

Around the House

The Magazine for Ronald McDonald House New York, Volume 5, Issue 1



RONALD MCDONALD
HOUSE NEW YORK





Photo Clifton Bazar



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

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President's Letter

Dear Friends,

2009 was a tough year for our friends and millions of Americans. While I'm pleased to report that our charity (in its 31st year) had a successful year - programmatically and financially - I am fully aware that there are real people behind the numbers and statistics, many of whom are old friends and donors who have suffered financially or otherwise. We hope that 2010 ushers in a stronger economy and a nation with a more positive outlook.

In this issue of *Around the House*, we feature a behind-the-scenes look at our Operations Department, which includes Housekeeping, Maintenance and Guest Relations. This hard-working group is the backbone of our charity's facility, often unseen. We spotlight Board Member Frank Pellegrino, restaurateur and Co-Owner of the formidable Rao's Restaurant in East Harlem who opens his restaurant and heart on behalf of our kids and families.

We have been blessed with outstanding support from community groups and businesses. The Guy M. Stewart Cancer Fund has been supporting the House for 25 years. Their support of our charity is a labor of love and they work tirelessly for the cause of pediatric cancer. Likewise, the Hess Corporation, another loyal supporter, so generously did their part this past holiday season putting more than a few smiles on the faces of our kids. Our feature story on House Guest Laura Sanchez and her family will make you smile and realize how important your support really is. And, if you happen to be in the neighborhood, please stop in to see the Enchanted Forest installed in our Lobby. The installation was designed and donated by celebrity designer Jorge Cazzorla for the delight of our children.

Our Calendar kicks off a year filled with fun events. We welcome your participation in these important fundraisers. In many ways, I believe 2010 might be even more challenging than the last two years. Even so, I ask for your continued support. Whether you donate time, skills or funds, your involvement is crucial to our success in helping our pediatric cancer patients!

For all of your support during 2009, we are extremely grateful.

Very truly yours,

William T. Sullivan
President & Chief Executive Officer



Photo Bob Ray

What's New at Your House?

Jorge Cazzorla's Enchanted Forest

Special thanks to celebrity designer Jorge Cazzorla of Celebrate Flowers for donating the magnificent Mushroom Dining Set and forest backdrop currently showcased in our Lobby at 405 East 73rd Street. The installation is entitled "The Enchanted Forest" and was part of the 2009 DIFFA (Design Industries Foundation Fighting AIDS) Dining by Design tour in New York City.

DIFFA's annual event brings together the design community with each designer presenting his or her own original dining room concept. The event has been a major fundraiser of HIV/AIDS service and education programs in the United States since 1984 and has raised over \$35 million for hundreds of AIDS service organizations across the country.

Jorge Cazzorla's idea was to create an environment from the perspective of a gnome or fairy living in a forest habitat under a large canopy of mushrooms in different shapes and sizes. The mushroom cluster is surrounded by small mushroom table tops featuring flower mosaics constructed from colored rice grains.

The hand-painted forest mural that backdrops the piece is happily inhabited by tiny fairies and butterflies. Diners feel like miniature forest creatures sharing a meal beneath an enchanted mushroom ring.

Jorge Cazzorla presented his Enchanted Forest to Ronald McDonald House New York in January. "It's an honor to spread joy to the children and staff of such a charitable organization," he says. "I would like this environment to be a doorway to the hopes and dreams of all who enter the loving arms of Ronald McDonald House New York. I'm happy to see the life of my creation regenerating in such a wonderful place."



Celebrity designer Jorge Cazzorla of Celebrate Flowers and his Mushroom Dining Set in the House's Lobby



Photos Carol Toscano



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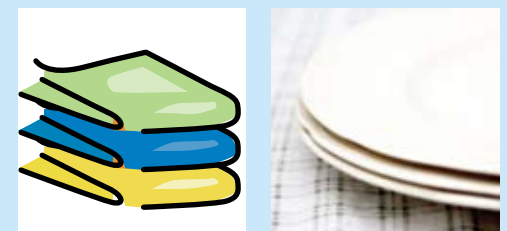
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Partner Hospitals

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

The Mt. Sinai Medical Center
The New York-Presbyterian/Weill Cornell Medical Center
NYU Hospital for Joint Diseases
NYU Langone Medical Center
Rusk Institute of Rehabilitation Medicine
St. Vincent's Hospital Manhattan
St. Luke's-Roosevelt Hospital Center



Please turn the page for a handy shopping list!

Wish List

FOR THE HOUSE

For further information regarding this Wish List, or to make a donation (NEW items only), please contact Lucrecia Ortiz at 212.639.0200 or lucy@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: Visa, MasterCard, American Express, Target, Walgreens, Payless Shoes, JC Penney, Starbucks

FOR THE FAMILIES

Toiletries (soap, toothpaste, hand and body lotions, body wash)
Hand sanitizer bottles
Postage stamps
Umbrellas
Hair dryers
Sweaters, sweatshirts
Day Planners, pocket calendars and appointment books

FOR THE HOUSE *

Paper goods: cups, plates, napkins
Toilet paper
Paper towels
Clear shower curtain liners
Wash cloths in white
Pillows
Laundry baskets
Healthy snack items
Cereal (individually sized)
Assorted tea bags
"Green" laundry detergent
Clorox or Lysol wipes
Copy paper
Photo paper

*High priority items

FOR THE PLAYROOM

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

FOR ARTS & CRAFTS:

Feathers
Pipe cleaners
Washable Crayola markers
Washable Crayola crayons
Crayola fabric markers
Color-Me Taracloth banner
Color-Me flag
Tissue paper
Drop cloths for tables
Oil cloth table cloths
Crayola Model Magic
Crayola Dough
Crayola modeling clay
Sculpey
Play-Doh
Balloons for summer camp and parties
Glue guns and glue sticks
Felt material (assorted colors 12- and 36-inch squares)
Craft sticks
Legos
Craft foam sheets
Plastic lacing for lanyards
Pom poms
Wiggly eyes
Corobuff Sheets
Glue dots
Glitter glue

FOR THE SPORTS SECTION:

Foosballs
Ping-pong balls and paddles
Wall-mounted Basketball with cabinet (from Hammacher Schlemmer or S&S Recreation)
Fold-A-Hoop

FOR THE BABIES SECTION:

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

In Memoriam: Edward Gray

With great sadness and deepest sympathy, the Board of Directors, Volunteers and Staff of Ronald McDonald House New York acknowledge the passing of benefactor and friend, Edward W. T. Gray, III, President of Analytic Asset Management, Inc. and Chairman, The Countess Moira Charitable Foundation. His generosity toward our children and families has been exceptional and heartfelt. We are grateful to have been the recipients of his kindness and compassion and extend our sincere condolences to his wife, Michele, and the entire Gray family.



Provide Support and Comfort: Sponsor a Chair

By sponsoring a chair in our new Dining Room, you will help us maintain a comfortable space for our children and families to share a meal in after a long day of cancer treatment.

The chair will be engraved with your name, company name or philanthropic organization and will be a constant reminder of the love and support you provide. The cost of a chair is \$750.

For more information on the Sponsor a Chair Program, please contact Patrick Lenz, Director of Major Gifts, at 212.639.0600 or plenz@rmdh.org.



Winter 2010 *Around the House Magazine*

Spotlight on Your Board: Frank Pellegrino



Board Member Frank Pellegrino does not consider himself extraordinary. In fact, when asked about his contributions to Ronald McDonald House New York over the last five years, he cites a number of what he considers greater accomplishments by fellow Board Members. But, for the thousands of children at RMDH NY and Mt. Carmel-Holy Rosary Roman Catholic School in East Harlem – the two affiliations closest to his heart – the term “extraordinary” would not adequately describe the enormity of his contributions and the impact his generosity has had in these communities. “To be in a position to be helping children,” he says, “And especially children afflicted with such a terrible disease is extremely gratifying. You realize it’s exactly what you should be doing and you come away with a great sense of accomplishment that you’ve been a part of good work.”

Frank Pellegrino joined the RMDH NY Board of Directors at the request of Ken Langone, a friend and patron of his restaurant, Rao’s, on East 114th Street after a hugely successful fundraiser at the restaurant in 2003. Since then, Frank holds a fundraiser every other year, raising significant sums to benefit the House’s operations. Rao’s

has been an East Harlem landmark for over 100 years, one of only a few surviving businesses representative of the rich Italian American culture that once defined the neighborhood. “I enjoy my culture and making people happy. I’ve spent my life entertaining people, one way or another, and being in the restaurant business for 37 years – cooking, serving – I love to provide the culture and warmth of the Southern Italian people to others,” he says, acknowledging a correlation between his Italian American heritage and the nurturing of others through food, entertainment and giving back.

As for the future of the House, Frank would like to see a cure for pediatric cancer so there would be no further need for it. “Technology has improved, medicine has improved over the past 15 years,” Frank says. “Most of these kids are surviving. To see them grow into young ladies and gentlemen and to give them a shot at a real future - it doesn’t get better than that.”

For all of Frank Pellegrino’s accomplishments as restaurateur, actor, singer and author, he asserts, “The work I’ve done for Ronald McDonald House and the school may be the most important work I’ve done in my life. I believe I’m where I’m supposed to be and that’s my greatest source of pride.”

Though RMDH NY and Mt. Carmel-Holy Rosary Roman Catholic School are his main charities, Frank Pellegrino has raised millions of dollars for other causes by donating tables at his restaurant over the years or by auctioning Rao’s Head Chef, Dino, for private dinners. His ultimate dream, in the next 10 years, is to see a cure for pediatric cancer and for all the kids at Mt. Carmel-Holy Rosary Roman Catholic School to be in college or graduates. “To see all of these kids, healthy and happy, on their way to productive lives is a beautiful thing. Life is full of magic and beauty,” he insists. “It’s just a matter of being observant to all of those magical moments.”

RMDH NY thanks Frank Pellegrino for his extraordinary accomplishments on behalf of children in need but especially on behalf of the children and families we serve each day.

A Letter to Frank Pellegrino

In previous issues of *Around the House*, we’ve made an effort to highlight the increasing trend of youth philanthropy or, in other words, children helping children. The letter shown here was written by Issaka, a 12-year-old, Sixth Grader from Mt. Carmel-Holy Rosary Roman Catholic School in East Harlem to Board Member Frank Pellegrino and illustrates this trend in a most touching and heartfelt way.

Highlighted Excerpt: “My name is Issaka. I spoke about the Ronald McDonald Fun Run and why I participated in the run. It is crucial for people to treat others the way they would want to be treated. I can’t wait until I get another funny feeling after helping other people. It’s like butterflies in your stomach but in a good way.”

December, 2009
Dear Mr. Pellegrino,
Thank you for helping raise money for my school, Mt. Carmel-Holy Rosary School, I met you in November when my classmate and I spoke at your restaurant. Do you think you can remember me?

My name is Issaka. I spoke about the Ronald McDonald Fun Run and why I participated in the run. It is crucial for people to treat others the way they would want to be treated. I can't wait until I get another funny feeling after helping other people. It's like butterflies in your stomach, but in a good way.

I am in honors violin and gospel choir at my school and you are the one that is keeping me in those programs. I hope you continue to help my school.

Thank you for everything.

Sincerely,
Issaka
6th Grade

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Spotlight

The Guy M. Stewart Cancer Fund



Photo Clifton Bazar

Members of the Guy M. Stewart Cancer Fund (from left to right): Rosalind Weinman, Stephaine Naftelowitz, Gail Sorlie, Elaine Sokol, Marcia Simon, Karen Orloff, Roberta Naparty and Loretta Migliore; seated at the piano (donated to the House by the group) is President Barbara Schweitzer

The Guy M. Stewart Cancer Fund, now in its 25th year, is an organization that raises money through various charity events and initiatives to support pediatric cancer patients and their families. They raise between \$40,000 and \$50,000 per year and split the funds, 50/50, between Ronald McDonald House New York and Memorial Sloan-Kettering Cancer Center.

That's the short version. If you were to meet the group of women who run the organization, you'd be in awe of their focus, dedication and chutzpah. "We're a small group," says Barbara Schweitzer, the organization's current president and one of the original founders. "We only have about 100 members but we've raised over \$1 million throughout the years. We met Vivian Harris and visited the first House on East 86th Street. When we saw what the purpose was, it just clicked. We raised \$300,000 for the library in that House and haven't stopped since."

The Guy M. Stewart Cancer Fund is named for Guy Stewart, a friend whom some of the women knew through their work with the American Cancer Society. When Guy lost his battle with

cancer, the fund changed its name to honor their friend.

The organization's main event is a gala luncheon each June with a fashion show and legendary raffle prizes. But, throughout the year, they make visits to the House to deliver toys to the children and provide some extra assistance to the moms and dads by helping with things like gift cards to local drug stores. They also sponsor sporting events and dinners and raise money through the sale of Chantilly Lane Bears. Every penny they earn goes to the charity.

"This is a most amazing group of women who really understand what we do," says President Bill Sullivan. "We're grateful for their dedication and continued support. It's clear that they love the work they do."

Over the past 25 years, The Guy M. Stewart Cancer Fund has raised about \$600,000 for Ronald McDonald House New York with no signs of slowing down. "We'll have money for a new House eventually," Barbara says with an eye to the future. "No doubt about it."

Spotlight

The Hess Crew Has Arrived!

Every year, the Hess Corporation delivers a stash of the highly coveted Hess Truck to the House for our children. For the last several years, the kids look forward to the arrival of the new trucks with as much enthusiasm as waiting for Santa to arrive. In December, the kids got even more than they'd hoped for. In conjunction with The Children's Happy Faces Foundation's annual Christmas party, the Hess Crew, dressed in the famous Hess green, arrived to help our kids celebrate with Pee Wee the Clown and Santa.

Although there are a number of parties that span the month of December each year, The Children's Happy Faces Foundation party is always a highlight. "We've been involved with Ronald McDonald House through Happy Faces for a while," says Jessica Hood, Hess Corporation Account Manager. "But this was our first visit. It was so much fun to see the kids dancing and interacting with Santa and Pee Wee. We definitely want to be more involved."

Ronald McDonald House New York extends its thanks to The Children's Happy Faces Foundation for doing what it does best: creating lots of happy faces! And, special thanks to the Hess Corporation for equipping our kids with, by far, the coolest toy on the market!

Below: The Hess Crew, dressed in green, and The Children's Happy Faces Foundation celebrate Christmas with Santa and the children of the House; right: Sam Fleming and Katie Madigan



Photo Clifton Bazar

Laura Sanchez Shines!



Photo: Nina Friedman

Laura Sanchez turned 12 in January and although she's struggled with Leukemia since the age of 3, there's something about her outlook on life that always keeps her smiling and cheerful.

A native of Puerto Rico, Laura was first diagnosed with the disease in May 2001 when her mother, Daisy, noticed that her 3-year-old baby always seemed to be tired and feverish. As with most eventual cancer diagnoses in children, Laura's first doctor assumed that she suffered from an ordinary childhood infection and prescribed an antibiotic. At the same time, Laura was having a blinking problem in one eye. Daisy made an appointment with their eye doctor who first took note of some paleness in Laura's eyes. Thinking that she might be anemic, the eye doctor ordered a series of blood tests, which revealed the worst. The family finally had their diagnosis: Leukemia.

Laura's first stop was University Pediatric Hospital in San Juan where she received her first five rounds of chemotherapy

over the course of several months. It was a difficult time for the family especially when Laura had a setback and ended up in the Intensive Care Unit with a bad infection. Eventually, Laura bounced back from that infection and had a seven-month remission. Unfortunately, after those seven months, a now 4-year-old Laura relapsed and needed a bone-marrow transplant. Paola, Laura's older sister, who was just 8-years-old at the time, was a match and was able to donate bone marrow for her sister. This marked the beginning of a two-year remission for Laura. But, in 2005, when Laura was 7-years-old, she needed a second bone-marrow transplant and again, did well with donated marrow from Paola. After the second transplant, Laura thrived until 2008 when she relapsed for the third time. That's when Daisy and Ivan, Laura's dad, made the decision to come to New York for Laura's treatment at The Mt. Sinai Medical Center. Paola was no longer eligible to donate bone marrow to her sister but the family did

some research and found a doctor that specialized in these types of transplants. They were happy to learn that he was also from Puerto Rico. The family made the trip to New York and into Ronald McDonald House New York.

Daisy says that Ronald McDonald House has been a great help to Laura and their family because they feel as if they've created a whole new family within the walls of the House. While their own relatives are far away and unable to visit, they feel at home here.

Laura's favorite part of the House is, of course, the Playroom and then the outings. One of the big problems Laura had when she was home in Puerto Rico was not being able to play with the other children and would always question her parents about why. "She just didn't understand

why it was so dangerous to be around other kids," Daisy says. "For Laura, being at the House, she can play with and be around the other children who are going through the same things. She's safe in this House."

Laura loves to read and do arts and crafts, something she has access to in abundance at the House. She has had home schooling both in Puerto Rico and now with her teacher in New York. Even though Laura has been home-schooled most of her life, she hasn't fallen behind in her schoolwork and is completely up to date.

In New York, Laura recently received her third bone-marrow transplant from an anonymous donor. She has some complications due to a lack of T-cells that fight infection and is in a one-year waiting period for a T-cell transplant. She'll be getting

they feel as if they've created a whole new family within the walls of the House



Laura and her mom do arts and crafts in the hospital



that transplant from the same bone-marrow donor to boost her immune system but it's a prolonged process because the doctors want Laura to build her own strength in fighting the Leukemia. "The stronger she gets, the better," Ivan says. Laura has suffered cardiac arrest twice due to heart complications from the chemotherapy and is petite for her age since the treatments inhibit growth. "But, now at least," her mom says, "Laura can participate in activities and have some fun. She's not so isolated anymore."

The stronger she gets, the better . . . now at least Laura can participate in activities and have some fun

Laura goes to the hospital every two weeks for treatment. In between, she keeps up with her schoolwork, plays with her friends and goes on outings.

Laura's illness, however, isn't the only burden on the family. Back home in Puerto Rico, Daisy was an Accountant and also owned a small café/restaurant. Ivan worked in an industrial laboratory. In 2005, they had to sell the business after Laura and Ivan were both sick at the same time. In 2004, Ivan, who suffers from a severe case of Type 1 Diabetes, was in the hospital on dialysis at



the same time Laura was undergoing cancer treatment. Ivan lost a kidney but was fortunate to receive a transplant. In New York, in addition to his regular insulin therapy, he receives treatment through Cornell University Medical Center and is currently on the waiting list for a pancreas and another kidney. He needs to receive both organs from a single donor to reduce the likelihood of rejection but says, "I feel good. Everything is good."

Paola is now 15-years-old and attends Norman Thomas High School in New York City. Daisy explains that the bone marrow donations she gave to Laura haven't affected her physically. "She's healthy," Daisy says, "But, of course, she's emotionally affected by what's happening to her sister. It's difficult."

Laura and her family have been through a lot but consider themselves lucky and happy to be in a place like Ronald McDonald House New York. And, no matter where or when you run into Laura, she always seems to have that great big smile on her face.

Special thanks to Lucrecia Ortiz for translating the interview.

Above: Laura (center) shares a summer day in Puerto Rico with her sister and best friend

Opposite

Top left: Laura with mom Daisy and dad Ivan

Bottom left: Laura with sister Paola

Bottom right: Laura at her school graduation

Feature

Operations: The Backbone of the House



Photo: Clifton Bazar

Latifah Kahric, Guest Relations Associate, checks-in a family

When you walk through the front door of Ronald McDonald House New York, what you see isn't always what is. "Sometimes it's what you don't see that matters most," says Wini Cudjoe, the House's Director of Operations. "We're a 24-hour machine."

"The manpower facilitating the operations of a House like this is phenomenal and a real behind-the-scenes force," says Building Engineer Mel Farrell. "A typical day begins at 6:00 AM and doesn't end until we're ready to start again the next day."

In this issue of *Around the House*, we thought we would give our readers a behind-the-scenes-look at a day in the life of the House beginning with the first stop of the morning – the newly renovated Family Kitchens.

Within minutes of arriving at 6:00 AM, the first staff member is busy with an overall cleaning of the kitchens. The staff member inspects all 16 cooking stations to ensure that everything is in order for the day – from making certain that all trash has been removed, appliances are functioning properly to an additional wipe down of floors, sinks and countertops. "We use a green cleaning solution specially made to keep the surfaces hygienic. It's a critical part of housekeeping," Mel says.

The families start coming down for breakfast around 7:45 AM. By that time, the same staff member is cleaning the restrooms before heading down to the living room for an overall vacuuming and cleaning including what Mel refers to as "ledges and edges."

It means that every ledge or edge no matter how skinny or narrow – such as the top of a light switch plate – is dusted and cleaned. "The children's immune systems are severely challenged," Mel points out. "A little bit of dust doesn't seem like much to most people but to a child with suppressed immunity, it can be a dangerous thing. All of the staff carry a rag and cleaning solution – we really think about the children."

By 8:00 AM, Superintendent Roberto Santiago is on-site beginning his daily walk-through from the roof and then, floor-by-floor, down to the Lobby. The roof is checked and cleared of any debris or recyclables that may have blown in overnight. On his way down, Roberto inspects each floor for anything from burnt-out light bulbs to more serious mechanical issues and deals with whatever comes up. At the same time, Mel is on his own walk-through checking boilers, heating and air conditioning units and all of the major mechanical components in the House to make sure everything is in order from the night before. "We try to fix anything before it becomes a bigger problem," he says. "We do everything to ensure that we minimize the possibility of discomfort for the families. They already have more than enough to worry about."

Part of the House's programming is transportation services, which falls within the Operations Department. The first driver is always on site by 6:00 AM for families whose children receive

early treatment at Morgan Stanley Children's Hospital of New York Presbyterian Columbia Medical Center, followed by drop-offs to Memorial Sloan-Kettering Cancer Center, NYU Langone Medical Center and any of the other cancer treatment centers in the area we're partnered with. Once he makes the drop-offs, he begins the pick-ups until the second shift driver comes in. "We try never to say no to any family when they need a ride," says Michael Scarlett, the first-shift driver. "The drivers maintain the vehicles and assist the families. One of the vans is wheelchair accessible and both drivers are fully trained to use that equipment," adds Mel.

The lobby and elevators are cleaned consistently throughout the day as it is the first face of the House and where the more visible Operations personnel do a good part of their jobs. First, there's a Reception Desk staffed 24/7 as well as a Reservations Desk with specialists who are trained on reservations software and systems. They greet and check-in guests for their stay before the Guest Relations Associates (GRAs) take over. GRAs have a broad job description and, in many cases, have the greatest amount of interaction with families, especially with families who are checking in for the first time. The GRAs begin with taking the families on a tour of the House that includes all of the major common spaces: Playroom, Computer Rooms, Libraries, Living Room,



Top: Receptionist Joanne Shapiro and Reservations Associate Lucrecia Ortiz pack up holiday items for storage; bottom: Guest Relations Associates Michael McHayle and Silia Polyzogopoulou serve the evening meal to families





Photo Clifton Bazar

Superintendent Roberto Santiago checks the boiler

Kitchens and Dining Room. Families are assigned specific areas in the Kitchen based upon their room location. GRAs assist families with luggage, explain programming and are always on duty to answer questions or assist when needed. The GRAs are also responsible for setting up dinners and events, assisting volunteer and community groups with the evening dinners and activities, assisting Maintenance and Housekeeping with cleaning tasks and are charged with guest room inspections before and after occupancy. Before a new family can occupy a room, the Operations Department repairs and replaces and makes sure the room is back in service with no evidence of previous occupancy or any problem. The House provides linens, vacuum cleaners, cleaning supplies, toilet paper, light bulbs – any item necessary for maintaining a space – available through the 24-hour Reception Desk. “The running of the House is always intensive,” Mel says. “Everything operates with an intensity. Nothing is more important than anything else.”

Wini Cudjoe says there’s a lot of overlap in the responsibilities across the entire Operations Department. “We work the way the families live with their situations: 24/7,” she says. “There has to be a quick turnaround when families need something. Yes, we keep the House operating but we also evaluate donations and how to best distribute items to families who really need our help. We organize sidewalk sales to raise money for programming.

Everything that goes on behind the scenes is for the benefit of our families. And we instill that idea in every staff member. It’s part of the training. It’s not unusual, for example, to see a Receptionist or a Reservations Associate helping to set up or break down an event at any given time. It’s a group effort.”

The House is about to begin Phase Two of a massive project to install energy efficient temperature controls in each room. “We’re concerned with the responsible use of resources as well as the comfort and care of the families. We want every family to be completely comfortable and content in their space,” Mel says. “The new temperature controls will ensure energy efficiency and optimal comfort.” The Operations Department is also working on an instructional/educational video about the House for guests that could eventually run on a designated TV channel in the rooms. “We want to provide something helpful for the families when they have a quiet moment to look at the overall operations of the House,” Wini says. “At the end of the day – and our days never end – it’s important to have an environment that’s warm and inviting. We know it’s a place of business but to the families we serve, it’s a home-away-from-home and it needs to feel that way. The families always come first.”

Fundraising

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 New York. It’s 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; State Employees Federated Campaign SEFA 51-00074; 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 New York is a registered 501 (c) 3 charity. For more information, please contact Patrick Lenz, Director of Major Gifts, at 212.639.0600 or plenz@rmdh.org.



Ronald McDonald House New York Car(e) Program



Ronald McDonald House New York, through its partner, Car Program LLC, will accept most vehicles and vessels including, but not limited to, cars, trucks, trailers, boats and recreational vehicles (RVs) regardless of their operating condition. The only exceptions are vehicles or vessels whose value would not offset the cost of towing.

Vehicle donations are tax deductible to the full extent of the law depending upon individual tax situations. Before making a car donation, please check with your tax professional to determine the tax benefit you may receive by donating a car or vessel.

To donate a vehicle to Ronald McDonald House New York, please download the Car Donation Form from our website at www.rmdh.org and follow the donation instructions provided with the form. You will be contacted within a week

Ronald McDonald House New York receives 70% of the net proceeds from the sale of a donated vehicle. If you have questions prior to initiating the donation process, please contact Sue Houston at 212.639.0500 or shouston@rmdh.org.

Cards for a Cause: Purchase a Set of Cards Featuring Our Hardworking Therapy Dogs



Our award-winning Angel on a Leash Therapy Dog Program provides trained and certified therapy dogs to our pediatric cancer patients and their families. The program enhances health and quality of life through play and enrichment activities, which promote the human/animal bond and helps the children to better deal with the emotional effects of cancer treatment. In 2009, Mutual of America honored our Angel on a Leash Therapy Dog Program, in partnership with the Westminster Kennel Club, with a nationally recognized community service award. Our all-occasion note cards feature our therapy dogs hard at work cheering the children. Proceeds support the programs of Ronald McDonald House New York.

To purchase a set of all-occasion therapy dog note cards, please contact Cheryl Frei, Director of Family Support, at 212.639.0195 or cfrei@rmdh.org. Cards can also be purchased through our website www.rmdh.org.

\$15.00 for a package of eight cards

Calendar of Events

Save the Date

MARCH 21, 2010

NYC Half Marathon
Location: TBA
Time: TBA

MARCH 24, 2010

Spring Theatre Benefit:
The Addams Family Musical
Pre-theatre dinner and cocktail reception
Time: 5:30 PM
Location: Sardi's
234 West 44th Street
Show
Time: 8:00 PM
Location: The Lunt-Fontanne Theatre
205 West 46th Street



APRIL 25 RAIN DATE MAY 2, 2010

H.O.G.s for Hope/Ride for Hope
Registration 9:00 AM
Take off 11:30 AM
Location: New Rochelle Harley-Davidson

MAY 2, 2010 RAIN OR SHINE

TD Bank Five Boro Bike Tour
Time: 6:30 AM
Location: Battery Park

MAY 3, 2010

New York Pops Gala
Time: 5:30 PM Doors open
Location: Carnegie Hall

MAY 15, 2010 RAIN OR SHINE

Greek Division Walk-a-Thon
Time: 11:00 AM
Rain or shine
Location: RMDH NY

MAY 17, 2010

18th Annual Gala
Time: 5:30 PM Doors open
Location: Waldorf=Astoria

TD BANK FIVE BORO BIKE TOUR

Team Ronald McDonald is off and pedaling in preparation for New York City's annual TD Bank Five Boro Bike Tour on Sunday, May 2, 2010. Beginning this month, we will start registering our 50 cyclists to complete the 42-mile course while raising money and awareness in support of Ronald McDonald House New York.

This is a unique opportunity for bike enthusiasts who wish to help children with cancer. You'll begin in lower Manhattan, ride through Central Park, historic Harlem and The Bronx, south along the East River into Queens and Brooklyn before the thrill of pedaling across the scenic Verrazano-Narrows Bridge to Staten Island. The ride lands on Staten Island at a fun outdoor festival with bike demos, mountain bike stunt show, giveaways, games, food concessions, product samples, stretching, massage, a photo booth and official merchandise. After a visit to Fort Wadsworth Overlook, you'll complete the final three miles to the Staten Island Ferry.

When you register to ride in support of the House, you'll create your own personal fundraising page where you'll be able to invite your friends and family to support you and one of the most important charities in New York City.

Registration will open on our website, www.rmdh.org, on Monday, February 15, 2010. Register soon to secure your spot!

For more information on this event, please contact Sue Houston at 212.639.0500 or shouston@rmdh.org.

DATE: SUNDAY, MAY 2, 2010
Time: 6:30 AM, Rain or shine
Location: Battery Park

SPRING THEATRE BENEFIT: THE ADDAMS FAMILY MUSICAL

Starring Nathan Lane and Bebe Neuwirth, and based upon the famous Charles Addams cartoons, The Addams Family comes to life in this macabre stage adaptation opening at the Lunt-Fontanne Theatre this spring. Unlike the film adaptations, this musical family portrait takes its inspiration from the original cartoons made famous in *The New Yorker* magazine. Please join us for an evening of ghoulish delight!

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

DATE: MARCH 24, 2010
Pre-theatre dinner and cocktail reception
Time: 5:30 PM
Location: Sardi's
234 West 44th Street
Show
Time: 8:00 PM
Location: The Lunt-Fontanne Theatre
205 West 46th Street



GREEK DIVISION WALK-A-THON

Please join the Greek Division of Ronald McDonald House New York, under the Chairmanship of Niki Sideris, for the annual Greek Division Walk-a-Thon. A favorite fundraiser to so many caring friends of the House and our Greek Division who've come out, year after year to walk in the spirit of generosity and compassion, this event has raised thousands of dollars in support of the young cancer patients and their families who live with us during their treatment at our 14 Partner Hospitals. After the Walk-a-Thon, stay for food, traditional Greek dancing and festivities.

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

DATE: SATURDAY, MAY 15, 2010
Time: 11:00 AM
Location: RMDH NY



Meet Giavanna

Recently, Giavanna celebrated a birthday at Ronald McDonald House New York. Birthdays are one of many milestones we commemorate for our pediatric cancer patients and their families. Over the past 31 years, Ronald McDonald House New York has celebrated thousands of birthdays, holidays and an assortment of important events that occur in the life of any child. The difference is, because our kids are away from home for long periods, they miss their homes, schools and friends during these milestones.

That's where you come in. With your help, Giavanna and all of the children who live with us can celebrate their milestones and create new memories with new friends to last a lifetime. A diagnosis of cancer is not just frightening but financially devastating. The resources you provide can make a difference in the services we provide during those important moments in a life.

Ronald McDonald House New York offers a safe, clean and supportive environment for a nominal fee of \$35 per night, far less than the \$270 it costs to house each family, each night. We provide family rooms, newly renovated state-of-the-art kitchens, a library, computer rooms, a playroom, tutoring, professionally supervised activities, transportation services and friends with a knack for keeping our children smiling, happy and celebrating in spite of pediatric cancer treatment. At our House, children are children first and foremost.

Ronald McDonald House New York is independently owned and operated. Through generous donations from individuals like you, we can continue to cover the majority of costs for these families.

Please make a donation today.

Ronald McDonald House New York is a 501 (c) 3 charity accredited by the Better Business Bureau.



RONALD MCDONALD
HOUSE NEW YORK

Ronald McDonald House New York

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