



2018



Ronald
McDonald
House®
New York

ANNUAL REPORT

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Ronald McDonald House New York

About Us

Since 1979, Ronald McDonald House® New York has provided temporary lodging and care for more than 59,000 families while their child battles cancer.

When families must travel to New York City for the advanced cancer treatment they can't get anywhere else, they can find a loving place to stay at our House. We're proud to provide a supportive, caring place that keeps families close when they need each other most.

Located on East 73rd Street in Manhattan and in close proximity to 8 major hospital systems, Ronald McDonald House New York welcomes children and families from across the world. The House can accommodate 95 families in 89 rooms and 6 post-transplant suites.

We offer families additional support through wellness programs, tutors, music, art, transportation, activities for siblings, holiday celebrations, birthday parties, and camaraderie.

At our House, families are welcomed with love and comfort. Lifelong friendships are formed among people who understand what it's like to cope with such a devastating diagnosis. Here, families fighting cancer find the hope and support they need.

Mission

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-to-parent support systems.

A Letter from our President & CEO



73,244 children, parents, caregivers and siblings, 24,840 family night stays, 371 meals served, and 24,450 hours of service donated by volunteers; 2018 was a tremendous year for Ronald McDonald House New York in our mission to best serve our families. Uniquely situated at the nexus of health and hospitality, the House provided a home away from home for families from 47 countries as they sought cancer care treatment in NYC for their children.

Far from the familiar, they entered our doors on 73rd Street full of hope and trepidation as they began a journey that no family would ever choose to take. Since 1979, Ronald McDonald House New York has been committed to making their cancer treatment journey less arduous. One of the largest of more than 360 Ronald McDonald Houses globally, we are the only location in the United States and one of just two in the world with a distinct

focus on pediatric cancer. More than just comfortable, safe, and state-of-the-art temporary lodging, the House provides a seamless circle of support for families that truly makes a difference.

Research shows that while 20% of a person's recovery from illness is based on clinical care, 80% is socially determined. The social determinants of health are the economic and social conditions that influence individual and group differences in health status. In 2018, Ronald McDonald House New York worked tirelessly to address these social factors through economic/financial assistance, food and nutrition, early childhood development, music and arts, transportation, peer-to-peer support, education, language access, culturally competent programming, and wellness services for family caregivers.

Meeting the comprehensive needs of pediatric cancer patients and their families eases their burdens and facilitates healing. There have been significant advances in pediatric cancer treatment over the past two decades, and our House continues to adapt to stay current with these trends with a focus on meeting the social determinants of health for our families.

The children staying at Ronald McDonald House New York are being treated for the most rare and aggressive forms of cancer. Staying abreast of advances in treatments and research enables us to respond nimbly and effectively. Our newly formed Health and Hospitality Industry Councils provide us with access to influential thought leaders and resources so that we are always on the cutting edge of service and care.

For 40 years, Ronald McDonald House New York has been by the sides of children with cancer and their families and will remain there as long as they need us.

Our House has served 59,000 families from 71 countries over the 40 years since our inception, with nearly three-quarters of a million family night stay. Thank you for your support and commitment, and for all your efforts in helping to expand our reach.

Sincerely,

Ruth C. Browne, SD
President & CEO

A Letter from our Board Chair



Millions of families visit New York City each year but the 2,834 families that stayed at Ronald McDonald House New York in 2018 didn't come to the Big Apple for a vacation; they arrived at the House to embark on a life-saving mission to receive the very best cancer treatment for their children. Last year, families spent a total of 24,840 night stays with us. These families are confronting unimaginable decisions and the House is committed to providing them a safe and supportive home away from home during these challenging times.

Our team has created an environment where kids can be kids and not solely defined by their cancer diagnosis. For example, our extraordinary playroom isn't just a room filled with toys but a place where children can connect with each other and tap into the innate creativity and curiosity that all children possess. Our programs help

kids stay on track so that cancer doesn't hinder their social and educational development in these crucial formative years. We do everything possible to make their transition to life after cancer less daunting.

There have been tremendous strides in pediatric cancer treatment and RMH-NY works closely with our 16 partner hospitals to ensure that our services align with current protocols. Many of the children that stay with us are undergoing treatments that require shorter but more frequent stays at the House. As treatment protocols change, we adjust accordingly because RMH-NY is 100% focused on meeting the challenges and needs of the families that have entrusted us to be an integral part of their lives.

The impact of the House's work extends beyond our building on 73rd Street. Our family room at Kings County Hospital in Brooklyn provides an oasis of support at the nation's largest public hospital system. Hospitality carts at Hospital for Special Surgery and New York Presbyterian Weill Cornell are well-stocked with refreshments, healthy snacks, and personal care items to alleviate some of the stress of long days at the hospital.

Every single day, RMH-NY's board, leadership, and staff ask ourselves what can be done, no matter how big or small, to improve the lives of children with cancer. And we make it happen. But we can't do it alone and we are incredibly appreciative of the unwavering support that we receive from the community. Hundreds of corporate donors and thousands of volunteers from the NYPD, FDNY, religious groups, Greek divisions, and other organizations generously provide Ronald McDonald House New York with valuable resources.

On behalf of the Board, thank you for your support and all that you do to make Ronald McDonald House New York a home, a refuge, and an advocate for children with cancer and their families.

With Gratitude,

Harris Diamond
Chairman of the Board

Macy's Living Room



The Crosser Family Story

On July 4th, 2018, Whitney and her son, Wyatt Crosser, had the best seats in the city. Any other year, they would watch the annual fireworks with neighbors on Lake Minnetonka. This year, they were on the shore of the East River in Manhattan, comfortably settled behind the NYPD barrier, where the fireworks were better and bigger than any they'd ever seen. It was their fourth night in New York. For all the spectacle and celebration, however, something vital was missing. Wyatt's brothers, Brooks and Henry, were not with them. Whitney thought about her boys back home in Minnesota, who she had to leave behind. In that moment, as the bursts of color lit up the night sky around them, all she wanted was for them to be there. The family of four was split, right down the middle.

The Crosser boys were always active and full of energy. But in January of 2018, Wyatt began to lag behind. "He just wasn't himself," Whitney remembers, "Wyatt had this little spark. And suddenly he just didn't." The normally exuberant five-year-old started getting fevers that would last only a few days but always come back. He all but stopped running around. Soon, all he wanted to do was lie on the couch and watch *My Little Pony*. And then, Whitney pinpoints, he started saying his leg hurt.

Over two and a half weeks and three doctors later, the Crosser family received a diagnosis. Wyatt had Neuroblastoma, and it was stage four. "When you get that diagnosis, it's like..." Whitney motions a hard stop. "I had this vision for Wyatt. It wasn't set in stone, but I had a good idea of his personality and where he might go." But then, all that went out the window. "Not only did it do that to Wyatt," Whitney says, "It did it to Brooks and Henry too. They're never going to be the same as if this didn't happen. We all go through this together."

Somewhere around cycle two and three of chemotherapy, Whitney started the process to get her son to Memorial Sloan Kettering. She was thrilled when she confirmed they would perform Wyatt's surgery. On July 1st, 2018, mother and son arrived in New York.

"I often wonder what that year would have been like if we hadn't come to New York," muses Whitney. "Wyatt would have been inpatient. He would have been hooked up to an IV pole- which he hates- for five days at a time. Instead, we had the House." At the House, Wyatt found a Playroom, programs and trips to take his mind off long days in treatment. At first, he was homesick and missed his brothers. But then as July came to a close, Whitney remembers him asking seriously, "When do we get to come back here?"

"Our time here could have been stressful and icky," Whitney says, "but it was actually pretty cool." They would share photos with her boys back home but Whitney worried they didn't show the full picture. Here they were at the fireworks or on a cruise around Manhattan, and there was Wyatt playing soccer for the first time in Central Park, but where was the reason they were in New York in the first place? Whitney realized, "I needed them to understand what Wyatt was going through in treatment. We weren't just out here having fun." It was hard having her life in two places at the same time. Brooks and Henry missed their mother every bit as much as she missed them. Over the phone, Brooks told her, "my heart is cracked." He was only four.

Whitney concedes that their first trip to New York was all about her and Wyatt. "It was overwhelming in the beginning but then we got here. Getting the tour, I was overwhelmed by how much better the House was than I'd expected." She remembers getting to their room on that first day and being surprised at how nice it was. Most importantly, it was enough room for four. She thought, "oh my gosh, Henry and Brooks could totally come too. This is actually doable."

The next time they came to New York, the four Crossers came together. It made all the difference. "We're all going through this together," Whitney intones, "Being able to physically go through it together is so important." Even while Wyatt underwent painful cycles of 3F8, the family managed to find a modicum of normalcy and daily routine.

"It's all about the Playroom," Whitney laughs, "After the hospital, it's always 'Can we go to the Playroom?' I usually just look forward to the air conditioning in the summer." Every day, the boys will come downstairs and find friends and play, and if Whitney's friends are around, she says they'll sit and talk about mom stuff. "The really interesting thing is when the kids get together, they don't talk about the hospital," she notes, "They don't sit and compare treatments like, 'I'm getting 3F8!' and 'I'm on vaccine!' The moms do. The moms are all about who's doing what. The kids just play - they're just kids," says Whitney, "Everything else is secondary."

In the House, Whitney and her boys found a global community they could never have expected. "You don't have to be from the same place. You don't have to have the same background," she explains, "but what you have in common is so strong that you wind up forming bonds with people you might not have made friends with or met outside of here." Families understand what they're going through and look out for each other. "Some days aren't great days, and others are fantastic days, and you don't have to explain it. They get it," says Whitney.

Whitney credits the House with helping her feel better about the position they are in. Wyatt is doing well and is proud of being able to go through things that just a year ago were much harder. His spark is back. Henry has grown so much, and he's such a patient older brother. Brooks is still very much the typical younger brother, but has adjusted to so many changes and transitions in their family. When they come back to New York now, they always look forward to it.

"Brooks calls this 'thenewyork,'" Whitney says seriously, "All one word. The House is it. This is New York to him." From the outside, Whitney admits, it might seem weird wanting to come back here. For the Crossers, it just isn't. "The first time I brought Henry and Brooks," she says, "I felt like I was bringing them to our second home. It's not depressing and sad- not at all. It's not just sick kids in a house. This House is a source of feeling good."

Today in the Playroom, Wyatt is dressed proudly in a blue and white striped shirt and a sequined red white and blue hat. It is July 4th, 2019, and tonight all four Crossers will watch the fireworks over Manhattan together. Of his outfit, Whitney says, "Funnily enough, when we were packing for this trip, it was for Wyatt to have scans, but we weren't even thinking about that. We were thinking about the Fourth of July." On the way to New York, Whitney reminded him that this time last year, he had his surgery. "No," he said, "I thought I had surgery back home." Whitney smiles, "That isn't a part of his memory of New York. What's going to stick with him is the good things, the fun stuff he got to do, not 'I felt crappy and I had surgery today.'"

"The fact that kids are excited to come here, even when they know what's going to happen at the hospital, is a testament to the House," Whitney says firmly. Brooks and Henry are looking forward to their first fireworks with the NYPD. "Last year," she recalls, "all I wanted was for them to be here. So this year, they're here." After the fireworks tonight, the boys will beg to go to the Playroom until it closes. Later, Brooks and Wyatt will fall asleep first. Henry will stay up latest, until Whitney takes his tablet away. Tomorrow, the four of them will fly back to Minneapolis. Their journey is far from over. But through it all, whether they're home in New Hope, Minnesota or their second home at "thenewyork," they will be together, and they will be a family.

"You don't have to be from the same place. You don't have to have the same background," she explains, "but what you have in common is so strong that you wind up forming bonds with people you might not have made friends with or met outside of here."

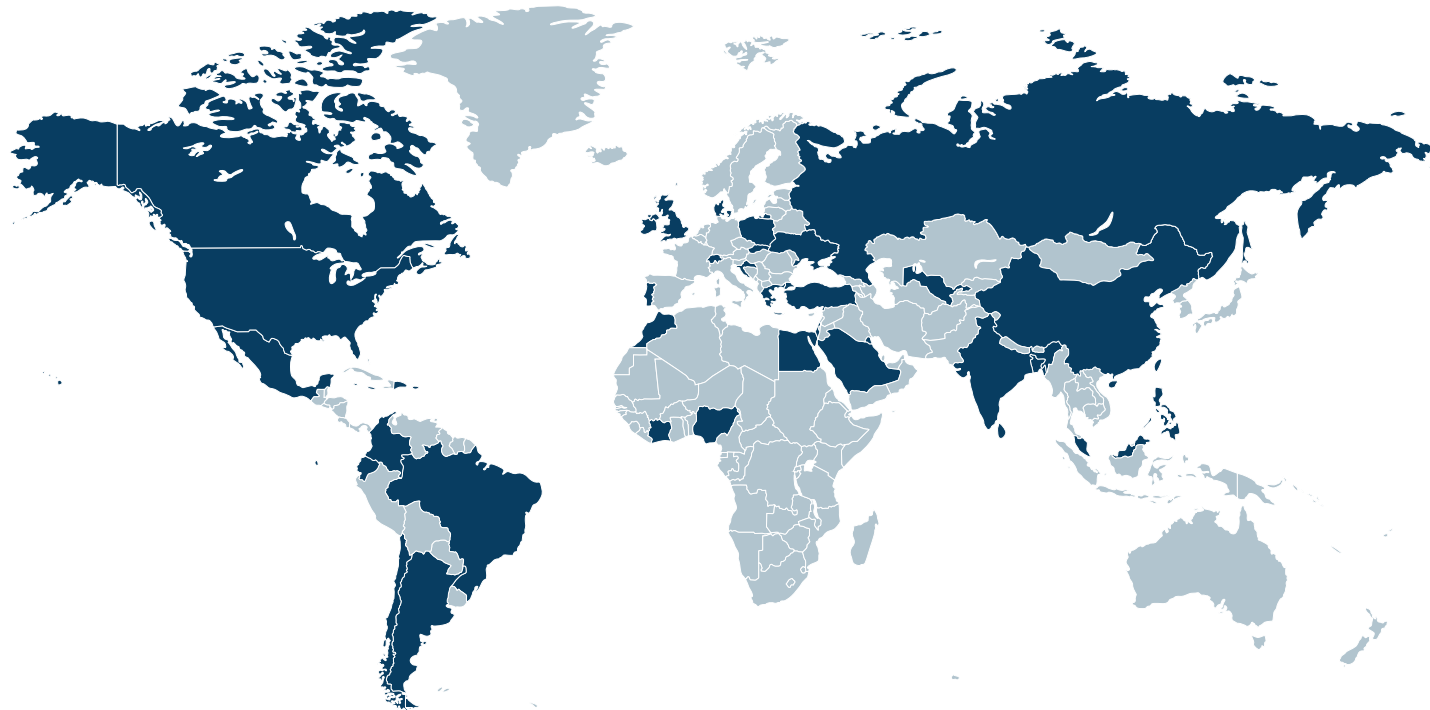
- Whitney Crosser, mom

2018 Impact

24,840
Family Night
Stays

73,244
Guests
Served

47
Countries
Served



Ronald McDonald House New York Hospital Partner List

Memorial Sloan Kettering Cancer Center

New York Presbyterian Hospital

Morgan Stanley Children's Hospital
Columbia University Medical Center
Weill Cornell Medical Center

NYU Langone Medical Center

Hassenfeld Pediatric Center

Hospital for Joint Diseases

Rusk Institute of Rehabilitation Medicine

Montefiore Medical Center

Hospital for Special Surgery

Mount Sinai Medical Center

Mount Sinai Beth Israel

New York Eye and Ear Infirmary of Mount Sinai

Northwell Health System

Manhattan Eye, Ear and Throat Hospital

New York City Health + Hospitals

Kings County Hospital Center

Family Support Services

In 2018, families from 47 countries sought the support and solace of Ronald McDonald House New York as they embarked on a cancer treatment journey for their children. Far from home, families arrive at RMH-NY hopeful but also uncertain about what lies ahead. Family Support Services is 100% committed to helping families navigate the complexities of pediatric cancer care by providing a seamless circle of support that addresses their psychological, social, logistical, and economic needs. We work alongside families to build their capacities and strengths.

Our strong partnerships with our neighboring hospitals have empowered us to serve as effective advocates and valuable sources of vital information for the 73,244 family members, including patients, that stayed at the House in 2018. To better meet the needs of this increased occupancy, we expanded our Family Support Services team to include two Social Workers, a Reservationist, and a Family Support Services Associate. The team also collaborate closely with other RMH-NY departments, including Programs and Wellness, to streamline communication and improve support for families.

Family Support Services provides the following enhanced and new services:

Pre-Arrival Support

The Family Support Services team contacts all families 24-48 hours in advance of their arrival to address any questions or concerns they may have about their stay at the House.

House Orientation

All new families receive a House tour to familiarize them with RMH-NY's physical spaces, policies, staff, and programs. Upon request, tours are also available to returning families.

Family Newsletter

This weekly newsletter communicates important information to RMH-NY families about events, staff & program highlights, neighborhood tips, and the House Manager's message on topics such as room management and policy updates.

Caregiver & Sibling Support

Group and individual support services are offered to caregivers in conjunction with Child Life Specialists. Caregiver Support groups, including a bilingual English/Spanish support group, meet several times per week in the Wellness Center. One-on-one emotional support is also available for caregivers daily, weekly, or as needed.

Resource Library

We offer a diverse library of brochures, books, and informational packets with useful content on financial, medical, and supportive resources in New York City and beyond.

Family Resource Nights

These events connect families to financial, legal, and emotional support services offered by external affinity groups.

Legal Assistance

We developed a partnership with New York Legal Assistance Group that provides ongoing pro-bono legal aid for families regarding social, medical, and economic injustice. So far, 15 families have been connected to this service.

Bereavement Program

Following the death of a child, we provide emotional and financial support to bereaved parents and family members. This includes assisting with communication between the hospital, funeral home, and families.

Crisis Work

Any family member staying at RMH-NY with a medical or emotional need is supported with prompt intervention that facilitates their return to normalcy.



Operations

As the only Ronald McDonald House in New York City, the House on 73rd Street never sleeps. 365 days a year, 24 hours a day, Ronald McDonald House New York is here to serve the children and families that need us. It takes an exceptionally organized and adept team to manage the nuts and bolts of the House so that we are equipped to meet the complex needs of the families that stay with us during the most challenging times of their lives. In 2018, our Operations team rose to the challenge in every way.

Ronald McDonald House New York completed a major renovation in 2017 and the impact of those vital enhancements became fully apparent in 2018. Our 6 post-transplant suites, the first of their kind in New York, were frequently utilized by children that required the most state-of-the-art accommodations and compassionate care to facilitate their healing. Renovated common areas such as the libraries, kitchen, and dining room continued to serve as crucial hubs for children and their families to connect with other residents of the House. From stocking the pantries with a variety of healthy foods to arranging pop-up in-House shopping opportunities, the Operations team is the engine that keeps the building humming so that our guests can fully focus on their cancer treatment journey.

Meeting the universal essential needs of families at the House is always a priority but we also place equal importance on being responsive to each family's unique set of circumstances. While the House is based in New York City, we are the world's House. 40% of our families come from abroad and providing a comfortable and culturally appropriate ambiance is imperative to serving families staying at the House.

No matter the length of stay or country of origin, our top priorities are the comfort and well-being of the families that trust Ronald McDonald House New York to be by their side on their pediatric cancer treatment journey.



**Ronald
McDonald
House®
New York**

**11th
FLOOR**

**Blavatnik Family Foundation
Wellness Center**

**7th
FLOOR**

Jon L. Shevell Terrace

**3rd
FLOOR**

**Jon L. Shevell Terrace
Table Seating
BBQ
Garden**

**2nd
FLOOR**

**Dining Room
(4) Family Kitchens
(1) Volunteer Kitchen
Soda Machines
Medicine Fridge
Parent's Pantry
God's Love We Deliver -
*Breakfast Program***

**1st
FLOOR**

**Sol and Margaret Berger
Foundation Lobby
Macy's Living Room
Libraries
Ice Cream**

**LL
FLOOR**

**Playroom
Music Room
NY Rangers Game Room
AOL Media Lounge**

“The only thing we can count on after a day of appointments and unsure medical prognoses is dinner. Every night, we will come back to the House, dinner will be served and it will be one less thing to worry about after an exhausting day.”

- Lindsay, mom

VOLUNTEERS

Ronald McDonald House New York would not be anywhere near where it is today – not as strong, nor as capable of providing critical, compassionate love and care for our children – without our volunteers. In 2018, our volunteers helped provide the support and care that we need to be able to make a difference in the lives of our kids, families and caregivers. Thank you to our many volunteers, corporate groups and community partners for continuously supporting our House and mission.

Corporate & Community Group Volunteers	Volunteer Supported Programs	Individual & Event Volunteers
<p>211 corporate & community groups</p>	<p> meals</p> <p> greeters</p>	<p>1,241 volunteers</p>
<p>5,569 individuals</p>	<p> events</p> <p> therapy dogs</p>	<p>531 activities & events</p>
<p>17,568 hours of service</p>	<p> activities</p> <p> wellness</p>	<p>18,147 hours of service</p>
<p>365 days & nights</p>	<p>6,778 volunteers</p>	<p>35,715 hours of service</p>



Board Spotlight | Robert Grubert



Robert Grubert, Board Member
Managing Director, RBC Capital Markets

1. When were you first introduced to RMH-NY?

My involvement first began when I was invited to the House for a tour by Board member Jim Jacobson about a decade ago. Once I stepped through the doors on 73rd Street, I got it – I understood the mission, the impact and the importance of the work being done. I was instantaneously drawn to the House and fully committed to helping RMH-NY provide not only lodging but also a strong, supportive environment for pediatric cancer patients and their families. That night, the House had requested the support of Royal Bank of Canada (RBC) for an event with the New York Pops, which we immediately agreed to. From there, I knew that the relationship between Ronald McDonald House New York and RBC in New York had only just begun.

2. How has RBC's commitment to the House grown over the last decade?

In 2009, I began serving as a member on the Board of RMH-NY. During that same year, RBC became the lead sponsor for the House's Annual Skate with the Greats event. Since RBC's involvement, this event has grown to be an unforgettable evening that has raised nearly \$8M for the House in that timeframe. This year alone, we raised over \$850,000 with the support of 750 attendees. What started with a need for financial support from RBC quickly grew to a partnership that aligns with both organizations' core values and vision.

Through the Skate with the Greats event, various RBC teams had a lot of exposure to the House. It caused our people to ask, "How do we do more? What more can we be doing for these families?" To start, our team committed to serving and providing a meal to families twice a month through the Volunteer Meal Program. This program truly shows the dedication our team has to serving the families at the House and aligns directly to our culture of giving back to the communities where we work. The dinners are a great unifier for our employees and clearly they

really enjoy them because there is never an open slot or second ask to fill those dates. And the participation is widespread; every single business and function from our New York office has served at least one meal. We've also had a number of team members who volunteer as members of the House's Board of Associates, dedicating even more time to a cause that they really believe in. And those employees say they feel more connected to their colleagues because they have the opportunity to give back and work together outside the office.

Through our Annual Race For The Kids and Trade For The Kids, which are both RBC-driven events, we celebrate our culture of philanthropy and volunteerism. These events benefit over 65 youth-focused charities around the world and I am proud to say that RMH-NY is one of those recipients.

3. The support Houses receive from RBC has spread worldwide. What has led to such a strong commitment?

What we see from our team at RBC comes naturally. We have such an amazing group that really wants to give back and have a purpose for what they are doing. As an organization, RBC provides our team with the platform and resources we need to do the work that will have an impact on both our people and the families staying at the House. From the CEO of Royal Bank of Canada to the people, we receive the support we need to give back. Everything we do with Ronald McDonald House New York aligns with RBC's purpose, which is to help clients thrive and communities prosper. We are so grateful to work with Ronald McDonald House, not only in New York and the U.S., but with Houses from all over the world including Canada, London, Hong Kong and Scotland.

4. How has the House and the work you do with the House impacted you?

Throughout the years, not only would our team be looking forward to serving dinner at the House, but the families were just as excited. One night, I had met a family from Canada and their 3-year-old son who shared the same name as my son, Aidan. In that moment, it struck me. What these families are going through are challenges that no family, especially a child, should ever have to face.

Years prior, my family faced its own battle against cancer when my father was diagnosed with stage IV cancer. We are lucky enough to say that he was and is the 'walking miracle' who survived. Since his diagnosis, my father has believed that he was kept on this earth to continue his battle against cancer by supporting others going through similar challenges. In his honor, my family was fortunate enough to be able to sponsor a room at the House. Sponsoring a room to support Ronald McDonald House New York was the greatest gift I could have ever given my father.

“My daughter’s dream came true! I’m so thankful to the Programs team for taking our family to DŌ Cookie Dough. I saw so much joy in my daughter’s eyes that I haven’t seen in a long time.”

- Stephanie, mom

Programs

Our population is ever-changing, and we work hard to ensure we have programs for all ages, interests, and abilities. The Playroom continues to serve as the hub of our kid and family community. Hundreds of patients, siblings, and caregivers utilize the space every day and are welcomed with spaces for all age groups and types of activities. In 2018, we introduced amazing new magnetics and manipulatives to our early childhood area that have proven to be a massive hit. Our 'menu' in our play kitchen grew to include sushi, matzo, shrimp, and sprouts. No matter where our young chefs may be from in the world, there is always something offered that they recognize. Our capsule collection with the New York Public Library continued to ensure there are new books for caregivers and teenagers every month, available not only in English, but also Polish, Arabic and other languages.

Two dozen recurring programs called the Playroom home, ranging from Weird Science and arts & crafts, to cooking and baking. Slime making took the Playroom by storm this year, with nearly a thousand batches made, ranging from clear and fluffy to magnetic and galaxy varieties. Our Baking Queens program introduced young chefs and their families to dozens of sweet and savory new recipes. Sensory Play encouraged young minds to dive in, explore, and make educated messes. Recognizing the needs of our growing teenage population, we introduced Teen Night for teenagers to have the night to themselves - no kids and no parents allowed. Throughout the year, we worked to meet families where they were in an impactful and meaningful way, and provide many things to look forward to throughout their stay.

In 2018, families had more opportunities to get out and make lasting memories together than ever before. We spent the summer kayaking on the Hudson River with friends at the Downtown Boathouse, touring the Metropolitan Museum of Art, movie premieres with MDC Productions and attending a Mets game at Citi Field. Families were delighted to return to New York Athletic Club Travers Island, Hampshire Country Club, and Tamarack Country Club for days spent swimming and relaxing away from the bustle of the city. Throughout the year, we spent afternoons at The Craft Studio and DŌ Cookie Dough confections for quality family time, crafting, and cooking. Over the course of the year, and across three dozen Great Days trips and events, over twelve-hundred patients, siblings, and caregivers were served.

As usage and programming in the Blavatnik Family Foundation Wellness Center grew exponentially in 2018, demand dictated the on-boarding of a second full-time wellness position. With extended hours and caregiver feedback, the introduction of services such as Acupuncture, Pilates, personal training sessions and additional caregiver support groups was made possible.

The buzz of the Blavatnik Family Foundation Wellness Center with the outside community created ongoing and growing partnerships with organizations such as the Christine Valmy International School, Equinox, Swedish Institute, LIV UnLtd, Sutton Place Physical Therapy, and Athletic Training Center to name just a few. These partnerships meant regularly scheduled in-House services such as massages, manicures, pedicures and facials, as well as opportunities for caregivers to utilize outside health and wellness facilities free of charge. As 2018 drew to a close, the network of volunteers, corporate supporters and organizations continued to grow and enhance the center's mission to serve the caregivers of Ronald McDonald House New York.



Hospital Outreach

Our Hospital Outreach program, first introduced in 2012, continued to delight children and families at our partner hospitals this year. Musical Magic brought monthly concerts to the Morgan Stanley Children's Hospital, Hospital for Special Surgery (HSS), Mount Sinai, and New York Health + Hospitals / Kings County. Each concert featured a unique theme, often corresponding with annual holidays, and included corresponding booklets with coloring pages, crossword puzzles, and fun activities for all kids to enjoy. Breathe In – Breathe Out, which provides a safe, calm, and restorative space and time for patients and parents in the hospital, expanded its footprint this year. Since its early beginnings at New York Health + Hospitals in 2015, the program has expanded and now serves families at Morgan Stanley Children's Hospital and HSS. One participant of the program commented, "Patricia, the instructor, is amazing and this session was great. I feel refreshed and energized to go on with my day. I left the session feeling like I had just had a full night's sleep."

In addition to our ongoing programs, families from our partner hospitals and House were invited to join us for some very special quarterly events this year. These events, held at the House as well as venues throughout the city, brought families from New York and in-House families together. Events this year included a lively Carnival at the House, a refreshing day in the Great Outdoors at Kruckers Picnic Grove, and an immersive, 1950s style Sock Hop at Chelsea Piers. In 2018, over 500 family members from our Hospital Outreach program and House participated in these programs.

We were also proud to bring special programs to families at New York Health + Hospitals / Kings County with our 6th annual NICU Reunion and Halloween Boo Bash. Between both events 350 patients, siblings, and caregivers were given reasons to smile. Additionally, our annual concert with Broadway Inspirational Voices highlighted one child from Morgan Stanley, HSS, and Kings County as well as four children staying at the House.

The Hospitality Cart program at HSS remained a successful model for outreach, serving over 15,213 individuals throughout the course of 2018. In September, we introduced the program to New York Presbyterian – Weill Cornell, where the cart now visits the NICU, PICU, and Pediatric units. From our soft-launch at the end of September through the end of the year, the Hospitality Cart served over 946 patients, siblings, and caregivers.

Our Family Room at New York Health + Hospitals / Kings County continued to provide much-needed respite for caregivers in the NICU, PICU, and Pediatric units. In 2018, 1,000 caregivers visited the Family Room to find healthy snacks and beverages, time to relax and regenerate, and friendly staff and volunteers with whom to converse and reflect. We piloted programs such as our breakfast and lunch offerings, and they have now gained permanent positions on the schedule. We also introduced a new smoothie program that has proven highly successful. Caregivers have enjoyed seasonal programs such as our Mother's Day and Christmas lunches and Back to School Book Giveaway. Doctors and nurses are proud to refer their patients' caregivers to the Family Room and make it a star attraction on tours of the hospital. Since opening in January 2017, we have proudly served 2,000 caregivers through the Family Room program.

Donor Spotlight | Renee & Sandye Berger

“My son used to stay up crying at night when we were at home. Here, he is not sad anymore. He is smiling. He loves being in the Playroom, it makes him happy. Because he is happy, I am able to be happy.”

- Madina, mom



Sol and Margaret Berger created their family foundation, the Sol and Margaret Berger Foundation, and now their daughters, Renee and Sandye, are the trustees. The Sol and Margaret Berger Foundation works to provide organizations and foundations with the resources and support they need to build a better and brighter future for our youth. In effort to make an impact in today's world, Renee and Sandye have been dedicated donors and supporters of Ronald McDonald House New York since the beginning through the Sol and Margaret Berger Foundation.

The Berger sisters recognize that Ronald McDonald House New York can only fulfill the needs of families if the physical space is in perfect condition. “The House is a safe haven for many children and their families that are far away from home. It is a place away from treatment where there is hope, safety, and time for fun.” Maintaining the House's secure and welcoming environment is an ongoing and costly endeavor and contributions from the Sol and Margaret Berger Foundation have made a significant impact. By funding a new roof, they literally kept the roof over the heads of families as their children underwent cancer treatment. With a new roof intact, the Berger sisters set their sights on funding and naming a room and then funding the renovation of the lobby.

Now, a new state-of-the-art playroom is being designed and the Bergers have made a significant contribution. Ben Winsten, Programs Manager, describes the vision of the new play space as “breaking down the walls and barriers that children undergoing treatment encounter, RMH-NY's new play space will be a dynamic, reactive space in which children can build worlds together and live out all of their goals and dreams, limited only by their imagination. Not only will this play space be built to meet the needs of all families staying at the House now, it will be the setting for children to build futures for decades to come.”

Impressed by how efficiently RMH-NY manages resources, the Bergers feel confident that their donations are optimally utilized. “We are always amazed at how the House can finish a project on time and within budget! Whenever we are involved with the House, we are never disappointed. Ronald McDonald House New York gets it done!” The exemplary support and generosity of Renee and Sandye Berger will allow the House to continue to “get it done,” and remain a beacon of hope and hospitality for years to come.

“On behalf of Ronald McDonald House New York and the families we serve, I would like to thank Renee and Sandye Berger for their unwavering support and generosity. We would not be able to do the work that we do without the support of donors like you,” says Ruth C. Browne, President and CEO of Ronald McDonald House New York.



Development

2018 was another strong year for Ronald McDonald House New York's fundraising and we finished ahead of plan for income support of the charity once again. We enjoyed strong success in our Event Fundraising and Personal and Major Giving. Despite the changes in the Income Tax Code, the impact to our Direct Mail/Digital Marketing campaigns were not impacted as much as some Not-For-Profits. We believe our loyal donors are knowledgeable about the critical mission they support and this carried us through the uncertainties in the economy, as well as the new IRS Code. Our Board, donors and volunteers are the key to our continued success and strong connection to the community.

Our 26th Annual Gala was one of the highlights of our year. Honorees Ajay Banga, President & CEO of Mastercard, and Morris Goldfarb, Chairman & CEO of G-III Apparel Group, were gracious and generous with their corporate support, both as part of the campaign and in on-going support of the organization through employee engagement and resource support. The 2018 Gala was the fourth highest grossing gala of the House's history.

We continue to be grateful to RBC Capital Markets for their considerable support of our second largest fundraiser, Skate with the Greats, and across many platforms, volunteer leadership, and funding opportunities.

At our Annual Share-A-Night event in early December we launched our "40 Gifts for 40 Years" fundraising campaign to equip our House for the next 40 years. This kicked off a full year of celebrations for our 40th Anniversary, which will culminate on December 4, 2019 at our Annual Share-A-Night. We proudly announced that PVH Corp kicked off our "40 Gifts for 40 Years" campaign by sponsoring our 5th kitchen and a special gift to sponsor a guest room made in tribute to the 100th Birthday of Edie Dolowich, founder of the Guy M. Stewart Cancer Foundation, another long-time and strong supporter of the House.



A Note of Gratitude

Your generous donation to Ronald McDonald House New York provides the gift of home and support to pediatric cancer patients and their families while they undergo treatment. Home is more than a bed for a night – home means being able to eat, sleep, play and heal, together under one roof, no matter the circumstances.

Our House is a place of comfort and stability where families can preserve normalcy and prioritize wellness in the face of a horrible disease. With your help, we ensure that families have a supportive environment that allows kids to be kids before cancer patients, and allows parents to be parents before caretakers.

When you make a gift to Ronald McDonald House New York, you help us guarantee that cancer won't stop families from continuing to make happy and hopeful memories together. From our home to yours, thank you!



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Ronald McDonald House New York Board

"It's hard. It's really, really hard and I don't know how I would have gotten through it without my mom. It's tough going through this especially when you are 8 and you really haven't started your life."

- Antoinette, child

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Statement of Financial Position

	Audited 2018	Audited 2017	Audited 2016
Current Assets			
Cash & Cash Equivalents	8,892,741	\$9,207,306	\$4,381,309
Investments	79,170,617	82,126,527	78,534,403
Other Current Assets	585,950	563,799	796,115
Total Current Assets	88,649,308	91,897,632	83,711,827
Contributions and Pledges Receivable	2,053,010	2,958,321	3,991,806
Property Plant & Equipment - Net	36,551,298	40,858,100	25,854,553
Other Assets	526,485	533,053	461,748
Total Assets	127,780,101	\$ 136,247,106	\$ 114,019,934
Accounts Payable & Accrued Expenses	2,251,643	\$3,952,919	\$6,249,255
Bonds Payable	14,156,609	14,691,811	-
Net Assets	111,371,849	117,602,376	107,770,679
Total Liabilities & Net Assets	127,780,101	\$ 136,247,106	\$ 114,019,934

Statement of Activity

	Audited 2018	Audited 2017	Audited 2016
Public Support & Revenue			
Public Support	14,386,237	\$ 15,200,477	\$ 13,631,771
Investment Income/(Loss)	(3,473,342)	10,179,068	3,684,378
Other Revenue	1,108,915	402,801	507,785
Total Other Revenue	(2,364,427)	10,581,869	4,192,163
Total Public Support & Revenue	12,021,811	25,782,346	17,823,934
Expenses			
Program Services	11,013,563	10,068,848	9,739,522
Supporting Services:			
Management and general	1,595,125	1,370,426	1,262,883
Fundraising	3,843,351	4,251,861	3,732,242
Total supporting services	5,438,476	5,622,287	4,995,125
Total Expenses	16,452,039	15,691,135	14,734,647
Change In Net Assets Before Write-off Of Assets	(4,430,229)	10,091,211	3,089,287
Loss on disposition of property and equipment	(1,800,298)	(259,514)	-
Change In Net Assets	(6,230,527)	9,831,697	3,089,287
Net Assets - Beginning Of The Year	117,602,376	107,770,679	104,681,392
Net Assets - End Of The Year	111,371,849	\$ 117,602,376	\$ 107,770,679

Ways to Help

Give

Check out our website to make a donation, attend one of our 25+ annual events or join Team RMH-NY for an upcoming endurance event. Ask how you can use our website to crowd fund for a personal goal or commemorate an important event. Remember, our personal gift may be matched by your employer. Please consider how your estate may assist future families in need.

Advocate

Follow us on social media and help spread awareness in your community as a brand ambassador. You can now use Facebook to not only raise awareness but also fundraise on behalf of the House. Start your fundraising page today by visiting www.facebook.com/fund/RMHNewYork/

Volunteer

Ronald McDonald House New York was created by volunteers. Today, thousands of caring volunteers still lend their time and talents to every part of our House whether it be for a special event, skill, providing a meal or lending a helping hand for a Day of Service.

Partner

Whether you are a large corporation, small business, or professional organization, your partnership can help us advance our mission.

“Alone we can do so little;
Together we can do so much.”

-Helen Keller



**Ronald
McDonald
House®
New York**

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#keepingfamiliesclose