

Around the House

The Magazine for Ronald McDonald House New York, Volume 5, Issue 2



RONALD MCDONALD
HOUSE NEW YORK



Spring 2010



Photo: Carol Toscano



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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Photograph by Sara Jaye Weiss

BACK COVER

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President's Letter



Dear Friends,

Spring is here and our NYC House seems abloom with activity. As the song goes, *New York, New York, a helluva town!* In our 2009 Annual Report, we talk about our city as an important destination in a family's journey after they receive a cancer diagnosis. NYC is a hub of sorts, offering the greatest medical advances and technology. And while they're with us, families live in an environment of art and culture(s), activity and incredible opportunities in full bloom. Cancer is a cunning opponent because it mimics the diversity, agelessness and sophistication of the city. What it lacks is the love we have for our patients and families. While cancer may have a community dedicated to eradicating it, our families have a community dedicated to their well-being. That community is one of determined resolve and possibility. The support and fun times provided by our generous supporters across this city and all its wonderful people make our House bloom with love year-round.

As spring gets underway, changes are taking place at the House. Our long-term Director of Human Resources, Volunteers & Programs, Ralph Vogel, will retire after 13 years of service and begin enjoying a slower, well deserved pace in retirement. For many years, Ralph has been a stabilizing champion of the House and though we'll surely miss him, we wish him the best.

In this issue of *Around the House*, we spotlight several clubs for our moms that include the Knitting Circle, the Book Club and the Scrapbooking Group. Likewise, you'll read about our new celebrity chef series, *Guess Who's Coming to Dinner*, featuring guest chefs cooking in our new Family Kitchens.

You'll meet a wonderful Board Member, Cliff Sterling, whose commitment to Ronald McDonald House New York is awesome and extends to his entire family. Don't miss our charming story of House Guest Leonides Theodoridis and his NYC adventures far from his home in Greece. And, take a moment to review the myriad of spring and summer fundraising events in our Calendar. During April's National Volunteer Recognition Week, we were pleased to recognize four outstanding Ronald McDonald House New York volunteers with our Hope Award. Their stories of service to our charity are noteworthy.

Sincerely,

William T. Sullivan
President & Chief Executive Officer

What's New at Your House?

Ed Safdie's Caligor Pharmacy



Top: President Bill Sullivan with Ed Safdie, owner of Caligor;
Bottom: Ed Safdie with Caligor staff

Caligor Pharmacy has been an Upper East Side staple since 1919 and has been owned by Ed Safdie since 2000. The Pharmacy is unique in that it specializes in importing to the United States new, cutting edge drugs for children with special health problems. "About 90% of our patients are children," says Joseph Safdie, Ed's son. "We work with drug companies to import some of the drugs the children need immediately so they don't have to wait through all of the paperwork and time it would take otherwise. Through our work with Memorial Sloan-Kettering Cancer Center, we learned of Ronald McDonald House New York and wanted to help."

At the time, Caligor was in the process of hiring an ad company to sell advertising space in the four front windows of the store. They stood to earn between \$5,000 and \$10,000 each month selling the space to advertisers. Though once they got to know what was happening at Ronald McDonald House New York, they decided to offer the ad space to the House free of charge. "If it's for the kids, we're in," says Joseph. "We work with so many kids and we get close to the families. My father loves the work the House does and he's very sensitive especially when it comes to kids. Seeing people rally around sick children so they can be with their families in times of stress is important to him. He understands what it means to be with the whole family otherwise many of them would be alone with one guardian."

Last autumn, Ronald McDonald House New York utilized Caligor's window space with banners lined up in all four front windows. "The opportunity for us to use the ad space was fantastic," President Bill Sullivan says. "In particular, because it helps produce even more community support from people who might not know what we do, exactly. We're so grateful."

At the time of this writing, Ed Safdie was out of town but sent the following statement: "Since 1919, Caligor has been honored to support families in need. Through our work with children affected by neurological, psychological and other infirmities, we have been fortunate to grow close to countless families affected by these illnesses. Their stories are stories of strength and love. The bravery with which they approach life-threatening hardships has always been a source of inspiration. Our belief is that family warmth and love are a unique and irreplaceable part of any patient's recovery plan. Ronald McDonald House New York supports these families, allowing them to face adversity together, in the way only a family can. Please join Caligor and Ronald McDonald House New York in supporting families in need in any way you can."

Caligor Pharmacy is located on East 83rd Street between Lexington and Third Avenues.

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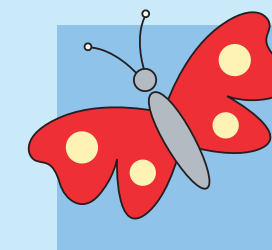
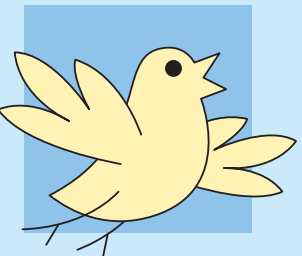
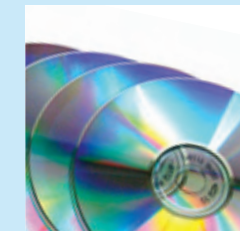
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Partner Hospitals

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, G-and PG-rated)
DVD player (Blu Ray)
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, Starbuck's

FOR THE FAMILIES

Hand sanitizer bottles
Postage stamps
Umbrellas
Laptop computers
USB personal storage sticks

FOR THE HOUSE

Paper goods: cups, plates, napkins
Toilet paper
Paper towels
Clear shower curtain liners
Pillows
Clear plastic containers
Cereal (individually sized)
"Green" laundry detergent
Clorox or Lysol wipes
Copy paper
Photo paper
Solar outdoor lighting
Gardening supplies (gloves, garden tools, garden cart)
Bird houses/feeders/baths

SPECIAL

Sponsor a room night payment (\$35/night)
Sponsor a birthday party or special program party

Please consider donating a gift from our MACY'S registry at: <http://tiny.cc/RMDHMACysregistry>. Go to "give" and enter:
First Name: ronald Last Name: mcdonald

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.

2010 Hope Award Winners



Please join Ronald McDonald House New York in congratulating the 2010 Hope Award Winners: Anne Lekow, James Murtagh, Betty Perez and Lou Riccio. The Hope Awards, now in its third year, was celebrated with an April ceremony honoring the four whose work and commitment to the mission of Ronald McDonald House New York is extraordinary.

Over the last three years, the Hope Award has become a symbol of pride and honor amongst the volunteers. "The work these volunteers do is very important to the families. There's a feeling of security knowing the same people are committed and will be around from week-to-week or event-to-event and we recognize the impact that makes on the children and families," says Ralph Vogel, Director of Human Resources, Volunteers & Programs. "Honoring their achievements was important."

Our award-winning volunteer program is filled with volunteers who possess the spirit of giving exemplified by all of our Hope Award recipients, present and past. The volunteers create an environment of community, which benefits the families. It is with gratitude we thank all of our volunteers for the work they do year-round.

For more information on the 2010 Hope Award Winners, please go to www.rmdh.org.

The 2010 Selection Committee: Neville Bean, Erin Byram, Jennifer Reilly, Jo Lowndes Sevely, Shelly Talan, Carol Toscano and Robert Vandeweghe

The 2009 Hope Award Winners: Bruce Dimpflmaier, David Lipson, Steve Simon and Shelly Talan

The 2008 Hope Award Winners: Jef Campion, Phyllis Hahn, Vivian Harris, Stephen Petrillo and Niki Sideris

Spotlight on Your Board: Clifford Sterling



In a way, Board Member Cliff Sterling could credit his family for introducing him to Ronald McDonald House New York. It all began when Kristin, Cliff's wife, looked for an organization in their neighborhood to whom they could make donations. Through donating, Kristin met House staffers and learned of the annual Kid's Charity Fun Run. For several years, as his kids grew up, Cliff participated in the event supporting his own children and Ronald McDonald House New York at the same time.

Over time, as Cliff got to know the House, its staff and volunteers, he became involved with the annual NY Giants fundraising event. At the time, he was a Senior Managing Director at Bear Stearns, a major underwriter for the NY Giants events. Through a philanthropic culture across Bear Stearns, he was encouraged to give but what he really wanted was not just to write a check but to be connected to an organization in a way that felt right. He wanted to be involved. In 2007, Cliff Sterling became an official member of the Board of Directors of Ronald McDonald House New York.

"It's an easy connection for me," he says. "I like being here. It's a magical place – the combination of the volunteers and staff who make the place run are people who really want to be there. It's wonderful. I really get choked up when I leave the House. I can't think of a better place to be involved."

A native New Yorker, Cliff grew up in the Riverdale section of The Bronx. His parents owned a record store on Broadway called Broadway Records. "It was a lot of fun," he says. Later, the family moved to New Jersey and Cliff went on to attend Franklin and Marshall College in Lancaster, PA. After college, he worked for eight years in Bear Stearns's San Francisco office before moving back to New York to work in their office here. During his 23 years with Bear Stearns, he learned what it meant to give in a meaningful way. "I received a real gift from Bear Stearns and that was a lesson on the importance of giving back. I wouldn't change anything. It's made me a better person."

After Bear Stearns, Cliff joined forces with some colleagues and Braver Stern Securities was built. "It was an opportunity to build something new and relevant," he says. "We started with six people. Now we have 30 and we're still growing." As his firm grows, so does his commitment to the House.

"One of the best things about the House is the Board of Directors. We have great leadership under Stanley Shopkorn," Cliff says. "It's great to see individual Board Members taking ownership of projects and special events. When you devote your time to something like this, there's meaning. You feel really good about the accomplishments."

Ronald McDonald House New York extends its gratitude to Cliff Sterling for his participation and commitment to the mission of the House.

Ralph Vogel Retires



On April 30th, Ralph W. Vogel, Director of Human Resources, Volunteers & Programs, retired after 13 years of dedicated service to Ronald McDonald House New York. Ralph began as Volunteer Coordinator in 1997 and since 2005, has served in his current role. In 2007, under Ralph's leadership, Team Ronald McDonald – over 250 Volunteers strong – was honored with a Best Bets Award. Ralph has worked with the Team in producing some of the most successful fundraisers to support family programming. He was responsible for building the educational initiatives, Playroom programs and Camp Ronald McDonald Summer Camp. His direct efforts over the last decade have positively impacted thousands of pediatric cancer patients and their families.

Additionally, Ralph was instrumental in creating the annual Hope Awards and for overseeing House publications turning a small, black and white newsletter into a full-color, 20-page magazine (*Around the House*). He produced the monthly Team Ronald McDonald Volunteer Newsletter and interacted with every department of the House.

Ralph brought with him an expertise in hospitality and volunteer services and shared his knowledge with colleagues across the organization. While we find it difficult to say goodbye to such a loyal, hardworking member of our team, we wish Ralph the best in his retirement and say THANK YOU for his many contributions to the cause of pediatric cancer and the mission of the House.

Spotlight

Weekly Clubs Provide Support for Moms: Knitting, Books and Scrapbooking



Ronald McDonald House New York provides something extra for caregivers through in-House clubs that offer a different type of support: fun and escape from an otherwise stressful lifestyle. The Thursday evening Knitting Circle is a good example of this. It was formed about four years ago when Susan Richter, the group's leader wanted to do something to help pediatric cancer patients. Years before she ever came to the House, Susan had had a business partner whom she would accompany to cancer treatment sessions. With all of the time spent waiting around during treatment, Susan realized that after a while, there wasn't much to talk about other than the cancer. She realized it was important to stay occupied during those times so years later, when Susan wanted to do some volunteering, she thought

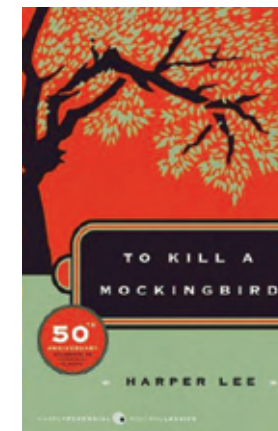
about what she could do to make a difference. "I knew how to knit and I wanted to do something," Susan says. "Ronald McDonald House was in my neighborhood and I thought I could teach the moms and kids a skill to help them stay occupied during the long days of treatment. And it was a good way to help them form bonds that would be meaningful."

The Knitting Circle meets once per week and according to Dana Levin, a Knitting Circle Volunteer, Susan has been instrumental in getting donations of materials and supplies. "She's a great resource," says Dana. "Somehow she gets yarn and needles for anyone who needs it. Each person works on a project they want to work on. Some have never knitted before coming to the group and others are experts. We supply patterns and yarn and help them along."

Susan goes around to stores buying yarn on sale and procuring donations from shops and individuals who have yarn stashes they aren't using but don't want to throw away. For anyone without resources, Susan supplies the needles, materials and patterns.

Susan says the group has had many incarnations. "There have been times when we've had mostly siblings of patients and other times, mostly moms. Now we have everyone – moms, kids, some dads and some grandmothers. The audience changes but everybody who comes enjoys it. We've even had a fashion show."

Another popular club meets on Friday nights after the kids have gone to sleep: the Mom's Scrapbooking Group. The Scrapbooking Group is special because many of



the families are far from home, meeting new people, living in a new city or for some, living in a city for the very first time. All of the families are making new memories and even though they're going through tough times, the process of recording and archiving their time in New York is significant. "The moms make things that are important for their memories," says Latifah Kharic, a Guest Relations Associate and the leader of the Scrapbooking Group. "It's a family's personal history. It means something."

Likewise, the Ronald McDonald House New York Book Club offers a way for the participants to escape into worlds that are new and different, away from their own world of cancer treatment. The Book Club, started in 2009, meets monthly and is lead by Guest Relations Associate Silia Polyzogopoulou and Saturday night volunteer Carol Boswell, a writer. The Book Club has already completed eight books including *To Kill a Mockingbird*, *The Great Gatsby*, *Like Water for Chocolate*, *Reading Lolita in Tebran*, *Love in the Time of Cholera*, *Doubt*, *The Secret Life of Bees* and *The White Tiger*.

"We wanted to make the monthly book night an event with food and a movie adaptation whenever possible," Carol says. "The challenge was finding books that we could get in both English and Spanish translations. I'm so impressed by the moms we meet. They're well read and interested and engaged in the program." The additional challenge for Carol and Silia was getting publishers and booksellers to donate 30 copies of a single title but somehow, they've managed to make it happen. And often, restaurants will contribute meals that are themed to match the subject matter.

Carol and Silia have taken into consideration that the moms and dads don't have a lot of time on their hands so if they can't finish the book, they can come in and see the movie and find out what happens! So what's next then? Jane Austen, of course!

For more information on the Knitting Circle, the Mom's Scrapbooking Group and the monthly Book Club, or to donate materials for any of these programs, please contact Silia Polyzogopoulou or Latifa Kharic at 212.639.0100 or info@rmdh.org.



Leonides Theodoridis: Cancer-Fighting Warrior!



If you were to meet 11-year-old House Guest Leonides Theodoridis, you might notice several things. You might notice him in the House's Lobby playing video games on his Nintendo DSI. Or perhaps you'd notice him in a group of friends laughing in the House's Playroom. You'd definitely notice his charm and silliness and warmth. And if you're someone he knows, you'd most definitely take note of the great big hug he'd likely give you the moment he saw you. The one thing you wouldn't notice is Neuroblastoma.

Leonides was just eight-years-old in 2008 when this story begins. Back in his hometown of Thessaloniki, Greece, in a local church with his mother, Fani Androuopoulou, Leonides celebrated an annual Holy Day dedicated to the Virgin Mary. The day had begun like any other day but during the Mass, Leonides fell ill with severe abdominal pains. To Fani, a particularly devout Christian, the timing was significant and she believed she had received an important sign of something bigger going on. Because of the Holy Day, Fani had a strong feeling she shouldn't dismiss the incident as simple childhood infirmity or a passing ache so she took Leonides, immediately, to see the doctor. Fani says, "The Virgin Mary was a mother like me and she was telling me to run quickly."

Fani took Leonides to a Doctor in Greece named Dimitrios Koliuskas, a pediatric oncologist. "I have a great respect for Dr. Koliuskas. He really believes in what he's doing. He doesn't accept money – he's a doctor in the truest sense of the word,"

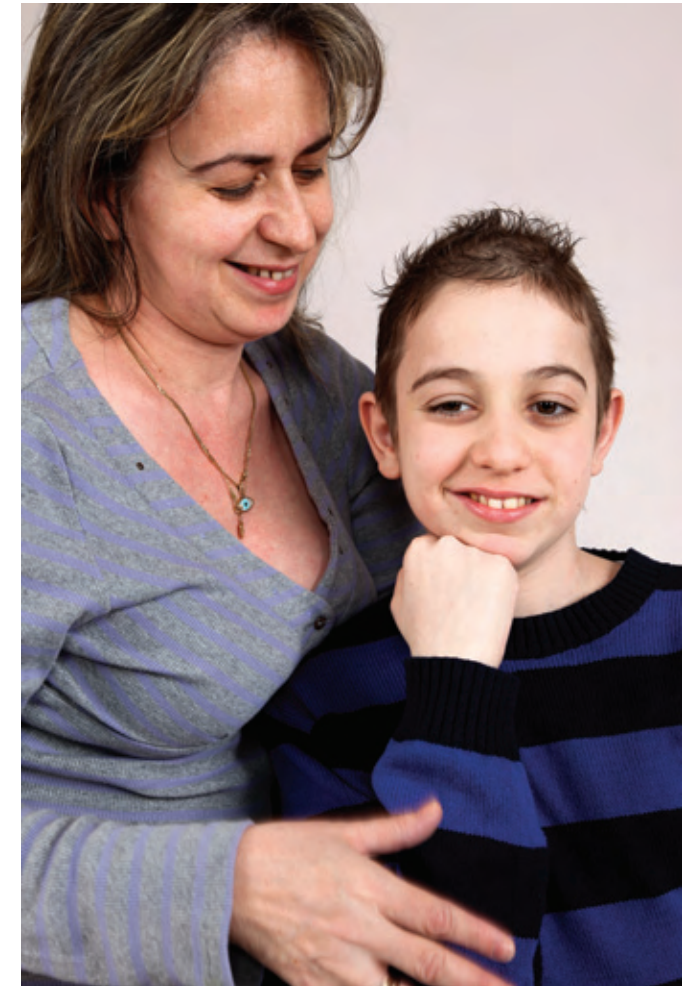
Fani says. "And he was the one to tell me – to insist – that we come to New York City."

Before coming to New York City, Leonides went through a year of cancer treatment in his native Greece: surgery to remove the large tumor in his abdomen followed by radiation and several rounds of chemotherapy. At first, Leonides responded well to the treatment but after a year, he relapsed. That's when Fani packed up and moved to New York City so that Leonides could get the treatment he desperately needed at Memorial Sloan-Kettering Cancer Center, a top-notch medical center known worldwide for its cutting-edge Neuroblastoma treatment protocols.

To get to New York City, Fani received assistance from a Foundation in Greece called Pronia that was able to help the family with the financial burden of Neuroblastoma treatment and all of the travel expenses the family required. But Fani says even if she had not received the assistance from Pronia (the organization has made a promise to support Leonides for as long as he needs it), she would have sold everything she owned to get Leonides to New York City. "One way or another," she says. "I would have found a way to get my son to New York City." She feels that the support from Pronia was another important gift the family received at just the right time. Everything they needed came to them just as they needed it.

Once Fani and Leonides arrived in New York City, Fani says that she was amazed and overwhelmed by the response they received from everyone they met. "It was very difficult to come to a new place with a sick child and not speak the language," she explains. "But everyone was so wonderful – the doctors, the nurses, everyone at the House. The only real problem we had was the disease. Every other problem we had, we were able to overcome."

In addition to Leonides, Fani has a 20-year-old son, Yorgos, at home in Greece with her own mother. "He's such a good boy. He's never complained about having a younger brother bothering him or getting in his way. He loves his brother so much and the two boys are very close. He's the man of the family now – going to school, taking care of our home in Greece and helping my mother," Fani says. "He was very upset seeing Leonides going through something like this. Leonides needs so much care and attention.



Leonides Theodoridis with his mom, Fani Androuopoulou



We all have to have patience. We have to think with him, explain everything to him so that he can understand what's going on with his treatment. It's important for him to participate in it and grow up and learn."

In New York City, Leonides sees Dr. Kushner, a very popular pediatric oncologist at Memorial Sloan-Kettering Cancer Center. "I love you baby!" laughs Leonides, mimicking Dr. Kushner. "Leonides really believes in Dr. Kushner," Fani says. "At times, when I've broken down, it's been Leonides telling me not to worry,

"Leonides doesn't feel like he's sick here."

that Dr. Kushner knows what to do."

Leonides has a teacher in New York to help him through his schoolwork. In New York City, he learns an American curriculum but he remains up to date on all of his studies. "Miss Catherine, his teacher in New York City says he's a very good student. He has school about three times each week," Fani explains. "Because of the 3F8 Antibody treatment Leonides receives as part of his Neuroblastoma treatment protocol, school is always scheduled around hospital days because of how painful and exhausting the treatment is."

Fani and Leonides love New York City and Fani feels that because the House has embraced them, Leonides has had opportunities to see so many new things he would never have seen in any other circumstance. "The only obstacle is not having the whole family together," Fani says. She also thinks everyone works too much in New York City. "But the House is not like a hospital – it's warm, there's people to talk with, friends to make, everything you need. Leonides doesn't feel like he's sick here." He says one of his favorite things about the House is the clown statue on one of the outdoor terraces but adds, "I like the people, most of all."

The Greek Division of Ronald McDonald House New York has been another great help and comfort to Fani and Leonides. Fani is very fond of Niki Sideris and Spiridoula Katechis in the Greek Division and has made some new friends through it. Fani and Leonides have even made friends who originate from their same home town in Greece. As for Leonides's name, Fani tells us that he is named after a conquering Greek Hero named Leonides. The story is that Leonides was a Commander in the Greek Army. He had only 300 men but was able to conquer Sparta with just those 300 men. Later, he became King Leonides of Sparta. "My Leonides is a warrior just like the Commander," says Fani. "It's historical. Leonides is a warrior waiting to kill the enemy." By enemy, Fani means the cancer.

The cancer treatment has been tough on Leonides because the 3F8 Antibody treatment is harsh. Leonides says it makes him feel like he's being crushed. "We're very grateful for Dr. Kushner," Fani insists. "Because he's so persistent just like cancer is persistent. He's so careful and precise and doesn't leave anything to chance. Even at times when Dr. Kushner was working through difficult moments for the family, Leonides has provided comfort telling the doctor, 'Don't be upset. It's not your fault I have cancer.'"

At the House, Leonides has made many friends and has become quite the accomplished "Guitar Hero" with some of those friends in the House's Playroom. "When Leonides was in the hospital for too long, he told Dr. Kushner he needed to get back to the House," Fani laughs. "It's like a second home – New York City. I will never forget it. To come from nowhere with something terrible happening to your family and to find friends there – I really love everyone. And I know that everyone really loves us. When we walk through the double doors in the Lobby, no matter how bad he's feeling, Leonides always says 'Oh! Thank God we're home!'"



Photographs of Leonides on pages 8, 9 and 11 by Sara Jaye Weiss.



Guess Who's coming to Dinner!

Hosted by **Chef Dave Martin**



On February 5th, Ronald McDonald House New York launched a new series called *Guess Who's Coming to Dinner* featuring, as the series host, Celebrity Chef Dave Martin, a former final-three contestant from the first season of the hit Bravo television show *Top Chef*. The series will continue over the next year and will feature other noted chefs to cook with the kids and raise awareness for the mission of Ronald McDonald House New York and the cause of pediatric cancer.



The series aims to accomplish a number of things. According to Chef Dave, who is currently working on a line of healthy foods for kids, it was important that he partner with an organization like Ronald McDonald House New York, which has an eye to keeping the home environment as healthy as possible. He also wanted to work with an organization that spoke to him, personally, and Ronald McDonald House New York captured his heart the moment he met some of the House's young guests. The series is about good nutrition, exciting the families and encouraging them to create together in the kitchen as well as the benefits that sharing a meal together may have on the well-being of the family unit. Once those primary objectives are met,



getting the community engaged to contribute supplies, donate funds or otherwise become involved in the House in any number of ways is a key intention. "Everyone can help," Chef Dave says. "Even without a lot of money. People can donate an hour of time, a pot, a pan or a bag of groceries. It's what each person can do."

The opening event in February included a *Top Chef* cook-off featuring Chef Dave in one kitchen where he prepared a classic Macaroni and Cheese ("Dave Style") and former *Top Chef* contestant and Dave's friend, Natural Food Chef Andrea



**"Everyone can help,"
Chef Dave says. "It's what
each person can do."**



Beaman, who prepared a Savory Quinoa Pilaf in another kitchen. The cook-off was judged by Francine Cohen, Editor in Chief, *Inside Food and Beverage Magazine*, Frances Grace, Publisher, *Dish du Jour Magazine*, and Jason Littrell, New York mixologist and bartender at Death and Company in New York's East Village. The event celebrated the opening of the newly renovated Family Kitchens with two important dedications: a ribbon cutting ceremony to inaugurate the new Family Kitchens and the dedication of the new Dining Room in memory of Thomas Jay Riker, Jr. who lost his battle with pediatric cancer in 1998. Thomas Riker, Sr., in a labor of love, managed the complete renovation of the Family Kitchens and Dining Room from start to finish and attended with his wife,



Guess Who's Coming to Dinner continued



Denise, to unveil the special wall plaque in their son's name. Broadway Inspirational Voices, a choral group made up of performers from shows across Broadway and off-Broadway, entertained while the Chefs and their special Sous Chef assistants (our own House kids) worked hard to prepare and serve a delicious feast, fit for a king (and kids and grownups alike!).



For more information on *Guess Who's Coming to Dinner* upcoming events, please visit www.rmdh.org.



Fundraising

The Tree of Life



Visitors to Ronald McDonald House New York have noticed *The Tree of Life* wall sculpture is flourishing with many new leaf additions over the last year. More and more families are honoring Loved Ones with the installation of leaves and have gathered with friends and family to install each leaf on *The Tree of Life* with a special ceremony. This vibrant symbol of life and strength provides each family with an extraordinary way to memorialize and celebrate the life of someone special. As time goes by and more and more leaves are added, *The Tree of Life* will continue to flourish and support the House.

The financial support generated for Ronald McDonald House New York from *The Tree of Life* enables us to offer more than just a place to sleep when families travel to New York City for their child's cancer treatment. Like a tree, the House provides shelter,

has many branches of support and gives us strength in times of turmoil. The House is a home-away-from-home, a place with an extended family and life-long friendships with those who are there when you need them.

Leaves are engraved with a message and the name of the honored person. Each leaf may be purchased for \$2,500. Your leaf will be placed on *The Tree of Life* and you will receive a beautiful glass tile to acknowledge the installation of the leaf in your Loved One's name. Your generosity is greatly appreciated and will help us continue to offer services to families arriving today, tomorrow and in the years ahead.

For more information or to purchase a leaf, please contact Patrick Lenz, Director of Human Resources & Volunteer Development, at 212.639.0600 or plenz@rmdh.org.

The Vivian Harris Society

Ronald McDonald House New York created its *Vivian Harris Society* to honor President Emeritus Vivian Harris. During her 26-year tenure as founding President of Ronald McDonald House New York, Vivian nurtured our families and inspired staff and volunteers. She was a tireless and gracious leader with uncommon vision.

The members of the *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 the *Vivian Harris Society*, please contact Patrick Lenz, Director of Human Resources & Volunteer Development, 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 tax-saving implications and a gift to the House. A discussion never places you under obligation.



Calendar of Events

Save the Date

MAY 17, 2010

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

JUNE 3, 2010

Guess Who's Coming to Dinner:
Chef Billy of *Cooking Light*
Time: TBA
Location: RMDH NY Family Kitchens

JUNE 15, 2010

5th Annual Marsh Inc./RMDH NY
Golf Tournament
Time: 12:00 PM Shotgun
Location: Hudson National Golf Club
Croton-on-Hudson, NY

JUNE 15, 2010

A Little Piece of My Heart
Annual Team Ronald McDonald Fundraiser
Time: 6:00 PM
Location: Guastavino's
409 East 59th Street

OCTOBER 2, 2010

RMDH NY Third Annual Block Party
Time: 11:00 AM
Location: East 73rd Street
between First and York Avenues

NOVEMBER 7, 2010

ING NYC Marathon
Team Ronald McDonald
Time: 6:00 AM
Location: Meet at RMDH NY

NOVEMBER 13, 2010

12th Annual Kids' Charity Fun Run
Time: 10:00 AM
Location: Central Park
Seventh Avenue at 59th Street

5TH ANNUAL MARSH INC./RONALD MCDONALD HOUSE NEW YORK GOLF TOURNAMENT

Marsh Inc., the world's leading insurance broker and risk advisor joins forces with Ronald McDonald House New York to host the 5th Annual Marsh Inc./Ronald McDonald House New York Golf Tournament at the beautiful Hudson National Golf Club, Croton-on-Hudson. Known for its breathtaking views, 260 pristine acres of golf course, 1911 historic clubhouse, cottages and amenities, the course is consistently ranked in *Golf Digest's Top 100 Golf Courses in America*, the oldest and most respected rankings in the game.



Please join us for 18 holes of golf, lunch, dinner, silent and live auctions, raffles and a gift bag for each player.

Title Sponsor: Marsh Inc.

Tournament Chairman: Timothy J. Mahoney, Jr.,
President, Global Risk Management, Marsh Inc.

Annual event sponsorship packages are available.

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

Date: Tuesday, June 15, 2010
Time: 12:00 PM Shotgun
Location: Hudson National Golf Club
Croton-on-Hudson, NY

A LITTLE PIECE OF MY HEART

A fundraiser to benefit Ronald McDonald House New York, sponsored by the volunteers of Ronald McDonald House New York.

A Little Piece of My Heart will be an evening of food, music, dancing, raffles and fun. Each year, our volunteers, known collectively as Team Ronald McDonald, host a fundraiser to support their year-round evening programs. To purchase tickets, go to www.rmdh.org. Ticket price (\$125) includes admittance, food, open bar, special drinks, a silent auction, raffle and door prizes and a gift bag for each attendee. Ticket price is fully tax deductible. A limited number of VIP tables for 10 people, are also available for \$2,000.

For more information on this event, to donate items for the raffle or silent auction or to purchase tickets, please contact Helen Stafford, Volunteer Director, at 212.639.0204 or hstafford@rmdh.org.

Date: Tuesday, June 15, 2010

Time: 6:00 – 11:00 PM
Location: Guastavino's
409 East 59th Street

12TH ANNUAL RMDH NY KIDS' CHARITY FUN RUN

Last November, over 1,000 runners participated from 25 local schools in the 2009 Kids' Charity Fun Run in Central Park. Kids from the ages of 4-17 are invited to participate in the event for the benefit of Ronald McDonald House New York. Our Opening Ceremonies include warm ups and a visit from Ronald McDonald. Each participant receives a tee shirt, numbered bib and ribbons and snacks at the finish line. There is a \$30 individual registration fee. Just follow the instructions at www.rmdh.org beginning at 12:00 PM on September 1, 2010. Event day registration is \$40. If your school is participating as a group, please register with the school or through your group's leader.

Please join Ronald McDonald House New York, the Yonkers Fire Department, NYPD 19th Precinct and our own Ronald McDonald House New York volunteers for a fun and safe event!

For more information on this event, please contact Anthony Cardillo at 212.639.0192 or acardiello@rmdh.org.

Date: Saturday, November 13, 2010
Time: 10:00 AM Opening Ceremonies begin
Location: Central Park
Seventh Avenue at 59th Street



Sandra



18-year-old Sandra battles Osteosarcoma, a bone cancer. Before cancer, Sandra was a real go-getter. She was a scholar, artist, musician, friend, daughter and sister. She enjoyed all of the things typical to the teenage years. But what is it like to be a teenager with cancer? At Ronald McDonald House New York, we ask the question so we can address the needs of pediatric cancer patients and family members of all ages. Today, while she receives treatment for Osteosarcoma, Sandra is a real go-getter. She is a scholar, artist, musician, friend, daughter and sister. She enjoys all of the things typical to the teenage years, thanks to your generosity.

Ronald McDonald House New York provides family rooms, newly renovated state-of-the-art kitchens, a library, computer rooms, a playroom, tutoring, a wide variety of age-appropriate, professionally supervised activities and programs, transportation services and a fully equipped Teen Room, specifically designed to meet the needs of our teen population. Since pediatric cancer usually renders a family financially unable to provide the little extras associated with the teen years, we do our best to fill the gaps. 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.

Your gifts make a real impact in the services we provide through all of the special times in the life of a child.

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
405 East 73rd Street, New York, NY 10021
212.639.0100
www.rmdh.org