



# AROUND the **HOUSE**

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



WE ♥  
THE NY  
GIANTS

**SPECIAL  
ANNIVERSARY  
ISSUE**  
Part 3  
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# AROUND the HOUSE

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**RONALD MCDONALD HOUSE OF 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 of New York is the largest facility of its type in the world.



## PRESIDENT'S LETTER

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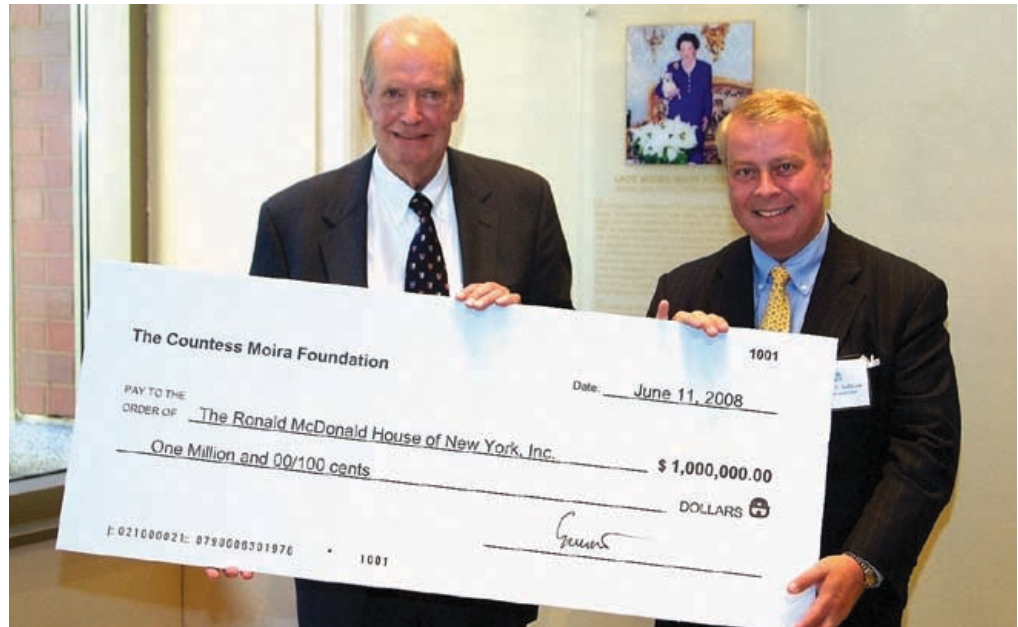
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Edward W. T. Gray III, Chairman, The Countess Moira Charitable Foundation, left, with Bill Sullivan, President and CEO, at the Lobby Dedication on June 11, 2008

### DEAR FRIENDS,

AS WE CLOSE THE SECOND QUARTER OF 2008, we are grateful to our supporters and friends for their ongoing trust in our care for the children and families afflicted with pediatric cancer. We feel fortunate as we continue to meet our objectives in this difficult financial market, understanding that our kids cannot wait until the market improves to get well. Our needs are real and critical. Thanks, above all, to you for allowing us to fight the good fight!

We are most grateful to our great friend and supporter, Ed Gray, who serves as the Chairman of The Countess Moira Charitable Foundation and who recently made an exceptionally generous \$1 million gift to endow and name our East 73rd Street lobby in Countess Moira's honor. Ed and his family, along with our Board of Directors, were on hand to dedicate the lobby on June 11th.

In this issue of *Around the House*, you will meet Board Member, Randy Falco, who serves as our Vice Chairman, and in his spare time, is the Chairman and CEO of AOL. Likewise, you'll learn about a great fundraiser our volunteers ran on June 16th called "One." The event was a huge success and raised the funds that will continue to support the House's year-round evening programs.

The fall is jam packed with numerous fundraising events, not the least of which is our famous NY Football Giants Dinner on October 20th. As you know, the Giants are Super Bowl Champs so we've moved the event to Chelsea Piers to accommodate a larger crowd. You won't want to miss it!

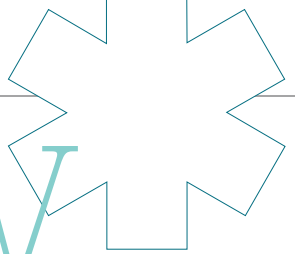
Don't forget to stop by the House and see Camp Ronald McDonald in full swing. The kids are having a ball. The ongoing celebration of our 30th Anniversary will continue on November 12th with a party at the House. Former House guests, volunteers, donors and some special celebrity guests will be on hand for this auspicious occasion.

The House has made impressive strides since the late 1970s. I look forward to working with you in the coming years in our combined efforts to build a better, stronger Ronald McDonald House of New York.

Sincerely,

William T. Sullivan  
President and Chief Executive Officer

# WHAT'S NEW AT YOUR HOUSE?



## CELEBRATING 30 YEARS OF LIFE AND FAMILY

RMDH of NY celebrated 30 years at its Annual Gala on May 19th. Over 1,200 guests filled the elegant Waldorf=Astoria Hotel's Grand Ballroom and two balconies to capacity making this one of the House's most successful events ever. The Gala honored the children of RMDH and Alan D. Schwartz for his personal and ongoing support of the mission and children of RMDH of NY.

Chairman of the Board, Stanley Shopkorn, announced that the \$3 million goal had been attained with thanks to Honorary Chairman, James Dimon, Co-Chairs, John M. Angelo, Milton Berlinski, Barbara Eig, William Freda, Casey Gard, Sacha Lainovic, Kenneth G. Langone and the many supporters of RMDH.

MC Elizabeth Vargas, ABC News Anchor and Correspondent, led attendees through the evening commemorating 30 years of service to pediatric cancer patients and their families who've come to New

York in search of the most advanced medical treatment. Ms. Vargas was especially touched when the children demonstrated their physical skills through the Kids Kicking Cancer Program. Youth Speaker/House Guest, Charles Peña, with some of the other children, presented Ms. Vargas with flowers and hugs.



President Bill Sullivan reminded those gathered how fortunate we all are in the midst of life's obstacles. He remarked, "A wise man once said, every society is judged by how it treats its least fortunate amongst them. Our greatest enemy is not the disease cancer, but despair. Cancer might rob us of that blissful ignorance that once led us to believe that tomorrow stretched forever. In exchange, we are granted the vision to see each day, today, as a precious gift to be used wisely and richly."

Thanks to all whose kindness and generosity made this event a resounding success for the children and families, present and future, living at our House. \*

## NEW YORK POPS: PLAYING TO WIN



NEW YORK'S CARNEGIE HALL WAS THE SITE OF OUR SECOND ANNUAL NY POPS CONCERT AND SPECIAL BENEFIT FOR RMDH OF NY.

The April 28th event, originally introduced to the House by Board Member Harris Diamond and supporter Nancy Nichols, owes its success to the extraordinary efforts of Board Members Jim MacGilvray and Jim Jacobson and Committee Member Bobby Grubert who served as Co-Chairs. The program also included a planned giving seminar before the event.

Hosted by Liz Smith, Denis Leary and Kathleen Turner, the program featured Skitch Henderson's famous NY Pops under the direction of Steven Reineke. Tony Bennett, Kelli O'Hara and Larry Gatlin and the Gatlin Brothers were just some of the talent who performed. The real showstopper was RMDH's children who brought down the house with their own rendition of Queen's *We Will Rock You*. Their special performance highlights a weekly program funded by the Naddisy Foundation in which members of the NY Pops, under the direction of Dr. Sherry Miracle, engage the children in a music enrichment program.

As a beautiful culmination, Cathy Rigby, Olympic gymnast and Broadway star, performed *Neverland* from Peter Pan, with House Guest, Giovanna, in her arms. Thanks to all who made this spectacular event a huge success. \*

## WISH LIST

For further information regarding this Wish List, or to make a donation, please contact Arlene Mirabel at 212.639.0100 or by email at [amirabel@rmdh.org](mailto:amirabel@rmdh.org).

➔ 405 East 73rd Street, New York, NY 10021 TEL: 212.639.0100 [www.rmdh.org](http://www.rmdh.org)

### FOR THE CHILDREN

- New children's clothing (seasonal, all sizes)
- Diapers (the bio "green" type)
- New strollers

### FOR THE PLAYROOM

Our playroom needs lots and lots of cool NEW stuff! We've reached our goal on crayons and markers but we still need all of these other items:

- A keyboard for our young Wolfgang Amadeus's ages 10 and up. Who knows, we may have a budding Mozart amongst us!
- Gliders for our mothers with infants
- One-year subscriptions to teen magazines

### FOR THE MOMS AND DADS

- Gift cards for food shopping, haircuts, manicures and pedicures

- Scrap booking items
- Toiletries (soap, toothpaste, hand and body lotion)

### FOR OUR FAMILIES

- Healthy snack items
- Cereal (individually sized)
- Postage stamps
- Olive oil
- Breath mints
- Umbrellas
- New laptops for working moms and dads

### FOR THE HOUSE

- Paper goods: cups, plates, napkins
- Plastic storage containers (all sizes)
- Toilet paper
- Paper towels
- Cutlery
- Dishware: Corelle in plain white: plates, soup bowls, coffee mugs (no teacups or saucers)
- Electric irons
- Hair dryers
- Clock radios

- DVD players
- "Green" laundry detergent
- Hand sanitizer (travel size or wipes)
- Clorox or Lysol wipes
- Towels: bath sheets and hand towels in white
- Wash cloths in white
- Sheets: white sets in full and twin
- Pillow cases in white
- Clear shower curtain liners

## RANDY FALCO KNOWS WHAT'S IMPORTANT

WHAT REALLY MATTERS TO RANDY FALCO, VICE CHAIRMAN OF RONALD MCDONALD HOUSE OF NEW YORK, is making sure families know they have support when their child is sick with cancer. "When you're going through this as a parent, as a family, it's really important to know you're not alone. Other people are going through the same trials and more importantly, there are many people who really care about the ultimate outcome of your child's health."

Falco, who currently serves as Chairman and Chief Executive Officer of AOL, was invited to join RMDH's Board of Directors in 2003 when he was President and Chief Operating Officer of the NBC Universal Television Group. "Ronald McDonald House was the perfect place for me," he said. He and his wife, Susan, were well acquainted with the dynamics of caring for a child afflicted with a debilitating illness. During the early part of his daughter's life, the family relocated to Baltimore for a time to live near Johns Hopkins University Hospital while she underwent a number of complicated surgeries. "There are doctors working on a daily basis all over the country and especially in the great hospitals and research centers in New York that really care about the outcome of our children's health," he said, but also stressed the importance of the family living together during difficult times. Because so many families are without the means to realize this, RMDH provides a way for them to stay together. "I really believe that it helps in the healing process," he explained. "RMDH takes a holistic view of the family and how important it is to the ultimate healing of the child. This is a critical role that the House and its staff provide."

He also takes an aggressive stand when it comes to curing pediatric cancers. "I'd like to see pediatric cancer become a footnote in a child's life. That it becomes just another illness they maybe have to go through but that we have a cure for. There's been an enormous amount of progress in just the last 10-15 years in the

cure rates of certain cancers. The doctors believe in the research they're doing and the care they're giving to these children and families. I really believe my lifetime will see pediatric cancer become a temporary childhood disease as opposed to a life-threatening illness."

In his role as Chairman and Chief Executive Officer of AOL, Randy Falco is responsible for setting strategy and overseeing the businesses and operations for the global Web services company which operates some of the Internet's most popular destinations. Falco joined AOL in November 2006 from the NBC Universal Television Group where he spent more than 30 years. Amongst his many accomplishments during those NBC years, was his post as Chief Operating Officer, Olympics, for the 2002 Winter Games in Salt Lake City, the 2000 Summer Games in Sydney, the 1996 Summer Games in Atlanta and the 1992 Summer Games in Barcelona. He has won six Emmy Awards for these broadcasts.

Falco is a graduate of Iona College in New Rochelle, NY, where he received a Bachelor's of Business Administration and later, a Master's of Business Administration, both in Finance. In 2001, Iona College presented him with an Honorary Doctorate.

Ronald McDonald House of New York thanks Randy Falco for his understanding, dedication and commitment to the children and families the House serves each day.



### SPOTLIGHT ON YOUR BOARD: RANDY FALCO

"These children are inspirational for all of us," he insists. "They take what's handed to them, fight like hell and never give up. We can all gain something from that." \*

## PARTNER HOSPITALS

Bellevue Hospital  
Beth Israel Hospital  
Hospital for Joint Diseases  
Hospital for Special Surgery  
Manhattan Eye & Ear Hospital  
Memorial Sloan-Kettering Cancer Center  
Montefiore Hospital  
Morgan Stanley Children's Hospital of New York Presbyterian Columbia Medical Center

Mt. Sinai Medical Center  
New York Presbyterian Weill Cornell Medical Center  
NYU Langone Medical Center  
Rusk Institute  
St. Vincent's Hospital  
Roosevelt Hospital

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# OUR VOLUNTEERS: HELPING **ONE** CHILD AT A TIME, ALL OF THE TIME

In a letter to Team Ronald McDonald, Jef Champion, Event Chairperson and RMDH volunteer, thanked his colleagues for the Herculean effort put forth in the execution of this year's volunteer fundraiser.

The June 16th event, held at One Little West 12th Street in New York's historic Meatpacking District, was the most successful volunteer fundraiser in RMDH's history.

"What you have done to help bring awareness and new support to the children and the House is priceless," Jef wrote, referring to the astounding \$100,000 plus raised to support our year-round volunteer programs. Ralph Vogel, RMDH's Director of Human Resources, Volunteers and Programs, applauded their remarkable accomplishment. "The RMDH volunteers are amazing," he said. "They not only come in each week to be with the kids but they also run a fundraiser so they will have the money for the activities and programs that help the kids get through each day as they undergo the difficult cancer treatments."

The theme of the fundraiser was "Helping One Child at a Time." Jef Champion explained that the success of the event was based on a simple premise: each child is special. "Though we are dealing with at least 84 families a week at RMDH, the staff, as well as the volunteers, make each and every child feel special." It just happened that the name of the club, One, was in sync with the theme. "We knew the moment we walked through the door, the club was perfect," he said.

Volunteers raised the funds by selling over \$60,000 in raffle tickets, alone. The other funds were raised through admission tickets, a silent auction, donations from the community and through the generosity of vendors like Tony's Di Napoli Restaurant for donating all of the food, the One Group for providing the space for the evening and to the beverage companies – Southern Wine and Spirits, Manhattan Beer and Palm Bay Imports – for supplying the drinks. What such extraordinary generosity means is that every dollar raised goes directly to the kids and families over the course of the year. In addition, Anthony Cumia, from XM Satellite Radio's Opie & Anthony Show was on hand along with WPIX Traffic Reporter Jill Nicolini who MC'd the event.

Team Ronald McDonald members come to the House every week to organize activities that range in scope from making your own pizza parties to picnics in Central Park to movie night and trips to sporting events. They plan activities for all of the children at the House, including the siblings who are also dealing with the effects of cancer on the family, of watching a brother or sister suffer through treatment. Volunteering with RMDH families is a profound undertaking. Our volunteers go to extraordinary lengths to see that each child gets the



attention he or she needs. They invest the time and the effort – every day of the year – making sure everyone has a fun time and that each child is happy. "Our children and families' lives are forever enriched because of the tremendous generosity, dedication and hard work of our many volunteers and our community each and every day," said Helen Stafford, RMDH's Volunteer Manager. "It's so inspiring."

RMDH thanks its volunteers for their tremendous year-round efforts. Without their extreme generosity, love and commitment, the House would not be able to accomplish all that it does. In a brief speech to the attendees at the One event, President Bill Sullivan declared, "We don't have good volunteers. We have the best!" ✨



The success of the event was based on a simple premise: each child is special.



# WE ♥ THE NY GIANTS



IN SEPTEMBER 1997, WELLINGTON MARA, THEN PRESIDENT OF THE NY GIANTS ORGANIZATION, WAS SO INSPIRED BY THE MISSION OF RONALD MCDONALD HOUSE OF NEW YORK, HE ORGANIZED THE FIRST NY GIANTS FUNDRAISER FOR THE HOUSE'S BENEFIT. *Monday Night Football with the NY Giants* at the Park Avenue Country Club was the first of many events the Giants would sponsor over the years to aid RMDH in its mission to provide temporary housing and support to families struggling with the financial and emotional burdens that undeniably accompany the treatment of pediatric cancers. The NY Giants' 11-year relationship with the House has ultimately evolved into what it is today: an unwavering dedication to the children and families living at Ronald McDonald House of New York on East 73rd Street.

Over the years, many of the NY Giants have visited the House, personally, to meet with our children and families outside

of regular team visits. Tiki Barber, Jason Garrett, Kevin Boss, Rich Seubert and Dave Diehl are just some of the players who've each made it a priority to come to the House and do some of the really important things that need to get done. They play the games, help with the science projects, sign the autographs and assist in the art projects that are much more to these kids than simply pages of glitter and glue. "To go there and play card games or board games and just let the kids be kids and not think about their illness is the most rewarding thing," Dave Diehl explained. "To see that smile on their face or to hear that laugh is the best feeling. They go through so much during the day. They come in and they're really tired from chemo. You really see them liven up and enjoy themselves. They get to be kids again and that's the most important thing."

Since 1997, members of the NY Giants have attended Halloween and holiday parties, have sponsored numerous

fundraisers and have invited many of the children and their families to attend football games. They've even donated a room at Ronald McDonald House decorated with NY Giants memorabilia for families to live in. But one of the kids' favorite events is the annual NY Giants BBQ, when the Team comes in with lots of great summertime food just to spend time with them, eating and talking and laughing. "It's an awesome opportunity for us to come here and relax and have fun," said Kevin Boss, one of the NY Giants' newest members. "We get a lot out of it too. There are some brave, brave little kids out there," he added. "It's touched my heart just to be here and see some of these kids." Of course, it's always a thrill for the kids when the NY Giants come by because it's fun and exciting to be around these huge and accomplished athletes in an informal setting where they can hang out and eat and play with the guys. On another level, though, this kind of visit provides a lot





more than momentary fun and excitement. The guys bring with them vital hope and motivation for the kids to draw upon in their effort to overcome such intense cancer treatment. "These kids are tough. They're fighters," Rich Seubert pointed out. "These kids are the heroes. I'm just a football player. These guys go through a lot more than we go through in the course of a year. To see them is really inspirational."

In 2007, Ronald McDonald House of New York honored NY Giants' legends Preston R. Tisch and Wellington T. Mara, two of RMDH's most beloved long-time supporters and their families, with the dedication of the Children's Playroom in their names.

The NY Giants' annual fundraiser, *Monday Night Football with the NY Giants*, will be held on Monday, October 20th at New York's Chelsea Piers. In addition to the current team, many of the retired team members will attend. \*

**Special thanks to everyone at the Giants Organization, especially:** Jennifer Conley, Community Relations Coordinator, Joann Lammeck, Special Projects Coordinator, Ethan Medley, Assistant Director of Community Relations, Allison Stangeby, Director of Community Relations, Glenn Todd, Director of Marketing Partnerships, and Players Andrew Bain, Kevin Boothe, Kevin Boss, Digger Bujnoch, David Diehl, Jonathan Goff, Nick Leeson, Ogmedi Nwagbuo, Rich Seubert, Dylan Thiry and Andre Woodson

For more information on the October 20th event, please see the Calendar of Events on page 12 or contact Richard Martin, Director of Development, at 212.639.0206 or [rmartin@rmdh.org](mailto:rmartin@rmdh.org).

# 30 YEARS

and Still Writing Our Story



The second installment of our three-part series, "Our Story."



Our Story:

# The People



IN 1993, WHEN RONALD MCDONALD HOUSE OF NEW YORK MOVED FROM THE PAIR OF BROWNSTONES ON EAST 86TH STREET TO THE 11-STORY HOUSE ON EAST 73RD STREET, A NEW ERA BEGAN. There was a sharp increase in families coming to stay at the House and because of the subsequent need to support them in comprehensive ways, a whole new approach was needed. Then President, Vivian Harris, saw the need to grow and evolve with the times. Fiona Mooney, long-time assistant to Vivian Harris, described what it was like from the minute the House opened. "Everybody was so willing to do absolutely anything at any time, whatever you needed, from the Italian shopkeepers who became translators for our guests to the restaurants that made sure we always had food to share with the families. The guys at the 19th Precinct would drive the families around whenever they needed transportation. The kids loved that."

It was, in fact, the guys at the 19th Precinct who were responsible for introducing Tony's Di Napoli, the legendary midtown restaurant, to the House nearly 10 years ago. Tony's, led by Manager Bruce Dimpfmaier and Principles Herb and Greg Wetanson, has become a fixture at RMDH. "Our connection with the House started through the NYPD," Dimpfmaier explained. "They asked us if they could bring a few families up to Tony's for dinner and after that, we talked about hosting a dinner at the House for all of the families. Then we started the monthly dinners, and now Dallas BBQ,

our sister restaurant, also does monthly dinners. We're proud of what we do here. The mothers at the House tell us how much it means to them to eat real food off a real plate, and that they don't have to make it. You see that you're having a direct impact. It's a wonderful thing."

Taking on a life of its own, the public responded to the needs of Ronald McDonald House in extraordinary ways. From every sector of our great city, the community embraced the House with such affection, their efforts are still gaining momentum today. Religious groups, sports teams, Wall Street firms and so many other companies and individuals give money, time and support every year with fundraising, activities and dinners for our families. "Donations take on all forms," Richard Stadin says. "For the individual, when you give of yourself to work with children, it's an enriching and uplifting experience in itself."

Known for his work on the beautiful and celebrated butterfly gardens in New York's Central Park, Richard Stadin began volunteering at the House around 2002. He created a butterfly garden on the House's 7th Floor Terrace that he cares for year-round. "I prune and weed and talk to the plants. I ask the flowers to grow nicely," he explains. The garden is full of dazzling flowers, different types of butterflies and hummingbirds who come in on their own because they are attracted to the same plants the butterflies are attracted to. "The Monarchs bring life, the hummingbirds bring life. It's a miracle of life," he says.

But Richard's real joy is teaching the children about the Monarch butterfly and its miraculous life journey. "It's a powerful experience," he continues, "Full of life and sheer beauty immersed in the mystery of nature, as we all are." Just before the Monarchs begin their migration to Mexico around the middle of September, Stadin sets up a huge tank in the House's lobby complete with milkweed and caterpillars. The caterpillars eat the milkweed, change into chrysalises and ultimately, butterflies. The metamorphosis from caterpillar to butterfly unfolds before the kids' eyes. When they hatch, they are tagged and released. The kids get the chance to see the butterflies fly into the heavens to begin their journey south. Each year, on the evening the Monarchs are released, Stadin brings in a Mariachi band. It's a huge celebration of life with a party and music. The kids learn how to tag and release the Monarchs for migration to Mexico. The delicate Monarchs are known for their ability to survive lengthy migrations, even capable of transatlantic flight. The Monarchs miraculously create new life by depositing eggs during migration insuring new generations. "The kids love it," Stadin says. "It renews their faith in a caring power. Miracles don't happen by accident," he continues, "Their care at the House is not by accident nor is their recovery by accident. It's a very beautiful experience and it helps the children immensely.

*(continued on following page)*





causes with which its employees were involved. Over time, the amounts increased until Prudential was granting \$10,000 a year to Ronald McDonald House. The funds were used for the annual Letters to Santa program and what was left over started a fund for groceries and a food pantry where families in need could pick up items to prepare their daily meals.

Helen Stafford is the current RMDH Volunteer Manager, overseeing the volunteer community that now numbers well into the hundreds, many of whom have stayed for five plus years with some well into double digits. Jeannie Riegel, a volunteer herself, was one of the first Volunteer Coordinators and has been with the House for over 22 years to date. "A successful team beats with one heart," Helen says. "We could not exist without our volunteers, individuals or groups, and for this we are truly blessed."

Shortly after the new House opened, a group of RMDH's volunteers, organized by Dean Christiansen, began holding monthly fundraising parties in the House's lobby with food and beverages donated by local restaurants. These parties soon grew into major events raising thousands of dollars and eventually resulted in the founding of the Junior Committee, known today as Team Ronald McDonald. To date, this committee of dedicated volunteers raises enough money every year to fund the activities and

programs Team Ronald McDonald provides to the families (see our Spotlight on this year's volunteer event, *One*, on pages 4 and 5).

Over the years, RMDH's volunteer program has grown into a world-class operation. "In addition to volunteer teams for each night of the week," said Ralph Vogel, Director of Human Resources, Volunteers and Programs, "We now have a special events team, volunteer tutors and teachers, a music program, all-day playroom and computer room volunteers, a summer Camp Ronald McDonald volunteer troupe, a community outreach program, an expanded teen community-service program, a pastoral care program, a therapy dog program and an ongoing clerical support volunteer team." In 2007, Team Ronald McDonald won the "Best Bets Award" for most outstanding volunteer team in the global organization.

These stories and the people in them, represent only a small sampling of the many generous individuals who've brought to life Ronald McDonald House of New York for over 30 years

proving that hope really does have a home here. Cheryl Frei, RMDH's Director of Family Services, emphasized the power that hope has on the families living at the House and how the people who do the important work keep that hope alive. "Hope is a powerful tool," she says, "The people who live and work here enable family members to gain the courage to lean into their future, even if it is for just a moment. Hope is what propels us forward, gives us strength and some days, it's what gets us out of bed and helps us put one foot in front of the other."

As Ronald McDonald House of New York looks to the future, to the continuing challenge of fighting pediatric cancer in all possible ways, it is this core of strength and love – in the staff, the volunteers, the compassion of the extended community, and in the families themselves – which will carry us forward. *The House That Love Built* isn't built just once. It's built with love again and again every single day, and will continue to be, for as long as necessary. ✨



➤ PLEASE JOIN US IN THE NEXT ISSUE FOR THE THIRD INSTALLMENT OF OUR THREE-PART SERIES ENTITLED "OUR STORY." The next chapter, "The Future," will explore the possibilities and opportunities in the years ahead, both for Ronald McDonald House of New York and for the fight against pediatric cancer.

# FUNDRAISING & EVENTS

**SEPT**  
**16**

## SECOND ANNUAL CHILDREN'S HAPPY FACES GOLF, TENNIS, BOWLING, SWIMMING, DOMINOS, AUCTIONS & AWARDS DINNER

ASIDE FROM ASSISTING THE FAMILIES OF SICK CHILDREN DURING CHALLENGING TIMES,

the mission of the Children's Happy Faces Foundation is "to create an atmosphere to allow for some happy moments and smiling faces..." Last year, the Real Estate Industry came together to raise a whopping \$50,000 in net proceeds in support of Ronald McDonald House of NY, putting lots of smiles on lots of faces! To view the invitation, please visit [www.happyfacesgroup.com/images/Invitation2008](http://www.happyfacesgroup.com/images/Invitation2008).

We hope to see you there!

**September 16, 2008, 9:00 AM Golf Registration, Wykagyl Country Club, New Rochelle**



For more information on this event, please contact Karen Kirk, Director of Special Events, at 212.639.0130 or [kkirk@rmdh.org](mailto:kkirk@rmdh.org).



**OCT**  
**20**

## MONDAY NIGHT FOOTBALL WITH THE NY GIANTS

THIS IS A UNIQUE OPPORTUNITY TO MEET OUR BELOVED NY SUPER BOWL XLII CHAMPIONS! The NY Giants are back for Monday Night Football in support of Ronald McDonald House of NY. The Cocktail Hour is a great time to chat with the Team and score a dozen or more autographs. The dinner will be a relaxed buffet that will allow for more time to mingle with the players. Each attendee will receive a football for their favorite Giants to autograph and each table host will receive a NY Giants helmet. We are seeking corporate sponsors for this event.

**October 20, 2008, 6:30 PM, Chelsea Piers, Manhattan's West Side**



For more information on this event, please contact Richard Martin, Director of Development, at 212.639.0206 or [rmartin@rmdh.org](mailto:rmartin@rmdh.org).



## SAVE the DATE

Mark your calendar with these upcoming RMDH fundraising events you won't want to miss.

### Children's Happy Faces Annual Golf, Tennis, Bowling & Dominos Outing

**Date:** September 16, 2008  
**Time:** 9:00 AM Golf Registration  
**Location:** Wykagyl Country Club, New Rochelle

### Monday Night Football with the NY Giants

**Date:** October 20, 2008  
**Time:** 6:30 PM  
**Location:** Chelsea Piers, New York

### Billy Elliot

**Date:** October 30, 2008  
**Time:** 5:30 PM Cocktails & Dinner, 8:00 PM Theatre  
**Location:** NY Marriott Marquis Pre-Theatre Dinner, Imperial Theatre

OCTOBER

30

## BILLY ELLIOTT

THERE'S STILL TIME TO SECURE TICKETS TO OUR THEATRE BENEFIT AND DINNER, *BILLY ELLIOTT*,

the musical about a boy who's decided he'd rather dance than box. Based on the Oscar-nominated film of the same name, the film's director Stephen Daldry, and screenwriter Lee Hall, bring to us the live-action version featuring the music of legendary songwriter, Elton John. The show has broken box office records, has won numerous awards in the UK and is still selling out all performances. Lucky for us, *Billy Elliot* makes his Broadway debut this October. Please join us for this feel-good tale about the power of following your dreams against all odds. We are seeking corporate sponsors for this event.

October 30, 2008, 5:30 PM Cocktails & Dinner, 8:00 PM Theatre, NY Marriott Marquis Pre-Theatre Dinner, Imperial Theatre



For more information, please check our website [www.rmdh.org](http://www.rmdh.org) or contact Patrick Lenz, Director of Major Gifts, at 212.639.0600 or [plenz@rmdh.org](mailto:plenz@rmdh.org).



RONALD MCDONALD HOUSE OF NY invites you to mark your calendars for our 30th Anniversary party on **Wednesday, November 12, 2008 at 6:00 PM in our House on East 73rd Street.**



For more information about Ronald McDonald House of NY or the 30th Anniversary party, please visit our website at [www.rmdh.org](http://www.rmdh.org) or e-mail: [30thanniv@rmdh.org](mailto:30thanniv@rmdh.org).

## GIVING THE UNITED WAY



DO YOU PARTICIPATE IN THE UNITED WAY, COMBINED FEDERAL CAMPAIGN, CUNY CAMPAIGN FOR

VOLUNTARY CHARITABLE GIVING, MUNICIPAL COMBINED CAMPAIGN OR NYS EMPLOYEES FEDERAL APPEAL AT WORK? Please consider "donor designating" a gift to Ronald McDonald House of NY. This is a great way to make a gift that won't dramatically impact cash flow but would be a generous way to help us continue the work we do. The following codes can be used: Tri-State United Way #003447; NYC Combined Federal Campaign #11277; CUNY Campaign for Voluntary Charitable Giving or Combined Municipal Campaign #0610. You will also find our Agency Code in the campaign material provided to you. Ronald McDonald House of NY is a registered 501 (C) 3 organization. Thank you for your generosity.

### Kids Charity Fun Run

**Date:** November 1, 2008  
**Time:** 12:30 PM  
**Location:** Central Park, 7th Ave. at 59th St. entrance (follow the signs)

### Light A Light, Share A Night

**Date:** December 3, 2008  
**Time:** 5:30 PM  
**Location:** Lobby and Living Room of Ronald McDonald House of NY

### Greek Division Holiday Party

**Date:** December 8, 2008  
**Time:** TBA  
**Location:** Ronald McDonald House of NY

### Jingle Ball

**Date:** Mid-December 2008  
**Time:** 6:30 PM Doors open, 7:30 PM Show  
**Location:** Madison Square Garden



ON SATURDAY, NOVEMBER 1ST AT 12:30 PM, CHILDREN AGES 4-17, are invited to participate in our 10th Annual Ronald McDonald House Kids Charity Fun Run in Central Park to benefit RMDH of NY. This is a great opportunity for kids to have some fun all while raising money for an important cause.

**SCHEDULE:**

	<b>2:15 PM</b>	8/9 year-olds
<b>1:00 PM</b>	Warm ups	<b>3:00 PM</b> 10/11 year-olds
<b>1:15 PM</b>	4/5 year-olds	<b>3:15 PM</b> 12/13/14 year-olds
<b>1:45 PM</b>	6/7 year-olds	<b>3:30 PM</b> 15/16/17 year-olds

You can register to participate through your school. The participating school registration fee is \$25. You may also register as an individual. Individual registration is \$30, online, through our website: [www.rmdh.org](http://www.rmdh.org).

All participants will receive a T-shirt and ribbon.

Increase your chances to win cool prizes by collecting contributions from your family, friends and neighbors.

Picnic and playground areas, as well as refreshments, will be available throughout the day so bring a blanket and have a picnic!

For more information on this event, please contact Tony Cardiello at [acardiello@rmdh.org](mailto:acardiello@rmdh.org).

# PLANNED GIVING



YOU GIVE TO THE HOUSE BECAUSE YOU UNDERSTAND THE NEED TO SUPPORT THE CHILDREN AND FAMILIES AFFECTED BY PEDIATRIC CANCERS. YOUR GIFTS ARE IMPORTANT TO US. WE COULDN'T HELP TODAY'S FAMILIES WITHOUT THEM.

Would you consider helping tomorrow's families as well?

A bequest in your Will or Estate Plan would help us provide a comfortable home-away-from-home filled with love, stability, respite and hope. Childhood cancer continues to affect so many families who will need our help for years to come.

For more information on Planned Giving programs, please contact Patrick Lenz, Director of Major Gifts, at 212.639.0600 or [plenz@rmdh.org](mailto:plenz@rmdh.org).

If you have already included us in your Will or Estate Plan, please let us know. We'd like to thank you and welcome you into our Vivian Harris Society.

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

**30** YEARS **SPECIAL**  
 ANNIVERSARY  
**ISSUE PART 4**