



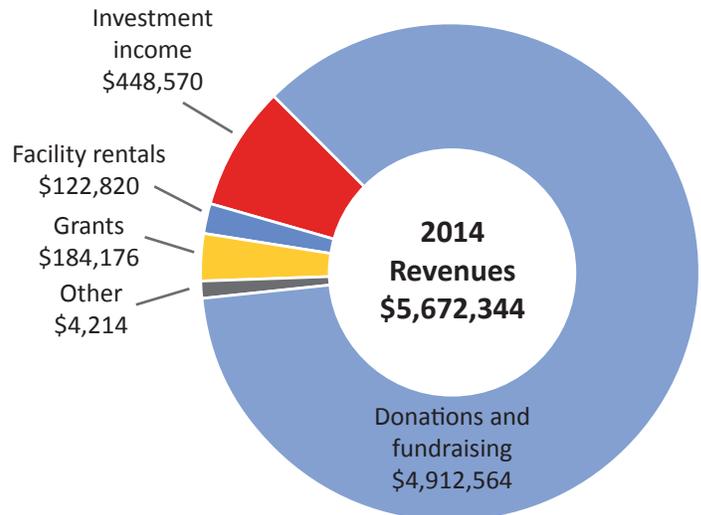
# Ronald McDonald House Charities® Southern & Central Alberta 2013/2014 Annual Report

## Treasurer's Message

I am pleased to present the 2013/2014 Treasurer's Message for Ronald McDonald House Charities® Southern Alberta, Ronald McDonald House Charities® Central Alberta and Ronald McDonald Care Mobile® (collectively form the "Southern Alberta Pediatric Hostel Society"). Each year we start anew after reviewing the financial results of the previous year. As we start the new year we are reminded that it is only because of the generosity of our community, the hard work of our volunteers and the untiring work of our dedicated staff that we were able to deliver our mission to the children and families in need.

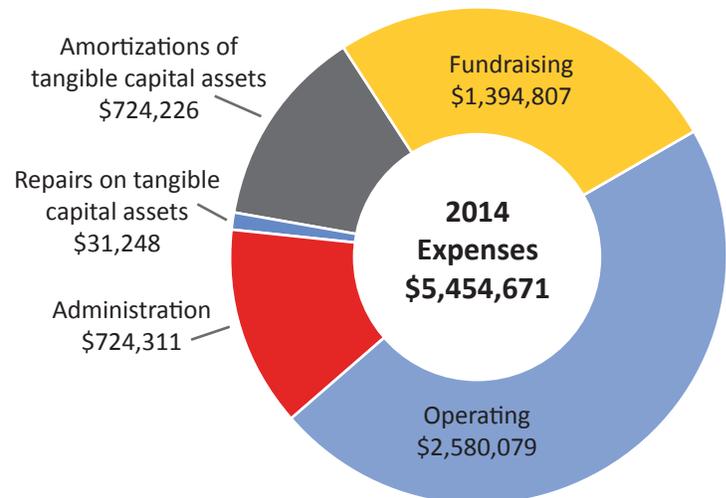
## Revenues

During the fiscal year ended October 31, 2014, our operations generated revenues of \$5,672,344, compared with revenues of \$5,511,630 during the prior fiscal year, reflecting an increase of \$160,714. Year over year, revenues attributable to our Operating Fund increased by \$911,369 primarily due to an increase in third party fundraising event revenue and the signature events' fundraising revenues. Revenues attributable to our Capital Fund decreased by \$750,655 as a result of the completion of our active capital campaign. Sources of revenue for the current year are presented on the graph to the right.



## Expenses

Expenditures incurred during the fiscal year totaled \$5,454,671, compared with \$4,970,544 during the prior year, reflecting a year over year increase of \$484,127. On a cash basis, excluding amortization, expenditures for the current fiscal year were \$4,730,445 compared with \$4,279,226 in the prior fiscal year. Year over year, expenditures on a cash basis increased by \$451,219 primarily due to costs related to the Red Deer Golf fundraising event and Gala fundraising event that were new in the current year. The nature of expenses incurred during the current year is presented on the graph to the right.



## Financial Position and Financial Risk Management

We continue to have a strong financial position. However, as an organization, we are heavily dependent on donations and fundraising activities which could be impacted by changes to the prevailing economic environment. In order to mitigate the financial risk on the organization due to a sudden change in the economic environment, the Board of Directors has mandated that a minimum reserve of 100% of the current year's operating expenses be reserved and held in cash or marketable securities. In addition, the Board continues to internally restrict \$800,000 for the future replacement cost of Caremobile units.

We further control financial risk by establishing a detailed annual budget which is monitored by management with periodic reviews by the Audit Committee and by the Board of Directors.

Respectfully Submitted,

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*The financial statements of Southern Alberta Pediatric Hostel Society for the year ended October 31, 2014 was audited by PricewaterhouseCoopers LLP and a copy of the audited financial statements are available upon request. This report should be read in conjunction with the audited financial statements.*

**Our Calgary House** 111 West Campus Place NW, Calgary, Alberta T3B 2R6 • Ph: 403-240-3000 • [www.rmhsouthernalberta.org](http://www.rmhsouthernalberta.org)



**143** families stayed at Ronald McDonald House Charities® Southern Alberta this past year



**350** families spent

**4,315** nights in a hotel because a room was not available when they needed it



**621** nights was the longest stay of a family checking out this year



**50** nights was the average length of stay



**5** families stayed with us for over 300 nights  
**4** families stayed with us for over 200 nights  
**12** families stayed with us for over 100 nights



**Our Red Deer House** 5002 39 Street, Red Deer, Alberta T4N 2P2 • Ph: 403-340-2007 • [www.rmhcentralalberta.org](http://www.rmhcentralalberta.org)



**379** families stayed at Ronald McDonald House Charities® Central Alberta this past year



**6.5** nights was the average length of stay



**543** local families with children in the hospital made use of our House during the day



**4** families stayed with us more than once



**Ronald McDonald Care Mobile®** • [www.rmhsouthernalberta.org](http://www.rmhsouthernalberta.org)



**1,958** patients were served through **168** programs held in NE Calgary



**616** clinical hours were spent providing healthcare services to those in need



**266** patients were assessed during **20** programs held in Siksiika



**410** flu vaccines were given

