



Ronald
McDonald
House®
New York



2023 Q4
NEWSLETTER

RMH-NY'S JOURNEY OF EXPANSION: ENRICHING MORE LIVES



Nearly 45 years ago, Ronald McDonald House New York opened its doors. Then, it was a 24-room brownstone on East 86th Street. As the years unfolded, Pediatric Oncology treatment in New York City advanced exponentially and so the need to support families traveling to NYC for care increased.

So, in 1992 we tripled our capacity to host families by building an 84-room house on East 73rd Street. However, the demand for more temporary housing persisted. In 2017, a bold vision emerged to meet this need. Through a \$23.6 million renovation, we added 11 rooms and also became the first organization in New York State to offer post-transplant suites.

Beyond bricks and mortar, we embrace family-centered care. Social workers, daily meals, support groups, transportation offerings and more have become cornerstones of our service. Our families' well-being has always been our North Star.

After 44 years, we continue to evolve. We're taking our learnings directly to hospitals by creating Family Rooms, offering programs, hosting enriching events, and connecting families to vital services. This ongoing expansion multiplies our impact.

To our steadfast supporters, your belief in our journey makes all the difference. Thank you for standing by us as we continue to grow to constantly help more families.



THE THERAPY DOG STORY TIME

Last month's Therapy Dog Story Time with our beloved furry friend, Oscar, was a heartwarming experience for kids and families alike. Oscar's gentle presence and wagging tail created a warm and inviting atmosphere, encouraging children to hear their favorite stories. This new monthly event promises to be a cherished tradition, providing moments of comfort, joy, and shared tales with our four-legged companion.



RMH-NY WENT GOLD FOR CHILDHOOD CANCER AWARENESS MONTH

In honor of Childhood Cancer Awareness Month, we hosted Go Gold Day at RMH-NY in September, when all staff and families wore gold or yellow. Throughout the day, caregivers had the opportunity to visit our Wellness Center for massage treatments and more. In the evening, the festivities culminated into a big celebration in our dining room. Children and their families were invited to participate in various crafts, cupcake decorating, and temporary tattoos. Afterward, dinner was served for everyone.

HOW WE PROVIDE A FULL CIRCLE OF SUPPORT

Because of you, housing and fun activities aren't the only services we offer to families during these difficult times. Because of your contributions, we are able to offer wraparound support that separate us from other organizations serving medically complex families. Our transportation program reduces stress for families by making it easier to reach their child's bedside and medical appointments; our meal program removes the need for families to search for, purchase, and cook food in order to receive necessary nutrients; and our wellness programming enhances caregivers' mental health by providing them with a space to relax, workout, and engage in activities that promote mental healing.



At the House...

While we are so excited to bring our services directly to families in hospitals. We will always remain as a *Home Away from Home* for people outside of New York City who must travel here to receive care for their children. We are thrilled that we are once again at full capacity, and our in-House programs are better than ever.

Because of you, in the first nine months of 2023



653

Different Families Stayed at the House



2,132

Children and Family Members Served



18

Average Number of Nights per Family



38,487

Meals Distributed



12,500

Rides to and from Hospitals Provided



4,804

Times Caregivers Utilized our Wellness Programs

HOW WE'RE IMPACTING NEW YORKERS



After 44 Years serving families from outside New York City that are traveling here for treatment, RMH-NY has decided to leverage everything we've learned to also help New Yorkers with a child diagnosed with a serious illness. By doing so, **we are exponentially growing the number of families benefiting from your support.**



RONALD MCDONALD FAMILY ROOMS

For families with hospitalized children, days can feel never-ending. Thankfully, there's a place for them to recharge: a Ronald McDonald Family Room. Steps away from their child's bedside, our Ronald McDonald Family Rooms offer a place for families to de-stress and regroup away from the medical environment. Staffed and tailored to cater to their unique needs, our Family Room is a refuge for families during these difficult times. They offer a break from the sounds of hospital machines, a comfortable space for restorative naps, and moments of normalcy - like savoring a cup of coffee in peace.

MEET STEPHANIE

One New York mother, Stephanie, has been visiting the Ronald McDonald Family Room at NYC Health + Hospitals Elmhurst every day for over 90 days as her premature twins fight to become strong enough to go home. When it was Stephanie's birthday last month, our staff surprised her with her favorite meal and a Target gift card to use for baby supplies. Her gratitude and joy radiated, captured in this heartwarming photo. As she continues her journey until her little ones are ready to go home, Stephanie finds solace and support in the Family Room that you help make possible. Stephanie says that because of us, she doesn't feel alone on her journey.

IMPACT BY THE NUMBERS*

RONALD MCDONALD FAMILY ROOMS WERE UTILIZED **3,435** TIMES

WE HOSTED **23** MUSICAL MAGIC CONCERTS
ENJOYED BY **792** CHILDREN AND CAREGIVERS.

WE DELIVERED **14,127** ACTIVITY AND SNACK PACKS TO **11** HOSPITALS

*Impact numbers reflect January to September 2023 outcomes





Wini Cudjoe
Chief Operating Officer and RMH-NY Staff Member for over 30 years

MEET WINI

What is your role at the House?

I serve as the leader of both the Operations and Family Support teams. These teams are instrumental in managing the day-to-day needs of our families. Through careful design and thoughtful personal touches, we create an environment at both our East 73rd Street facility and Family Rooms in hospitals that make RMH-NY a true *Home Away from Home* for hundreds, and now thousands, of families each year.

How have things evolved since you started at RMH-NY 30 years ago?

Over the past three decades, I've witnessed a remarkable evolution at RMH-NY. We've transformed from being primarily a warm and welcoming place to stay, to a comprehensive organization that places family-centered care at the forefront. It feels like a natural progression that we're extending our services beyond East 73rd Street to reach thousands, literally thousands, more children and family members directly in hospitals. I'm truly ecstatic to be a part of this growth and extend my heartfelt thanks to all our supporters, volunteers, and staff who are making this expansion possible.

INVEST IN OUR CAMPAIGN TO EXPAND



Through the past 44 Years of serving medically complex families, we have helped **60,000** children and their family members at the House. Through our expansion, by 2025, we will more than **DOUBLE** the number of children and families that benefit from our services to a total of **140,000**.

Join us in shaping a brighter future for families battling pediatric illnesses. Together, we will:

INCREASE OUR FOOTPRINT

- 🍃 Create more Ronald McDonald Family Rooms
- 🍃 Reach 30% more families each year through our Hospital Outreach Programs
- 🍃 Develop partnerships with more hospitals and community-based organizations

EVOLVE DIRECT PATIENT SUPPORT

- 🍃 Offer three meals every day to every family
- 🍃 Grant access to on-demand transportation to hospitals
- 🍃 Enhance Family Support Services with more social workers and resource navigation help.

FORTIFY A GROWING TEAM

- 🍃 Hire dozens of additional staff members to provide more focused and personalized services to in-House families, and to help more families directly in hospitals.



As we strive to **deepen our impact**, please consider **increasing your support** to Ronald McDonald House New York this year. We appreciate you and cannot do what we do without your help.

Thank you.

SMARTER GIVING

Join us in providing a lasting impact for families battling serious pediatric illnesses by exploring smarter giving methods. By making a planned gift such as charitable bequests in your will, a gift of life insurance, life income gifts or pension gifts, you can help keep families close for years to come. Contact us for more information about ways you can leave a legacy at the House, including through Qualified Charitable Distributions from your IRA or Planned Giving.

For more information, to request a tour, or make a gift please contact:

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