### Ronald McDonald House New York 2011 Annual Report Keeping Families Together



On the Cover: Shayla Medina and mother Melanie Medina traveled from Albuquerque, New Mexico for treatment at Memorial Sloan-Kettering Cancer Center. Photo by Bob Ray.

Opposite page: London Dally (Pennsylvania, Memorial Sloan-Kettering Cancer Center). Since 1978, Ronald McDonald House® New York has provided a temporary home-awayfrom-home for pediatric cancer patients and their families. The House is a supportive and caring environment that encourages and nurtures the development of child-to-child and parent-to-parent support systems. Ronald McDonald House New York is the largest facility of its type in the world.

Located on East 73<sup>rd</sup> Street in Manhattan and in close proximity to 13 major cancer treatment centers, Ronald McDonald House New York welcomes children and families from across the country and the world. The House can accommodate 84 families and is filled to capacity almost every night. Since its founding in 1978, nearly 30,000 families have stayed at the House. Ronald McDonald House New York is a 501(c)(3) nonprofit organization.

For additional information, please visit *rmh-newyork.org*, Facebook and Twitter (@*rmhnewyork*) or call (212) 639-0100.

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President & CEO William T. Sullivan (left) and Chairman Stanley B. Shopkorn in the newly renovated Macy's Living Room.

### Dear Friends,

*Keeping Families Together.* Those three beautiful words convey perfectly the work of Ronald McDonald House<sup>®</sup> New York.

For 33 years, our mission has been to keep families together by providing a welcoming and affordable home-awayfrom-home as they journey to New York City, with hope and courage, to confront their children's pediatric cancer.

On the following pages, we present an overview of the House's multifaceted work in 2011, which was a year of progress, openhanded generosity, committed service and inspiringly brave children and caregivers.

It also was a year in which the House's financial health remained robust. Despite continued bumps on the economic road, we have been able to avoid reductions in guest services, program cuts or staff layoffs.

We have weathered the economic challenges, in large part, because of the magnanimous support of our community. In 2011, bighearted adults and children, charitable organizations, religious institutions and schools, among others, were a source of generous support.

In addition, area businesses—from iconic Fortune 100 companies to neighboring small businesses—committed time, energy, financial support and in-kind donations that helped us serve our guests. Industries contributing to our work included fashion and retail, financial, construction, insurance, entertainment, maritime and real estate.

We extend our heartfelt gratitude to *everyone*—volunteers, individual and business supporters and our dedicated staff—who contributed enormously to the House's work in 2011.

On this solid foundation, we are pleased to announce an ambitious plan to enhance our services. With the input of our partner hospitals as well as current and past families, we have embarked on three initiatives that will be rolled out in 2012.

Those three areas are: outreach to non-resident pediatric hospital patients, expanded support and programs for our children while in the hospital and support to help our families acclimate to New York City. For additional information, please read Vice Chairman Harris Diamond's report on page 17.

Mahatma Gandhi wrote, "Human nature shows itself at its best in moments of trial." We see that sentiment personified every day among the children and caregivers at Ronald McDonald House New York. To be a part of our guests' journey is truly both a blessing and a privilege.

Sincerely,

Stanley B. Shopkorn Chairman of the Board

William T. Sullivan President & Chief Executive Officer

### 2011 in Review: 33 Years of Keeping Families Together

Above: (left to right) Khamid Khamidov (Tajikistan, Montefiore Medical Center and Morgan Stanley Children's Hospital), Joseph Ulrick (Florida, Memorial Sloan-Kettering Cancer Center) and Kevin Metzger (Guyana, Morgan Stanley Children's Hospital) give our new Rangers Room a work out.

Right: Multi-platinum, Grammy-nominated artist Kevin Jonas and guests at the grand opening of our AOL Media Lounge.

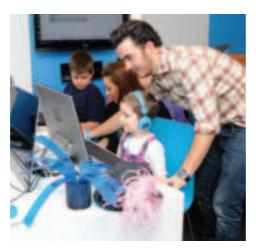


Today, Ronald McDonald House<sup>®</sup> New York is, thanks to its generous supporters, volunteers, leadership and staff, the largest Ronald McDonald House out of more than 300 worldwide.

Since its 1978 founding, Ronald McDonald House New York is proud to have welcomed nearly 30,000 guests. In 2011, 735 families—more than 2,100 patients, siblings and adult caregivers—arrived at their temporary home on East 73<sup>rd</sup> Street from 47 states and 30 foreign nations.

As we have since we opened our doors 33 years ago, we diligently endeavor, day in and day out, to provide our guests— whether here for days, months or even years—a true home and caring environment that allows caregivers to set aside housing concerns and focus on their children's health.

With an eye on enhancing the House's enjoyment and functioning, we completed several capital improvement projects in 2011. These included a beautiful renovation of our Macy's Living Room, first-floor conference room and public restrooms.



In the Lower Level Lounge, we celebrated the grand opening of our AOL Media Lounge, an interactive media center for learning, and Rangers Room game room. Both were instant hits with our kids. We also upgraded our sidewalks, providing our guests some of the most high-tech sidewalks in the city. Each of these home-improvement projects was made possible through the generosity of corporate supporters.

In addition to providing a safe harbor for families, Ronald McDonald House New York's mission extends to encouraging and nurturing the development of child-to-child and parent-to-parent support systems. Toward that end, we offer our guests—children and adults alike—programs that aim to educate, entertain and engage.

Whether in our Playroom, AOL Media Lounge, Rangers Room, music room or even our kitchen, you will find our young guests—from toddler to teenager —enjoying kids-first activities.

We offer something for just about every interest. Arts and crafts? Music? Science? Moviemaking? Cooking? Publishing a magazine? Exploring New York City? Keeping physically active? Yes, yes, yes...!

Certainly, 2011 was a fun year for our kids who aspire to be tomorrow's super stars. At our 19<sup>th</sup> Annual Gala, the Ronald McDonald House New York Chorus, accompanied by The New York Pops, performed a song that was recorded and is available on iTunes. Five of our kids performed with rock legend Alice Cooper on the televised 2011 Rock and Roll Hall of Fame Induction Ceremony. Also, our Film Studio debuted its first movie—written and directed by and starring our kids at a red-carpet event.

Mindful of pediatric cancer's pervasive impact on a family, our staff chaplain and psychologist attentively support caregivers and their family's spiritual and emotional needs. Our interfaith chapel offers guests a welcoming sacred space. We also assist guests to connect with clergy of their own faith.

In addition, recognizing that caregivers need tender loving care, in 2011, we continued to offer adult guests a wide array of activities and services that aim to pamper the body, engage the mind and nurture the soul. These included Wellness Nights for Moms, scrapbooking and an interfaith prayer group.

No summary of Ronald McDonald House New York's year would be complete without gratefully acknowledging the generosity of time, energy and resources that our volunteers and supporters contribute.

Throughout 2011, our friends attended and sponsored dozens of fundraising events to support the House. Hosted by the legendary Barbara Walters, our 19<sup>th</sup> Annual Gala, our premier annual event, raised a record-shattering \$3.5 million.

Team Ronald, which is comprised of more than 350 trained volunteers, continues to be a loving omnipresence at the House. Whether playing with kids, providing tutorial services, serving dinner, cleaning, helping with fundraising, cheering victories, or offering consoling and encouraging friendship, our volunteers are the engine driving our success.



The year 2011, though, saw the loss of our very dear friend and deeply committed volunteer, Niki Sideris, founder of our Greek Division. Her generous spirit helped many families in search of hope.

Our canine volunteers also are a popular and loving presence at the House. In 2011, more than 20 certified therapy dogs visited us on a regular basis, generating joy and boosting emotional and spiritual well-being.

The House and its guests benefitted from the big-hearted contributions of time and resources from more than 500 individuals, charitable organizations, religious institutions, schools and businesses from New York's leading industries.

In addition to giving financial support and in-kind donations, our friends rolled up their sleeves to host special events, serve hearty meals, help with House chores and attend to our guests' home-away-fromhome needs, among other things.

The following pages elaborate on key areas of Ronald McDonald House New York's work. We hope you will be inspired and continue to support our work to keep families together as they tackle challenges and win victories in the battle against pediatric cancer. Greek Division Founder Niki Sideris and William T. Sullivan at the 2011 Hope Awards.

## Community: Ronald McDonald House & New York City

Above: The New York Pops Music Director Steven Reineke (center) and the House Chorus lead the audience in "I Will Always Be There" at our 19<sup>th</sup> Annual Gala.



New York City is a caring and giving community. Certainly, area organizations and residents have, since our 1978 founding, supported with open arms Ronald McDonald House<sup>®</sup> New York and our guests, who are children bravely battling cancer and their caregivers. 2011 was no exception.

New York gathered to raise a recordbreaking \$3.5 million at our 19<sup>th</sup> Annual Gala. Hosted by the legendary Barbara Walters, the event honored the contributions of Keith T. Anderson, Chief Investment Officer for Soros Fund Management, LLC and its principal entity, the Quantum Fund, and Eric C. Wiseman, VF Corporation's Chairman, President and CEO.

A gala highlight was a performance by the Ronald McDonald House New York Chorus. Led by The New York Pops Music Director Steven Reineke, the children sang "I Will Always Be There," which was composed by former residents Dylan and Cain Hartung and volunteer Maria Gentile. The song is now available on iTunes with proceeds going to the House.

Generosity was the solid foundation of the first-ever Builders of Hope Award ceremony at which the construction industry celebrated the completion of a project that will lift a burden for House guests. In addition to honoring the contributions of Jay Badame, President and Chief Operating Officer, Mid-Atlantic Division of the Tishman Construction Corporation, the event raised \$160,000. Our 17<sup>th</sup> Annual Skate with the Greats event, held at the iconic Rink at Rockefeller Center, not only celebrated the New York Rangers' 85<sup>th</sup> anniversary, it also was one of our kids' favorite events of 2011. The evening, which raised \$550,000, was sponsored by RBC Capital Markets and Zurich Financial Services.

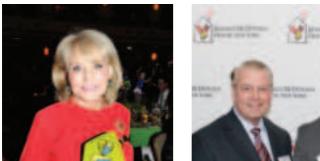
House supporters joined us for a musicfilled evening during The New York Pops Birthday Gala at the venerated Carnegie Hall. The all-star concert, which featured some of our kids, generated \$120,000 for the House.

Feinstein's at Loews Regency served as the setting for an intimate evening of cabaret as entertainer Michael Feinstein paid tribute to Tony- and Oscarwinning songwriter Frank Loesser. The event, which raised \$111,000, benefited the House and The New York Pops' Education Programs.

Our third annual Make a Difference Evening was another night of music, fun and generosity. "American Idol" alumni David Archuleta, David Cook and Constantine Maroulis brought star power to the evening that honored Calvin Klein, Inc. President and CEO Tom Murry. The evening raised more than \$350,000.

Here on East 73<sup>rd</sup> Street, we welcomed our friends and neighbors to our fourth annual Block Party, a street fair that is equal parts fun, food and fellowship.









The holiday season brought many visitors through our doors, bearing gifts and warm friendship. The season kicked off with our annual Light a Light, Share a Night event at which friends and neighbors joined our families, volunteers and staff in celebrating the lighting of our Christmas tree and Hanukkah menorah.

In addition, our guests were the beneficiaries of many other events in 2011, including the NYC Half-Marathon, ING New York City Marathon, TD Bank Five Boro Bike Tour, Sixth Annual Marsh Golf Tournament at Hudson National, Liberty National Pro-Am Celebrity Golf Outing, Children's Happy Faces Foundation and Trump National Golf Club and the Hogs for Hope Motorcycle Ride.

A sampling of community-based fundraising for the House included David Wright Foundation's Fifth Annual Las Vegas Night, Opera for Humanity and Grandstand Sports 25<sup>th</sup> Anniversary Mets/Red Sox World Series.

To learn how you can help sponsor a Ronald McDonald House New York event, please contact Richard Martin, Director of Development, at (212) 639-0206 or *rmartin@rmh-newyork.org*. Top: (l. to r.) Opera for Humanity's Director of Public Relations Linda Platzer, RMHNY President & CEO William T. Sullivan, Director of Development Suzanne Halasz, Founder Amy Shoremount and RMHNY Director of Development Richard Martin.

Center left: Barbara Walters, who hosted our 19<sup>th</sup> Annual Gala, was honored with a Ronald McDonald House New York Recognition Award.

Center right: At our Builders of Hope Award ceremony, William T. Sullivan; honoree Jay Badame, President & COO, Mid-Atlantic Division of the Tishman Construction Corporation; and Richard T. Anderson, President of the New York Building Congress.

Bottom left: Macy's, Inc. Chairman, President & CEO Terry J. Lundgren and RMHNY Board Member Tina Lundgren at Make a Difference Evening with honoree, Tom Murry, President & CEO, Calvin Klein, Inc.

Bottom right: Broadway star Ashley Brown with The New York Pops Music Director Steven Reineke and Grammynominated artist Michael Feinstein at an Evening of Cabaret at Feinstein's at Loews Regency.

# Programs & Family Services: Quality of Life for Al

Molly Adir (Oklahoma, Memorial Sloan-Kettering Cancer Center) on the drums in our new Rangers Room.



Ronald McDonald House<sup>®</sup> New York never forgets that kids with cancer are kids *first*. For that reason, we are devoted to providing a home that is filled with love, comfort and *lots* of activity that aims to educate, entertain and engage children who are battling cancer, as well as their siblings and caregivers.

Certainly, it will not take long for our new guests to discover that not only is each day unlike any other day at the House, but our programs are fueled by the generous support of our community, volunteers and other supporters.

Since education is a parental priority, it is a House priority too. We work with parents to enroll their children at a welcoming nearby public school. We also provide highly qualified teachers to assist our kids with homework and tutoring. For parents, we offer English as Second Language classes.

All year round, the House is alive with the sound of music. Our kids have the opportunity to learn from and perform with some gifted musicians, including The New York Pops, with whom we have had a longstanding relationship.

A highlight of our 2011 music program was a performance at Ronald McDonald House New York's Annual Gala that featured our kids with The New York Pops performing "I Will Always Be There." This original song, composed by former residents Dylan and Cain Hartung and volunteer Maria Gentile, is available on iTunes with proceeds going to the House.

Weird Science is one of our most popular educational activities. Science the weirder the better—lends itself perfectly to discovery, learning and fun.

It's "Lights! Camera! Action!" every Thursday when our kids, with the help of volunteers, write, direct, star in and handle every aspect of filmmaking. Our Film Studio's first movie, "Journey to Planet Wannabe," premiered at a redcarpet event in 2011.

Our kids' creative juices also flow while learning about news reporting through *Press Crew.* Our young reporters scout out House news, conduct interviews, share inspiring personal stories and then publish a quarterly magazine.

Of course, our guests exercise more than their minds. Our karate program provides classes in martial arts and mind-body techniques, while Yoga for All is offered to all guests. The focus of both is fun, relaxation as well as stress and pain management.

Perhaps nothing gets our guests up and moving the way Camp Ronald McDonald does. Our summer camp program offers residents, ages 3 to 21, action-packed activities. Summer 2011 campers went deep sea fishing, kayaked on the Hudson River, At right: Robert Swallow (Virginia, Memorial Sloan-Kettering Cancer Center) flies high at Camp Ronald McDonald.

Below: Kids at Playland during Camp Ronald McDonald. toured Citi Field and even flew high at Trapeze School New York, among other things.

Archie Comics, the leading mass market comic book company in the world and the home to Archie, Betty and Veronica, and other iconic characters, introduced a special 70<sup>th</sup> anniversary issue of Archie that will see all profits from its sale going to Ronald McDonald House New York. Conceived by loyal House supporters, Archie Comics Co-CEO Jonathan Goldwater and his wife, Penny, Archie #625 was the first comic book wherein a character with cancer comes to stay at the House.

Ever mindful of pediatric cancer's impact on the family, Ronald McDonald House New York also provides programs designed specifically for caregivers.

Our Department of Family Support is an integral part of our commitment to compassionate care for the entire family. Our staff chaplain and psychologist are available to support caregivers and their family's spiritual and emotional needs. We offer individual and family counseling, caregivers support group, stress management and bereavement care.





Our interfaith chapel is available 24 hours a day as a sacred space to all who reside and work at the House. We also can assist guests connect with clergy of their own faith.

Recognizing that caregivers can benefit from a little tender loving care, we bring beauty and spa services to the House for Wellness Nights for Moms. Scrapbooking for Moms, an interfaith prayer group and bilingual prayer groups also offer caregivers diversion and much-needed support.

No accounting of life at the House is complete without mentioning our canine volunteers. The Angel on a Leash therapy dog program today includes more than 20 teams. The love these special volunteers bring to everyone at the House is unquantifiable.

For information on Ronald McDonald House New York's programs, please contact Nelida Barreto, Director of Programs, at (212) 639-0800 or *nbarreto@rmh-newyork.org*. To learn more about Family support, contact Chaplain Cherilyn Frei at 212-639-0195 or *cfrei@ rmh-newyork*, or visit *rmh-newyork.org*.











Top: Archie Comics published the first comic book in which a character with cancer comes to Ronald McDonald House New York. All profits from Archie #625 sales go to the House.

Center left: John Sumrall (North Carolina, Memorial Sloan-Kettering Cancer Center) and Ella, one of the House's beloved canine Angel on a Leash volunteers.

Center right: Harlem Globetrotters legend Curly Neal sharing his basketball magic with House guests.

Bottom left: Ben Winsten, Program Associate/Camp Director, and Ashlynn Hauser (Virginia, Memorial Sloan-Kettering Cancer Center) take a dip during Camp Ronald McDonald. Sadly, Ashlynn passed away on December 27, 2011.

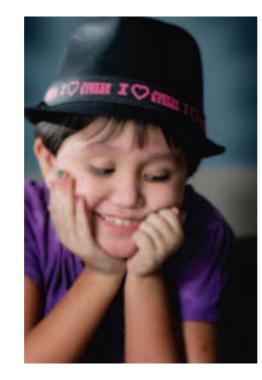
Bottom right: An inquisitive guest at Weird Science, one of our most popular kids-first programs.

## amily Profile: Meet Alexa delos Reyes LĽ

Above left: As her hat announces to the world, Alexa delos Reyes, is teen idol Justin Bieber's No. 1 fan.

Above right: Dante and Monica delos Reyes with their children "Princess Alexa" and Cameron at Disneyland.

Opposite page, left: Alexa and "Big Bro" Cameron, who calls nightly to tell her stories.

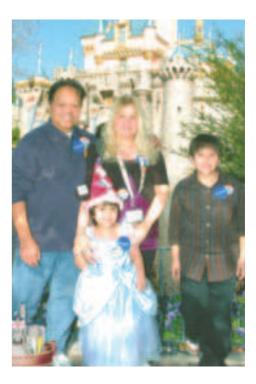


Happy. Enthusiastic. Polite. Brave. Loving. These are just five words that spring to mind when introduced to Alexa delos Reyes, one of the amazing children who made Ronald McDonald House<sup>®</sup> New York a home-away-from-home in 2011.

Nine-year-old Alexa and her family have been on a long road as they have searched for a "just-right" treatment. At 14 months, Alexa was diagnosed with juvenile pilocytic astrocytoma, a rare childhood brain tumor, as well as neurofibromatosis type one (NF-1). Due to the aggressive nature of her tumors, despite four brain surgeries and years of chemotherapy, Alexa is legally blind and no longer has the use of her left arm and hand.

Alexa and her mother Monica traveled to New York from Clackamas, a suburb of Portland, Oregon, to participate in a drug trial at the Stephen D. Hassenfeld Children's Center for Cancer and Blood Disorders at NYU Langone Medical Center. Alexa also is undergoing physical therapy at the Rusk Institute of Rehabilitation Medicine.

It certainly has not been all medicine and naps for Alexa. Indeed! She throws



herself into the House's activities. Her favorite? "The Playroom!" Alexa cheers. "I love everyone in the Playroom and the LEGOs!"The runner-up was tapping her inner chef at Make-a-Pizza Night with her meat-laden "carnivore" pizza.

Alexa's other favorite activities include attending a Rangers game and "Mary Poppins" on Broadway, playing Cleopatra and an Indian princess in the kids' "History of the World" movie, recording a CD with The New York Pops, and playing with Molly, Angel, Mr. Gruffyd Babayan, and the other dogs that visit the House through the Angel on a Leash program.

Certainly, the holiday visits of father Dante, "Big Bro" Cameron, and older sisters Vanessa and Jenna were very special treats for Alexa.

In preparing for New York, Monica and Dante were concerned about finding safe and affordable accommodations. Ronald McDonald House New York has been an answered prayer, according to Monica. "From the moment we arrived, we felt that this is not just a place to stay, it's a home, and each staff member is a member of our family."



Team Ronald also earns high praise. "The volunteers are so nurturing with the kids. Also, for the parents, they become like brothers and sisters because they're so genuinely supportive, which is an enormous gift when we're dealing with so much so far away from our homes and own families."

Another gift has been the family-tofamily support. "It's overwhelming...I've learned things here that only one parent who is traveling this journey can share with another on the same road."

"When I've described Ronald McDonald House New York to our friends back home, I've said the House is family, love, support, faith and healing. Of all the experiences we've had on Alexa's journey for a cure, this one has been the most meaningful. Everyone should have the opportunities to have such love and support shown to them."

To learn how you can support Ronald McDonald House New York, please see page 40 or visit *rmh-newyork.org*.



# **Operations: Setting Standards in Hospitality**

It is true: "There's no place like home!" The mission of Ronald McDonald House<sup>®</sup> New York is to provide a comforting home for children and their families, who, like Dorothy in "The Wizard of Oz," travel great distances and face obstacles as they search for answers.

Toward that end, we endeavor to provide our families a true home—one that is welcoming, safe, affordable and focused on accommodating the unique needs of families who are facing pediatric cancer.

Like any home that suffers wear and tear, we are diligent to maintain and, when feasible, improve the House, an 80,000-square-foot facility. In 2011, we completed projects that enhanced its enjoyment, safety and functioning.

With the generous financial support and the design services of Macy's, our Macy's Living Room underwent a renovation. Over the years, our living room has become a place for connection, healing and support during both joyful and difficult times.

Our friends at Macy's felt it was time to refurbish this much-loved space, which they last did in 2006. Macy's aim, which was supported by others who donated furniture and services, was to create a tranquil space for families when they might need it the most. They succeeded spectacularly.

We completed a renovation of the firstfloor conference room that brings more space and amenities to this much-used meeting area for the board of directors, staff, volunteers and small events.

We also upgraded our first-floor public restrooms. They were redesigned to reflect the elegant renovations of the nearby Macy's Living Room and conference room.

Another major project was the AOL Media Lounge, our interactive media center for learning. Following a small 2010 fire in the Lower Lounge Level (our new name for the basement), AOL made a significant donation through our Adopt-A-Room program to cover renovation costs for this space, which is our guests' portal to "back home" and the world. The AOL Media Lounge features 14 computers and flat-panel and projection televisions to facilitate both group and one-to-one learning.

Our new Rangers Room was an instant hit. The game room, which celebrates our 18-year relationship with the New York Rangers, was sponsored by the New York Rangers, Garden of Dreams, Rod Gilbert, Brian Leetch, Heller Foundation, Anthony "Bo" Brezinski, Royal Bank of Canada Capital Markets, International Securities Exchange and the National Hockey League Cancer Fund.

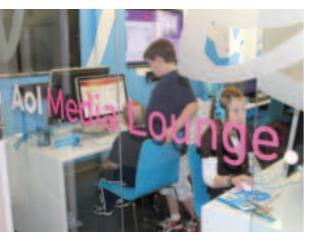
We also undertook a major project outside: our 20-year-old sidewalk. Integrated HVAC Systems & Services generously contributed materials and services to add a heating system to our reinforced sidewalk. Not only do we now have a safe, attractive sidewalk, it has reduced long-term expenses associated with maintaining sidewalks in inclement weather.

Not all enhancements require a hammer and paint. Since its founding, the House and our families have benefitted immeasurably from supporters' generosity via financial support and in-kind donations.

Our Wish List is one means by which our friends can identify and contribute needed goods and services. Our list includes items for our guests (toddlers, teens, parents, etc.) as well as the House (birthday party supplies, toys, bedding, cleaning products, etc.).

For information on our Wish List and other ways you can help keep families together during a time of challenge, please contact Lucy Ortiz at (212) 639-0200 or *lortiz@rmh-newyork.org* or visit *rmh-newyork.org*.









From Top:

Macy's renovated our Macy's Living Room, a beautiful space for both festive gatherings and reflection and solace.

Our new AOL Media Lounge, an interactive media center for learning, was made possible thanks to AOL's support.

Thanks to the generosity of Integrated HVAC Systems & Services, we added a heating system to our new sidewalk.

### **Our Partner Hospitals**

**Bellevue Hospital Center** 462 First Avenue New York, NY 10016

**Beth Israel Medical Center** First Avenue at 16<sup>th</sup> Street New York, NY 10003

Hospital for Joint Diseases at NYU Langone Medical Center 301 East 17<sup>th</sup> Street New York, NY 10003

Hospital for Special Surgery 535 East 70<sup>th</sup> Street New York, NY 10021

Lenox Hill Hospital 100 East 77<sup>th</sup> Street New York, NY 10075

Manhattan Eye, Ear & Throat Institute 210 East 64<sup>th</sup> Street New York, NY 10021

Memorial Sloan-Kettering Cancer Center 1275 York Avenue New York, NY 10065 Montefiore Medical Center 3415 Bainbridge Avenue Bronx, NY 10467

Morgan Stanley Children's Hospital of New York-Presbyterian/ Columbia University Medical Center 3959 Broadway New York, NY 10032

The New York-Presbyterian/ Weill Cornell Medical Center 525 East 68<sup>th</sup> Street New York, NY 10065

NYU Langone Medical Center 550 First Avenue New York, NY 10016

**Roosevelt Hospital** 1000 Tenth Avenue New York, NY 10019

**Rusk Institute** of Rehabilitation **Medicine** 400 East 34<sup>th</sup> Street New York, NY 10016





Number of **Guest Nights** Sum of each individual night's stay by each family



Number of **Guest Reservations** Sum of each individual stay of consecutive nights by each family



Number of **Families** Number of individual families visiting the House



### Number of **Family Members** Number of individual family visitors, including patients

**Distribution of Days Stayed** Short Term (1 to 7 days) 46% Medium Term (8 to 60 days) 43% Long Term (over 60 days) 11%

### **United States**

Alabama Arizona California Colorado Connecticut Delaware Florida Georgia Idaho Illinois Indiana Iowa

Egypt

Kansas Kentucky Louisiana Maine Maryland Massachusetts Michigan Minnesota Mississippi Missouri Montana Nebraska

Nevada New Hampshire New Jersey New Mexico New York North Carolina North Dakota Ohio Oklahoma Oregon Pennsylvania Puerto Rico

Rhode Island South Carolina South Dakota Tennessee Texas Utah Vermont Virginia Washington West Virginia Wisconsin

**Countries** Australia El Salvador Bolivia Great Britain Brazil Greece Canada Grenada China Guatemala Dominican Haiti Republic Hong Kong

Ireland

Israel Italy Korea Kosovo Mexico Nigeria Norway Pakistan Paraguay Poland R ussia Saudi Arabia Slovakia Spain Tajikistan



While many things have changed since Ronald McDonald House<sup>®</sup> New York was founded in 1978, one thing has been unwaveringly steadfast: volunteers remain front-and-center in almost everything we do to keep families together as they battle pediatric cancer while in New York City.

Today, Team Ronald, comprised of more than 350 trained volunteers from all walks of life, give generously of their time, hands-on service and resources in ways that support, comfort and engage our kids and their families. Their rollup-their-sleeves contributions complement the work of the House's 53 staff members and enhance the services and programs we offer families.

Our dedicated volunteers can be found at the House throughout the day, generously lending a helping hand.

Their presence is the engine driving our kids' programs, including our popular Breakfast Club, Weird Science, Angel on a Leash visits, music classes, arts and crafts, and other kids-first activities. On an evening visit to the House, you might see a nightly volunteer group cooking and serving dinner or taking the kids on one of many exciting adventures.

In addition, our volunteers assist with fundraising events, manage sidewalk sales, provide administrative support and much more. The House has found a treasure in the open hearts of young New Yorkers seeking leadership opportunities. To leverage their enthusiasm for helping other kids in need, we offer Kids Helping Kids programs. The results have been impressive.

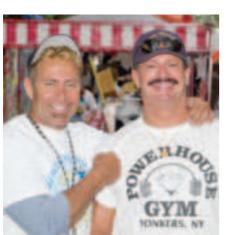
From spearheading school fundraising drives, hosting lemonade stands, donating bar/bat mitzvah and birthday gifts, to participating in a Kids Fun Run that in 2011 attracted youth from 25 area schools, our young supporters have found many creative ways to help their peers at Ronald McDonald House New York.

The House and its guests also benefit enormously from the contributions of more than 500 individuals, who give within groups on behalf of companies, organizations, religious institutions and schools, among other groups. They whole-heartedly donate time and resources to serve our families' unique, home-away-from-home needs.

For example, the Armed Services, Calvin Klein, The Camuto Group, Goldman Sachs, Guy M. Stewart Cancer Fund, Happy Faces Foundation, Interpublic Group, Macy's, RBC Capital Markets and UBS are just a few of the organizations that support our guests through dinners, holiday parties, toy donations, sponsor nights and golf tournaments, among other things. Bloomberg L.P. even offers employees

Heroes Helping Our Heroes: The Yonkers Firefighters are always there to lend a helping hand for our families.









the option of converting hours into charitable dollars that support the House.

There is no doubt: the generosity of time, energy, financial support and inkind donations that Ronald McDonald House New York volunteers and supporters contribute are helping keep families together as they battle cancer.

For information about volunteer opportunities, please contact Terri Eggers, Director of Volunteers, at (212) 639-0712 or *teggers@rmh-newyork.org* or visit *rmh-newyork.org*. Top left: Daytime volunteers (l. to r.) Sandi Kalish, Jim Piazza, Christine Taylor, Kendall Carter and Theresa Schoenfeld.

Top right: House resident Antoinette Fabian presenting recipient Jeannie Riegel with a 2011 Hope Award.

Center left; Longtime volunteers Jef Campion and John "John the Magician" Savarese.

Center right: Team Ronald Volunteer Clemencia Colon-Neyland at one of our many volunteerdriven events.

Bottom: Youth volunteer Sarah Klein, along with her family, helped make the fourth annual Block Party a great success.

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# Future: A Special Report from Our Vice Chairman



### **Dear Friends**,

Since 1978, Ronald McDonald House<sup>®</sup> New York has provided a comforting home-away-from-home for nearly 30,000 families from around the globe thanks to our terrific volunteers and generous financial support from so many corporations and loyal supporters.

We have been able to provide muchneeded services to children and families as they face the myriad challenges associated with pediatric cancer.

Today, our House stands on a foundation of attentive, kids-first service. To maintain and enhance our programs and services, we have been exploring how we can serve our families, partner hospitals and community even more effectively as we move forward.

Sincerely,

Harris Diamond Vice Chairman of the Board Chairman, Long-Range Planning Committee

Toward that end, the staff and Board of Directors of Ronald McDonald House New York have embarked on three exciting new initiatives that will be rolled out in 2012:

- Outreach: We will be creating in-house programs and services for New York City area children who are not residents of the House yet need our support while they are undergoing treatment.
- Inpatient: We will be providing additional support and programs for our children and their families when they have been admitted to a hospital.
- Navigation: We will be helping families acclimate to their new environment in New York City while supporting their child's health care experiences.

In each of these three areas, we will offer a number of programs. As with all past and current House offerings, each new program will address the needs of children, siblings, parents and caregivers as well as strengthen the collaboration and support between the House and our 13 partner hospitals.

In each area, we will rely on the skills, talents and compassion of our committed volunteers who, day in and day out, make such a difference in the lives of our kids.

On behalf of Ronald McDonald House New York's leadership and staff, I extend heartfelt gratitude to everyone including our partner hospitals, past and current families and volunteers who have contributed their thoughts and ideas on how to build and carry out these new programs.

### 2011 Donors

Ronald McDonald House<sup>®</sup> New York gratefully acknowledges its many donors, volunteers and community groups for their generosity and support in 2011. Ronald McDonald House New York is locally owned and operated by an independent, non-profit corporation and is entirely dependent upon support from individuals, businesses, foundations and community groups.

We thank all those who have supported us from December 31, 2010, through December 31, 2011. If we have erred or omitted anyone, we apologize and ask that you please contact Michael Ballew, Donor Management Director, at (212) 639-0209 or *mballew@rmh-newyork.org*, so that we may correct our records.

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In 2011, with 100% participation, the staff of Ronald McDonald House<sup>®</sup> New York contributed \$34,819 in personal earnings in support of the House's mission. This generosity reflects the unwavering commitment of those who serve families battling pediatric cancer.

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## **Statements of Financial Position**

### As of December 31, 2011 and 2010

	Unaudited 2011	Audited 2010
Current Assets		
Cash and Cash Equivalents	\$ 1,276,373	\$ 1,644,718
Interest Receivable	46,089	49,025
Investments	41,315,189	40,813,886
Other Current Assets	585,523	501,197
Total Current Assets	43,223,174	43,008,826
Contributions and Pledges Receivable	1,036,118	1,392,575
Property Plant and Equipment – Net	24,686,411	25,138,446
Other Assets	64,347	83,189
Total Assets	\$69,010,050	\$69,623,036
Accounts Payable and Accrued Expenses	\$ 1,340,593	\$ 1,143,150
Bonds Payable	7,500,000	8,400,000
Net Assets	60,169,457	60,079,886
Total Liabilities and Net Assets	\$69,010,050	\$69,623,036

The December 31, 2011 balances are unaudited and a representation of Management.

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## **Statements of Activities**

### Years Ended December 31, 2011 and 2010

	Unaudited 2011	Audited 2010
Public Support and Revenue:		
Public Support	\$11,681,968	\$11,983,900
Investment Income/(Loss)	(763,194)	2,718,290
Other Revenue	884,371	980,087
Total Other Revenue	121,177	3,698,377
Total Public Support and Revenue	11,803,145	15,682,277
Expenses:		
Program Services	7,219,883	7,322,941
Supporting Services:	, ,	, ,
Management and General	1,416,169	1,150,837
Fundraising	3,061,319	2,742,488
Total Supporting Services	4,477,488	3,893,325
Total Expenses	11,697,371	11,216,266
Change in Net Assets Before Write-off of Assets	105,774	4,466,011
Write-off of Assets	(16,203)	(15,549)
Change in Net Assets	89,571	4,450,462
Net Assets – Beginning of Year	60,079,886	55,629,424
Net Assets – End of Year	\$60,169,457	\$60,079,886

The December 31, 2011 balances are unaudited and a representation of Management.

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## Support: Be Part of Our Family

Opposite page, clockwise from top left: Ruthnie Constant, (Haiti), Jessica Fanini-Lemoine (Haiti), Paula Sanchez (Puerto Rico), Laura Sanchez (Puerto Rico) and Cain Hartung (Australia).

### "When we give cheerfully and accept gratefully, everyone is blessed." – Maya Angelou

Since its founding in 1978, Ronald McDonald House<sup>®</sup> New York and its nearly 30,000 guests—children who are battling pediatric cancer and their caregivers—have been the grateful beneficiaries of generous giving, which is one of the most powerful acts on earth.

We extend our sincere gratitude to everyone who has supported the House and our guests through financial contributions, in-kind donations, time, energy and love.

Now, as we move forward, we invite you to please consider supporting our programs, services and operations, all of which benefit our guests. There are many ways you can help.

We welcome direct financial donations, which provide shelter, compassion and assistance that nurture hope and recovery. Whether your gift is \$10 or \$10,000,000, your commitment is vitally important and received with unwavering gratitude.

We invite you to join our Naming Opportunities Program. This initiative offers a unique way to honor or memorialize a loved one or recognize your family or business on plaques around the House as well as in our Annual Report and *Around the House* publication.

One of the most profoundly meaningful ways to celebrate a life is to honor him or her with a leaf on The Tree of Life wall sculpture, a vibrant symbol of life, strength and the endurance of love. Each purchased leaf is engraved with the loved one's name as well as a message and placed on the tree. We also present a beautiful glass tile to the appropriate person, acknowledging The Tree of Life gift.

An immeasurably important part of Ronald McDonald House New York's success lies in the extraordinary generosity of people like the late Vivian Harris, our founder, and others who have sought to ensure that their legacy of giving would continue to help families in need for years to come.

The Vivian Harris Society was established to honor and thank Mrs. Harris and all the others who made a planned gift of a charitable bequest in their will, a gift of life insurance, life income gifts, or retirement and pension gifts. We invite you to join the Vivian Harris Society by making a gift to the House in your estate or retirement planning.

For information about these and other ways to support Ronald McDonald House New York, please contact Nikki Margarites, Director of Major Gifts, at (212) 639-0207 or *nmargarites@ rmh-newyork.org* or visit *rmh-newyork.org*.







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