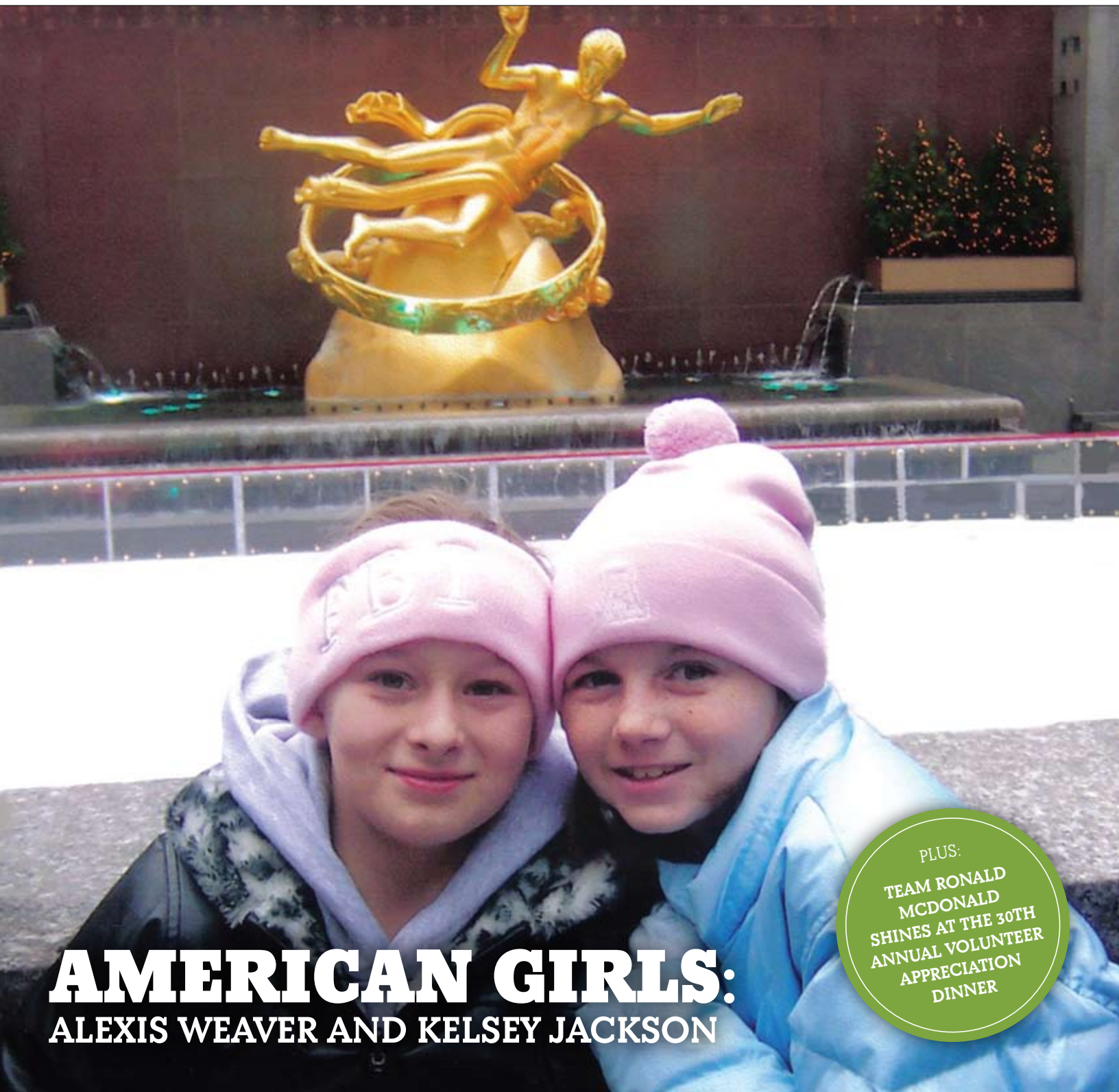




AROUND the HOUSE

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



AMERICAN GIRLS:
ALEXIS WEAVER AND KELSEY JACKSON

PLUS:
TEAM RONALD
MCDONALD
SHINES AT THE 30TH
ANNUAL VOLUNTEER
APPRECIATION
DINNER



AROUND the HOUSE

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Cover Photo: Alexis Weaver and Kelsey Jackson, Rockefeller Center Ice Rink, 2005

RONALD MCDONALD HOUSE OF NEW YORK, INC.

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, Inc. is the largest facility of its type in the world.



PRESIDENT'S LETTER

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Left to right: Richard H. Martin, RMDH of NY, Ronald McDonald, Noreen Culhane, NYSE, Gita Shah, RMDH of NY Guest, Shyam Shah, RMDH of NY Guest, Mark Billings, RMDH of NY Guest, Katherine Billings, RMDH of NY Guest and Bell Ringer, Ralph W. Vogel, RMDH of NY, President William T. Sullivan and Mary Bestenheider, RMDH of NY Guest

DEAR FRIENDS,

HAPPY NEW YEAR! On December 30th, Ronald McDonald House of New York was selected to ring the Closing Bell at the New York Stock Exchange. It was a thrill for our kids and a wonderful occasion that will long be remembered for those of us who participated in this once-in-a-lifetime event. That day, the market closed 188 points up and I couldn't help but think about how lucky we are here in New York City to have the support of the business community as well as individual donors in both good times and bad.

While we are in the midst of an unprecedented financial crisis of global proportions with many nonprofits struggling to survive, RMDH of NY is fortunate to be financially sound. Though we are watching expenses and have enacted austerity measures across all programs, we'll continue to rely on your personal generosity, your ongoing involvement and that of your company to ensure our success in 2009. In this issue of *Around the House*, we spotlight the importance of giving at all levels, large and small. We salute the many third parties who've supported us throughout 2008 and encourage others to do likewise in 2009.

Board Member Milton Berlinski will tell you his story and you'll also get to meet the three new additions to our Board of Directors. We'll recap our 30th Anniversary Celebration as well as the 30th Annual Volunteer Appreciation Dinner acknowledging the generosity of our many dedicated volunteers. Our Holiday events made the House more festive than ever and added so much to our regular monthly programming. Please take a closer look at our Wish List and see if you can't, at least, make an in-kind gift to the House for our kids and families.

As an organization, we are constantly working to strengthen our programs and services to ensure they best meet the needs of our sick children and their families. When you read our cover story on best friends, Alexis Weaver and Kelsey Jackson, who met at the House as children undergoing treatment for Neuroblastoma, you will be able to see the impact your generosity can have in the lives of so many of our families.

For all of your support during 2008, we are extremely grateful.

Very truly yours,

William T. Sullivan
President and Chief Executive Officer

WHAT'S NEW AT YOUR HOUSE?



Image courtesy of The Children's Happy Faces Foundation

THIRD-PARTY FUNDRAISING

AS YOUR COMPANY PLANS ITS PHILANTHROPIC ACTIVITIES FOR 2009, PLEASE CONSIDER ORGANIZING A "THIRD-PARTY FUNDRAISER" TO BENEFIT RONALD MCDONALD HOUSE OF NEW YORK. Your company's employees can help make a difference in the lives of children battling pediatric cancer by organizing events such as golf outings, dances and block parties throughout the year. When companies rally their resources to create fun events that generate much-needed funds for RMDH of NY, so much is achieved. From a corporate perspective, these caring, humanitarian efforts promote teamwork and camaraderie amongst co-workers, vendors and the community, all while giving freshman

managers the opportunity to shine by raising major funds for an important cause. From the perspective of our heroic children and families, these funds are so important in helping us carry on the operations of the House while increasing the direct benefit to families.

RMDH of NY thanks the following groups for their philanthropic efforts and support in 2008:

ABO, *Business Traveller Magazine*, Century Management, The Children's Happy Faces Foundation, Finnegan's Wake, The Electronic Trading Group, The Knights of Pythias, The Networking Group, The New York Athletic Club, The City of New York Department of Sanitation, The NYPD 19th

Precinct, The New York Rotary Foundation, The Parents' Society, The Situs Companies, Second Annual Steven A. Siegel Family Fun Day, *Trader Monthly Magazine*, Yonkers Fire Department, Wallstreetpinkslip.com

IF YOU ARE INTERESTED IN ARRANGING A THIRD-PARTY FUNDRAISER TO BENEFIT RMDH OF NY, please contact Karen Kirk, Director of Special Events, at 212.639.0130 or kkirk@rmdh.org.



SPOTLIGHT ON YOUR BOARD: MILTON BERLINSKI

IN 2005, WHEN MILTON BERLINSKI WAS RECRUITED TO THE BOARD OF DIRECTORS OF RONALD MCDONALD HOUSE OF NEW YORK, he was initially unsure of what to do. But, the moment he visited the House, it was clear that it was an organization doing very important things. "They were supporting families at a time when they could least afford it and when time, itself, really wasn't on their side," he said. "I really liked the people. I liked the commitment they had, not only to the current House but looking ahead at what could be done in the future. It felt right. And also, great to be part of so many smart, successful people wanting to give back to the community."

Milton sits on the Board of Directors' Investment, Executive, and Nominating Committees, helping with strategy, event planning and fundraising. "I help as a general member with raising funds from Wall Street firms and large banks. Based upon my expertise, I've been involved with the House's financial management versus what our revenues are. We're largely dependent on private donations," he explained. "The priority has to be in trying to accommodate as many children as possible. We're in very unusual times," he stressed. "I keep telling people that time is of the essence for our families. We can't say to a child, 'We can't afford to take you in right now. Come back in three years.'"

Milton's long-term wishes for the House include a campaign to build endowments. "I think the one thing that this crisis has shown us is the importance of trying to build up endowments. It's very hard for organizations like Ronald Mc-

Donald House. I'd like to see enough funding so that if we do decide to proceed with building a bigger, newer House, we can do it and weather any future crises."

The one thing that's been obvious to Milton over time is the dedication of staff, volunteers and the community. "The caliber and dedication of the people – people from all walks of life – who are attracted to and want to work at the House is remarkable," he said. "The more time you spend there, the more you want to participate. Your quality of life changes when you love doing something. It's fantastic and you're making a difference in the lives of these kids and families at a time when it's most important." While he admits that, even during those times when interacting with families going through such a crisis is tough to deal with, "You realize you're doing a great thing. You feel terrific."

Currently, Milton is Vice Chairman of the Goldman Sachs Strategy and Corporate Development Group and Global Head of the Financial Sponsors Coverage Group. He is responsible for some of the firm's most important relationships with private equity firms, hedge funds and financial institutions. Previously, Milton was Vice Chairman of Goldman Sachs Financial Institutions, which focused on raid defense mergers and acquisitions and divestitures of commercial banks, finance companies, investment companies and thrift institutions. In addition, he founded the firm's strategic advisory efforts in the asset management industry. Milton became a partner in 1996. In 1999, he became



Head of Corporate Development and was made a member of the firm's Strategy Committee. In 2001, he assumed additional responsibility as Head of Firmwide Strategy. Milton earned a BS from California State University Northridge in 1978 and an MBA from the Wharton School of Finance in 1980.

RMDH of NY thanks Milton Berlinski for his dedication and support of our families and for his particular expertise in the midst of difficult economic times. ✿



WELCOME NEW BOARD MEMBERS

RONALD MCDONALD HOUSE OF NEW YORK WELCOMED THREE NEW MEMBERS TO ITS BOARD OF DIRECTORS THIS FALL.

Terry Bovin comes to RMDH of NY with many years of experience as both an educator and musician. Terry sits as Chairman of the Andy Bovin Memorial Fund in honor of her son who lost his battle with Acute Lymphoblastic Leukemia. The Fund's mission is to help children suffering from cancer and other blood diseases in addition to funding research into the causes of Leukemia through the Dana Farber Cancer Institute. She has also served as a member of

the Visiting Committee of the Jimmy Fund at Dana Farber Cancer Institute since the committee's inception.

Joseph Gromek brings to us his many years of philanthropic experience through affiliations with groups that include the Board of Volunteers of America and the Boy Scouts of America where he was the recipient of their distinguished Good Scout Award. He is President & CEO of Warnaco, Inc. and is also a member of their Board of Directors. In addition, he sits on the Board of Wolverine World Wide.

Timothy J. Mahoney, Jr., President of Global Risk Management for Marsh, Inc., has invested years of service to children's

causes that make real differences in the lives of children in need. In addition to joining RMDH of NY, Timothy is a Foundation Board Member of the Children's Memorial Hospital in Chicago, a member of the Board of Directors of Kohl's Children's Museum in Evanston, IL and a member of the Development Committee for Far Hills Country Day School in Far Hills, NJ.

Please join us in welcoming Terry Bovin, Joseph Gromek and Timothy J. Mahoney, Jr. to our House. ✿

THE BEAUTY OF IN-KIND GIVING

RONALD MCDONALD HOUSE OF NEW YORK SUPPORTS ITS MISSION AND PROGRAMS not only through cash contributions but by the generosity of “in-kind” donations from individuals, corporations, schools and community groups. In-kind donations take on many forms and range in scope from simple gifts of soap and toothpaste, to toys, airline miles, household items, postage, paper and printing contributions, shipping and other necessary services or entertainment opportunities for our children and families.

In-kind gifts allow us to focus our budget dollars on the most critical, day-to-day needs of the children and families undergoing pediatric cancer treatment - needs such as transportation to and from our cancer treatment centers and the extensive overhead of housing 84 families each night in spite of the current economic crisis and the rapidly rising cost of living.

The beauty of in-kind giving is that it offers a meaningful way for the individual or group without a surplus of cash to support the House and to ensure that our families’ essential needs are met. Please see the Wish List below for items we are currently most in need of at this time. If you have items you’d like to donate that are not on the Wish List, please contact Arlene Mirabel at 212.639.0191 or amirabel@rmdh.org.

If you, your community group or company would like to share bulk 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 wini@rmdh.org.

WISH LIST

For further information regarding this Wish List, or to make a donation (NEW items only), please contact Arlene Mirabel at 212.639.0191 or amirabel@rmdh.org.

FOR THE CHILDREN

- DVDs (movies)
- New clothing (seasonal, all sizes)
- Diapers (the bio “green” type)
- Baby wipes

FOR THE MOMS AND DADS

- Gift cards: American Express, MasterCard, Visa, Target

FOR THE FAMILIES

- Toiletries (soap, toothpaste, hand and body lotion)
- Hand sanitizer bottles
- Postage stamps

FOR THE HOUSE

- Paper goods: cups, plates, napkins
- Toilet paper
- Paper towels
- Clear shower curtain liners
- Towels: bath sheets and hand towels in white
- Wash cloths in white
- Sheets: white sets in full and twin
- Pillows
- Pillow cases in white
- Plastic storage containers: large, medium and small
- Dishware: Corelle in plain white, plates, soup bowls, coffee mugs (no teacups or saucers)
- Toasters
- Blenders
- Coffee makers
- Serving utensils
- Cutlery

- Healthy snack items
- Cereal (individually sized)
- Assorted tea bags
- First-aid supplies
- “Green” laundry detergent
- Clorox or Lysol wipes
- Copy paper
- Photo paper

FOR THE PLAYROOM

For further information regarding Playroom donations, please contact Nelida Barreto at 212.639.0205 or nbarreto@rmdh.org.

- Construction and craft papers
- Oak tag (assorted colors)
- Play-Doh
- Crayola Model Magic
- Dolls: Dora, American Girl, Hannah Montana, babies
- Supplies for art projects: pom-poms, google eyes, pipe cleaners, feathers
- Games: Twister, Uno, safety dart boards with extra darts, ping-pong balls, foosballs
- Jump ropes
- Large picture puzzles
- Safety mirror for dress-up area
- Baby wipes
- Clorox wipes
- 60 x 30-inch drop cloths or oil cloths for Playroom arts and craft tables
- Games and projects for children in isolation: Leapster hand-held game systems, bead sets, craft kits

PARTNER HOSPITALS

- | | |
|---|---|
| Bellevue
Hospital Center | The Mt. Sinai
Medical Center |
| Beth Israel
Medical Center | The New York-
Presbyterian/
Weill Cornell
Medical Center |
| NYU Hospital
for Joint Diseases | NYU Langone
Medical Center |
| Hospital for
Special Surgery | Rusk Institute
of Rehabilitation
Medicine |
| Manhattan Eye, Ear
& Throat Institute | St. Vincent’s Hospital
Manhattan |
| Memorial Sloan-
Kettering Cancer
Center | St. Luke’s-Roosevelt
Hospital Center |
| Montefiore
Medical Center | |
| Morgan Stanley
Children’s Hospital of
New York Presbyterian
Columbia Medical
Center | |

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SPOTLIGHT ON HOLIDAY HOUSE CELEBRATIONS



Top: NYPD, Tony's Di Napoli and Baisley Holiday party;
Bottom: USAF 3D Airlift Squadron, Dover, DE, "Santa Airlift" from the North Pole

THROUGHOUT THE YEAR, MANY COMMUNITY GROUPS AND COMPANIES SUPPORT OUR CHILDREN AND FAMILIES, DIRECTLY, BY PROVIDING DINNERS, ACTIVITIES AND SPECIAL PROGRAMS. During the Holidays, however, many of these groups expand upon their normal generosity and plan special celebrations that cheer the children and bring a spirit of joy to the House.

Despite the current economic crunch, December 2008 proved to be one of the most festive Decembers ever. "The outpouring of support from the community is incredible," said Ralph Vogel, Director of Human Resources, Volunteers & Programs. "We're so grateful for what these groups do to make our kids happy."

For example, in addition to providing monthly dinners, Tony's Di Napoli Restaurant organizes a special Holiday party at the House. "During the year, we do monthly events where we bring in dinner for the families, but during the Holidays, we make things a little bit bigger," said Bruce Dimpflmaier, Manager of Tony's. "In December, we bring in a Macy's Santa and partner with the 19th and 20th Precincts. The police departments organize a toy drive for the kids. It's a really nice party. We take pictures of the kids with Santa. They really seem to enjoy it."

"There are just so many people to thank," said Ralph Vogel. "The religious community embraces us year-round but really step it up for the Holidays. There's St. Stephen's of Hungary, Temple Emanu-El, St. Vincent DePaul and Central Synagogue. Then, there are the groups that do special events during the year as well as Holiday events like The Children's Happy Faces Foundation, Macy's, The New York Athletic Club and Engine 44. Plus, this December, the U.S. Air Force flew Santa in from the North Pole with toys and U.S. Air Force bears and a bunch



of pizzas and the kids made Holiday cards to send to the troops overseas. These events really make the kids happy and they really need that."

Ronald McDonald House of New York extends its thanks to all of the groups who brought the Holiday spirit to our children and families. Our wishes go out to the community for a happy, healthy and prosperous 2009. ✨



ON THE ANNIVERSARY 30TH CELEBRATION



RONALD MCDONALD HOUSE OF NEW YORK CELEBRATED 30 YEARS OF HOPE IN THE HOUSE THAT LOVE BUILT amidst a gathering of friends and family, old and new. With weeks of advance preparation, the celebration included a House Museum filled with memorabilia, photographs and video clips from the House's many programs, supporters, special visitors and events over the past 30 years. Board Member Pete Samaha emceed the celebration and introduced, amongst several guest speakers, Chairman of the Board Stanley Shopkorn, who spoke to attendees about the importance of the House's relationships with the business community and also, Dr. Richard O'Reilly, who discussed the significant advances in pediatric cancer treatment over the years.

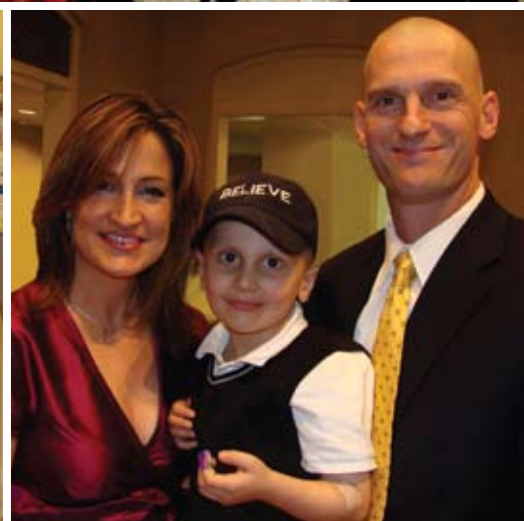
The House was presented with a Proclamation from the Mayor's Office of the City of New York highlighting its contributions and commemorating 30 years of service to pediatric cancer patients and their families. Also unveiled during the evening was a dramatic rendering of the House by artist Barnaby Ruhe, well known for his beautiful depictions of New York City landmarks and street scenes.

President Bill Sullivan had the honor to present the Schager family – Louis, Leslie and Griffin – who walked through the doors of the House on February 11, 2008 as the 25,000th family. Bill Sullivan called them, "A beautiful family and a fine representative of the many families we serve each day." "Being part of Ronald McDonald House is one of

our greatest blessings," Louis told attendees. "Without the House, I don't know where this journey would be for us. We are the 25,000th family – I certainly wish we were the last but that's not the reality."

The children were invited to join Bill Sullivan and Board Members in blowing out the candles on the beautiful three-tiered anniversary cake. When the ribbon was cut, guests were invited to tour the House, visit the House Museum, eat, drink and enjoy music by Rhythm Nation. A big thank you goes out to the many donors and sponsors who made this event possible.

Here's to the next 30! 🌟





AMERICAN GIRLS:

Alexis Weaver and Kelsey Jackson

Geographically speaking, they're separated by thousands of miles, but Kelsey Jackson and Alexis Weaver couldn't be closer. They've had a lot in common over the years. Neuroblastoma for one thing. And Ronald McDonald House of New York, for another.

"IF I HAD TO SUM THOSE TWO UP," says Kathy Weaver, Alexis's mom, "Personality wise, they're go-getters and not about to take anything sitting down. They're a little pushy and tough," she adds, "and they both have the will to keep going."

The Jacksons and the Weavers met in 1999 while Alexis and Kelsey were both enrolled in Memorial Sloan-Kettering Cancer Center's clinical trials for a then-experimental antibody treatment for Neuroblastoma, a cancer of the nervous system and one of the most common of the childhood cancers.

Alexis was diagnosed in 1998 with no other symptoms except a fever that wouldn't go away. One Sunday morning, while the family was getting ready for church, Ryan, Alexis's twin brother, threw a ball – a Silly Slammer – at her. "She kept telling me that her head hurt," Kathy remembers. "When I



felt it, there was a lump. We took her to Children's Hospital of Pittsburgh where we were told that Neuroblastoma took up a quarter of her brain. She should have been blind, they told us, or walking funny, but still, she had no visible symptoms." The Weavers believe that Ryan saved Alexis's life. "I still have the Silly Slammer," Kathy confesses. "We always say this is why we had twins. Ryan was here to save his sister's life."

At Children's Hospital of Pittsburgh, the tumor was removed successfully and eight months of chemotherapy began as the treatment protocol. Alexis also had an Autologous Transplant, the removal and replacement of one's own bone marrow after it undergoes a purification process of sorts. And, she had radiation on one knee. According to her mom, "Alexis was fighting the whole way. She never lay down to let it take her. She definitely wasn't going down without a fight."

In August 1999, the Weavers were told that Alexis's cancer had come back. Their doctor at Children's Hospital of Pittsburgh told them there was a place in New York that could give them some hope. "I'd have flown to the ends of the earth," Kathy says. They immediately took Alexis to Memorial Sloan-

Kettering Cancer Center in September 1999 and had a battery of tests performed. When they returned to Pennsylvania and received the results of those tests, they were told that there were no signs of cancer in Alexis's body. They were also told that she was eligible for a clinical trial of a new antibody treatment. "Our immediate response was, 'Oh Lord, yes!'" When Kathy thinks back on that time in their lives, she remembers how everything that they needed, somehow, miraculously showed up just when they needed it. "God opened every door for us. Alexis was prayed for all over the world. Prayer was a big part of her recovery."

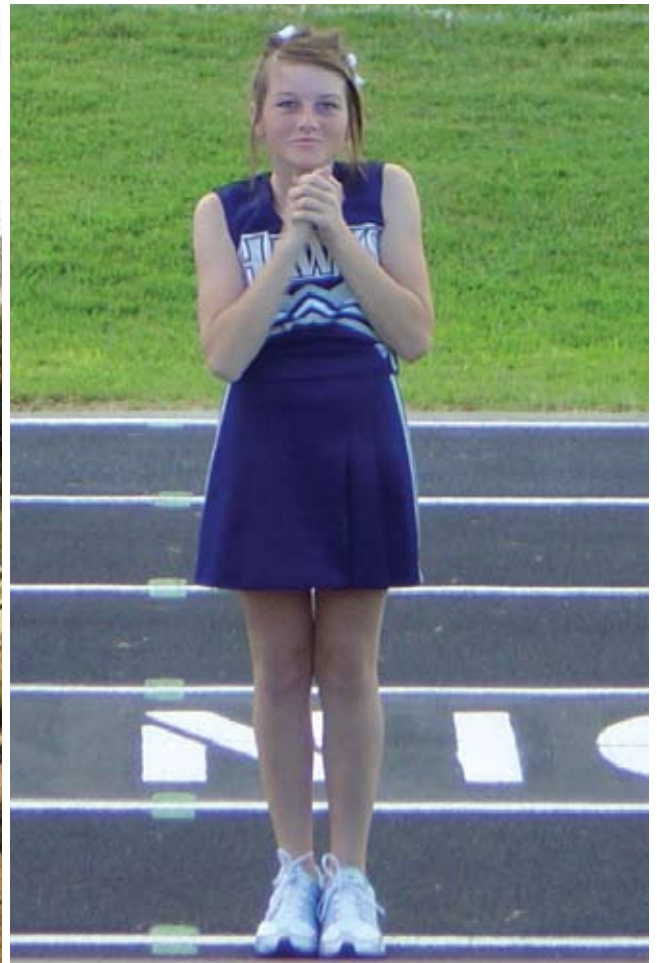
Meanwhile, on the other side of the country, the Jacksons were going through similar trials. Kelsey was diagnosed with Neuroblastoma in 1997 after she complained, first, of a stomachache that wouldn't go away and then, pain lifting her arm. At their local Emergency Room, Kelsey had x-rays and a CT scan that ultimately determined the diagnosis. The tumor had split to a lymph node in Kelsey's neck causing the problem with her arm. A pediatric oncologist was called in and the Jacksons were sent to University Medical Center in Tucson where Kelsey had her first surgery to insert a Broviac Catheter for chemotherapy.

"In the first 10 months of her treatment, Kelsey had chemotherapy, radiation, surgery to remove the tumor and a bone marrow transplant," lists Kelsey's mom, Sandy Jackson.

In October 1998, the Neuroblastoma was back. The Jacksons took Kelsey to Denver Children's Hospital where she underwent a 15-hour surgery to remove the tumor and also, intraoperative radiation, which is radiation, targeted to a specific site – in Kelsey's case, her spine – while the area is exposed during surgery and the patient is still anesthetized.

In 1999, the cancer was back. Again. The Jacksons were told that Kelsey had about six months to live but they weren't about to give up. They began a then-experimental chemotherapy called Topotecan. In the meantime, friends of the Jacksons had posted flyers around Tucson to help raise money for The Kelsey Jackson Foundation. Out of nowhere, a woman from Pennsylvania, who happened to be in Tucson visiting family, saw the flyer and called the Jacksons. She told them that her own daughter had Neuroblastoma and advised them to take Kelsey to Memorial Sloan-Kettering Cancer Center in New York. "I called immedi-

(continued on following page)



ately,” Sandy recalls. “Within 15 minutes, the doctor at Sloan-Kettering called me back and determined that Kelsey was a good candidate for the clinical trials of the antibody treatment.” Against the advice of their home oncologist, who recommended they not participate, the Jacksons brought Kelsey to New York City to meet her new Neuroblastoma team at Memorial Sloan-Kettering Cancer Center. “We moved into Ronald McDonald House in September 1999,” Sandy says. So did the Weavers.

“How we met the Jackson family?” Kathy Weaver is nostalgic. “It’s a beautiful story.” On day one of Alexis’s antibody treatment, the Weavers didn’t know what to expect. The doctors warned them that the antibodies caused a lot of pain, even with painkillers. The little girl in the next bed was Kelsey Jackson, who had just completed her antibody treatment that day. Since they were all staying at RMDH of NY, Sandy Jackson offered to take four-year old Ryan back to the House with her. “There was something so genuine about the Jacksons that I let my son go back to the House with them,” Kathy says. “We bonded. Even Ryan, who never wanted to leave our side, wanted to go with them. Mrs. Jackson was a wonderful person. I

just knew. I felt it. Plus, the Jacksons had arrived before us so Sandy had a lot more knowledge about the procedure. She became an ally.”

Living at the House helped the Weavers and the Jacksons tremendously. “The people at the House were always so positive,” Kathy remembers. “They kept you positive all the time. And not just positive, they kept you busy with fun things. They included Ryan in everything. He was going through all of this with Alexis and it really helped him. The volunteers took such great care of him – mostly the guys – because he was always around girls.”

Sandy agrees. “We’ve been blessed by Ronald McDonald House. The whole House is family to us. It’s our second home.” Alexis remembers the great times she had at the House with Kelsey and Ryan. “Spending time in the playroom was the best,” she says. “Everyone at the House treated us with such kindness. Everyone,” Kathy remembers. “In particular, volunteer Jeannie Riegel. She’s such an elegant lady.”

Both the Jacksons and the Weavers look back on their time at the House with great affection and a bit of humor. “Our kids were always the most ornery ones in the place – always running up and down the halls,” Kathy

says. “They were on fire, those kids. When they’d have a treatment, they’d be sedated with pain medication until about 9:00 PM and then they’d be wide awake until 1:00 or 2:00 in the morning. They had such a great time together.”

Wini Cudjoe, Director of House Operations, was Night Manager at the time and remembers them well. “It was like a wild sleepover every night,” she recalls. “Running up and down in the hallways like first-year college students away from home in a dorm. Every night was party night. I had to be firm but it was all I could do to keep from laughing in front of them. It really was good to see them enjoying themselves, despite the hour and the treatment they were undergoing.”

“I remember when Wini chased our kids down at night,” Sandy says. “And the kids were like, ‘Yeah, whatever.’ But, being at the House as a parent was awesome. We really felt like it was our own house. Even those times when my husband had to take Kelsey to New York for her treatments without me, the other moms took care of him. We loved it.”

The two girls, only eight months apart, became the best of friends. At first, they kept in touch by writing letters to each other, and



the families coordinated the girls' treatments/check-ups so that they could all spend time together at the House and in New York City. "Kelsey, Ryan and Alexis really bonded," Sandy says. These days, Kelsey and Alexis stay in touch by texting and e-mailing each other despite busy lives as high school girls. "Now that we're getting older," Kelsey explains, "We like to hang out more and go shopping." Kelsey's favorite store in New York is H&M. "We don't have one of those in Arizona."

Against all odds, Kelsey and Alexis have become quite the accomplished young ladies. "Alexis is a beautiful dancer," says her mom. "She's a very good ballerina. And, she's a very compassionate child. She wants to work with pediatric cancer patients, either as a pediatric nurse or a pediatric oncologist. She really wants to work with cancer kids someday."

Kelsey is outdoorsier, riding and showing her horse, Rascal, both at the 4-H Level and in Gymkhana rodeo-style competitions in which riders perform rodeo tasks measured against the clock. She's an avid reader, having just finished the entire *Twilight* series. Kelsey is also a cheerleader. "She's a flyer for her team," Sandy says. "She's always being thrown

in the air. She's so tiny."

Even though the families only come to New York City twice a year now for check-ups, they do so with a sense of gratitude for both RMDH of NY and the medical community, particularly Dr. Kushner (pictured with the girls on page 8), who as Kathy Weaver describes him, "Always made you feel like your child was the most important child in the world. He was the most compassionate and caring oncologist. And he really wanted these kids to get better. He left no stone unturned."

It's clear that Alexis and Kelsey have much more in common than just Neuroblastoma and RMDH of NY. The most important things they have in common are healthy, happy lives with great futures ahead of them, and families – both their immediate and extended families – who never gave up. "There's something so special about these two girls," Kathy Weaver maintains. Says Alexis of Kelsey, "She just reminds me of me."

As Sandy Jackson puts it, "When the Jacksons and the Weavers are in the House, we feel like we're home." ❁



TEAM RONALD MCDONALD SHINES AT THE 30TH ANNUAL VOLUNTEER APPRECIATION DINNER



On November 19th at The New York Athletic Club, Team Ronald McDonald was honored by Ronald McDonald House of New York at the 30th Annual Volunteer Recognition Dinner. The award-winning Team celebrated their best year to date, which included the phenomenal feat of raising in excess of \$150,000 at their June 2008 fundraiser, *Helping One Child at a Time*.



Amongst some inspired speeches given during the evening was one, in particular, from Dr. Michael LaQuaglia, Chief of Pediatric Surgery at Memorial Sloan-Kettering Cancer Center. He pointed out the profound and the unthinkable: pediatric cancer treatment, though, for the best of reasons, hurts. He explained that children undergoing such arduous and difficult treatment alone might simply give up if not for the support of the House and specifically, the volunteers. “The House is a place of solace and refuge and it’s a place of fun,” he said. “Kids need that loving touch. They need to see the teams and play the games. And, we need you,” emphasizing how the medical community could not do it alone.

President Bill Sullivan reminded attendees how precious life is, remembering those children who didn’t make it. He quoted the Greek poet, Achilles: *In our sleep, pain, which cannot forget, falls drop by drop upon the heart until, in our own despair, against our will, comes wisdom, through the awful grace of God.* “We need to continue to feed and nurture that Hope and that gives me the inspiration, almost everyday, to move forward,” he continued.

(continued on following page)



“To have the ability to thank the public and tell them about the great volunteers we have and how we couldn’t do it without you – I’m honored to represent you in that capacity so very often and I’m so very proud of you.”

Of special note was a 30-year Service Award to Mary Lambert, the first volunteer, who began service to the House in 1978. When asked, during the 30th Anniversary Celebration, about her years of service, Mary thanked the families she’s worked with for bringing “extraordinary meaning” into her life. Her remarkable volunteer career included, amongst other areas, becoming a member of the Board of Directors during the 1980s.

Additionally, in 2008, the Hope Awards were established to acknowledge four individuals who’ve made an outstanding difference in the lives of children with cancer, thus, supporting the mission of RMDH of NY. The 2008 Hope Award winners were Phyllis Hahn, Stephen Petrillo, Jef Campion, and Niki Sideris with a special award to President Emeritus Vivian Harris.

The 2009 Team Ronald McDonald Co-Chairs are Jef Campion and Ruth Schlossberg. ✿

Of special note was a 30-year Service Award to Mary Lambert, the first volunteer, who began service to the House in 1978.



For more information on RMDH of NY volunteer opportunities or programs, please contact Helen Stafford, Volunteer Manager, at 212.639.0204 or hstafford@rmdh.org.

SERVICE AWARDS

3 YEARS

Board Members:

John M. Angelo
Milton R. Berlinski
Barbara Eig
Edward J. Malloy
George F. Mikes

Volunteers:

Elaine Louis
Beverly Paulis
John Rohs
Nina Friedman
Alison McDaniel
Fran Urist
Sharyn Orlofsky
Janice Roeg
Madeline Rose

Kenneth Schulman

Kelly Dunne
Sarah Nist
Mallika Pereira

Community Groups:

Bank of America
The Olstein
Foundation
GE/Fleet

5 YEARS

Board Members:

Michael J. DeSola
Michael A. Giunta
Randel A. Falco

Volunteers:

Lori Villi
Leslie Barrett
Elizabeth Calvert
Sacheen Cicero
Teresa Matrullo
Patricia Mueller
Donna Potorti

Community Groups:

Barclay
Investments
National Council
of Jewish
Women
Eli’s

7 YEARS

Board Members:

James A. Jacobson
Theodore P. Janulis

Volunteers:

Ann-Marie Oliver
Jeffrey Morrison
Pamela Strazicic
Jef Campion

Community Group:

Bloomingtondale’s

10 YEARS

Board Member:

Rocco J. Maggiotto

Volunteers:

The Forman Family
Steve Simon
Rita Kronovet

Community Group:

Chris Neuhoff
Band

15 YEARS

Board Member:

Michael Hegarty

Volunteers:

Lela Reynolds
Jeanne Scungio
Louise Tashjian
Earl Rix

25 YEARS

Board Members:

Shelly S. Friedman,
Esq.
Richard J. O’Reilly,
M.D.

30 YEARS

Board Member:

Vivian Harris

Volunteer:

Mary Lambert

The Vivian Harris Society



RONALD MCDONALD HOUSE OF NEW YORK HAS INAUGURATED its *Vivian Harris Society* to honor our President Emerita Vivian Harris. During her 26-year tenure as our founding President, Vivian nurtured our families and inspired staff. She was a tireless and gracious leader with uncommon vision.

The members of our *Vivian Harris Society* embody Vivian's

triumphant spirit by recognizing the House in their Estate Plans. We invite you to join our *Vivian Harris Society* by making a gift to the House in your Estate or Retirement Plan.

If you are moved by the idea of becoming a member of our *Vivian Harris Society*, please call or e-mail Patrick Lenz, Director of Major Gifts, at 212.639.0600 or plenz@rmdh.org, to set up time to discuss how to arrange a gift that best fits the needs of your own beneficiaries, your goals for asset protection, generational wealth transfer along with the tax-saving implications and a gift to the House. A discussion never places you under obligation.

ELIGIBLE GIFTS FOR MEMBERSHIP INCLUDE:

Charitable Bequest: A gift in your Will is the simplest way to remember our House. There is no lifetime cost and your estate may qualify for a charitable deduction.

Life Insurance: A life insurance policy you no longer need makes an excellent gift to the House. You may either designate the House as a beneficiary or grant us ownership of the policy.

Retirement and Pension Plans: RMDH of NY can be the beneficiary—or partial beneficiary—of your IRA, other retirement plans or pension plans. By using percentages that add up to 100%, you have the ability to name the House as a recipient of funds from these plans after providing for your loved ones.

Life Income Gifts: There are several varieties of charitable trusts that pay lifetime income to you alone, or to you and a loved one. At your passing, what remains is a gift to the House.

DONATE YOUR AIRLINE MILES

RONALD MCDONALD HOUSE OF NEW YORK NEEDS YOUR AIRLINE MILES!

As many of you know, most of the major airlines have now made it possible to donate your frequent flyer miles to recognized 501 (c) 3 organizations such as RMDH of NY.

When you donate your miles to us, you help support and maintain the programs of the House.

To donate your miles to RMDH of NY, please contact your airline's frequent flyer program manager. For other questions regarding your donation of miles to the House, please contact Joseph Guidetti, Chief Financial Officer, at 212.639.0900 or jguidetti@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.

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*.

Mail to:

Patrick Lenz
 Director of Major Gifts
 Ronald McDonald House of New York
 405 East 73rd Street
 New York, NY 10021

CUT HERE

Name _____

Address _____

Email _____

Phone _____

- I would consider including Ronald McDonald House of New York in my Will or Estate Plan
- I'd like to learn more about including Ronald McDonald House of New York in my Will or Estate Plan
- I have included Ronald McDonald House of New York in my [] Will [] Estate Plan
- Other _____ (please describe)

EVENTS



NEW YORK POPS GALA

BACK BY POPULAR DEMAND, Ronald McDonald House of New York joins forces with the legendary New York Pops Orchestra, under the direction of Steven Reineke, for a special evening of music at Carnegie Hall. You won't want to miss special guest musicians from RMDH of NY who are already preparing a showstopper that is sure to bring down the house!

Date: Monday, April 27, 2009
Time: 5:30 PM Reception
7:00 PM Show
Location: Carnegie Hall



For more information on this event, please contact Patrick Lenz, Director of Major Gifts, at 212.639.0600 or plenz@rmdh.org.

APRIL

27

MAY

4

WINGED FOOT GOLF TOURNAMENT

IN ONLY ITS FOURTH YEAR, THE WINGED FOOT GOLF CLASSIC is already considered one of our premiere events on one of the most highly regarded golf courses in the country. Through the generosity of Marsh, Inc. as the Title Sponsor, guests can look forward to an exciting day of world-class golfing, gourmet food, a silent auction and raffle. And that's all in addition to enjoying one of New York's most spectacular landscapes.

We are seeking additional corporate sponsors for this event.

Date: Monday, May 4, 2009
Time: Two shotguns: 7:30 AM
& 12:30 PM
Location: Winged Foot Golf Club,
Mamaroneck, NY



For more information on this event, please contact Karen Kirk, Director of Special Events, at 212.639.0130 or kkirk@rmdh.org.



SAVE
the **DATE**

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

New York Pops Gala

Date: April 27, 2009
Time: 5:30 PM Reception
7:00 PM Show
Location: Carnegie Hall

Winged Foot Golf Tournament

Date: May 4, 2009
Time: Two shotguns:
7:30 AM & 12:30 PM
Location: Winged Foot Golf
Club, Mamaroneck, NY

Greek Division Walk-a-Thon

Date: May 16, 2009
Time: 11:00 AM
Rain or shine
Location: RMDH of NY

MAY

16

GREEK DIVISION WALK-A-THON

EVERY YEAR, THE GREEK DIVISION of Ronald McDonald House of New York, under the Chairmanship of Niki Sideris, appeals to the community for its support and compassion for our children and families suffering the rigors of pediatric cancer treatment. The Greek Division Walk-a-Thon has consistently been both a popular and personal event for the many caring friends and supporters of the House and the Greek Division who've come out, year after year, to walk in the true spirit of generosity.



Date: Saturday, May 16, 2009
Time: 11:00 AM
Location: RMDH of NY



For more information on this event, please contact Niki Sideris, Chairman, Greek Division, at 212.717.6608 or nikisideris@rmdh.org.

RONALD MCDONALD HOUSE OF NEW YORK'S 17TH ANNUAL GALA

MAY

18



THE ANNUAL GALA AT THE WALDORF=ASTORIA HOTEL gives us a chance to celebrate with our friends and supporters all while raising essential funds needed to support the House year-round. It's also a time to take stock in the work we do thanks to the extraordinary generosity of corporations, individuals and community groups. This year's Honoree is Arthur J. Samberg, Chairman & CEO, Pequot Capital Management, Inc. Please share this evening with us as we take you on a journey of Hope and celebration, thanks to you and your enduring spirit of kindness and giving. We couldn't do what we do without you!

Date: Monday, May 18, 2009
Time: 5:30 PM Doors open
Location: Waldorf=Astoria Hotel



For more information on this event, please contact Richard Martin, Director of Development, at 212.639.0206 or rmartin@rmdh.org.

17th Annual Gala

Date: May 18, 2009
Time: 5:30 PM Doors open
Location: Waldorf=Astoria Hotel

West Side Story

Date: June 4, 2009
Time: 5:30 PM Cocktails
 & Dinner
 8:00 PM Show
Location: Palace Theatre

Team Ronald McDonald Fundraiser

Date: Summer 2009
Time: TBA
Location: TBA

Children's Happy Faces Golf Outing

Date: October 6, 2009
Time: 12:00 PM Shotgun
Location: Sleepy Hollow
 Country Club,
 Sleepy Hollow, NY



Photo courtesy of Jerry Kuotolo

THE TREE OF LIFE

RECENTLY, VISITORS TO RONALD MCDONALD HOUSE OF NEW YORK HAVE NOTICED A MODERN LUCITE WALL SCULPTURE ADORNING ONE OF THE WALLS OF THE HOUSE'S LOBBY. This beautiful wall hanging, entitled *The Tree of Life*, is a vibrant symbol of hope and strength and provides us with a fitting way to honor, recognize or memorialize a Loved One. With each leaf that is added to the tree, it continues to grow and sustain the House.

The financial support generated by *The Tree of Life* enables the House to offer more than simply a place to sleep when families come to New York City to receive treatment for their child's cancer diagnosis. Like a tree, the House provides shelter, has many branches of support and

gives us strength in times of turmoil. Our House is a Home, a place with family and friends who are there when you need them.

Each leaf is engraved with a message as well as the name of the person you are honoring and may be purchased for \$2,500. Your generosity is greatly appreciated and will help us continue to offer services to families arriving today, tomorrow and in years to come.

Memorialize a Loved One by purchasing a leaf on *The Tree of Life* in their name. For more information on how to honor your Loved One, please contact Patrick Lenz, Director of Major Gifts, at 212.639.0600 or plenz@rmdh.org.

This beautiful wall hanging, entitled **The Tree of Life**, is a vibrant symbol of hope and strength and provides us with a fitting way to honor, recognize or memorialize a Loved One.

Name: _____

Email: _____

Address: _____

City/State/Zip: _____

Phone: _____

Message for your leaf: _____

Acknowledgement sent to: _____

Please mail this form with your payment to:

Patrick Lenz, Director of Major Gifts
Ronald McDonald House of New York
405 East 73rd Street
New York, NY 10021

