

Around the House

The Magazine for Ronald McDonald House New York. Volume 10, Issue 1



RONALD MCDONALD
HOUSE® NEW YORK



We've dedicated this issue to the many heroes who help to make our House a home-away-from-home for families in crisis.

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On the cover: Superheroes spent a day with our families. Story on Page 11.



Ronald McDonald House New York provides a temporary "home-away-from-home" for pediatric cancer patients and their families. The House is a supportive and caring environment which encourages and nurtures the development of child-to-child and parent-to-parent support systems. Ronald McDonald House New York is the largest facility of its type in the world.

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Publisher
William T. Sullivan
President & Chief Executive Officer

Editor
Natalie Greaves
Director Of Communications

Art Director
Erika Ladanyi
erikaladanyi@yahoo.com

President's Letter

Dear Friends,

It seemed like just yesterday that I walked through the doors of this facility, ready to assume my position as President & CEO of this great organization. In May of 2005, I joined the staff here at Ronald McDonald House New York, and not a day goes by that I do not marvel at the sheer volume of families that have come to New York City seeking our help, as well as the ways in which we have grown to accommodate their changing needs.

In this issue, you'll meet our class of new board members: Linda Dunham, former chairman of RMHC Global and a local owner/operator; Robert Howe, who comes to us from the insurance industry as an executive at Marsh; Steve Shiffman, new CEO at Calvin Klein; and Rich Wurtzburger, executive vice president at Peerless Clothing, Inc., who has served as chair of our celebrity golf outing.

Our annual volunteer dinner was a very special celebration of service and dedication to our very important and ever-expanding mission. We were fortunate to have Dr. Audrey Evans, a pioneer in the field of pediatric cancer, as our esteemed guest speaker. "Key to the House" presentations were also made to hospital partner Memorial Sloan

Kettering Cancer Center and to Macy's & Bloomingdale's.

In this issue, you'll meet a very special young man from the San Diego area, whose diagnosis of cancer spawned a movement to bring greater awareness and more immediate support to families devastated with a sudden diagnosis of cancer. Parker Shaw and his "Team Parker for Life" story is truly an inspiration to us all.

Everyone deserves a hero. Our Programs department went the extra mile this past fall by inviting some real life heroes to join our childhood favorites in a "Superheroes for a Day" event. Many of our families know and love our "Coffee and Cookies" ladies for their faithful service, providing a warm beverage and a sweet treat during the most difficult times. Our volunteer Louise Tashjian and her family recently provided an additional level of support to our families with the introduction of a new refreshment station.

Our events season came to a tremendous close with what felt like events almost every night of the season! I hope you'll enjoy the highlights from our Board of Associates' Masquerade, our annual Share a Night house lighting ceremony, and so much more. Please let us know if you plan to attend our annual



Bob Ray

gala this year, as we are honoring Emanuel Chirico, chairman and chief executive officer of PVH Corp.; and Keith Sherin, chairman and chief executive officer of GE Capital.

This issue is also bittersweet for me. As I celebrate my tenth anniversary with the organization, I also mourn the passing of a dear friend, and also one of the first faces I encountered here at the Ronald McDonald House — former CFO Frank Volino.

I thank you for your continued support.

As we enter this momentous year, I am continually grateful for your support and friendship and value your involvement with our ongoing mission of helping to keep families together.

Sincerely,

William T. Sullivan
President and Chief Executive Officer

Ronald McDonald House New York

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Michael Weisburger
Guy Weltsch
Liz Wintrich
Christa Zambardino

*In Memoriam

Staff List and Partner Hospitals

William T. Sullivan
President &
Chief Executive Officer
wsullivan@rmh-newyork.org

Nelida Barreto
Director of Programs
nbarreto@rmh-newyork.org

Rowan Beckford
Evening Manager
rbeckford@rmh-newyork.org

Edward Cho
Information Technology Manager
echo@rmh-newyork.org

Winifred Cudjoe
Director of House Operations
wcudjoe@rmh-newyork.org

Teresa Eggers
Director of Volunteers
teggers@rmh-newyork.org

Mel Farrell
Building Engineer
mfarrell@rmh-newyork.org

Cherilyn Frei
Director of Family Support
cfrei@rmh-newyork.org

Natalie Greaves
Director of Communications
ngreaves@rmh-newyork.org

Joseph Guidetti
Chief Financial Officer
jguidetti@rmh-newyork.org

Elvis Herbine
Evening Manager
cherbine@rmh-newyork.org

Suzanna C. Houston
Assistant to the President &
Director of External Affairs
shouston@rmh-newyork.org

Jerome Kelton
Development Officer
jkelton@rmh-newyork.org

Karen Kirk
Assistant Director of
Development,
Director of Special Events
kkirk@rmh-newyork.org

Patrick Lenz
Director of Human
Resources & Volunteer
Development
plenz@rmh-newyork.org

Nikki Margarites
Director of Major Gifts
nmargarites@rmh-newyork.org

Richard H. Martin
Director of Development
rmartin@rmh-newyork.org

Stephen Yarri
Controller
syarri@rmh-newyork.org



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 Pediatric Center
13. Ruck Institute of Rehabilitation Medicine
14. Tisch Hospital
15. Hospital for Joint Diseases
16. Mount Sinai Beth Israel
17. New York Eye and Ear Infirmary of Mount Sinai
18. Bellevue Hospital Center
19. Kings County Hospital Center

Thank You

Ronald McDonald House New York is grateful to the following individuals and organizations who gave generously in support of our House operations:

- Gary Radziwon — Ecolab/Kay Chemical Company provided their annual donation of cleaning & general supplies.
- LeNoble Lumber Co, Inc. donated materials for the new music room.
- Jones NY provides an ongoing clothing donation for our resident caregivers.
- Temple Emanu-El donated \$500 for the purchase of coats. Members Phyllis Hahn, Cecilia Hauptman and Lynda De Loft of The Women's Auxiliary of Temple Emanu-El also donated knitted hats.
- Stuart Sentner from Alex's Toys, donated in support of the Block Party and for the holidays.
- Lisa Bogetin donated a 5½-foot replica airplane.
- Wendy Wayman of The Martin-Brower Company, L.L.C., donated cups & beverage accessories, as well as a ham & turkeys.
- Arleen Liquori, Principal Legacy School for Integrated Studies for her going personal donation of kitchen supplies.
- The National Diaper Bank Network most recently donated \$2,800 in diapers and baby products. Throughout 2014, the organization's donations helped the House to save over 30,000 in product expenses.

Wish List

Thank you for your thoughtful donation of items that help make the transition a little easier for families staying at Ronald McDonald House New York. Following is a list of items that are urgently needed. We've expanded our list to include special items needed to help support our new hospital expansion program. We are always grateful for your generosity in helping us to better accommodate our families during their stay.

For further information regarding House donations, please contact Wini Cudjoe, Director of Operations, at 212.639-0400 or wcudjoe@rmh-new-york.org.

For the Children

- Diapers
- Baby wipes
- Strollers with rain covers
- Soft fleece blankets

For the Teens

- Gift cards: Visa, MasterCard, American Express
- Movie passes
- Winter clothing

For the Moms and Dads

- Gift cards: Visa, MasterCard, American Express
- Metro Cards (\$10 increments)
- Phone Cards
- Postage Stamps
- Winter Clothing
- Umbrellas
- Rain ponchos
- Rain boots (all sizes)

For the House-Ongoing

- Paper goods: cups, plates, napkins
- Paper Towels
- 100 Swiffers and dry replacement pads

- Clorox or Lysol wipes
- Copy paper
- Oven mitts
- Hand sanitizers
- Batteries (AAA, AA, C, D)

Bulk Donations:

If you, your community group or company would like to share donations of new goods, seasonal surplus merchandise or other large-scale contributions, please contact Wini Cudjoe, Director of House Operations, at 212.639-0400 or wcudjoe@rmh-newyork.org.

For the Playroom

For further information regarding Playroom donations, please contact Nelida Barreto, Director of Programs, at 212.639.0205 or nbarreto@rmh-newyork.org.

Arts & Crafts

- Archival glue
- Crayola color wonder paper and markers
- Crayola Play-Doh
- Cutting Tools
- Die cut machine and die cut images
- Drop cloths for tables
- Feathers
- Glitter glue
- Glitter glue sticks
- Glow in the dark lanyards
- Glue dots
- Glue guns and glue sticks
- Googley Eyes
- Journaling Kits
- 8½ x 11 colored card stock
- Oak tag paper (white and colored)
- Oil cloth for tables
- Scrapbook add-on decorations
- Scrapbook materials & Stickers (letters, fancy flowers, Jolee's Boutique, Martha Stewart, etc)
- Paper crafting adhesives
- White drawing paper

For the Game Room

- Hula hoops — all sizes
- Twister
- Monopoly Deal Cards
- Battleship
- Ping-pong balls and Paddles
- Games for Wii

For the Tot Section

- Baby dolls
- Baby doll clothing and accessories
- Soft foam building blocks in assorted colors, shapes and sizes

For the Teens

- Blu-Ray DVDs (Rated G and PG)

Family Support/ Hospital Outreach Programs

For further information regarding Family Support and Wellness donations, please contact Chaplain Cherilyn Frei, director of Family Support, at 212.639.0100 or cfrei@rmh-newyork.org.

Wellness program:

- Gift certificates from local spas & cosmetic companies for makeovers, massage, manicures and other services.
- (1) Massage Chair
- Organic massage oils, lotions or gels
- Professional or spa quality blow dryers, curling irons & flat irons

In Memoriam: Frank Volino 1937 – 2015

It is with deep sadness that we report the passing of our retired Chief Financial Officer, Francis “Frank” A. Volino. Mr. Volino endured a lengthy battle with cancer. Mr. Volino served as the CFO of Ronald McDonald House New York from 1990 until his retirement in 2007. He was both generous and kind to our resident children battling cancer, and the family members who care for them.

Mr. Volino joined us after serving 20 years at Merrill Lynch. He began his journey as a member of the Ronald McDonald House New York staff in the winter of 1990 as Controller under our founder, CEO and President Emeritus Vivian Harris. Mr. Volino had only planned to stay with us for two years to support the organization as a new facility was under construction. He foresaw that the expansion from our original 20-bed House to the current 84-room facility would be a transformational process that would require more support at an administrative level to help maintain the facility.

His original responsibilities were pretty straightforward: Mr. Volino personally managed all finances for the organization from payroll to bookkeeping, preparing financial statements and 990 tax returns.

As the House’s expansion continued, Mr. Volino developed new financial strategies that would assist the House to become more nimble in response to growing operation needs. He oversaw the Finance Department’s transition from a manual, hand-written accounting system to a computer-based one, and implemented procedures to assure the organization met all the Better Business Bureau standards for charity accountability.

Of his experience at the House, Mr. Volino once said, “I had a sense, for the first time in my life, of being able to help people a lot less fortunate than myself.”

In 2007, after 17 years, Mr. Volino concluded the search for his successor and his hand-picked selection, Joseph Guidetti, joined the House as chief financial officer. Throughout his retirement, both he and his wife remained close to the organization and regularly supported it throughout its growth and expansion.

Mr. Volino is survived by his son, Frank Jr. and his wife Kathleen, their children Alyse, Benjamin and Harrison; and his daughter Christine Hannon, and her husband Kevin and their children Craig, Christopher and Kyle. His beloved wife of 52 years, Kathryn passed away in August 2014. For his many years of service, commitment to our mission, his kind heart and thoughtful presence, we mourn the loss of our friend, but are grateful for the time that he gave to help make this organization a great home-away-from-home for pediatric cancer patients. ■



“I had a sense, for the first time in my life, of being able to help people a lot less fortunate than myself.”

Spotlight on Your Board

In October 2014, the nominating committee of the Board of Directors met to consider new candidates. It is our pleasure to welcome the following individuals to the board:



Linda Dunham

Linda Dunham is a McDonald’s franchisee operating seven restaurants in New York and New Jersey along with her son. Her first career was as a banker at Chemical Bank (JP Morgan Chase).

In 1986 Ms. Dunham’s late husband, Owner/Operator Lee Dunham, convinced her to leave banking and join the McDonald’s family. She

enrolled in the Management Development Program and graduated from Hamburger University in 1994 with a Bachelor of Hamburgerology degree.

Prior to joining the Ronald McDonald House New York Board of Directors, Ms. Dunham served as the chair of the Global Board of Trustees of Ronald McDonald House Charities. She is a graduate of Fordham University’s School of General Studies with a BA in Business Administration. Ms. Dunham is the mother of one son, and the proud grandmother of Brianna and Courtney. She was born and raised in Charlotte, North Carolina, now resides in New Jersey, and is a member of Abyssinian Baptist Church.



Robert Howe

Robert (Bob) Howe is a managing director and leader of Marsh’s Insurer Consulting Group in North America. He is a 29-year veteran of Marsh. Prior to this assignment, Mr. Howe was the Global Leader of all property operations for Marsh, and managed Marsh’s multinational operations in the US.

In 2008, Mr. Howe created Marsh’s Insurer Consulting Practice and was a driving force behind the creation of the Marsh Market Connect platform, which is used today with many insurance carriers. In 2012, Mr. Howe was granted the first patent in Marsh history for some of the pioneering work executed on the Marsh Market Connect platform.



Steve Shiffman

Steve Shiffman is one of the leading executives in the designer fashion industry, serving as the chief executive officer of Calvin Klein, Inc. He directs day-to-day operations of one of the world’s largest and most successful designer fashion companies, a wholly owned subsidiary of PVH Corp., since February 2003.

In his role as chief executive officer, Mr. Shiffman concentrates on business strategy, product, marketing and sales development for all Calvin Klein product lines under the Calvin Klein Collection, Calvin Klein platinum label, Calvin Klein white label, Calvin Klein Jeans and Calvin Klein Underwear brands.

Steve Shiffman first joined PVH in 1992 and has held several positions of increasing responsibility during his tenure at PVH. Prior to joining PVH, Steve held leadership positions in buying and merchandising with Macy’s. Steve graduated from Vassar College in Poughkeepsie, NY, with a bachelor of arts in psychology.



Rich Wurtzburger

Rich Wurtzburger is the executive vice president of Peerless Clothing, Inc., the world’s largest tailored clothing company for men. He also holds the title of president of the Ralph Lauren Divisions. For the past two years, Mr. Wurtzburger has served as chairman of our annual celebrity golf outing, held at Baltusrol Golf Club.

In addition to serving on the board at Ronald McDonald House New York, Mr. Wurtzburger also serves on the board of the Shawn Grady Memorial Fund, the board of the National Father’s Day & Mother’s Day Council, and the Board of Directors for Elmsford Little League.

He holds a bachelor’s and master’s degree from Ohio University, and resides in Westchester County with his wife Jennifer and two sons, Ryan and Gavin. ■

Spotlight on Volunteers

36th Annual Volunteer Dinner

Over 300 volunteers attended the 36th Annual Volunteer Appreciation Dinner, which included the presentation of the Distinguished Community Service Award and “Key to the House” presentations to hospital partners Memorial Sloan Kettering Cancer Center and Macy’s & Bloomingdale’s.

Memorial Sloan Kettering Cancer Center was selected for their untiring dedication to improving the care of children with pediatric cancer. The medical center has partnered with Ronald McDonald House since the very inception of the House 36 years ago. They are internationally known for their research and clinical strides in the advancement of pediatric cancer treatment, and an incredible resource and place of hope for the families that call Ronald McDonald House New York a home-away-from-home.

Macy’s & Bloomingdale’s began a relationship with the House seven years ago. They began with a spectacular holiday party for the children and this relationship has morphed to a year-round commitment of monthly dinners, decorating for the holidays, special events like the triathlon and run along with furnishing the Macy’s living room at the House for the families. Oh yes, the Macy’s holiday party for the family is still one of the best events of the season with a visit from none other than the Macy’s Santa Claus.

A very special guest speaker, Dr. Audrey Evans. Dr. Evans is a pioneer in the field of pediatric cancer. She has endeavored for her entire career that spans five decades to improve the lives of children with pediatric cancer. She is internationally known for her research and charity work, which includes being a co-founder of the first Ronald McDonald House in the world in Philadelphia. Today there are now 338 houses worldwide.

We recognized those volunteers that have hit mile stones of service, including four who have been volunteers for twenty years: Lynda LaMonte-Garmong; NYPD Deputy Police Chief James W. Murtagh; Paul Sengakis; and Tim Stroth.

Ronald McDonald House New York is proud of the volunteers and thankful for all their efforts in supporting the families who stay here.



Photos top to bottom: Terry Lundgren, Tina Lundgren, Bill Sullivan, Jeffrey Gennette, Tony Spring, Dr. Thompson, Tina Lundgren, Dr. Boulad, Bill Sullivan, Dr. O’Reilly, Terri Eggers, Tim Stroth, Linda LaMonte-Garmong, Tina Lundgren, James W. Murtagh, Bill Sullivan, Paul Sengakis.

Volunteer Groups – Thank you to the community groups who have volunteered with us and/or sponsored a dinner event during the fourth quarter of 2014.

19th Precinct - NYPD • Acxiom Corporation • American International Group, Inc. • Aurify Brands • Avalon Bay • Ben Bay Kiwanis • Bloomberg L.P. • BNY Mellon • Board of Associates • Broadway.com • Brooklyn Tabernacle Church Business Insider • Calvin Klein • Central Synagogue • Cilantro Citi • Clune Construction • Columbia Business School Dallas BBQ • Deloitte • Delta Epsilon Beta of St. John’s University • FECS Bronx Youth Center • Galli Theatre Gerstein Fisher • Grant Thornton LLP • Greater New York Association of Occupational Health Nurses • Hampton Inn Children’s Happy Faces Foundation • Hudson Advisors In2 Community Church • ING • Investor’s Bank International Securities Exchange • Investment Technology Group, Inc. • J.P. Morgan • Kleen Green • KOMAR Brands Lenox Advisors • Leukemia & Lymphoma Society Team in

Training • LIM College • Macy’s • Mapleton Kiwanis Club Marriott • Merchandising Society at the Fashion Institute of Technology • Merck & Co. • MetLife • Miss Violet’s • Mondo National Basketball Association • National Football League Neuman’s Catering • New York Junior League • New York-Presbyterian Hospital Westchester Division • NYU’s Gentlemen of Quality • Only a Dream Cancer Care Foundation OptiMedia US • PA Consulting • Pfizer, Inc. • Porter Novelli Project Sunshine • Queens West Kiwanis • Ralph Lauren Women’s Wear • Ritz Carlton • Royal Bank of Canada • Royal Bank of Canada Law Group • SAAC Hunter College • Sanford C. Bernstein • Schneider Electric • SEB • Skanska • Society Ties SparkPR • St. Stephen’s of Hungary • St. Vincent de Paul The Company Store • The Hackett Group • Tony’s DiNapoli Trane Commercial Systems • Triumph Construction • Two-Nil Under Armour • Undergraduate Stern Women in Business Club at NYU • United Carpenters Union • United States Corps of Cadets C4 • United States Marines • Vigoss USA Wieden + Kennedy • Yonkers Fire Department

Parker Shaw: From Strength to Strength



Photos courtesy of The Shaw Family



Parker Shaw’s fight has inspired Team Parker for Life, a support and advocacy network for families battling cancer.

Through adversity, we discover, develop and build new strength. There are thousands of quotes about how that happens, but when a parent hears from the doctor that their child has cancer, there’s no quote in existence that can console them or to define how truly devastating that moment is. When Parker Shaw’s parents learned that their 6-year-old son had a deadly and aggressive cancer of the nerve endings called neuroblastoma, they became even more frustrated at the lack of information available regarding treatments and helpful resources. So the Shaws did something about it. Using the power of the Internet and grassroots marketing, this family, together with many others fighting pediatric cancer, began to make a difference.

In April 2013, Parker took a tumble off of a rope swing and began complaining about intense pain on the back of his hip. The pain progressed to fevers and leg pain, and when lab tests and x-rays came back with abnormal results, a magnetic resonance imaging (MRI) exam confirmed a tumor on Parker’s left adrenal gland above his kidney.

“By the time we found it, it was stage four, which is so common. The cancer had spread to 78 percent of his bone marrow and about nine or ten spots on his bones,” said Parker’s mother, Crystal. “Statistically, they tell you that

your child has a 20 percent chance of survival, and I didn’t want to hear that.”

A nearby family heard of the Shaws’ situation and reached out with a suggestion to contact Memorial Sloan Kettering Cancer Center (MSKCC). With two younger children, the idea of traveling cross country seemed daunting, and they struggled for answers to the questions about where to stay, how to travel a great distance with a sick child, and most importantly, where would they find support for a rare cancer such as Parker’s?

Their local community quickly raised the funds to help the Shaw family, and in June 2013, Parker and his mom checked in to the Ronald McDonald House just six blocks away from “Sloan.” They stayed for two months while Parker underwent treatment, and after two years, Parker has adapted to the routine.

“It was kind of a whirlwind. Now of course, Parker loves it. He wakes up from [antibody treatment] 3F8, and all he wants to do is come here, play with his friends and do all of the programs with the kids, like Weird Science,” said Mrs. Shaw.

Team Parker For life

At the time of her son’s diagnosis, Mrs. Shaw was a nurse at Rady’s Children Hospital in San Diego. Together with her husband Dave, a contractor, and four friends, they founded Team Parker for Life. While some families seek to raise funds to cover expenses, Team Parker sought to do more. While a portion of their work helps to further pediatric cancer research, Team Parker also steps in to help families in crisis, directing them toward critical resources, including treatment options at MSKCC, and the Ronald McDonald House.

“Parker was our inspiration to how we started Team Parker, of course, because just the difference in our lives



Team Parker’s vibrant community includes supporters and others seeking help in the fight against cancer, including RMH-NY adopt resident families.

that other people made for us, we wanted to give back to other people. I feel like when he was diagnosed, we had no idea what neuroblastoma was. When we found this place through other people, it really made us feel like, there's other kids with this disease. We didn't know anything. For us, learning how to get to here, it was a lot of research and time – and just so much that we had to go through to find it on our own. I want to try to be that resource for other people," added Mrs. Shaw.

**As Mrs. Shaw recounted this story, a fellow caregiver also staying at the House approached her with a question. This caregiver and his family found MSKCC and the Ronald McDonald House via Team Parker for Life.*

Peer-to-Peer Support In the Digital Age

Every family staying at the Ronald McDonald House in New York City has been told that their child a the slim chance of survival. And every family staying at the Ronald McDonald House in New York City is here today because they refused to take that news without a fight. Whether they began their journey from within the United States or overseas, the most common attribute among our families is persistence. These families refused to give up, and thanks to the power of the Internet, the peer-to-peer support that takes place in the dining room and the playroom continues long after families have checked out of our facility.



Through social media, personal Web sites and an extraordinary communication network, families are able to support each other with new ideas on ways to adapt.

When Parker was in isolation following surgery, he played bingo with the other kids via walkie talkie. Inspired by the idea, Team Parker held "Game Changer for Life," where 2,000 games (board games, card games, puzzles and family-friendly video games) were donated. Motorola also sponsored the promotion and donated two-way radios. The games were distributed to children at Rady Children's Hospital and to other pediatric cancer patients in the country. The result was that children in isolation were able to play with each other without risk of catching infection on a weakened immune system.

Finding New Purpose and Strength

Parker still visits New York on a regular schedule for 3F8 and chemotherapy treatments. In January 2015, he and his family celebrated a major milestone: Parker had been cancer-free for 365 days. However, due to the persistent nature of neuroblastoma, he continues with his cycle of treatments to ensure that his scans stay clear.

"Originally when this all happened, I felt that for my family, there were so many silver linings that came out of a bad situation," added Mrs. Shaw. "I'm not going back to work. I feel like it's the most fulfilling thing I've ever done."

With nearly 8,000 followers on Facebook, Team Parker continues to build momentum, connecting families and friends who seek information in a time of crisis. More people are gaining awareness about pediatric cancer thanks to families like the Shaws, and the warriors against cancer that they've met along the way.

"I think our biggest goal is to try to fund some new trials for the kids this year. And to keep raising awareness. I feel like nobody knows what neuroblastoma is. And in our community, everybody knows now," said Mrs. Shaw. "If we can extend that to the rest of the world around us, we'll be doing what I



was meant to do with this, to help people. Even if they can catch neuroblastoma sooner than we did, for people to know to go to the doctor, and just to push for what you need."

While Parker may be too young to understand the impact that his cancer diagnosis has had on his community back home, as well as for other kids that he's meets throughout his journey, we can attest to how the Shaws' fight is a stunning example of how families are meeting cancer head-on and working together to make a difference.



Photos courtesy of The Shaw Family

Through Team Parker for Life, Parker, his mom Crystal, and their family and friends have been able to share with the world the effects of neuroblastoma on a family, and how they're fighting back.

Community Snapshots

At the home-away-from-home for families coming from all over the world in their battle against cancer, our "community" is a broad one. Here are a few highlights of some of the people who have recently touched our hearts at Ronald McDonald House New York.

AHEPA

It's always a great time when our friends from the Greek service organization AHEPA visit to spread a little cheer at dinnertime.



Spiridoula Katechis



Bloomberg

Bloomberg Tradebook Charity Day

Bloomberg Tradebook hosted its third annual Charity Day, with celebrities on three continents joining Bloomberg employees and clients in trading activities to raise money for more than a dozen charities. Former New York Yankees Pitcher Mariano Rivera represented Ronald McDonald House New York. Also manning the phones in Tradebook's New York office was former NYC Mayor and Founder Michael R. Bloomberg, who helped to raise funds for participating charities. Celebrities also visited Bloomberg offices in London, Hong Kong, San Francisco and Sao Paulo to lend their support to the event.

Mr. Rivera joined other celebrities in taking client calls on the trading desk, and also taking a few fun photos with Bloomberg employees.

The net commissions earned via the event raised \$65,000 to help families staying at Ronald McDonald House New York. We are thankful to new board member Rich Wurtzburger of Peerless Clothing for assisting Ronald McDonald House New York, and for also attending the event to show his support.

Angel on a Leash Therapy Dog Halloween Parade and Party

Attendees of our annual Angel on a Leash Therapy Dog Halloween Parade stayed afterward for a special celebration in the Macy's Living Room that included treats, a runway show and a special appearance by Miss New York 2014 Jillian Tapper.



Photos by Kevin Morahan



Community Snapshots (continued)

Grandstand Sports Reception

Grandstand Sports held a “Farewell to the Captain” Q&A event and reception to benefit Ronald McDonald House New York, featuring former Yankees shortstop Derek Jeter. Among the many fans who met with Mr. Jeter, a resident family was in attendance to meet with our city’s great hero. Proceeds from a live auction held during the event raised \$22,500.



Photos by Michael Priest Photography

Route 29 Batman

The Route 29 Batman and his 1966 replica Batmobile once again visited with Ronald McDonald House New York as part of his NYC tour that included the Greenwich Village Halloween Parade, our Board of Associates’ Masquerade, and a little quality time with our families at dinner time.



Photos by Natalie Greaves

National Family Pajama Night

The Company Store®, famous for top quality, US-crafted bedding essentials, supported Ronald McDonald House Charities® throughout the US to celebrate the 4th annual National Family Pajama Night™ with a local event in New York City on a Saturday evening in November. As part of the promotion, The Company Store donated \$1 to RMHC for every pair of pajamas purchased from October 22 through to December 22nd of last year. At our house, a special celebration of the promotion was held where families wore their matching pajama sets and ate a gourmet meal of “breakfast for dinner,” provided by the New York Athletic Club. Miss New York 2014 Jillian Tapper also visited the House that evening, and wore her own pair of pajamas, provided by The Company Store.



Photos by Caitlin Conklin

Programs

Superhero for a Day

On October 4, 2014, the first-ever “Superhero for a Day” event was held throughout the House including the Macy’s Living Room, front lobby and in front of the building. With a superhero soundtrack and sounds provided by 16-year-old DJ Brae, resident families and participants in our hospital outreach program met Captain America, Spiderman, Thor and Batgirl. Real-life superheroes also joined in on the action with representatives visiting the House from the NYPD, FDNY, U.S. Coast Guard and U.S. Customs.

Nearly 200 people attended the day event, including 15 participants from Kings County Hospital Center, 10 family members from Hospital for Special Surgery, and 12 adults and children joined us from Morgan Stanley Children’s Hospital.

The parents and children all explored the different pieces of equipment that the first responders brought along, including learning about the fingerprinting process. The NYPD brought one of their horses from the mounted unit for a meet and greet, and the FDNY provided guided tours of a fire truck. The NYPD’s Bomb Squad also allowed the children to try on the bomb suit and discussed the equipment they use to help protect the city.

Families enjoyed a one-of-a-kind experience that included face painting by Agnostinos’s, treats from Dylan’s Candy Bar, a photo booth and portrait sessions with illustrators from Kids Comic Con. Other event sponsors and supporters include Archie Comics with Penny and Jonathan Goldwater; Shiri Cohen’s Living Sculptures; Balloon Saloon; Author/Actor Brandon T. Snider, The Dark Knight; Selfie Green Screen Photo Booth – PURE; Meagan Celeste; and Chris Doggart.

Each child who came to the event received a branded tote bag filled with goodies provided from by our sponsors. We are grateful to our heroes near and far who help us to provide rich, fulfilling programming experiences for our families when they need it most.



Programs (continued)

Superhero for a Day (continued)



Halloween Boo Bash

Our second annual Boo Bash was held at Kings County Hospital Center, with generous sponsorship provided by Alice+Olivia. The evening took place in the hospital's auditorium before an audience of approximately 300 children, caregivers, doctors, nurses and administrators, including Ernest Baptiste, executive director of Kings County Hospital Center.

About 170 child participants received a costume and a face painting session before participating in activities that included mask and candy bag decorating, fortune telling sessions, family portraits with Arthur Cohen, and a separate photo booth. DJ Equal provided the music.

The children also were able to guess how many candies were in a jar in order to win the filled candy jar as the prize. Participants received a branded tote bag when they arrived that they were allowed to fill candy and other donated snacks and goodies. Thank you to the following sponsors for donating yummy snacks for the event: Steve's Ice Cream, Pirates Booty, Insomnia Cookies, IZZY and Mash soft drinks.



Giving News

Throughout her 27 years volunteering at RMH-NY, Louise Tashjian and her fellow "Coffee and Cookies" colleagues have shared some of the most poignant moments with our families. Through triumph and sorrow, the "Coffee and Cookies" ladies' presence has been a welcome respite that our families have come to appreciate and rely on.

When the Tashjian family desired to do more for the families, they didn't have to look very far. Working with our President and CEO, William T. Sullivan, Major Gifts Officer Nikki Margarites, and our Operations Department, Edward and Louise Tashjian gifted a \$100,000 donation in support of a new refreshment station, providing a freshly renovated space to house breakfast pastries, cereals, coffee and other items.

On December 9th, the refreshment station was introduced to a special audience of family members and friends, who helped the Tashjians celebrate their many years of commitment and service to the Ronald McDonald House mission.

The joyous occasion concluded with a ribbon-cutting among the families. To learn more about how you can align your support with the Ronald McDonald House New York mission, please contact Nikki Soteropoulos Margarites, Director of Major Gifts, at (212) 639-0207 or nmargarites@rmh-newyork.org or visit www.rmh-newyork.org. ■



Photos by Natalie Greaves

Event Highlights

Share a Night

Our annual Share a Night celebration allowed us to open our doors to our friends and family in the community to expressing the significance of their respective faiths. At Share a Night, we lit the Christmas tree and Hanukah menorah lights preceded with a blessing ceremony for all faiths lead by Rev. Dr. Calvin O. Butts, III and Rabbi Scott Bolton. The evening kicked off included a check presentation by the Pat Dunne Foundation, created in memory of a longtime Ronald McDonald House New York volunteer.

Finally, families staying at the Ronald McDonald House as well as Share a Night guests were treated to a visit from the Radio City Musical Hall Santa and two members of the Rockettes.

Share a Night raised more than \$215,000 in support of our families and we are grateful to all sponsors and donors who either came out to the event, or donated a night's stay at Ronald McDonald House New York.

Photos at right:

1. Greyson and Cole with Santa and the Rockettes
2. Vice Chairman Harris Diamond with Amy Diamond and Rabbi Bolton.
3. David Frei with Angel and guests.
4. Guy M. Stewart Cancer Fund with David Frei, and Ken & Dorene Murdock of Save the Children.
5. Chaplain Cheryl Frei with David Frei, and Ken & Dorene Murdock of Save the Children.
6. The New York Pops
7. House residents enjoy the caroling.
8. Board members Candace Leeds and Linda Dunham with Rev. Dr. Butts and Bill Sullivan
9. RMH-NY Volunteers Nancy George-Michalson, Helena Russo, and Michael Abrams



Photos by Natalie Greaves

Masquerade

Ronald McDonald House New York's Board of Associates' third annual "Masquerade" raised more than \$400,000 in support of families battling pediatric cancer. Held at the Apella Event Space at Riverpark, "Masquerade" served up a night full of excitement and intrigue while supporting a great cause.

Led by Chairman and Ronald McDonald House New York board member Jesse Cole, the Ronald McDonald House New York Board of Associates is a non-policy making group of young professionals committed to philanthropy and the mission of the charity.

With great music, hors d'oeuvres, and luxury raffle prizes, the event also benefitted from live and chance auction items that included a \$10,000 Haute Hippie shopping spree, a hooded mink coat, tickets to Fashion Week and a getaway to Park City, Utah. Masquerade received major sponsorship support by RBC Capital Markets and ITG. Décor and masks were provided by Ricky's NYC.



Photos by Charles Manley

- Photos at left and above:
1. Board of Associates member Michael Marrale with guest.
 2. Route 29 Batman and the Batmobile.
 3. Masquerade guests with living statues.
 4. Trish Wescoat Pound and Jesse Cole with Chairman Emeritus Stanley Shopkorn.
 5. Masquerade guests bidding at the chance auction.
 6. Guy and Keren Weltsch with Ronald McDonald and guests.

Kids' Fun Run

On Saturday, November 8th, more than 1,000 children ranging in age from 4–17 years ran their races in Central Park, raising \$245,000. A record 30 community and school groups from throughout the tri-state area participated. The 16th annual Kids' Charity Fun Run was organized and produced with the cooperation of The City of New York, Mayor Bill de Blasio & Mitchell J. Silver, FAICP, the Commissioner of Parks & Recreations. The event received major support from lead sponsor The Blavatnik Family Foundation.



Photos by Nikki Margarites



Thank you to the sponsors and participants of this year's Fun Run!

Event Highlights (continued)

Cabaret with The New York Pops

Five-time Tony Award nominee **Kelli O'Hara** and Drama Desk nominee **Steven Pasquale** performed an intimate benefit concert titled *Kelli O'Hara and Friends* at 54 Below to benefit Ronald McDonald House New York and the New York Pops. The annual cabaret event, which raised \$129,000, was hosted by **Steven Reineke**, music director of The New York Pops, the evening will also featured performances by children participating in the PopsEd programs.



Kelly Langberg, Ronald McDonald House Board Member Steven Bensinger, Kelli O'Hara, Jeffrey Langberg, Carol Staab at 54 Below.

TCS New York Marathon

With 24 runners participating, this year's marathon team raised \$191,500 toward the event held last November. We would like to acknowledge the work of our top two fundraisers; Alex Gordon, who raised \$40,000; and Kira O'Grady, who raised \$30,000.



Team Ronald Marathon members joined us the night before for our pre-race pasta dinner.

Greek Division Christmas Party

Our Greek Division's Annual Christmas party raised \$193,000 under the leadership of Division Chairman Michael N. Bapis, Honorary Chairman Archbishop Demetrios, and Event Chairman James M. Orphanides, president & partner at Centurion Holdings, LLC. This year's event, held at the New York Athletic Club, honored Dean J. Poll, proprietor of the Loeb Boathouse Central Park and Gallagher's Steakhouse.

Entertainment was provided by Tony Award-nominated actor and singer Constantine Maroulis and violinist Maria Manousaki. We would like to thank the entire committee of the Greek Division for helping to make this year's event successful.



We are grateful for the leadership and support of our chairs and committee members in support of the Greek Division Christmas party.

David Yurman In-Store Cocktail Reception

Bob and Cynthia Knakal served as the host of this year's in-store event to benefit our families. We are thankful for their support, which raised \$37,500 in donations.



Bob and Cynthia Knakal with President & CEO William T. Sullivan.



Carol Staab

Calendar of Events

Save the Date

CHFF Casino Night

March 13, 2015

Fino Wall Street
1 Wall Street Court, Between
Hanover Street & Pearl Street

ING NYC Half Marathon

March 15, 2015

7:30AM
Manhattan

Hogs for Hope "Hope to Ride" Motorcycle Run

April 26, 2015

9:00AM Registration
11:30AM kickstands up
1:00 PM party
Croton Gorge Park Police
Escort Ride to JFK Marina
on Hudson River

TD Bank Five Boro Bike Tour

Sunday, May 3, 2015

6:30AM
Battery Park

Greek Walk-A-Thon

Saturday, May 15, 2015

9:00AM
Ronald McDonald House New York

23rd Annual Gala

Monday, May 18, 2015

6:30PM - 9:30PM
Waldorf=Astoria

TD Bank Five Boro Bike Tour

May 3, 2015 • 6:30AM

As the nation's largest cycling event, the TD Bank Five Boro Bike Tour gives New Yorkers a unique opportunity to rule the road en masse in a tremendous show of pride for the places, people and charitable organizations that are most important to them.

Ronald McDonald House New York's team is actively seeking participants for its team. If you would like to join us as we cycle toward hope for our families, please contact Sue Houston at (212) 639-0500, or shouston@rmh-newyork.org.

23rd Annual Gala

May 18, 2015 • 6:30PM

It's one of the most important nights of the year for Ronald McDonald House New York, and a very special night for all who attend. The 23rd annual gala will celebrate the achievements of this year's honorees: Emanuel Chirico, chairman and chief executive officer of PVH Corp.; and Keith Sherin, chairman and chief executive officer of GE Capital.

The evening will feature live music provided courtesy of the New York Pops Orchestra, Broadway Inspirational Voices and guest appearances by some of the resident families whose lives have been impacted by their stay, inspiring new hope in their battle against cancer.

For tickets or more information, contact Richard Martin at (212) 639-0206, or rmartin@rmh-newyork.org.

Save the Date:
Team Ronald Heroes
June 24, 2015 at Guastavino's



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23rd Annual Gala May 18, 2015

6:30 p.m. – 9:30 p.m.

Waldorf Astoria Grand Ballroom

Honoring

Keith S. Sherin

Chief Executive Officer, GE Capital

And

Emanuel “Manny” Chirico

Chairman and Chief Executive Officer
PVH Corp.

For more information, visit
www.rmh-newyork.org.
