteemed speakers and social services experts from NUH and others.

RMHC's leadership was underscored by our global and regional representatives – keynote speaker Ms. Nicole Rubin (RMHC Global), Ms. Iris Wong (RMHC Hong Kong), Ms. Midori Tamura (RMHC Japan) and Ms. Kyungme Boo (RMHC Korea) – who shared our collective impact of Family-Centred Care on our respective chapters. We also heard from our past beneficiaries, Justin and Yih Chwin, on how RMHC supported them through their journey of care for their daughter Alexis when she was warded in the Paediatric Intensive Care Unit (PICU).

We look forward to advancing Family-Centred Care together with those who share in our cause.

OUR COMMUNITY OUTREACH PROGRAMMES AMPLIFY US

RMHC Singapore is always excited to explore new ideas that strengthen its relevance and support for families and children within the continuum of care.

RMHC Family Day Out – Gardens By The Bay & Marina Barrage

In celebration of National Family Week (3-11 June 2023), we had an incredible time hosting six families at the much-anticipated RMHC Family Day-out at Gardens by the Bay and Marina Barrage. Supported by volunteers from McDonald's Singapore, and staff of RMHC, the families explored the breath-taking Cloud Forest and Forest Dome in an afternoon of fun under the sun – what a day of pure joy and togetherness!

The smiles on the faces of the children and the bonding moments shared between families warmed our hearts. We are immensely grateful to our generous sponsors – McDonald's Singapore and Gardens By The Bay and all volunteers who made this day possible.

RMHC Paediatric Happy Snack Packs

A little treat for a smile – is what the Happy Snack Pack programme aims to bring to children and their families during their outpatient visits to NUH's Khoo Teck Puat – National University Children's Medical Institute (KTP-NUCMI), as well as those receiving oncology treatment at the Viva-University Children's Cancer Centre located at the NUH Medical Centre.

In 2023, a total of 8,409 packs from kind donors were distributed to patients at the Paediatric wards in NUH and the Child Guidance Clinic at IMH.

RMHC Happy Wheels Cart

Happiness on wheels – Since April 2019, we have been spreading joy with the Happy Wheels Cart Programme at NUH's Khoo Teck Puat - National University Children's Medical Institute (KTP-NUCMI). Our volunteers and donors push the Happy Wheels Cart through 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.

The programme was reignited in May 2023 after a hiatus during the pandemic, and served approximately 12,195 children up till Dec 2023.

RMHC "Meals to Bond" Programme

Bringing families together – The 'Meals to Bond' programme is more than just about providing meals. It's about creating opportunities for families to come together and share experiences, so they can better support one another as their hearts hope for their children's recovery.

What we offer: ready-to-eat meals and McDonald's meals for families staying at the Ronald McDonald House; tea breaks at Ronald McDonald Family Room; McDonald's breakfast and tea breaks for patients at IMH Sunrise Ward.

CHAMPIONS AND VOICES OF OUR CAUSE

Our Volunteers

Our volunteers are a crucial part of us – selflessly contributing their time to serving families at the Ronald McDonald House and Ronald McDonald Family Rooms, as well as supporting our community outreach programmes. We are grateful for our volunteers and appreciate the support they have provided in creating a safe space for our beneficiaries.

Queena Lim

Queena, currently a Year 2 Medical Student at NTU Lee Kong Chian School of Medicine, came to know about RMHC when her team was posted to the Neonatal Intensive Care Unit (NICU) for their medical attachment in 2023.

Alongside her team, they started a Community Involvement Project (CIP) named 'Project Janan' (translation: 'Janan' means 'heart' in the Malay language) in their school to share about the work that RMHC does and volunteer their time and resources.

"During my time volunteering here, I really enjoyed the conversations with the RMHC staff. It was truly inspiring to hear about the experiences and bonds forged with families during their stay. I also enjoyed volunteering for the Happy Wheels Cart. I felt that a small gesture like giving complimentary snacks, drinks and toys to children and parents before their consultations really brought many smiles to their faces. In the future, I hope that Project Janan will continue to spread the word of the heartening work that RMHC does and inspire more of our peers to volunteer with RMHC."

When Jade was teaching in the United States, she learned about RMHC by volunteering and coordinating toy donation drives in the Greater Houston RMHC where she is originally from. Here in Singapore, Jade manages a programme with American Women's Association (AWA) that helps connect members who are interested in volunteering for RMHC.

"It has been fulfilling to give my free time to such a good cause. I enjoy my interactions with the staff and families at NUH, everyone has been warm and inviting. I would like to continue to volunteer for RMHC and look forward to exploring different areas where my talents might be useful especially while working with children and families going through a hard time. I hope to live a life of philanthropy to give back to humanity."

Jade Wangdi

Joseph Harrison Ungerman

Joseph Harrison Ungerman have been volunteering with RMHC since March 2023. Speaking of his experience: "I know from personal experience that a hospital can be a stressful place for family members of a sick child. I was born six weeks prematurely and while I am fortunate to be healthy now, I have empathy for families facing medical crises. Volunteering with RMHC every Sunday allows me to have a positive impact by hosting a comforting space in an emotionally straining environment. I have learned that some of the most meaningful experiences can be non-verbal – a simple gesture like holding the door open or helping to pour a beverage can communicate support and be met with gratitude. I witness the families' resilience, which reaffirms the importance of this volunteer work. As I continue my journey with RMHC, I hope that my efforts make a difference in the lives of the families even if it's just by being a friendly face when they need it most."

OUR FUNDRAISING EFFORTS

RMHC Gala Dinner Fundraiser 2023

Once again, our annual RMHC Gala Dinner Fundraiser at The Shangri-La Hotel was a success, thanks to the strong support of our loyal and generous partners and donors. We surpassed our fundraising target of $250,000 through the sales of tables and our exciting auction. Most of all, what a special evening it was as we celebrated the 10th Anniversary of the Ronald McDonald House – and also had the honour of inviting past beneficiaries of the House to join us for a lovely evening.

RMHC Digital Fundraising Campaign (4 Nov 2022 – 31 Mar 2023) 'Give A Little Love' & RMHC Kids-for-Kids

Our 'Give A Little Love' campaign kicked off during the holiday season in 2022 till end-Mar 2023 to raise awareness as well as funds through digital means.

To instil the good habit of giving back from young, we also launched a micro campaign RMHC Kids-for-Kids campaign (18 Jan – 31 Mar 2023) targeting children and their families hoping. Coinciding with Chinese New Year, we encouraged children to pledge their red packet monies as well as savings from their pocket monies. With both campaigns running in tandem, we managed to raise over **$20,728.**

Celebrating Roberta's Pizza's 1st Anniversary (25 – 26 February 2023)

We are grateful that Roberta's Pizza chose us as their charity of choice when they celebrated their first year in Singapore. To mark the special occasion, an exclusive takeaway stand selling $5 pizza and Coke sets was set up, with all proceeds generously matched and donated to RMHC. Thank you Roberta's for raising **$2,520** towards RMHC Singapore!

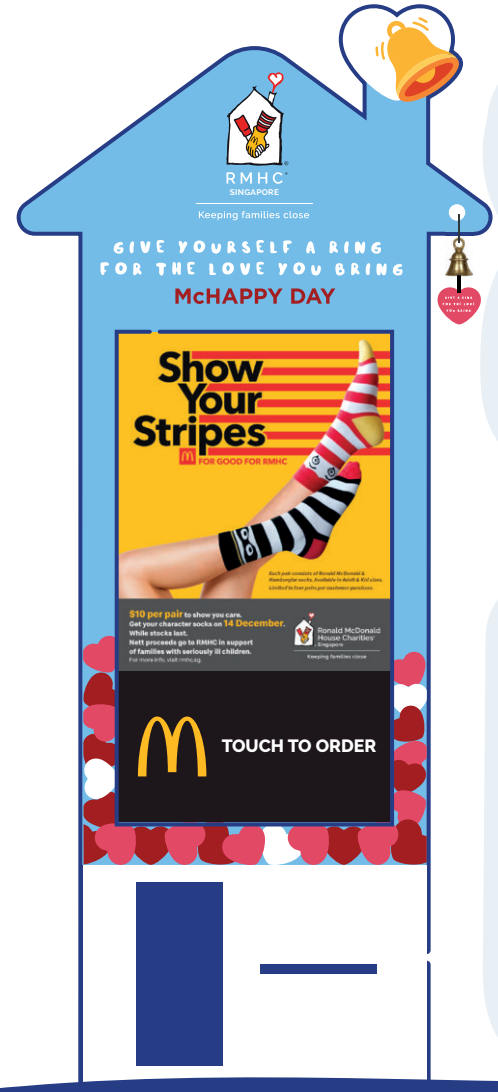
Wild Rice Production Buy-out (18 November 2023)

Our second consecutive year partnering Wild Rice Production enabled families to enjoy a light-hearted moment with Snow White and the Seven Dwarfs - and support the RMHC at the same time. We are especially thankful for those who not only brought their own families but also sponsored tickets for our beneficiaries. In all, we raised **$12,080** from the fundraising initiative.

Charity of Choice at Performance Motors Limited's Festive Celebrations (1 – 31 Dec 2023)

We were extremely proud to be chosen by Performance Motors Ltd (PML) as its Charity of Choice in the festive month of Dec 2023. Guests could spread the holiday joy in two ways: Adopt an adorable "Palmer" bear (PML's mascot) and dress it up in holiday accessories; or make a donation to RMHC and hang well wishes for the beneficiaries on the Christmas tree. Proceeds from food coupons sold at their annual Christmas Care Carnival were also donated to RMHC. Thank you PML for raising **$15,000** in support of RMHC!

OUR INVALUABLE PARTNERSHIP WITH McDONALD'S



RMHC Singapore has been McDonald's Singapore's "Charity of Choice" since its inception in 1989. McDonald's is also the charity's single largest corporate donor, contributing a significant share of the annual operating costs. This year, McDonald's Singapore raised over S$800,000 through donations from its self-ordering kiosks, annual McHappy Day fundraiser and donation of 10-cents from the sale of every Happy Meal.

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

In this year's McHappy Day, McDonald's Singapore launched limited edition character socks, raising close to $170,000. This is on top of a year-round initiative to donate to RMHC via the self-ordering kiosks (SOK) across all restaurants by simply rounding up to the next dollar or selecting a specific dollar amount.

Thank you McDonald's Singapore for your efforts in 2023!

McDonald's contributed **S$330,431** to RMHC from 10-cents raised from every Happy Meal sold.

Proceeds via SOK donation platform in **150** McDonald's restaurants raised over **S$331,503**.

Through the McHappy Day campaign, a total of **S$166,638** was collected between 14-31 December 2023.

Collectively, the above efforts have helped us cover at least **81%** of our overall expenditure in 2023.

CORPORATE SPONSORS & SUPPORTERS FOR 2023

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The Fullerton Ocean Park Hotel Hong Kong
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Welbilt Asia Pacific Pte Ltd
Wild Rice Pte Ltd
Yoga Movement
Yong Chang Electrical Pte Ltd

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Fiona Bennett
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Garcia Richelle
Giselle Lau
Gladys Tan and Jerry Tan
Goh Hock Guan
Grace Chew
Guests at PML Carnival
Guests at RMHC Gala Dinner
Hagar Dalgi
Hau Elvie Ang Tacuboy
Hendra Wirawan
Heng Guan Chin
Henno Boshoff
Huang Daliang
Huang Xuanyu
Iain Hu
Ivan Ong Wei Liang
J Teo and Daphlyn
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Yang Li Peng
Yap Lin Ling
Yee Woon Yim
Yuwono Alim
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Ronald McDonald House Charities® Singapore

Keeping families close

MAKE A DONATION

Help us bring a smile to the families caring for their sick children.

GIVING.SG

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Please visit our website for the Audited Financial Statement for FY2023.

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