

Small change, huge impact

> Journey of the collections in Ronald McDonald House Charities (RMHC) Malaysia donation boxes

WHILST waiting for your order at a McDonald's restaurant, have you ever noticed a small donation box perched next to the cash register? And have you ever wondered where the collections go to and if the amount raised would even make a difference? In actual fact, every sen in each of these RMHC donation boxes has many poignant stories to tell, having gone a long way in changing lives.

RMHC, which is McDonald's charity of choice, has helped thousands of children across the world, transforming lives through areas such as education, health and welfare. RMHC relies on public and corporate contributions and donations, to sustain its philanthropic undertakings and charitable agendas. And the unassuming RMHC donation boxes are one of its biggest sources of funds. Globally, the donation boxes have collected over USD50 million (nearly RM200 million) in 2013.

In the last twenty five years, the local chapter of this organization, RMHC Malaysia, has gone from strength to strength in fulfilling its mission of helping Malaysian children in need. To enlighten the readers of *theSun* on what goes on behind the scenes, RMHC Malaysia wishes to take you on a journey to unravel where the little change you and I contributed has gone to and how it has made a huge difference in the lives of many. Let the journey begin ...



RONALD McDONALD HOUSE CHARITIES MALAYSIA

SOCKS SOCKS SOCKS

The distinctive red and white striped socks signify RMHC's Show Your Stripes campaign this year. Follow our series of interesting monthly articles featuring stories that have touched and made a difference to many lives. Mark your calendars and keep Nov 7 free as the event will literally "knock the socks off you"!

RMHC Malaysia donation boxes

WHAT?

- A donation box that makes it easy for people to donate to charitable causes supported by RMHC Malaysia
- Placed in over 260 McDonald's restaurants nationwide

WHY?

- To encourage the public to help underprivileged children through RMHC's programmes

WHERE?

- Funds collected get channelled to RMHC Malaysia's **four core programmes:**
 - Ronald McDonald House (RMH)-PPUKM
 - Ronald McDonald Gift of Smile
 - Ronald McDonald Sensory Room
 - Ronald McDonald Scholarship
- and other charity initiatives supported by RMHC

COMMUNITY

- Contribution from the donation boxes have positively impacted more than 12,450 children
- RMHC donation boxes have collected more than RM14 million to date and the bulk of this sum were channelled towards RMHC's core programmes
- The largest fundraising avenue and contributor to sustain RMHC comes from the content of these donation boxes



AID RELIEF

- During the recent floods in Malaysia, the donation box collections were utilised to help affected school children in the East Coast, through a joint fundraising effort between McDonald's and RMHC
- McDonald's matched ringgit for ringgit the collections in the RMHC donation boxes for the month of January and February 2015, which led to RM425,000 being raised for this flood relief effort
- RMHC has also provided aid to orphanages and homes for the underprivileged and such, including those that have been badly affected by natural disasters

RMH-PPUKM

Ronald McDonald House (RMH) is a home away from home for paediatric patients and their families, which enables them to find support from other families in similar situations. Situated within the grounds of Pusat Perubatan Universiti Kebangsaan Malaysia (PPUKM), more than 600 families have benefited from this facility, costing some RM4.5 million in running costs over the years.

Ronald McDonald "Gift of Smile"

Over 350 children with cleft lip and cleft palate have received corrective treatments at no charge since the launch of this programme 11 years ago. Although this birth defect is not life-threatening, if left untreated, a child with this condition will lack confidence, which will further decline as he or she develops slurred speech and communication problems. To help restore their smiles, parents can sign up for this programme by filling up a form at <http://rmhc.org.my/>.

Ronald McDonald Sensory Room

The sensory room aids children with delayed mental development where special multi-sensory equipment stimulates the five senses of sight, hearing, touch, smell and taste, along with balance and movement. To date, there are 21 Ronald McDonald Sensory Rooms across Malaysia and this number will continue to grow in the years ahead.

Ronald McDonald Scholarship

Every year, RMHC selects over 80 secondary school children from low income families who have excellent academic results and are active in school for its scholarship programme. Carried out with the cooperation of the Ministry of Education, the students receive monetary support throughout their secondary education. To date, more than 500 students have benefited from this programme.