



AROUND the **HOUSE**

The Magazine for Ronald McDonald House of New York, Inc.

**SUMMER!
IN THE CITY!**
THE INAUGURAL CAMP
RONALD MCDONALD



INSIDE:

- * Best Bets Win
- * Spiritual Care
- * An Amazing Picnic
- * And MORE!



AROUND the HOUSE

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



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PRESIDENT'S LETTER



Bill Sullivan, President (left), and Stanley Shopkorn, Chairman of the Board

DEAR FRIENDS,

Catch the cool breeze of summer! While this time of year is usually a time for relaxing, we can tell you that things at the Ronald McDonald House have not slowed one bit. On July 2nd we started our newest program, Camp Ronald McDonald House, with great fanfare. Now our special kids and their siblings won't miss out on what many children consider the highpoint in their lives – "Going To Summer Camp". This *Around the House* issue will feature Camp Ronald McDonald and share this fun-filled memorable program in vivid detail with you.

This issue will also feature an article pertaining to our ongoing Spiritual and Emotional Care, as well as a spotlight on our terrific partnership with Gilda's Club and nycTIES. In addition, you'll hear about a host of fundraising events scheduled for this fall including the New York Giants Dinner, the Winged Foot Golf Outing, the Kids Charity Fun Run and the Little Mermaid Theatre Benefit, to name a few. And, we know you'll enjoy a heartwarming story of the Schaney Family from North Carolina.

In a few short months Stanley Shopkorn will celebrate one year as Chairman of the Board of the Ronald McDonald House of New York, Inc. During Stanley's tenure as Chairman, he proudly balanced the budget in 2006 and launched the most successful operational finance campaign in the House's history in 2007. This year's Gala was the largest in its 15 year history, and this fall is poised to be equally successful. It was announced at the last Board Meeting that we continue to make significant progress in our quest to build a new and larger House to accommodate the great demand for young cancer patients and their families. Finally, Stanley announced the establishment of a Long Range Planning Committee dedicated to directing us in the right path over the next three to five years. Under Stanley's enthusiastic leadership I have no doubt we will achieve awesome success! We are fortunate to have Stanley as our leader.

It is my very great pleasure to announce that the Ronald McDonald House of New York was recently chosen by a panel of judges as one of the winners of the 2007 Ronald McDonald House Charities (RMHC) "Best Bets" Awards! These prestigious awards are presented during the RMHC International Conference, which is held bi-annually and gathers representatives from more than 200 Ronald McDonald House Charities worldwide, to share best practices and discuss the most compelling issues facing nonprofits today.

Our entry for "Volunteer Program Teams" was voted the best in the category of "Volunteer Recruitment/ Training". Our House will be sending a delegation of 25 volunteers and staff to this Conference and will happily accept this award during the Best Bets Gala Celebration in Chicago on August 17, 2007.

Our House was applauded for the wonderful programs we have implemented, specifically our volunteer program, which was developed as a multi-team focused effort designed to create and execute an activity for every night of the year. In order to fund the various activities, the volunteer teams come together each year to host fundraisers to pay for all of the programs they run throughout the year. They are also responsible for reaching out to the community to invite local businesses, religious institutions and/or community groups to host a party or event at the House. In addition to aiding in the successful planning and execution of volunteer activities, this has also proven to be an excellent method of recruiting new volunteers. Heartfelt congratulations to all the members of our award winning volunteer program! Your efforts are greatly appreciated.

Finally, we wish to say thank you to our ongoing financial supporters whose generosity enables us to do so much good for so many special kids and families. Please have a restful and safe remainder of the summer.

Sincerely,

William T. Sullivan

President and Chief Executive Officer

WHAT'S NEW **AT THE HOUSE?**

CONGRATULATIONS VOLUNTEERS!

RMDH OF NEW YORK WINS INTERNATIONAL "BEST BETS" COMPETITION FROM RONALD MCDONALD HOUSE CHARITIES INTERNATIONAL CONFERENCE



THE HEARTS OF ONE

FAMILY, one doctor and one community opened the doors of the first Ronald McDonald House in Philadelphia in 1974. Since then, the generous hearts in hundreds of communities worldwide have opened

nearly 270 Ronald McDonald Houses to serve families of children receiving medical treatment. In addition, more than 110 Ronald McDonald Family Room programs have been created, giving families a place of respite in hospitals.

This month, members of the Ronald McDonald House Charities family will

gather in Chicago for the 2007 International Conference, to share strategies and stories, and to recognize the most successful and innovative efforts by local Ronald McDonald House Charities. Our own Ronald McDonald House of New York will receive a "Best Bets" Award at this year's International Conference, for outstanding Volunteer Program Teams. The award is chosen by a panel of judges (including our colleagues on the RMHC Global Advisory Council), and includes a US\$5,000 grant from RMHC Global. The Best Bets competition has four broad categories – Reach, Relationships, Reputation, Resources – as defined in the RMHC Global Performance Plan. Our Best Bets Award

qualifies RMDH New York for consideration as the overall Best-of-the Best "Relationships" category winner, which includes an additional US\$10,000 grant.

Major congratulations go out to all our volunteers and staff for this exceptional achievement. Stay tuned for a report on the International Conference in the next issue of *Around the House*.

CARDS FOR A CAUSE

2007 Holiday Cards

Ahead of the three-month warning bell for Holiday planning, Ronald McDonald House announces a new product that will brighten faces and save lives. For just \$10, you can purchase a package of 12 Ronald McDonald House Holiday-themed cards, with over 50% of proceeds going directly to RMDH of New York. Adorned with a special winter edition of the RMDH logo, these collector's items are a must-have for everyone on your list. Order them while they last!



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Center

New York
University Hospital

Rusk Institute

St. Vincent's
Hospital



BOARD MEMBER SPOTLIGHT

JERRY DE ST. PAER Over the last fifteen years, Ronald McDonald House Board Member Jerry de St. Paer has seen a lot of changes at the House. "In some ways," de St. Paer says, "the more it changes, the more it stays the same." The same values and personal, dedicated compassion that brought him to the House in 1992 are its guiding principles today. De St. Paer first visited the House with his wife Karen. "Once you touch the House,"

he recalls, "it gets you. It got us both." Ronald McDonald House approached de St. Paer about joining the Board while he was CFO at The Equitable Companies, a highly respected insurance group. At the time, RMDH wanted to expand its board membership from primarily McDonald's Restaurant franchisees.

"I always found the franchisees to be extraordinary people," de St. Paer says. "This was, for them, a huge way of giving back to the community. These guys personally guaranteed bonds for the construction of the new House. Their level of commitment is amazing."

As the services and scope of the House continued to grow, the Board sought to balance franchisees with people from the New York City business community. "The new people from the business community are likewise extraordinary," de St. Paer says. "The thing that unites us all is our humanness."

Since his initial contact with the House, de St. Paer's involvement has branched out into three major areas. First are his responsibilities as Board Director, which includes serving on the committee for an event he founded, "Skate with the Greats." One of RMDH's most beloved and successful annual fundraisers,

"Skates" brings the NHL's New York Rangers together with RMDH families and benefactors. The event raised \$1.2 million last year, de St. Paer says. "To watch the personal attachment of, for example, the Rangers players, is heartwarming."

The second area of de St. Paer's House involvement is business-related: wherever he works, he builds a relationship between his company and the House. Now a Senior Vice President of Finance at AIG, de St. Paer continues to encourage involvement with RMDH. AIG's CFO Steve Bensinger is now the Chair of the Committee organizing "Skates with the Greats."

Jerry de St. Paer and his Insurance-industry colleagues have also traditionally hosted July 4th celebrations at the House. His teams have dressed up in t-shirts, hired clowns, and flipped burgers and hotdogs for the kids. "I was able to watch the House touch a lot of people in the company through their involvement," de St. Paer says.

Finally, de St. Paer's relationship to the House is deeply personal. On Thanksgivings, Jerry, his wife Karen, and their three children helped to cook and serve dinner. "With us," de St. Paer says, "it has been a family affair. Every Thanksgiving we'd bring our carving knives over and the House staff told us what to do. For that day, we became part of the team."

Indeed, de St. Paer, his family and colleagues are invaluable members of the Ronald McDonald House team. As the House continues to grow and evolve, it's important to have Board members with a comprehensive, deeply felt connection to the House's mission. Lucky for us, Jerry de St. Paer's commitment to RMDH stays strong, no matter what else changes.

WISH LIST

FROM BEDDING TO HOUSEHOLD CLEANERS, we need to replenish our cupboards. Through your generosity, we hope to fulfill the below requests. Please send new items to Arlene Mirabel's attention at the House. For an updated wish list and quantities needed, please go to http://www.rmdh.org/involved_5.html.

405 East 73rd Street
New York, NY 10021
Tel: 212-639-0100

New items only please.

- Scrap booking items
- Craft supplies
- "Green" laundry detergent
- Toiletries
- Clorox or Lysol wipes
- Toilet paper
- Paper towels
- Towels
- Pillows
- Paper goods: cups, plates, napkins
- Dishware
- Glasses (tumblers)
- Assorted tea bags
- Plastic storage containers
- Snack items
- Pens
- Notepads
- Rulers
- Office supplies
- Correction fluid
- Magazine holders
- 3" & 11/2 white binders
- Rubber bands
- Small binder's clips
- First aid Supplies
- 1/3 cut manila file folders



CALLING

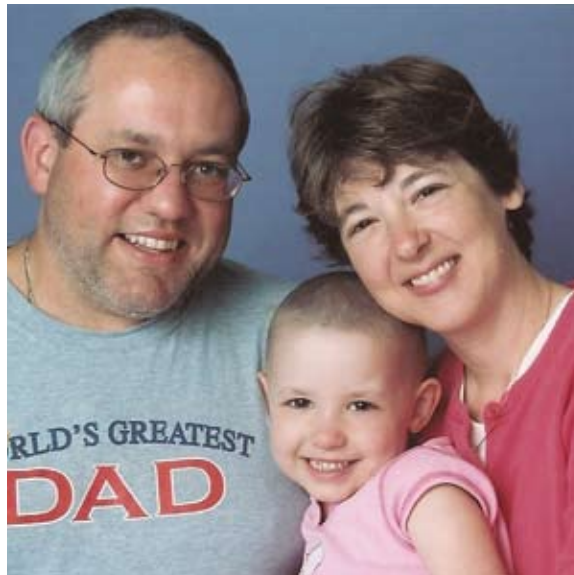
When pediatric cancer hits a medical professional's family

NURSE SCHANEY

Alexandra was diagnosed with Neuroblastoma when she was four years old. Like so many young cancer survivors, over the following three years she developed a maturity and perspective far beyond what one thinks possible in someone so young. Last summer, she organized a big yard sale to benefit other children with cancer, and even sold her own toys. With the help of a matching donation, Alexandra raised \$1400 for the Carolinas Medical Center in Charlotte, North Carolina. All this, and she hasn't started second grade yet.

Alexandra may have inherited her compassionate instincts from her mother Kelly, an ER Nurse in the trauma center at Carolinas Medical Center. Kelly and her husband, Clint, are as proactive in caring for their daughter as she is in helping others. Kelly has brought a medical professional's insider knowledge to navigating the pediatric cancer care system, but far from having any secret key to health, Kelly's informed perspective brings its own unique challenges and advantages.

"From a husband's perspective," Clint says, "it's comforting. I could rely on her



when the doctors talked over my head. It was nice to look at her, and see that she knew what was going on.”

Kelly smiles at her husband as he says this. “Thank you,” she says, reaching for his hand. The Schaney’s have been through a lot since the diagnosis, and it’s brought the family closer. “We each have different roles,” she says. “Clint provides the emotional support.”

“I think overall it’s a good thing,” Kelly says, of her medical background. Her training as a trauma nurse taught her the importance of simple tasks like hand washing, knowing what Alexandra should be around and what she shouldn’t, and cleaning needles, ports and catheters.

Clint, who works as a Master Volvo Technician, brings an engineer’s perspective to the process. “I expected [the doctors] to tell me how to fix this and get back to normal life,” he says. “They just tell you what they’re going to try, and they don’t know if it’s going to work. As far as we’ve come along with technology, they can’t tell me how to fix my daughter.”

The family’s experience with the pediatric system has been mixed. “When you get forty-page medical bills and you have to make sense of them...” Kelly says. “I should not have to do that. Our child has a disease, too many places see her as a number. We should just be spending time with our child.”

Alexandra initially began treatments in North Carolina, but doctors at Carolina Medical Center couldn’t “clear” her – a 100% elimination of all cancer cells – so the Schaneys came to Memorial Sloan-Kettering Cancer Center and Ronald McDonald House in New York. Here, they found institutions offering two distinct advantages: first, an unparalleled level of expertise and innovation in treating pediatric cancer; second, a compassionate understanding of their daughter’s life.

“I’m very happy with [Sloan],” Kelly says. “Our doctor back home had sent other kids there, and Sloan lets Alexandra and the other kids do as much care as they can at home. They try to make her feel as comfortable as possible.”

“It’s all about quality of life,” Clint says. “Sloan understands this. They know they can’t cure everything, but they are going to make [the child’s] quality of life as good as it can be.”

During their stays in New York, the Schaneys found a welcome home at Ronald McDonald House. “I don’t know what I’d do without the other families,” Kelly says. “Ronald McDonald House has been great. The shows, the dinners, we’ve met people from all over the world.”

Clint says the support his family gets at the House makes him feel better about having to stay in North Carolina for work.

they say in doctor’s meetings” she says, “and go home and study it. Research it on the Internet, you need to understand what they’re saying and why they’re saying it. Question them until you understand it. Don’t get intimidated. If it’s not life or death that instant, go home and think about it, talk it out with your spouse.”

By April of 2005, Sloan-Kettering doctors were able to get Alexandra totally free of cancer cells. The remission lasted a full 22 months, until March of 2007. After another round of treatments this spring and summer, Alexandra is once again completely disease free.

“If we have to think of the good things that have come out of this,” Clint says, “our faith and our family has grown so much stronger. And how many people’s lives she’s touched.”

He knows his wife and daughter will have help if they need it. Kelly recalls that once during the renovation construction on the RMDH facility, Alexandra lost her blanket somewhere in the House. “Wini [Cudjoe, House Manager] got on the two-way radio and had the whole House searching for the blanket,” Kelly says. One of the construction workers, many of whom also dropped everything to help the search, found the blanket in a pile of work rags. He got it back to Alexandra. “What other place would do that?” Kelly says.

When asked whether she has any advice for other parents, as a medical professional navigating that same pediatric cancer system, she is quick to answer. “Write down what

“We couldn’t have done it by ourselves,” Kelly says. From her efforts to raise money for other children with cancer, it’s clear that young Alexandra has already learned that lesson: people need support in times of struggle.

“If we have to think of the good things that have come out of this,” Clint says, “our faith and our family has grown so much stronger. And how many people’s lives she’s touched.”

Indeed, young Alexandra has already positively impacted many in her community. At such a young age – and with a clean bill of health – the world had better look out, because she’s just getting started. ✨

SPIRITUAL & EMOTIONAL CARE

Chaplain Cherilyn Frei
and Dr. Mark Roberts
are the backbone of the
RMDH support system.

AT THE GALA CELEBRATION THIS YEAR, THERE WAS A MOMENT DISTINCTLY apart from the evening's festivities. It's a moment we try not to focus on too often, but it is the one standing in the center of all our work, the very purpose of Ronald McDonald House. At the end of the video presentation, a light blue summer sky glowed on the big screen. There, in the silence of one thousand people seated in reverence, the names of beloved Ronald McDonald House children who passed away in the last year scrolled slowly upwards, as if floating to heaven.

Each name held a universe, a few letters signifying the love of a family, the center of a home. And each name held a hundred stories, some of which will remain untold, kept in the quietest part of a single person's heart.

The Ronald McDonald House of New York is a place for families to live. It's a home, a family home. As in any house, sometimes there are moments of crisis and need, and everyday smaller moments when a member simply needs support, to be held up by others when they've been handling too much. Ronald McDonald House recognizes the existence of these moments, and seeks to provide the best support it can for all members of the RMDH family—parents, siblings, staff, volunteers, patients—through personal, comprehensive emotional and spiritual care.

"One mother told me, 'If I can get ten minutes of normal every day, I can handle the rest,'" said Chaplain and Director of Emotional and Spiritual Care, Cherilyn Frei, who runs RMDH's Emotional and Spiritual Care programs with the help of Dr. Mark Roberts.

"We try to give them that ten minutes."

The process of providing care for families begins the first day they arrive at Ronald McDonald House. "When they come here," Chaplain Frei says, "they've possibly recently had the diagnosis. Their world's been turned upside down. We try to make them feel as welcome and comfortable as possible, and introduce them to other families."

Dr. Roberts and Chaplain Frei are on-call twenty-four hours a day, seven days a week. Chaplain Frei, M.S., M.A., organizes and leads weekly Interfaith and Catholic religious services, and meets with individuals and families to provide ongoing emotional and spiritual support. Dr. Roberts, PhD., LMFT, a family therapist, also meets with individuals and families, and provides stress management training based on mindful meditation techniques. Both Frei and Roberts provide bereavement care, and facilitate New Guest Orientations and support groups through places like the Leukemia and Lymphoma Society.

The care they provide for families often falls outside these services. Sometimes it means having dinner with a family, or stopping to pray with a parent in the hallway, or accompanying a child to



the hospital in an ambulance. “Sometimes it only takes a minute,” says Frei, “to listen to someone or pray for them. Or just touch their shoulder.”

In all they do, Frei and Roberts try to specialize their care for the unique needs of Ronald McDonald House guests. “Even

“Sometimes it only takes a minute,” says Frei, “to listen to someone or pray for them. Or just touch their shoulder.”

though we may have twenty kids with neuroblastoma in the House,” Frei says, “each child reacts totally differently from the rest, from the kid in the room next door.”

Dr. Roberts has found flexible methods are sometimes needed to reach a child. “We don’t push ourselves on them,” he says. “We



can’t.” Roberts recalls meeting one child in the RMDH library for a session. The kid didn’t want to be there, and asked to go to the Playroom. Dr. Roberts let him go, recognizing that in the midst of an intense, closely monitored stay at the hospital, the young boy needed a moment of empowerment, of being listened to and understood by an adult. Four years later, Dr. Roberts is still in touch with the child and his family.

As Ronald McDonald House Chaplain, Cheryl Frei has her own unique stories. She has married a couple in a Medical Intensive Care Unit, as the dying wish of the groom, who wanted to marry the love of his life before he passed away. She’s arranged belated baptisms for children sick since they were infants, as well as Catholic First Communions and Confirmations. She is often in consultation with Rabbis, Imams, and other religious leaders to offer faith-based perspectives for families on important life and death decisions.

Roberts and Frei work together to coordinate continuous support for families, passing responsibilities back and forth as the needs of patients fall into one another’s areas of expertise. Whenever there is a crisis at the House – medical or otherwise – Chaplain Frei and Dr. Roberts are the ones who get called in the middle of the night. “We live with the hearts and minds of the families,” Roberts says of his long-term care role. “We’re not someone who comes in for a day.”

“To visit the sick, to care for the sick,” says Frei, “through all faiths throughout the world, is a commonality.”

Both Roberts and Frei say it astonishes them how much gratitude they encounter in

the perspectives of Ronald McDonald House families. Dr. Roberts calls it “an element of fearlessness, and a willingness to grow.”

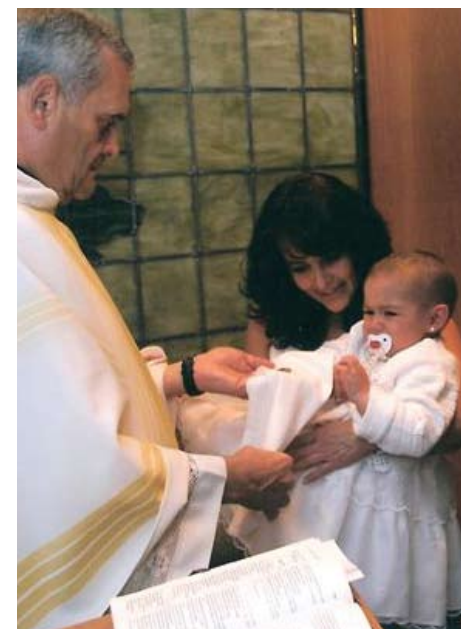
“In all the years I’ve done this,” says Frei, “I’ve never met a patient or a family that wasn’t grateful. They don’t say it to everyone, but they say it to me.”

When the names of Ronald McDonald House children scrolled across the blue-sky background at the Gala that night, there was one name that stuck out for many in the audience—though all Ronald McDonald House children are special, and each leaves a unique mark. A long-time resident of the House, this young man was compassionate and gregarious, reaching out and connecting with many, many people despite his tremendous and ongoing physical pain. When he died this spring, there wasn’t an untouched heart in the Ronald McDonald House family. Chaplain Frei and Dr. Roberts had nearly double their contact with families, staff, and volunteers during the month that followed this young man’s death.

With the support of Dr. Roberts and Chaplain Frei, and each other, many have found gratitude in the midst of their pain, for the gifts they have been given, for the laughs and life they have shared.

“God never promised that we wouldn’t suffer,” Frei says, “but that we wouldn’t suffer alone.”

Perhaps, with continued spiritual and emotional support, we may find the courage to tell those stories we keep, unspoken, in the sacred corners of our hearts. ✿



HERE COMES THE

SUN

RMDH's inaugural Camp Ronald McDonald adds a new dimension to summer at the House



At the Opening BBQ for Camp Ronald McDonald's inaugural summer session, the kids all wore blue hats and white t-shirts: typical camp attire. Immediately after arriving, a game broke out between all the kids, which this editor, despite intense scrutiny, was completely unable to discern the logic or rules of. There's something magical about a group of kids gathered just to have fun.

They become a kind of single organism, moving this way and that, shouting as decisions are made by collective instinct, and whimsy. Play. Run over there. Laugh. Run back. Laugh again. Be.

As the event rolled from games to hot dogs and burgers, the terrace at Ronald McDonald House filled up. "Tomato!" one child yelled, and every kid jumped up and ran around (once again to the editor's bewilderment, but anyway it looked like fun). Maija Judelson, the woman who masterminded this summer's Camp Ronald McDonald, mingled with parents and kids as she handed out music sheets for the sing-a-long.

"Really the true purpose of camp," says Judelson, "is to let kids be kids. And the children at RMDH are in need of just that – the chance to be a kid."

Over eight weeks in July and August, Camp Ronald McDonald runs full day programs Monday through Friday at the House, and special daytrips to places like The New York Trapeze School, Downtown Boathouse for kayaking on the Hudson River, Chelsea Piers, and the Bronx Zoo among many others. Activities also include an overnight camping experience at Camp Alpine in New Jersey, where families stay together in platform tents and take part in traditional summer camp activities like archery, swimming, climbing, and of course, campfires.

"With a cancer diagnosis, the whole idea of being a kid changes," Judelson says. "All of a sudden, complicated drug names and treatment protocols replace after school baseball practice and birthday parties. Life gets very complicated, very quickly. So – in comes camp."

Camp Ronald McDonald House is a place where RMDH kids can do kid stuff, "Like getting in a water fight," Judelson says, "doing arts and crafts, sleeping in a tent, or even just simply making funny faces."

Parent Kim Reed looked on as her two children, Jaxxon and Lexi,



James Dreifuss (above) and Kira Tran (bottom left) are two of the many kids participating in this summer's inaugural Camp Ronald McDonald.

"Really the true purpose of camp," says Judelson, "is to let kids be kids."



played in the Camp's games. Lexi spent the whole day doing camp activities, and her brother Jax joined her after his chemotherapy sessions at the Hospital.

"Lexi had a blast at Camp," Reed says. "She said it was the most fun she's had in a long time. She said she can't wait to come back."

Lexi's only in town for a few days visiting her brother, says Reed. But the fact that her visit to RMDH was a positive one is absolutely crucial. Jax misses his sister dearly, and the visit gave him a real boost. "She's his best medicine," Reed says.

The day camp program at the Ronald McDonald House facility includes a vast array of activities, from science projects to circus yoga, body painting to costume parties. "There was a great energy at the check-in table for Camp," says Human Resources Director Ralph Vogel. "Kids were coming down that hadn't signed up, looking in and seeing what was going on, and getting their parents to sign them up. They were excited."

As the Opening BBQ became an Opening Campfire and sing-a-long, a soft-spoken young man named Roy took his guitar to the center of the gathered circle. Roy is nineteen years old, and currently lives with his mother at Ronald McDonald House, where he is recovering from a stem cell transplant. Around his treatment schedule, Roy volunteers as Camp Troubadour, playing guitar and leading one of the most time-honored traditions of any summer camp: awkward group singing.

"I'm feeling great," Roy says. "This is a great way to pass the time for me. Everyone here is awesome."

The crowd quiets as Roy starts the first song. The kids (and parents) are a little shy to join him, so Roy picks up his own volume, leading by example. "Here come the sun," he sings, "Little darlin', the smiles returning to their faces." Slowly, tentatively, the circles of kids in white t-shirts and blue hats join him for the chorus. "It's all right," they sing. "Here comes the sun!"

The moment is precious, full of the innocent joy one might find at any summer camp, anywhere in the world. This is the transformation Judelson and her colleagues were hoping for.

"All of a sudden, they aren't kids with cancer," she says.

"They're just kids." ❁

FUNDRAISING EVENTS

* MONDAY EVENING WITH THE NEW YORK FOOTBALL GIANTS



THE NEW YORK GIANTS FOOTBALL organization has a long-standing, generous relationship with Ronald McDonald House of New York. The late New York Giants owners Wellington Mara and Robert Tisch donated the grant for the House's renovated, state-of-the-art Playroom. Every year, the Giants host a wonderful Cocktail Reception, Dinner, & Live Auction of Giants Memorabilia benefiting Ronald McDonald House. This year's special evening offers a chance to meet and mingle with players, and get autographs and photos with the team. Over the years, the players have become as comfortable and compassionate with the RMDH kids and families as anyone else on our House team. Guests who contribute at the top level will be joined by a New York Giants player at their dinner table! Don't miss this wonderful night of fun for a great cause. This year's event sponsors are Deloitte and Bear Stearns.

Monday, September 24, 2007, 6:30pm, New York Athletic Club

*New York Giants
Quarterback
Eli Manning signs
autographs and
mingles with guests.*



For more information please check out our website: www.rmdh.org or contact Whitney Joyce, WhitneyJ@rmdh.org, 212.639.0600.

* 2ND ANNUAL GOLF CLASSIC

BUILDING ON LAST YEAR'S SUCCESS, the Second Annual Golf Classic at Winged Foot Golf Club in October will be once again the significant event of the sporting season. Home of several past U.S. Open and U.S. Amateur tournaments, Winged Foot is ranked as one of the top golf courses in the country. This year, guests will have the rare opportunity to play the west course—ranked 5th nation-wide. Marsh Inc. returns as Title Sponsor of the tournament, with Timothy Mahoney, Marsh CEO of the Americas, serving as Event Chairman. In addition to enjoying a round of golf at one of the most beautiful and challenging courses around, guests can also look forward to lunch, dinner, cocktails, gift bags, as well as live and silent auctions, and a raffle. Don't miss this once-in-a-lifetime (or at least once-a-year) opportunity to double-bogey some of the greatest holes in all of golf!

Monday, October 1, 2007, 11am, Winged Foot Golf Club



For more information please check out our website: www.rmdh.org or contact Whitney Joyce, WhitneyJ@rmdh.org, 212.639.0600.

SAVE the DATE

Mark your calendar with these upcoming RMDH Fundraising Events you won't want to miss.

Monday Night Football with the New York Giants

Date: Monday,
September 24, 2007

Location: New York Athletic Club

Winged Foot Golf Outing

Date: Monday,
October 1, 2007

Location: Winged Foot Golf
Club, Mamaroneck, NY

Kids Charity Fun Run

Date: Saturday,
November 3, 2007

Location: Central Park



Saturday, November 3, 2007
12:30pm, Central Park, NYC

KIDS CHARITY FUN RUN

EVERY YEAR, THE NEW YORK CITY MARATHON draws crowds and athletes from all over the world to compete or simply endure the physical feat of running 26.2 miles. The day before the big race, an even bigger event for Ronald McDonald House takes over Central Park: the annual Charity Fun Run. One of the most exciting events for RMDH kids, the Fun Run raises important funds for the House and gets everybody cheering.

One of our own beloved Ronald McDonald House kids, Stavros, heard about the Fun Run during his first year at the House. He wanted to give it a try, but his mother Dina was afraid his leukemia would not allow him to undertake the physical exertion. Seeing his determination, Dina relented enough to speak with his doctor, who while concerned, realized the Fun Run was essential for Stavros' confidence, which could become important later. Stavros did the run. When he came across the Finish Line, he was exhausted physically, but his spirit had overcome and achieved. He has run each year since.

Please join Stavros and the hundreds of other kids who enjoy crossing the RMDH Finish Line in front of a cheering crowd! With help from many outstanding volunteers from the New York Athletic Club and the Yonkers Fire Department, this year's Run will be the most Fun yet.

All kids age 4-17 are welcome to run and collect contributions from friends and family through pledges.



For more information please check out our website: www.rmdh.org or contact Whitney Joyce, WhitneyJ@rmdh.org, 212.639.0600.

DISNEY'S LITTLE MERMAID: A BROADWAY MUSICAL



RONALD MCDONALD HOUSE of New York's Special Theatre Benefit Events are always a fun treat: Who doesn't love cocktails and dinner followed by the best entertainment NYC has to offer? Based on one of the most beloved Disney films of all time and the classic Hans Christian Andersen fairy tale, *The Little Mermaid* is the sparkling new Disney musical that's making a splash on Broadway. In a magical kingdom beneath the sea, a beautiful young mermaid named Ariel



longs to leave her ocean home to live in the world above. But first, she'll have to defy her father – the king of the sea – escape the clutches of an evil sea witch and convince a prince that she's the girl with the perfect voice. Come join Ronald McDonald House kids and families for this exciting night of live theatre!

Lunt-Fontanne Theatre
5:30 to 7:30 PM:
Cocktails, Hors d'oeuvres
& Dinner at the **NY Marriott Marquis**
8:00 PM: *The Little Mermaid*
at the **Lunt-Fontanne**



For more information please check out our website: www.rmdh.org or contact Whitney Joyce, WhitneyJ@rmdh.org, 212.639.0600.

Casino Night

Date: November 8, 2007

Location: Ronald McDonald House

Jingle Ball

Date: December 2007

Location: Madison Square Garden

Skate With the Greats

Date: January 2008

Location: Rockefeller Center

Little Mermaid Broadway Show

Date: Wednesday, November 14, 2007

Location: Lunt-Fontanne Theatre Broadway, New York

GALA REDUX

The Ronald McDonald House Fifteenth Annual Gala Celebration was a night of significance



(L to R) George Stephanopoulos and Ronald McDonald ; Children (House Residents) singing songs learned at House; Stanley Shopkorn, Chairman of the Board, George Stephanopoulos, children, and Bill Sullivan, President

On a warm, extraordinary evening in late May, Ronald McDonald House hosted a very special event under the glowing chandeliers of the Waldorf Astoria's Grand Ballroom. Over a thousand of the House's most dedicated supporters arrived in dashing attire for a night of entertainment, inspiring speeches, and moving recognition of Ronald McDonald House's beloved families, donors and volunteers.

Master of ceremonies George Stephanopolous set the tone as a "family affair" by introducing his father, Father Robert Stephanopolous, to deliver the evening's Blessing. In their own remarks, President William T. Sullivan and Chairman Stanley B. Shopkorn offered gratitude for the generosity of the crowd, which raised over \$3 million for Ronald McDonald House on this single night. Several of Ronald McDonald House's special children sang melodies for the audience, and young Stavros earned a standing ovation for his turn at the piano. RMDH also took this public opportunity to honor four of its outstanding volunteers: Jef Campion, Mary Lambert, Magen Banwart, and David Frei (with his two therapy dogs Teigh and Belle).

Halfway through the evening's ceremony, a big-screen video showed highlights from the many programs initiated by Ronald McDonald House in 2007, including interviews with families, staff, and volunteers on the benefits of the House.

The banner occasion of the night was the presentation of Ronald McDonald House Awards to Laurence D. Fink and Edward J. Malloy, two of our most dedicated supporters. Malloy is in his fourteenth year as president of the Building and Construction Trades Council of Greater New York City. Anthony M. Corso, Chairman and CEO of Fusion Panel Company, presented his award. Malloy, in his remarks, lauded the often-unsung contributions of the construction industry in the humanitarian efforts of New York City and America as a whole. He recalled the immediate, essential services the construction industry provided after the World Trade Center collapse on September 11, 2001.

Malloy also noted that during the recent renovations of the Ronald McDonald House facility in Manhattan, over half the budget for construction was donated.

Laurence D. Fink is Chairman and CEO of Blackrock, as well as Co-Chairman of the NYU Hospitals Center Board of Trustees. He is also involved in numerous other not-for-profit and charitable initiatives. At the Gala, Fink spoke of the important work done by

Over a thousand of the House's most dedicated supporters arrived in dashing attire for a night of entertainment, inspiring speeches, and moving recognition of Ronald McDonald House's beloved families, donors and volunteers.

Ronald McDonald House and care facilities like NYU Hospitals, which "allow children a higher probability of success" in treatments. Fink gave attendees an inspiring call to push further in their efforts to make the world a better place: "If we could give back that extra little amount, we could have a better city, and a better country." Both Ronald McDonald House Honorees deserve special appreciation for the years of hard work they have given to our organization.

Special thanks go to our Board Chairman, Stanley Shopkorn, for raising over one million dollars on the night. Many thanks also to the 2007 Dinner Co-Chairs, 2007 Gala Committee, and 2007 Benefit Committee for helping make The Ronald McDonald House Fifteenth Annual Gala Celebration truly a night of significance. ✿

3 ORGANIZATIONS, ONE AMAZING PICNIC

nycTIES, Gilda's Club, and RMDH teamed up for a fun day in Prospect Park



As storm clouds held back their gift of summer rain, Amazing Ken brought the crowd of children to their feet. A magician and entertainer of the sort that gets both kids and adults laughing, Amazing Ken pulled real and figurative rabbits from his hat all afternoon at the nycTIES picnic with Gilda's Club and Ronald McDonald House.

"To be able to capture kids attention for this long," nycTIES co-founder Alex Price said of Ken, "You've got to be good."

"If you liked the show," said the magician to the crowd, "then I'm Amazing Ken from Brooklyn. If you didn't like it, my name is David Blaine."

Alex Price and Mathew Farkash, through their organization nycTIES, sponsored the picnic as part of their ongoing partnership with Gilda's Club NYC and Ronald McDonald House.

"We were excited to be able to provide an afternoon of summer fun and relaxation in Prospect Park for the children and families," said Farkash.

nycTIES is an organization of young professionals who raise money and volunteer for various not-for-profit organizations. Price started the organization in early 2006, to honor the memory of his father, who passed away from a heart attack.

"Coming up on that year anniversary," Price told NY1's Rebecca Spitz, "I reached out to a handful of my friends to do something, to host a fundraising event for the American Heart Association and I just wanted to give whatever proceeds that we made to them in his name."

From that initial act of giving, nycTIES has continued partnering with charities for three or four months at a time, following a four-step charitable process they've dubbed "accountable fundraising."

"We take a holistic approach to a relationship with a charity," Farkash told NY1, "and build a relationship with that charity over a period of three to four months and actually show our members – walk them through the entire donation process – so they can see the tangible impact."

The results of nycTIES four steps – seeking out a charity, raising money for that charity, planning events, and volunteering their time – are exceptionally well-run events, and the picnic was no exception.

"The [nycTIES volunteers] were really enthusiastic and well organized," said Richard Brown, whose son Jack is a young cancer patient staying at Ronald McDonald House. "It's been a really great day."

With the warmth of friendship and a cool breeze in the air, the kids played kickball and games, made crafts, ate burgers and fried chicken, and cheered the feats of Amazing Ken.

"It's always fun for me," said the magician, whose off-stage name is Ken Levy. Levy has been performing at events for Gilda's Club for years, where he and his wife Sheila are also members. Sheila had breast cancer, and she and Ken came to Gilda's Club initially for support through her battle with the disease. Nowadays, Sheila does face painting while Amazing Ken performs.

"When the signal goes up from Gilda's Club," Ken says, "I'm always there. If I can give the kids a little boost, it's special for me."

As the show draws to a close, Amazing Ken hands out Groucho Marx glasses to all the kids, for a group photo. As everyone clambers to fit into the frame, flashbulbs and giggles ripple through the air. The rain clouds may have loomed, but the magic of the afternoon – created through a successful partnership with three organizations – could not be dampened. ✨

IN THE NEXT ISSUE OF
AROUND
the **HOUSE**



From Parent to Staff:
RMDH Employees Who
Were Once Guests



Ronald McDonald
House Charities 2007
International Conference



Award-Winning Volunteer
Program Teams



ESTATE PLANNING

SUPPORT THE HOUSE **NOW . . .**

Use appreciated stock to make a tax-savvy gift to Ronald McDonald House. No capital gain tax is paid—so the full value of your stock is put to use here. And you earn a charitable deduction for that full fair market value.

Make a gift from your IRA. If you are 71 or over, you can make a distribution to us directly from your IRA. Your gift counts against your required minimum distribution and gets excluded from your income—you don't pay tax on it. This works great if you are required to take more than you need from your IRA because it helps you meet your minimum distribution in a tax-free way.

AND IN THE **FUTURE.**

Your Ronald McDonald House has inaugurated a program to encourage you to remember us in your will. Perhaps a bequest in your will is the best way for you to make your ultimate gift to support our critical work with children and families away from home.

A bequest to us is simple. Have your attorney use our legal name, The Ronald McDonald House of New York, Inc. and our federal tax ID number, 13-2933654 when they prepare or revise your will.

For more information about these ways of giving, contact Rick Martin, Director of Development, at 212-639-0206 or rmartin@rmdh.org.



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