

# 2014 Annual Report New Hope for the Future





#### On the front cover:

Huaicheng Zhang from Tianjin is 4 and always full of energy for the day's activities.

Olivia Anagnostopoulous, 5, is a brave young lady fighting a rare cancer. Her story inspired many this year.

#### On the back cover:

A home-away-from-home for families from the United States and 33 countries.

Ronald McDonald House New York provides temporary housing for pediatric cancer patients and their families in a strong, supportive and caring environment which encourages and nurtures the development of child-to-child and parent-toparent support systems. Ronald McDonald House New York is the largest facility of its type in the world. The House can accommodate 84 families. and it is filled to capacity almost every night. The House's location in Manhattan, in close proximity to 16 major medical and cancer treatment centers, draws children and families from across the country and the world, as well as from the metropolitan New York City area. Since its founding, more than 30,000 families have stayed at Ronald McDonald House New York. For more information, visit www.rmh-newyork.org.

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# A Letter from Our Chairman and President

Hopeful hearts and promise for a new beginning. Of the numerous things shared among families staying at Ronald McDonald House® New York, hope and promise are in great abundance.

Each family that crosses the threshold and enters the doors of a Ronald McDonald House brings with them a unique story filled with common themes: uncertainty, great sacrifice and hope. And in response, working closely with our hospital partners, and driven by the support of the community, we continue to effectively meet our families' needs.

2014 brought a host of changes including an increase in the number of families, the commencement of a new wave of capital projects throughout the facility, new milestones accomplished via our ongoing expansion project, and also a transition in our board leadership.

As a result of shorter term stays and greater room capacity, more families had access to affordable housing at our facility in 2014. The completion of our room renovation project meant that guests were greeted with a fresh new space that offered updated lighting, plumbing, flooring, and finishes.

Our Navigation, Family Support and Hospital Outreach programs each experienced breakthrough results. They've proven to be a helpful and much appreciated service for families when they need it the most. We are happy to report that the timing is now right to incorporate these programs into permanent, regular programming for families. The Long Range Planning Committee that introduced and provided guidance to these programs has now adopted a new vision, and has also been renamed the Strategic Planning Committee.

After serving as Chairman of our Board of Directors since 2006, Stanley B. Shopkorn stepped down and assumed the title of Chairman Emeritus. We are ever so grateful to him for his leadership and generosity, and for most



importantly, strengthening and expanding the House's ability to do more for families caring for seriously ill children.

Through every activity, whether for the purpose of fundraising, programming, family support or house operations, our mission shines through to provide the highest level of hospitality to our families. We know that this would never be possible without the love and support of our friends who share our concern and commitment for our very special families. We hope that you will continue to support us as we enter into a new era in 2015 and beyond.

Sincerely,

Tina Lundgren Chairman of the Board

Tina Lendque

William T. Sullivan President & CEO

# Farewell to Mr. Shopkorn

This October, Stanley B. Shopkorn passed the gavel as chairman of our board of directors to Tina Lundgren, who previously served as vice chairman. Mr. Shopkorn joined the board 17 years ago, and began serving as chairman in 2006. In that time, he has led the organization through tumultuous financial times toward a point of stability and growth.

With the support of his wife Tracy and son Maxwell, Mr. Shopkorn has given generously of his time and resources to further establish an environment intended to provide a wealth of warmth and comfort to families when they need it most. Through his work, we've seen our leadership grow and diversify, and our endowment increase to accommodate our very important work raising awareness and funds in support of our families.

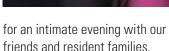
Mr. Shopkorn has been a dedicated steward of the Ronald McDonald House mission. Each of the leaders that has joined the organization as a member of our board applies the same level of careful attention and

commitment that they apply to the leadership roles within their day-today lives.

"Stanley Shopkorn is a person that leads by example, and he is a very, very giving individual. I have been very fortunate to work with him because I have learned so much from him. The exciting thing is that he has agreed to continue to work with the board as our Chairman Emeritus," said William T. Sullivan, president & CEO.

#### **Changes and Transitions**

Following the financial downturn of 2008, Ronald McDonald House New York began to work more closely with supporters in the retail community. As the financial sector that primarily supported the House found itself in turmoil, our relationships with companies including Calvin Klein, Jones Apparel Group, Inc., Peerless Clothing, and Warnaco grew stronger. Events such as Make a Difference Evening became a reality, bringing the stars of Fox TV's "American Idol" home to our very own living room



Mrs. Lundgren joined the board in 2007 and her involvement with the House breathed new life into our operations in other ways. The Macy's Living Room became a new space, reimagined to become a more relaxing place after a long day of treatment, or simply to entertain guests. In 2009, she raised more than \$100,000 as a member of the Team Ronald marathon team.

As more people became involved with the House from these two vibrant lifelines of our great city, there became increased awareness about our very important work on the Upper East Side supporting families battling pediatric cancer.



During Mr. Shopkorn's tenure, the Long Range Planning Committee was created and a second location was scouted to accommodate more families seeking treatment in New York City. By 2012, those plans had evolved thanks to the guidance of Vice Chairman Harris Diamond, and Ronald McDonald House New York began providing services to families receiving treatment at partner hospitals, as well as city hospitals. The three-pronged approach to support provides navigation support to families traveling to New York City for the first time, family support for resident families with extended in-patient needs, and programs and services to families staying with the city limits who would be considered







ineligible to stay at their local Ronald McDonald House. The program became an immediate success and continues to thrive and expand.

Mr. Shopkorn's vision also led to the creation of our Board of Associates, a non-policy making group of young professionals committed to philanthropy and the mission of the charity. Now in its third year, the group has raised more than \$1.5 million and given countless hours of volunteer service in support of Ronald McDonald House New York families.

#### **Looking Forward**

As a result of a carefully executed planning process that took more than a year, the board's nominating committee, led by Kenneth G. Langone, recommended a three-year-term limit for the position of board chairman. A chairman-elect position was also created to

ensure a continuous six-year term of leadership. As Chairman-elect Mr. Diamond will continue his work leading the Long Range Planning Committee, which has been renamed the Strategic Planning Committee.

We are tremendously grateful to Mr. Shopkorn for joining the Ronald McDonald House New York board of directors, taking up our mission, and recruiting the necessary talent to assist in the organization's evolution into what many have called "the world's house."



Clockwise from top left: Mr. Shopkorn coaches resident Antoinette Fabian during the gala. Tracy, Maxwell & Stanley Shopkorn at the 2014 Gala. 35<sup>th</sup> Anniversary celebration.



Tina Lundgren has been elected chairman of the board of directors. Harris Diamond has been elected chairman-elect. (I. to r.) Kenneth G. Langone, Tina Lundgren, William T. Sullivan, Stanley B. Shopkorn and Harris Diamond.

# Year in Review

In 2014, the momentum of our anniversary celebration continued right through into the new year. Throughout the year, we saw an increase in occupancy rates; the House was pleased to welcome 946 families and 2,433 family members from the United States and 34 other countries. We were pleased to be able to provide these families with freshly renovated rooms, as well as a host of family support and enrichment projects.

This year saw a change in our organization's leadership as our longtime Board Chairman Stanley B. Shopkorn passed the gavel to Tina Lundgren, who previously served as vice chairman. As a result of a careful and thoughtfully planned transition process, the board voted at that time to name Vice Chairman Tina Lundgren as new chairman, while also implementing a term limit process for the chairman's position and naming Vice Chairman Harris Diamond as the chairman-elect. Mr. Diamond will begin his term in 2017.

Mrs. Lundgren joined the board in 2007, and her influence across the retail and apparel industries, as well as throughout her personal network has helped to raise more than \$10 million in support of House operations. In addition, countless hours of community service were logged by volunteers who have provided meaningful experiences for our families. Her role as chairman represents a new era for the organization as we work to provide greater access to care for families battling serious illnesses worldwide as well as within city limits.

As Chairman-Elect, Mr. Diamond will assume his position in 2017. Having joined the board in 2006, he has served as both board vice chairman and chairman of our Long Range Planning Committee. With an overall vision to provide more support services to families staying at the facility, as well as within the surrounding communities, we believe that this very thoughtful transition process will lead to greater opportunities for families battling serious illnesses.

Our 22nd annual gala event held at the Waldorf Astoria New York

Ballroom raised more than \$3 million with a theme of "Funding Futures." Entertainer Nick Cannon served as the master of ceremonies for the event, with proceeds to benefit families staying at Ronald McDonald House® New York. The gala celebrated and honored the work of Louise Camuto, creative director of the Camuto Group, the late Vince Camuto, chief creative officer & CEO of the Camuto Group, and James B. Lee Jr., vice chairman of JPMorgan Chase & Co. The awards were presented by Clinton Kelly, co-host of ABC's "The Chew;" and presenter Kenneth G. Langone, Inversed Associates, while attendees included Mrs. Lundgren; Jeff Gennette, chief merchandising officer, Macy's Inc.; Tom Murry, former executive chairman of Calvin Klein; Thomas Moran, CEO & president of Mutual of America; Joan Squires, chief information officer of Mutual of America: Raymond Tierney III, CEO & president, Bloomberg Tradebook; and NHL great Rod Gilbert.

Our programs department's Camp Ronald saw record participation from 110 children affiliated with the facility, as well as our hospital outreach program. Camp personnel facilitated a record number of day trips as well as special planned activities, including pop-up restaurants and scavenger hunts.

Our "Adopt the House" naming program raised \$800,000 this year thanks to the support of donors that included board members Joel Newman, Alex Dimitrief, volunteer Louise Tashjian, and their families.

The 2014 events campaign saw robust results from a diverse group of activities such as the Board of Associates' Masquerade, which raised nearly \$500,000, endurance events like the NYC Triathlon, which raised more than \$200,000, and a record \$245,000 raised during our annual Kids' Charity Fun Run.

Our year closed out with a Share a Night celebration to remember. The invocation was given by Rev. Dr. Calvin O. Butts III and Rabbi Scott Bolton. The evening raised more than \$215,000 and featured a visit from the Radio City Music Hall Santa and the Rockettes.

As the years have progressed, we have grown to accommodate our guests' evolving needs. We have been very grateful to the friends and supporters who have helped us to create a home away from home for our families for more than 36 years, because we couldn't have done it without the help of our community.









Clockwise from top: The Newman family at their "Adopt the House" ribbon-cutting ceremony. Santa brought lots of cheer during "Share a Night." Our families teamed up with Broadway Inspirational Voices to share their vocal gifts with our gala guests. Triathlon team members were cheered on by Ronald McDonald himself.



# Community: Our Supporters





Clockwise from top: RMH-NY joined Skate with the Greats sponsors for the opening bell ceremony at NYSE in January 2014. Cole Winnefeld and his mother Carol shared their story with Skate with the Greats guests. Team Ronald Heroes event Chair Bruce Dimpflmaier holds a check with President & CEO William T. Sullivan and committee members Dennis McGarry and Ken Schulman.

Fresh off the high energy generated by the celebration of our 35th anniversary, our 20th annual Skate with the Greats event started the year off with a bang. The event, an historic monument to the generosity of our hometown hockey heroes, raised \$1 million and was driven by support from "Lead the League" sponsor RBC Capital Markets, along with the New York Rangers and the Garden of Dreams Foundation. Originally established with the support of NHL Hall of Famers Rod Gilbert and Brian Leetch, diehard Rangers fans enjoyed time spent with hockey greats Ron Duguay, Pete Stemkowski. Nick Fotiu. Adam Graves, Ron Greschner, Stephane Matteau, Brian Mullen, and Gilles Villemure.

"The Power of Your Purse" represented just one new way that supporters of the House have identified to introduce friends and family to the House. The designer purse donation/auction promotion was a breakout success thanks to the hard work of board members Terry Bovin, Judy Gilbert, and Candace Leeds, and other committee members Jodi Applegate, Judy Bedol, Maria Elena Christiansen, Nancy deBrito, Debbie Freer, Suzan Kremer, Kellie Marsalli, Jane Ponterelli, Alyse Ruth, Jan Sadow, Kim Standish and Andrea Wernick.

Our annual gala celebrated and honored the work of Louise Camuto. creative director of the Camuto Group; Vince Camuto, chief creative officer & CEO of the Camuto Group; and James B. Lee Jr., vice chairman of JPMorgan Chase & Co. Emceed by entertainer Nick Cannon, awards were presented by Clinton Kelly, co-host of ABC's "The Chew;" and board member Kenneth G. Langone. Most notably, Tina Lundgren, Ronald McDonald House New York vice chairman; Jeff Gennette, chief merchandising officer, Macy's Inc.; Tom Murry, former executive chairman of Calvin Klein: Thomas Moran, CEO & president of Mutual of America: Joan Squires, chief information officer of Mutual of America; Raymond Tierney III, CEO & president, Bloomberg Tradebook; and NHL great Rod Gilbert were in attendance.

Broadway Inspirational Voices once again shared their talent with the evening's attendees, including a touching performance of an original composition by a child receiving services while staying at the Ronald McDonald House. Later in the year, BIV returned to the House to meet with five new families and help to create original works around their experiences. Singer-songwriter and musical legend Sting co-wrote one of these works, and he and his wife Trudie Styler visited the House to hear the piece performed for one night only.

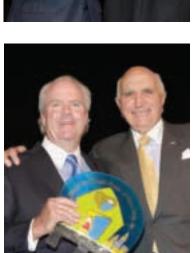
Michael N. Bapis, partner and managing director of the Bapis Group at HighTower, was named chairman of the organization's Greek Division in May. Under his leadership, the group raised \$335,000 throughout the year thanks to events that include the Greek Walkathon and the Division's annual Christmas party, which honored Dean J. Poll, proprietor of the Loeb Boathouse Central Park and Gallagher's Steakhouse, and also featured Broadway star and former American Idol contestant Constantine Maroulis.

Our Board of Associates third annual Masquerade reached new heights of fun, raising almost \$500,000 under the leadership of board member and Board of Associates Chairman Jesse Cole. The annual Team Ronald "Heroes" event raised more than \$550,000 in support of volunteer programming activities for resident families under the leadership of Bruce Dimpflmaier.

Throughout the year, we received encouragement from heroes who took time the time to help raise money, awareness and the spirits of our cancer warriors. From the Rangers' participation in Skate with the Greats, which kicked off the year, to former Yankees Pitcher Mariano Rivera's participation in Bloomberg's charity trading day, which raised \$65,000, to the appearance of real-life superhero first responders who took a break from saving our neighbors to visit with the families and share their strength, we are grateful for their time and service.

Ronald McDonald House New York is a 24/7 facility, and our doors are always open to help families in crisis. We are very fortunate and grateful to live in a community that provides constant support when our families need it most.













This page: Deep sea fishing was just one of the fun activities that our families enjoyed during Camp Ronald.

Opposite page, clockwise from top left: 2014 Gala Honorees Vince and Louise Camuto. NYPD's Mounted Unit visits with our families. Ronald McDonald cut a rug at Masquerade. It was a gorgeous, sunny day annual Greek Division Walkathon. 2014 Gala Honoree James B. Lee, Jr. was presented with his award by Board Member Kenneth G. Langone.

# Quality of Life: Programs and Family Support

At Ronald McDonald House New York, the joys and discoveries of childhood continue to unfold for our young quests, despite their diagnosis. Underpinning all our programs is the steadfast belief that children facing cancer shouldn't have to give up important social interactions, learning, and fun of childhood.

Because childhood is a time of constant learning and discovery, education is a top priority, providing opportunities for learning, as well as a sense of continuity. For parents of a sick child, navigating the many scholastic options and policies of New York City can be overwhelming, so we provide assistance to help them enroll their children in local schools. We also provide dedicated teachers to assist with homework and tutoring, so children not only learn but thrive.

In spring some of our children and their families were delighted to escape the city for a weekend of fun in Connecticut at Hole in the Wall Gang Camp, an organization founded by actor Paul Newman. Twelve families. including siblings, visited the

organization's residential camp center in Ashford, Connecticut. From Friday to Sunday, families had the opportunity to forget their worries and were treated to various activities and fun such as an indoor campfire event, arts and crafts. fishing on the lake, mini-golf, archery, music, a 24-foot rock-climbing wall, zip-lining, a wheelchair accessible tree-house and much more.

In July, the perennial favorite Camp Ronald McDonald opened for six weeks and was available to all of our children, as well as to their siblings and parents. In 2014 the program had 110 participants, which also included families participating in the hospital outreach program in some activities. We are especially pleased to report that the event set a new record for the number of day trips and planned activities at the House!

In fall, children were treated to a brand new program: Superhero for a Day. With nearly 200 attendees, the event was held at the House and allowed children to meet Captain America, Spiderman,





Thor and Batgirl, as well as real-life first responder superheroes from the NYPD. FDNY. U.S. Coast Guard and U.S. Customs. Children also enjoyed face painting, a portrait artist, photo booth, and a tote bag full of surprises and treats from generous sponsors.

#### **Family Support**

Family members caring for a sick child can often forget to look after themselves in these trying times, and that's where our Department of Family Support steps in to provide support and assistance for the entire family. Our support staff are available to support caregivers' and families' spiritual and emotional needs.

In 2014, we provided 12,982 contacts. As part of our effort, regular events throughout the year support families beyond the daily services available. Monthly Wellness Night events have helped mothers and caregivers find respite through a variety of activities, including face and body treatments, individual yoga sessions, and other activities.





Clockwise from top left: Welcome Back to Fall provides much needed school and winter supplies. Kid-friendly cooking classes keep the little ones entertained. Wellness nights like this one sponsored by Peninsula Spa provides loving care for the caregiver. Angel on a Leash provides smiles all year-round, especially during the annual Halloween parade.

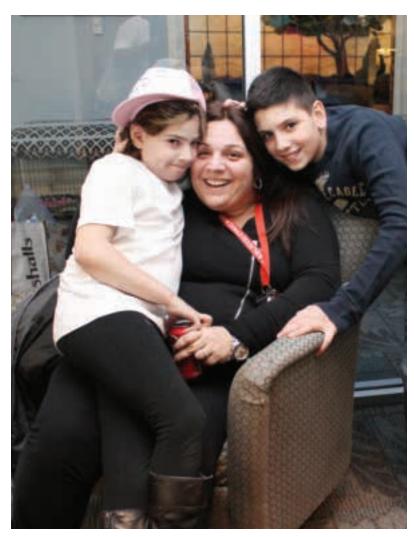
Another important effort in supporting both children and families is our "Angels on a Leash" therapy dog program. Happy wags and a loving looks from our canine team are a much-appreciated welcome when families return from a long day of treatment. That's why we were especially pleased to be able to add seven more therapy dog teams in 2014, bringing the count to 25.

The House has seen an increase in the number of resident families visiting from mainland China, resulting in the creation of a vibrant sub-community. Our Family Support department's coordinators facilitated regular field trips to Flushing's Chinatown to help the families retain a connection to familiar elements of home while shopping for grocery staples and other necessities.

As much as we wish every child could leave our House in recovery, we must face the reality that not all will be so fortunate. To support children and their families in these difficult cases, we added new hospice support services in 2014. Our team established a partnership with MJHS Hospice and Palliative Care in Brooklyn to provide additional support during one particular family's end of life journey. Our staff accompanied the family to the facility, and assisted with any additional needs while the family stayed 24/7 at the patient's bedside. While it was heartbreaking to serve our first family with this new program, we were proud to be able to extend our much-needed support in such difficult circumstances.

We aim to keep our children happy and active, while also providing the emotional support they and their families need. We are very grateful to the many thoughtful persons who help us to provide more than simply bricks and mortar shelter, but a loving home, full of support for all family members.

# Julia Morreale: Creating a New Normal on Her Own Terms



Julia Morreale with her mom Nadia and brother Anthony in the Macy's Living Room.

Julia Morreale is filled with sass and spunk, and her outspoken approach to life ensures that she gets attention. A willful 9-year-old girl from Toronto, Julia and her family have been staying at Ronald McDonald House New York on-andoff since November 2011. A heart transplant patient since infancy who is now battling cancer, Julia Morreale is redefining the concept of a normal life, and she's doing it on her own terms.

"She has not known normal. Julia's never had the opportunity to go to school, but it's amazing that she is beyond her years in other areas; she's very tough," said her mother Nadia Morreale. "I honestly believe she wouldn't be here today if she didn't have that personality."

Born a healthy baby at 7 pounds, 13 ounces, Julia's health problems began when she contracted respiratory syncytial virus (RSV) at 6-months old. The virus quickly spread to her bloodstream, causing sepsis and damage to her heart. To save her life, doctors performed heart transplant surgery when Julia was only 8-months-old, which was followed by an intense protocol of immunotherapy to prevent her from rejecting it.

At 3½, Julia's parents realized that something else might be affecting her health. As a transplant patient, the diagnostic testing process proved to be a little more complicated as doctors worked for weeks to identify the problem. After six weeks, Julia was diagnosed with post-transplant lymphoma (PTLD) that was driven by Epstein-Barr virus. A form of non-Hodgkin's lymphoma, PTLD affects approximately 1 percent of patients who receive solid organ transplants.

"Julia wasn't thriving. She was really skinny and losing weight, and she was getting unexplained fevers," said Mrs. Morreale. "I'll never forget the day that we got the actual diagnosis. It was my dad's birthday. We'd already been in the hospital for six weeks, and the day the actual diagnosis came, we already knew. Our blow was six weeks before that when we had to begin testing. I was pregnant with Emily at the time, so





it was even more intense. Thankfully, Julia has responded to every single treatment she's gotten, so we were able to get her into remission. We just can't keep her there," added Mrs. Morreale.

#### **Search for a Cure**

The family pursued treatment options that included chemotherapy and antibody therapy to fight Julia's cancer. However, after eight relapses, they had exhausted all of their options within Canada. The Morreales began a worldwide search to find the best treatment given their unique situation. They looked at options in Israel, Australia and Germany before deciding to pursue the most promising treatment at Memorial Sloan Kettering Cancer Center (MSKCC) in New York City.

On November 30, 2011, the family checked in to Ronald McDonald House New York for the first time. Julia was entered into a clinical trial that would require three weeks of treatment, and three weeks off.

During their off weeks, she and her mother traveled back to Canada to be reunited with her older brother Anthony (now 11), her baby sister Emily (now 6), and father Elio, who managed his construction company in Canada and held things down on the home front.

After three years, Julia's team at MSKCC considered a more aggressive approach to treating her cancer. In February 2014, they switched roles with Julia's team in Canada and became her primary care providers while the family committed to six months of treatment.

At MSKCC, Julia receives bi-weekly treatments of cytotoxic T-cell infusions. Her mother donates infection-fighting cells from her body, which are then injected into Julia's body to help her fight the cancer cells. On the days that she has treatments, Julia is groggy and very lethargic. By the next day, she's fully recovered and ready to resume life at the House until next time.

But Julia's treatment is complicated. In October 2014, the family rushed her back to Canada when signs showed she might be rejecting her heart. It wasn't the first time. It's been almost nine years since her initial surgery, and Julia still needs to take immunosuppression drugs to help her keep her heart. These same immunosuppression drugs are hampering the T-cell therapy's ability to effectively kill off her cancer.

"We found the thing that works but there's no end point because she continues to kill the cells with her immunosuppression," said Mrs. Morreale. The six months have since been extended indefinitely while the family searches for a cure for Julia's cancer.

#### Life at the House

In the meantime, the entire Morreale family has embraced life in New York City. When the Playroom was transformed into Camp Ronald headquarters in July, all three of the Morreale children were in attendance, enjoying six weeks of adventure. They celebrated mom's birthday on a field trip to Citi Field in Queens, took in a view of Luna Park from the water while deep sea fishing, learned to draw their own characters at Archie Comics and squeezed every last bit of warmth and fun out of the NYC sunshine in summer.

Most importantly, Julia established friendships that weren't possible before due to her previous hospitalizations.

An additional benefit of being in New York City is that the Morreales also have family nearby in New Jersey. They visit with these relatives once a month to bring a sense of normalcy to their lives, despite the family being separated at times.

"Nadia does a wonderful job of keeping Julia occupied. She provides her daughter with a steady regimen of daily learning and recreational activities that keep her interested and engaged," said Chaplain Cherilyn Frei, director of Family Support. "The family has formed bonds with other quest families who share in similar interests and have children close in age. Children, especially need a sense of normalcy and routine in their everyday lives in order to feel safe and secure."

When Broadway Inspirational Voices visited the House to help a few select residents tell their stories via song, Julia was selected as a participant. Her song was titled, "I'm the Boss."

"She's a fighter. Even her medical teams, when looking at her case on paper, they can not believe all of the things that she's gone through and has seemed to come out of," said Mrs. Morreale. "We try to give her normal as much as we can. But her normal. When we beat the cancer, she's still a heart transplant patient."



#### **New Progress and Hope, but Not Without Risk**

In November 2014, Julia hit a major milestone. It had been one year since her last chemotherapy treatment. Previously, the family saw a pattern of relapses every three to four months. As they continue the T-cell treatments in New York City, the family is considering their options.

For Julia, the best potential for a cure lies in a bone marrow transplant procedure. However, pursuing that option would carry considerable risk as Julia would be the first heart transplant recipient to receive a bone marrow transplant at MSKCC. Finances are also a factor.

The Canadian government has recently begun to cover cell infusion treatments like the ones that Julia is receiving. Prior to this decision, the family shouldered the financial burden on their own with the help





of family, friends and the support of their local community.

As they continue to research and consider next steps, Julia and her siblings will continue to grow and thrive in their home away from home.

"The first time I had arrived here. I had never even been to NY and I didn't really take advantage of the services at the House. I never really knew all the programs that were involved here until being a resident for six months. For a small little part of your day, you forget about why vou're here." said Mrs. Morreale. "We'll continue to be here for a very long time. Unfortunately, the treatment that Julia is getting is not available in Canada; I think we're really years away from getting it. Germany seems to be ahead of the game a little bit. But it also comes down to finances. Unfortunately, the world doesn't say, 'Your child has cancer, don't worry about costs.' But we've been willing to travel."

We've all been moved by our moments with Julia and her family. The Morreales continue to inspire us with their vibrant energy, overabundance of love and enthusiasm for new adventures. We are honored to consider them a part of our community here at Ronald McDonald House New York.

This page, above: Julia, Emily and a friend had a blast on a deep sea fishing adventure. At left: Her sassy personality and love of discovery makes Julia stand out.

Opposite page (l. to r.): Julia and her friend Mariana celebrated Halloween dressed as their favorite characters. Elio Morreale and daughter Emily showed our friend David Wright and the NY Mets a little love at Citifield during the summer.



# House Operations





This page, clockwise from top: Kids Stock the House was a fine example of Parents' Pantry program. Our lobby prior to renovation.

Opposite page: A Ronald McDonald House New York family enjoying a nice summer day on the third floor terrace with Ronald McDonald.

Among the many ways we support families dealing with pediatric cancer, our most essential duty is to provide a safe and comfortable place to stay in New York City for as many qualified families as possible.

In 2014, the House was pleased to welcome 946 families and 2,433 family members. This past year brought an increase in the number of nights stayed and families served at the house. One factor that contributed to the increase was the House's increased capacity, thanks to room renovations completed in late 2013.

Along with an increased number of guest rooms available, guest nights increased to 24,564 in 2014, over 2013's count of 20.180.

Just five short years ago, nearly three quarters of our resident families stayed at the House for long periods of time ranging from one week to several years. In 2014, house occupancy saw a significant shift toward shorter stays. Quite a few families were able to participate in more aggressive cancer treatments here in NYC including

antibody therapies and transplant surgeries, while undergoing more routine chemotherapy and radiation treatments at cancer treatment centers in their hometowns.

In any house, upkeep is critical to maintaining a safe and pleasant environment, and our House is no exception. Chief among 2014's special maintenance projects was the upkeep of the ceiling in our lobby. In early April, scaffolding rose in the lobby to allow important repairs to begin. Great effort was made to allow the lobby to continue to function normally, and provide for unobstructed access to the reception and reservation areas, as well as to the living room, restrooms, conference room and elevators. The scaffolding was also constructed to protect visitors from the risk of falling debris, and was also equipped with lighting and sprinklers so that it could serve as a temporary ceiling that allowed the House to operate normally. Although the ceiling work has been completed, our House committee has seen this as an opportunity to identify new ways to effectively use the space. The



scaffolding will remain in place until plans are finalized.

#### **Parents' Pantry Expands** Its Reach

In addition to physical improvements to the House, our programs continued to grow to support our important mission. To single out one example, the Parents' Pantry program was expanded this year to provide more consistent support to our families.

Just three years old, Parents' Pantry has continued to flourish as a resource that helps provide nourishment and relief for parents concerned about the additional expense of grocery staples while caring for a sick child.

While the program had always thrived during the school year though the generosity of local schools, student groups and others, the donations of non-perishable food, paper goods, toiletries and other necessities come to a virtual standstill with the arrival of summer vacation.

In 2014, however, that changed, thanks to the thoughtfulness and generosity of a group of students from a dozen schools throughout the Southampton, Long Island, area who organized the "Kids Stock the House" fundraising drive. The drive, which took place at a local 7-Eleven, helped raise awareness of the House's important work, and students also helped spread the word through social media and texting. Their efforts raised \$1,000 for the Parents' Pantry program and helped us deliver our message to a wider audience.

Thanks to this outpouring of support, families staying at Ronald Mc-Donald House New York have saved an estimated \$250,000 in grocery expenditures throughout the year.

As we continue to expand the range of services that we provide to our families, the health and wellness of our facility will always be our number one priority. Thank you for your continued support of this remarkable home-away-from-home.

## Our Partner Hospitals



- 1. The Children's Hospital at Montefiore
- 2. Morgan Stanley Children's Hospital of New York-Presbyterian
- 3. Mount Sinai St. Luke's
- 4. Kravis Children's Hospital at Mount Sinai
- 5. The Mount Sinai Hospital
- 6. Lenox Hill Hospital
- 7. Hospital for Special Surgery
- 8. Memorial Sloan-Kettering Cancer Center
- 9. New York-Presbyterian Hospital/Weill Cornell Medical Center
- 10. Manhattan Eye, Ear and Throat Hospital
- 11. Mount Sinai Roosevelt
- 12. Hassenfeld Children's Hospital at NYU Langone
- 13. Mount Sinai Beth Israel
- 14. New York Eye and Ear Infirmary of Mount Sinai
- 15. Bellevue Hospital Center
- 16. Kings County Hospital Center

House Occupancy Statistics Distribution of Guest Nights by Length of Reservation Short Term (<8 days) 75% Medium Term (8-60 days) 21% Long Term (60+ days) 4% 2,212 Sum of each individual stay of consecutive nights by each family during the year 23,238 Overall occupancy percentage for the year Sum of each individual night's stay by each family during the year 946 2,356 Number of individual family Number of individual visitors (including the families visiting the patient during House during the year the year



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This page: Volunteers help to bridge the gap for our families when the most need the support.

Opposite, clockwise from top: Terry Lundgren, Tina Lundgren, Bill Sullivan, Jeffrey Gennette, Tony Spring. Dr. Audrey Evans, Patrick Lenz. The Yonkers Firefighters do an amazing job of encouraging our Fun Run participants every step of the way. Dr. Thompson, Tina Lundgren, Dr. Boulad, Bill Sullivan, Dr. O'Reilly.

# Service

As the organization continues to evolve and experience new growth in response to our families' expanding needs, our volunteer department has adapted in many ways.

This year's Hope Awards ceremony honored four individuals whose outstanding contribution to the organization has had a major impact on the fulfilment of our mission: Leslie Barrett, Kendall Carter, Teresa Matrullo, and Louise Tashjian.

Two years after its formation, members of our Youth Advisory Council were able to express how their experiences helping families battling cancer have influenced their future expectations as leaders. In their own words, each endeavors to inspire friends and family to commit to a measure of service within their communities.

In 2014, 283 groups performed community service hours in support of our families. Groups included Central Synagogue, PVH Corp., local Kiwanis chapters, House of Kooser, Rotaract Club of the United Nations, Leukemia & Lymphoma Society of Team in Training, and other corporate and

community groups received an introduction to our dinner program via our Board of Associates members. More than 33,358 community service hours were volunteered throughout the year.

In the fall, our Team Ronald nightly volunteer teams welcomed new team leaders: Ian Lundahl (Monday), Barbara Duemesi (Tuesday), Amy Bjork (Wednesday), Bryan Auld (Thursday), Stephanie Koutsares (Friday), Chris Balazs (Saturday), and Ben Willig (Sunday).

More than 300 people attended our annual volunteer recognition dinner, which recognized the efforts of our outstanding volunteer corps. Corporate partner Macys & Bloomingdale's, and Memorial Sloan Kettering Cancer Center were honored with the Distinguished Community Service Award, and each was presented with a "Key to the House." Our speaker for the evening was Audrey Evans, M.D., a pioneer in the field of pediatric cancer research, and a co-founder of the very first Ronald McDonald House in Philadelphia.



We are thankful to the 743 volunteers who give so generously of their time and resources to help us fulfill our mission and consider ourselves very fortunate to receive their gift of service.









# Dear Friends,

#### **Strategic Planning Committee**

Harris Diamond Chairman-Elect, Vice Chairman of the Board, and Chairman of the Strategic Planning Committee

Steven J. Bensinger • Milton Berlinski • William Carroll, MD Linda Dunham • James F. Flanagan • Shelly Friedman, Esq. • Robert Grubert Mwaffak Kanjee • Tina Lundgren • Ralf Monte • Lee. H. Perlman David A. Preiser • Stanley B. Shopkorn • William T. Sullivan

It is with great pleasure that I share this exciting update on our expansion efforts. 2014 marked the third year of the Hospital Initiative's existence, and with each year, we uncover new opportunities to serve families who have previously been unable to access support services provided by the House.

Our Inpatient Services Initiative for Patients and Caregivers provided emotional and spiritual support to a larger number of families than ever before. The Family Support and Wellness Coordinators who assist our chaplain and staff psychologist have been an integral part of that program's success. For caregivers unable to leave their children's bedside, the provision of concierge type services and integrative wellness therapies are popular and meaningful services to our families when in crisis. Personalized individual and family contacts supplemented by Therapy Dog programs, Women's Integrative Wellness Nights, Dad's Fun Events, and numerous holiday observances, celebrations and community outreach events were all popular with our caregivers.

The Hospital Outreach Initiative also continued to thrive under the direction of the Outreach Program Associate. Working with our partners at Morgan Stanley Children's Hospital, Hospital for Special Surgery, Mount Sinai/Kravis Children's Hospital, Hassenfeld Children's Hospital at NYU Langone., and Kings County Hospital Center in Brooklyn, we were able to bring our programs to patients who are New York City children being treated at our partner hospitals. Musical Magic concerts, M3 Martial Arts, and tutoring occur regularly. Quarterly events with families at the House included Mad Hatter Tea Party, Movie Madness, Super Hero for a Day, and Camp Ronald McDonald each had hundreds of participants. Support at Kings County Hospital Center included a NICU Reunion, Halloween Boo Bash, and Welcome Back to Fall Backpack Giveaway.

We reached out to children, their families, and caregivers at a variety of events, including the second annual Boo Bash Halloween event, which was held at Kings County Hospital. Thanks to the generous

sponsorship of Alice+Olivia, 170 children received a Halloween costume and face painting, and took part in a variety of activities including mask and candy bag decorating, fortunetelling sessions, and family portraits. Nearly 300 children, caregivers. doctors, nurses, and administrators took part in the event.

Last year, our Navigation Initiative, which welcomes first-time residents and provides advance preparation and customized orientation, served 524 families. This represented more than half of the number of families welcomed to the House in 2014. By helping families to adapt more quickly to the New York City landscape, the Navigation Coordinator has helped ease the stress of relocation. Through this initiative, we provided more than 150 hospital introductions and neighborhood tours, as well as 430 orientations and tours of the facility. We were also pleased to supply more than 424 welcome bags for first-time families.

Due to continued success of our expansion efforts, I am pleased to report that the Board of Directors of Ronald McDonald House New York has chosen to incorporate these programs and initiatives into the operating budget as a part of the House's core programs and services starting January 1, 2015.

These offerings allow us to extend the reach of our important mission. In addition, the Long Range Planning Committee has identified several new opportunities to have a greater impact within the New York City community, and thus, the committee has been renamed as the Strategic Planning Committee. As we move forward in 2015, we sincerely thank all who have been a part of our continued success.

Sincerely,

Harris Diamond

# Our Donors

Ronald McDonald House® New York gratefully acknowledges its many donors, volunteers and community groups for their generosity and support in 2014. Ronald McDonald House New York is locally owned and operated by an independent, nonprofit 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, 2013, through December 31, 2014. If we have erred or omitted anyone, we apologize and ask that you please contact Adrian Jarrett, Donor Management Systems Director, at (212) 639-0100 or ajarrett@rmh-newyork.org, so that we may correct our records.

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# 2014 Staff Giving

In 2014, with 100% participation, the staff of Ronald McDonald House® New York contributed nearly \$49,000 in personal earnings in support of the House's mission. This act reflects the extraordinary commitment of those who serve families battling pediatric cancer.

Karen Kirk

Tiffani Alexander Althea Alvarez Maria Angeles Donna Austin Nelida Barreto Rowan Beckford **Edward Cho** Felix Colon Winifred Cudioe Greg Denizard Teresa Eggers Mel Farrell Cherilyn Frei Nina Friedman Natalie Greaves Ashlev Green Joseph Guidetti Nellvic Guzman Peter Harvey Elvis Herbine Suzanna Houston Adrian Jarrett Latifa Kahric Spiridoula Katechis Jerome Kelton Courtney Kenney

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Jeffrey Yager

Judy & Richard Wyman

# Statements of Financial Position

As of December 31, 2014 and 2013

	Unaudited 2014	Audited 2013
Current Assets		
Cash and Cash Equivalents Investments Other Current Assets	\$3,086,550 81,212,540 848,437	\$ 2,909,649 50,283,214 725,201
Total Current Assets	85,147,527	53,918,064
Contributions and Pledges Receivable Property Plant and Equipment — Net Other Assets  Total Assets	1,104,829 18,862,903 1,163,081 \$ 106,278,340	1,503,435 27,069,325 1,049,870 \$83,540,694
10	<del></del>	Ψ σσ,σ τσ,σσ τ
Accounts Payable and Accrued Expenses Bonds Payable Net Assets	\$2,066,105 4,600,000 99,612,235	\$2,540,545 5,600,000 75,400,149
<b>Total Liabilities and Net Assets</b>	\$106,278,340	\$83,540,694

The December 31, 2014 balances are unaudited and a representation of Management.

# Statements of Activities

Years Ended December 31, 2014 and 2013

	Unaudited 2014	Audited 2013
Public Support and Revenue:		
Public Support	\$13,620,668	\$16,639,831
Investment Income/(Loss)	1,806,311	5,607,296
Other Revenue	762,041	842,859
Total Other Revenue	2,568,352	6,450,155
<b>Total Public Support and Revenue</b>	16,189,020	23,089,986
Expenses:		
Program Services	9,984,858	8,703,532
Supporting Services:		
Management and General	1,464,020	1,387,586
Fundraising	3,931,405	3,633,203
Total Supporting Services	5,395,425_	5,020,789
Total Expenses	15,380,283	13,724,321
Change in Net Assets Before Write-off And Sale Of Assets	808,737	9,365,665
Write-off and gain on sale of assets	23,403,349	
Change in Net Assets	24,212,086	9,365,665
Net Assets – Beginning of Year	75,400,149	66,034,484
Net Assets – End of Year	\$99,612,235	\$75,400,149

The December 31, 2014 balances are unaudited and a representation of Management.

# Leadership



#### **Officers**

Tina Lundgren	Chairman of the Board
Harris Diamond	Vice Chairman/Chairman-Elect
Milton R. Berlinski	Vice Chairman
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Robert Grubert	Vice President
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<sup>\*</sup>In Memoriam



# Hope and **Healing Society**

Families come to Ronald McDonald House New York seeking a place of refuge while searching for a cure for their child's cancer. At the very core of our mission is the commitment to help ease some of the many burdens these families face by providing an environment that keeps families together and helps maintains some of the normalcy of daily life.

This valuable work would not be possible without the generous help of our supporters, especially through those who join the Hope and Healing Society. These donors, who give an annual gift of \$10,000 or more, are passionate about helping children with pediatric cancer and their families. And we hope you will consider joining this in this special work.

We recognize the generosity of these remarkable individuals through a variety of increased benefits and enhanced involvement with the House, based on the level of giving:

Partners in Hope \$10,000 - 34,9991978 Founders Circle \$35,000 - 99,999Leaders Circle \$100,000 - 499,999 President's Council \$500,000 - 999,999Chairman's Council \$1,000,000+

In addition to invitations to exclusive events, all Hope and Healing Society members receive a recognition plaque during their first year of membership, a membership pin, and notable distinction here, in our annual report.

But most importantly, as a member of the Hope and Healing Society, you will have the satisfaction of knowing that you play a key role in providing compassion and strength for children with cancer and their families.

We hope that you will join us. For more information, or to join the Hope and Healing Society, please contact Nikki Soteropoulos Margarites at 212.639.0207, or email nmargarites@rmh-newyork.org.

## Staff

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Jerome Kelton Karen Kirk

Patrick Lenz

Nikki Margarites Richard H. Martin Stephen Yarri President & Chief Executive Officer
wsullivan@rmh-newyork.org
Director of Programs • nbarreto@rmh-newyork.org
Evening Manager • rbeckford@rmh-newyork.org

Information Technology Manager • echo@rmh-newyork.org
Director of House Operations • wini@rmh-newyork.org
Director of Volunteers • teggers@rmh-newyork.org
Building Engineer • mfarrell@rmh-newyork.org

Chaplain/Director of Family Support • cfrei@rmh-newyork.org
Director of Communications • ngreaves@rmh-newyork.org
Chief Financial Officer • jguidetti@rmh-newyork.org
Evening Manager • eherbine@rmh-newyork.org
Assistant to the President & Director of External Affairs

shouston@rmh-newyork.org

Development Officer • jkelton@rmh-newyork.org

Director of Special Events & Assistant Director of Development

kkirk@rmh-newyork.org

Director of Human Resources & Volunteer Development

plenz@rmh-newyork.org

Director of Major Gifts • nmargarites@rmh-newyork.org Director of Development • rmartin@rmh-newyork.org

Controller • syarri@rmh-newyork.org

#### **Editorial Directors**

Natalie Greaves Douglas Clark

#### **Art Director**

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#### **Photography**

Kevin Morahan

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Clif Bazar
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