

Around the House

The Magazine for Ronald McDonald House New York. Volume 6, Issue 2



RONALD MCDONALD
HOUSE® NEW YORK



Building on the Momentum — The Color of Hope

How families battling pediatric cancer are thriving at their home-away-from-home.

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Cover Photo: Majaalen Johnsen of Norway
and Juwan Moses of Colorado build a set for
"Adventures in LEGOLAND®."

Photo by Natalie Greaves



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.

President's Letter

Photo by Bob Ray



Dear Friends,

The dawn of spring has arrived. It followed a difficult winter and is a soggy spring but the sun is shining at Ronald McDonald House® New York. This issue of *Around The House* features the colorful momentum of activities that support and enrich the lives of our special children and families, providing constant support as they battle pediatric cancer.

We continue to be grateful to our supporters for their generosity, whether it is individuals or groups donating items listed on our Wish List, or the incredible donation by AOL of our new Media Room in the Lower Level Lounge. And our Annual Gala this past May 16th was our most successful in our nineteen-year history, raising in excess of \$3.3 million dollars.

In this issue, we feature a story on our wonderful Board Member, Joseph Gromek, President and CEO of Warnaco, Inc., and show how his commitment has become contagious in the apparel industry. We also recognized four outstanding volunteers with our Hope Awards during National Volunteer Week back in April. Don't miss the touching story of the Hester Family and their struggle to find comfort at our doors. The local community has been ablaze with activities and support, and our friends at Hole in the Wall Gang Camp continues to challenge our kids' imaginations and serve as a wonderful program partner.

Please check out our myriad of fundraising events and spring activities and participation where you can. We continue to rely on your generosity and support in our important mission.

Thank you and please have a safe and fun summer. Join us for a day of camp. It could be real fun!

Sincerely,

William T. Sullivan
President and Chief Executive Officer

Ronald McDonald House New York

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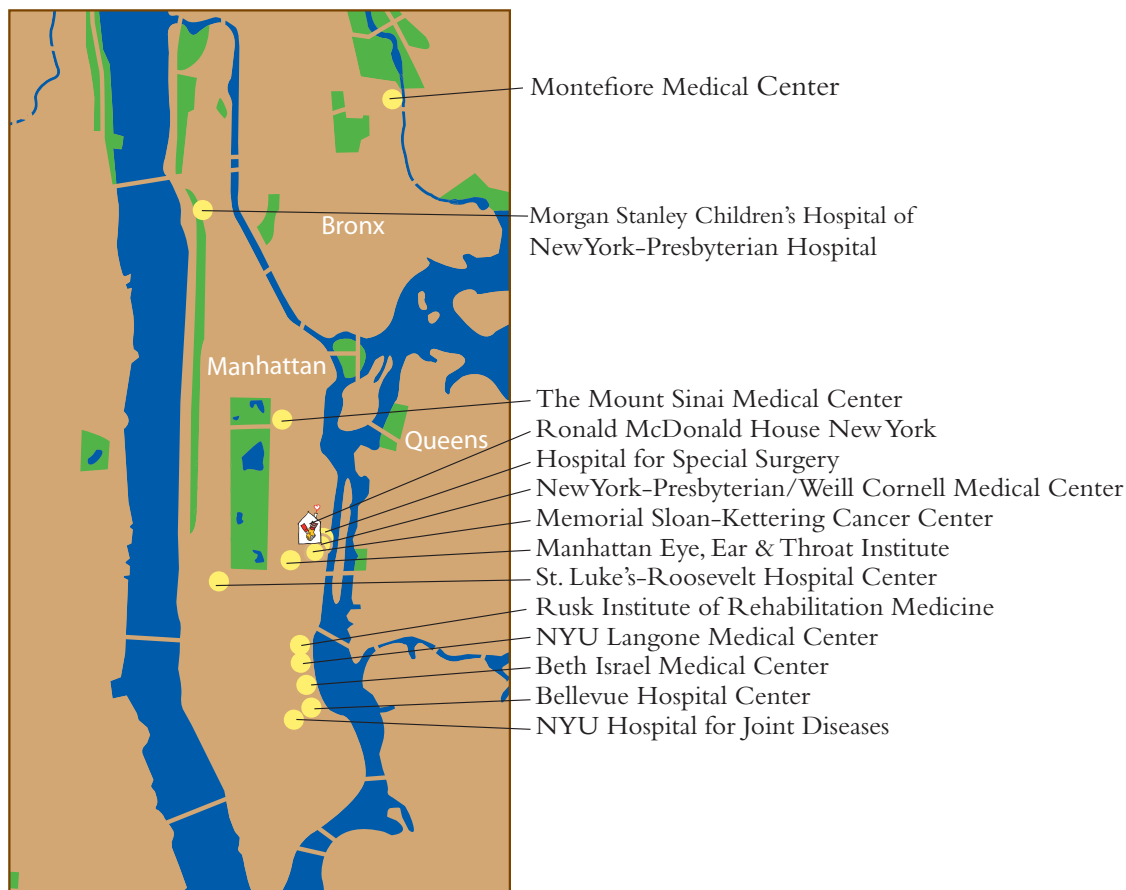
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A Big Thank You for Fulfilling Our Wishes!

Thank you to the generous individuals and organizations who have helped to fulfill our Wish List requests. Through a special corporate sponsorship agreement with Ronald McDonald House Charities, Ronald McDonald House New York would like to extend a special thank-you to:

- Bissell for their donation of \$1,000 in cleaning products for the annual *Spring Clean-Up Day*, in which local volunteers help to keep the facility spotless. The company also donated additional products to help maintain a clean environment year-round.
- Georgia Pacific for their donation of paper products including rolls of toilet paper, paper towels, boxes of facial tissue, packages of napkins, reams of paper and containers of liquid soap

In the previous issue of *Around the House*, we highlighted our birthday cake donation program. We'd once again like to recognize the special vendors who very graciously continue to donate cakes, adding new magic to our children's special celebrations:

- Ms. Carol Becker of William Greenberg Desserts
- Ms. Vera Kuzyk of Häagen-Dazs
- Mr. Amir Rashid of Baskin Robbins
- Mr. Rao Tummala of Baskin Robbins

Wish List

Thank you for your thoughtful donation of items that help to make the transition a little easier for families staying at Ronald McDonald House New York.

Following is a list of items that are urgently needed.

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@rmh-newyork.org.

For the Children

- DVDs (movies, G-and PG-rated)
- New clothing (seasonal, all sizes)
- Diapers (the bio "green" type)
- Baby wipes
- Toddler Stroller
- Rain Protectors, Throws and Bundles for Strollers and Carriages

For the Moms and Dads

Gift cards: Visa, MasterCard, American Express, Target, Walgreens, Payless Shoes, JC Penney, Starbuck's, Dunkin' Donuts, Duane Reade, CVS, Borders and Barnes & Noble

For the Families

- Umbrellas

For the House

- Paper goods: disposable cups, plates, napkins
- Plastic goods: disposable forks, knives, spoons
- Toilet paper
- Paper towels
- Pillows
- Cereal (individually sized)
- Cleaning products:
 - "Green" laundry detergent
 - Clorox or Lysol wipes
- Copy paper
- Pots and pans
- Cutlery sets
- Coffee makers
- Toasters

Help a Family Today with a Special Gift!

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

Bulk Donations:

If you, your community group or company would like to share 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@rmh-newyork.org.

For the Playroom

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

For School

- #2 pencils
- 2" binders – hard and collapsible
- Backpacks (regular and wheeled) small, medium and large
- Colorful folders
- Erasers
- Lined notebooks
- Lined paper (3-hole punched)
- Pencil sharpeners
- Red, blue and black markers
- Small hand sanitizers
- Yellow/pink/blue highlighters

Arts & Crafts

- Crayola Color Wonder paper and markers
- Drop cloths for tables
- Feathers
 - Glitter glue
 - Glue guns and glue sticks
 - Glue dots
 - Googly Eyes
 - LEGO blocks, people and BIONICLE sets
 - Oil cloth table cloths
 - Pipe cleaners-assorted colors
 - Plastic lacing for lanyards
 - Play-Doh
 - Pom poms
 - Scissors (blunt and sharp)
 - Small Elmer's Glue
 - Washing Paint
 - White drawing paper

For the Game Room:

- Foosballs
- Ping-pong balls and paddles
- Xbox 360 Games
- Playstation 3 Games
- iTunes Gift Cards (for our new iPad Programs)

For the Tot Section

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

For the Teens

- Blu-Ray DVDs
- MTA Metro Cards (for school transportation)
- Portable Organ
- Sony Snap Lab (UP CR20L)
- Upright Piano

Macy's Gift Registry

The RMH-New York "Wish List" is also available through the Macy's Gift Registry (First Name: ronald Last Name: mcdonald). For more information, visit our "Wish List" page at www.rmh-newyork.org/wishlist.

What's New at Your House? AOL Media Room

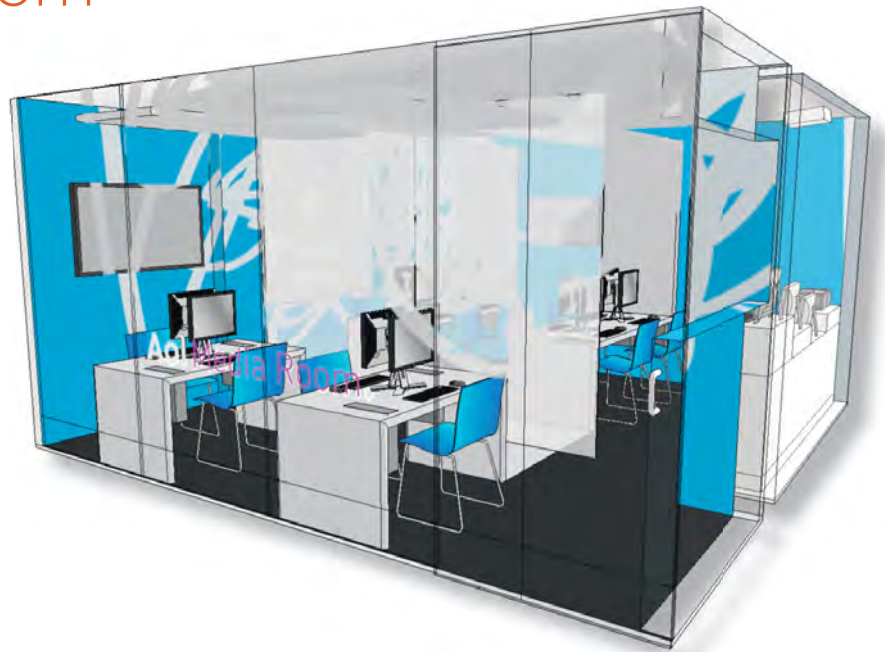
It seems like every day that we read reports about how our favorite companies have adopted a new technology. But how often do you hear that one of your favorite technology companies has adopted your favorite charity?

Breaking ground this spring, AOL is donating nearly \$180,000 in computers and renovation costs to create the AOL Media Room for families staying at Ronald McDonald House® New York. As part of the House's "Adopt-A-Room" program, the room will be named after AOL, and provide 20 computers and a media space for families to reconnect with loved ones back home, as well as for dedicated learning.

Inspired after a day of service in 2010 called "Monster Help Day," AOL team member Christa Zambardino saw an opportunity for her organization to do more: "After Monster Help Day 2010 and a tour of the building, I noticed how the Living Room was sponsored by Macy's, and how the Computer Room in the House was a room with bare bones [due to the recent fire]. I developed a proposal that illustrated the development of the "AOL Media Room," and pitched it to the AOL Executive Leadership Team and was thrilled to hear that they loved the idea as well. It has been a long road to get this project up and running and I am so excited to see the final result of the new AOL Media Room at Ronald McDonald House New York!"

The renovation represents a total reconfiguration of the space with a major focus on education. The room's features will include special seating, lighting, flat-panel and projection televisions to facilitate group learning. However, the thoughtful design will also create space for more intimate learning, allowing for individual tutoring, and teaching of subjects such as English-as-a-Second-Language.

In anticipation of the big project, the AOL team visited with the House during its second annual Monster Help Day, and one of the newest members of the AOL team, Arianna Huffington of The Huffington Post Media Group, was in attendance. Staff and volunteers were thrilled to receive such a tremen-



Photos provided by AOL

dous helping hand. This would be the second time that the team had brought in a V.I.P. — AOL Chairman and Chief Executive Officer Tim Armstrong visited the House during the 2010 Monster Help Day!

"As I have been working through the details of the Media Room with the staff, I have been constantly reminded that I am their "Angel" for spearheading this project, but I look at this differently... They are all the angels of the NYC house... I am simply leading the charge on how AOL — one of the largest media companies — can contribute as a small

Above: The vision for our AOL Media Room

Below: Team AOL members spent a day helping out in March at Ronald McDonald House New York.

piece of what the house does on an everyday basis," said Ms. Zambardino.

We are grateful to AOL for their consideration and generosity toward helping our families stay better connected. ■

Spotlight on Your Board

Please tell us how you were first introduced to Ronald McDonald House New York.

I was always very familiar with Ronald McDonald House New York and its mission. When Bill Sullivan came over as the CEO, he was a colleague of mine and I had been active at Boy Scouts of America where Bill was the COO over there. He actually made the formal contact and said “you should take a look at the House and what’s going on here.”

What inspired you to become involved with the House?

Taking a tour of the house certainly resonated with me — the work that’s being done, and the need for members of the community to help support the mission. And I felt this was completely something that that I could be involved with and also have my family — my wife and my son — partake in as well.

How has “Make a Difference Evening” made a difference for you and the staff at Warnaco?

We believe that the apparel community and all of its constituents, including the retailers that we do business with, are and have been incredibly generous and supportive of philanthropic organizations in the past. We felt that Warnaco could do an admirable job of fundraising for the organization — getting not only our internal folks involved, but also the community at-large. So we thought about how we might do something a little bit different than the typical dinner and a hotel, and we wanted to make this a more intimate gathering for the Warnaco team and our constituents. It made sense to do it in the House, and also for the children to participate. We decided on the American Idol theme; something that everyone would enjoy, creating an event that would be a fun evening and do a good job of raising funds for the House. By all accounts, it has exceeded our expectations.

The retail industry’s support of Ronald McDonald House New York has been phenomenal. What sort of feedback have you



Photo provided by Warnaco

Joseph Gromek

President & CEO of Warnaco, Inc.

received from industry peers about their involvement?

The retail apparel, footwear, and accessories sectors of our industry are all incredibly generous and supportive of missions like Ronald McDonald House New York’s, and it wasn’t difficult to gain support. Bill Sullivan really started the campaign, and tried to bring on Board members who are from that community. Now, a half-dozen of us are all willing and able to support. After the [Make a Difference] event, the generosity of the attendees was really quite special; especially the fact that they wanted to contribute more after having been to the House.

For organizations considering a new corporate responsibility initiative, what might you say to encourage them based on your experience with Ronald McDonald House New York?

Warnaco established the Warnaco Foundation about five years ago. The mission of the organization is to serve kids and further education in the communities where we work and live.

Naturally, Ronald McDonald House New York fit right into that mission very nicely. I think that if a representative from an organization has the opportunity to visit the House, they will see the great work that’s being accomplished, helping those in really significant need. There’s no better form of information and introduction than a walk around the House. Once that occurs, I think there’s immediate desire to support the mission. Ronald McDonald House is such a worthy organization that any corporation that’s exposed to it will feel some responsibility to get involved.

What are your wishes for the future of the House?

I think that the House is a wonderful place, and I think today it services a finite number of kids who travel from great distances. Clearly there’s a need to accommodate a larger audience. As the organization continues in its ability to gain consideration from individuals and corporations who might support the mission, I think expansion is certainly something that could occur and is certainly needed. ■

Ronald McDonald House® New York Hosts Annual Hope Awards Recognizing Extraordinary Volunteers In New York City



Photo by Elissa I. Davidson Photography

Ronald McDonald House New York CEO William T. Sullivan (center) with Hope Award recipients (pictured from l. to r.) Christine Taylor, Patrick Dunne, Jeannie Riegel, and Eileen McCarthy

On Thursday, April 28th, 2011, Ronald McDonald House® New York recognized individuals whose volunteer service had made a significant difference in the lives of families battling pediatric cancer who were staying at the House. Now in its fourth year for 2011, the “Hope Awards” salutes volunteers who have given extraordinary service in support of the House’s mission to provide affordable New York City housing to families in distress. This year’s honorees were:

Patrick Dunne

Mr. Dunne is a member of the Friday night weekly team and Children’s Happy Faces Foundation, which has raised more than \$1 million to provide holiday-themed programming for families. Mr. Dunne is a childhood cancer survivor who used his personal experience with a prosthesis to encourage children facing similar circumstances.

Eileen McCarthy

Ms. McCarthy has volunteered at Ronald McDonald House New York for more than 25 years, where her contributions to the House include monthly home-cooked dinners on behalf of the St. Stephens Parish and School and increasing community awareness of challenges faced by families battling pediatric cancer.

Jeannie Riegel

Ms. Riegel has been a volunteer with Ronald McDonald House New York for more than 25 years, serving as the House’s first Volunteer Coordinator. She introduced the “Coffee and Cookies” weekly event, a very popular event at the House. It’s quite common to find parents gathered during the mid-day break to provide peer support and encourage each other.

Christine Taylor

Ms. Taylor is a volunteer educator who visits the House twice per week to teach “Weird Science” and “Drama with Christine.” By working with her, class participants have gained new confidence through the process of discovery. Ms. Taylor and her students recently debuted “Planet Wannabe,” a film that she wrote, produced and directed with her young co-stars (for more information on the film, see page 13).

The heart of a volunteer is an incredibly precious gift, and we cherish the people who give of theirs to support our mission. Thank you. ■

The Hester Family Finds Hope in the Heart of New York City

When a family is in crisis, the idea of “community” can take on a very different meaning than what it was thought it to be. For the Hester family from Corpus Christi, Texas, their sense of community became that much broader when they came to Ronald McDonald House New York.

Brooke’s father Beau is a deputy sheriff on the King Ranch in South Texas, a large-scale ranching and farming operation. The family lives on the ranch, and the environment would seem perfect for Brooke, who at four-years-old is a sharp young lady with a thoughtful gaze who loves pink and animals. In fact, her list of pets includes two dogs named Buddy and Leroy, some chickens and a rooster, cats named Tom and Smokey, and an as-yet unnamed betta fish that’s waiting patiently for Brooke’s homecoming.

Brooke’s mother Jessica is a K-8 educator who recently resigned from her position to provide full-time care for her child. Two months after Brooke began having unexplained fevers, a strangle limp and difficulty walking, the Hesters learned they needed to come to New York City for treatment of a tumor that had been discovered on Brooke’s abdomen and was pressing on her left kidney, spine and internal organs. Brooke ultimately diagnosed with stage four neuroblastoma.

“We had reached a point in her care where we’re going to have to make some decisions on whether she’s going to go one direction for stem cell transplant in Houston, or whether she

could go with antibodies here [at Memorial Sloan Kettering Cancer Center],” recalled Jessica. “And we felt like the Ronald McDonald House has made that decision easier...it’s a home-away-from-home. It’s a bridge. And if it didn’t exist, I don’t know what we would do.”

“I kept asking ‘How?’ How are we going to get up there, stay two weeks and the only other facility that we could find nearby was \$255 a night,” said Jessica.

Jessica volunteers at the local Ronald McDonald House in Corpus Christi through the Junior League, and the Hesters’ extended family members are also very active with the other local Houses throughout Texas. They had a hope that they might stay at such a facility in New York. When the Hesters received confirmation that they had indeed secured housing at the Ronald McDonald House in New York City, they immediately reached out to their community of supporters to share the good news.

Among those supporters was Mark Avelar, the recently appointed executive director of Ronald McDonald House Corpus Christi. Mr. Avelar had visited during an Executive Directors’ Conference hosted by the New York House earlier in the year, and he was so moved by the Hesters’ story that he called to give perspective. With the Hesters’ reservation confirmed, he also shared the response from the local community in Texas.



Mother Jessica and Brooke, 4, play a game of tag in the Macy’s Living Room.

The Hester Family continued

“It speaks volumes towards the great working relationships the Ronald McDonald House chapters maintain throughout the country,” said Mr. Avelar. “The response from individual Junior League members after they heard the news was overwhelming as well. Situations like these illustrate why we dedicate our time and our hearts to the Ronald McDonald House and its mission.”

A Home Away From Home

With Beau returning back to work in Texas, Jessica was reassured by the steady support that the family has received in Texas and in New York.

“We were immersed in the community, and we didn’t realize once we had this occur, the support network that existed,” said Jessica. “When something like this happens, then people pull together. We have no family where we live, our family lives up near Dallas. They are our family away from family – our community is. And then here we already have people that we feel like they are family. It just feels like our family keeps growing.”

The Role of Faith

The Hesters will also point out that their faith has been a tremendous part of their journey: “You have to have faith, and that brings the hope, and that brings the strength,” said Jessica. “Our faith together as a family — as a unit — has strengthened. Even when she’s feeling bad, she still wants to pray, and to bow her head. Even when she’s not feeling that well, she *prays*. There’s a good part, but there’s a hard part. For her to be around kids like her, it’s so good. For us, it’s all the more that we pray for all of the kids in the house, and all the kids in the hospital. But also to see the other children that are farther ahead in their therapy, to see the successes that they’ve had and just the smiles...”

When telling their family’s story of battling Brooke’s neuroblastoma, Beau and Jessica lovingly finish each other’s sentences.

“At our home hospital where we were, she was the fifth child with neuroblastoma in five years that they had seen,” Beau said.

Jessica continues with, “So here, we’re able to network with other families in very similar situations. And not just families that are ahead of us, also those families that have children who have been diagnosed since Brooke. So it’s just like this chain of faith that’s growing and expanding, and this House is the heart of it.”

“Something like this is such a change of perspective. Coming to New York was a scary event,” says Beau. “We’re from rural South Texas, and we couldn’t have felt any more comfortable while we were here. It’s a wonderful experience, this place is amazing.”

They came a long way to find treatment for their little girl, and what they found was new strength, support, and encouragement in the most unlikely of places. Yet they found it in the heart of New York City. ■



The Hester family spends a little quality time identifying fish in the living room aquarium.



Sugar and spice and everything nice. Brooke Hester is just that, but with undeniable Texan charm.

Community Snapshots

At the home-away-from-home for families coming from all over the world in their battle against cancer, our “community” is a broad one. Here are a few highlights of some of the people who have recently touched our hearts at Ronald McDonald House New York.

Hickory Takes the Crown

Fresh off her triumph as Best in Show Winner of the 135th Westminster Kennel Dog Show, Hickory, the Scottish Deer Hound visited with the families of Ronald McDonald House New York. Many thanks to the Westminster Kennel Club for including the House on Hickory’s whirlwind winner’s tour, where she also met Chaplain Cherilyn Frei and a fellow canine volunteer from our “Angel on a Leash” program.”



Miner’s Miracle

On March 23, rescued Chilean Miner Mario “Super Mario” Sepulveda visited with our families to share a message of hope, faith and perseverance. One of the 33 miners trapped underground for 70 days during the 2010 mine collapse, Mario has dedicated his life to helping improve the lives of the Chilean people, and bringing a message of hope to the world. Held in multiple cities throughout the United States, the Miner’s Miracle tour was co-sponsored by NYC’s only Chilean restaurant, Pomaire.



Photos by Natalie Greaves

Community Snapshots continued

FDNY Visits Ronald McDonald House New York! Miner's Miracle

The New York City Fire Department paid a special visit to Ronald McDonald House New York in March, with two very special visitors: FDNY Commissioner Salvatore J. Cassano, and the FDNY's mascot Hot Dog.

With "official" hats and helpful tips on safety and fire prevention, our families had a fun day with the FDNY.



Manuel Boza Hernandez

Longtime staff and volunteers at Ronald McDonald House New York were pleasantly surprised when Manuel Boza Hernandez visited the House. A former House resident from Sevilla, Spain, Manuel used his experience as the recipient of a prosthetic leg as the spark to form his own company. Today, LegsGo Bioprotesica creates customized prosthetic solutions with unique insight from patients like Mr. Hernandez.



Photos by Natalie Greaves

👉 We'd like to extend a big shout of recognition to the men and women of the NYC Department of Sanitation Local 831, who have supported the House for more than 32 years! On June 15th, they'll be hosting their 10th annual golf outing at the Marine Park Golf Course with proceeds to benefit Ronald McDonald House New York. We wish them wonderful weather and a great day on the greens!

In Remembrance: Grete Waitz

Ronald McDonald House New York is saddened by the news that Norwegian runner Grete Waitz has passed. A nine-time New York City marathon-runner and Olympic silver medalist, Grete was an ardent supporter of the House and its activities for children. During our annual Kids' Fun Run, with a concept based on the New York City Marathon, Ms. Waitz's encouraging face could frequently be found on the sidelines cheering New York City's school children to run the race that would help kids their age who were battling cancer. Ms. Waitz died in April 2011 of cancer. Her motivated spirit will be missed.

Community Snapshots continued

Mother's Day Treats

How did you celebrate your Mother's Day? The Sheryl Bailey Quartet brought a lot of love during the album release of "For All Those Living," a dynamite jazz album where 20% of the proceeds will benefit Ronald McDonald House New York. Thank you to Ms. Bailey, pianist Jim Ridl, bassist Gary Wang, and drummer Shingo Okudaira for a wonderful Mother's Day celebration! Check it out today at sherylbailey.com.



The Vince Camuto Shoe Salon

Some say it with flowers. We said it with fashion!

Many thanks to Vince and Louise Camuto of The Camuto Group for hosting the Vince Camuto Shoe Salon in our Macy's Living Room. Mrs. Camuto is a board member of the organization, and her idea of bringing some hits from their latest collection was certainly a hit with our moms!



Photos by Natalie Greaves

Hole in the Wall Gang Camp

It's Thursday at 4 p.m., and there is a heated discussion taking place in the Playroom. The passionate exchange involves five young residents of Ronald McDonald House New York, and the democratic discourse is so entertaining, one might mistake the event for something worthy of the U.S. Senate floor. The mediator at the center of it all is Mike Dauphin, hospital outreach specialist for Hole in the Wall Gang Camp.

Founded in 1988 by the late screen legend and philanthropist Paul Newman, Hole in the Wall Gang Camp is a no-fee camp that provides programming services to children and their families battling life-threatening illnesses.

When the organization expanded its program to include hospital outreach in New York, Boston and throughout Connecticut, Ronald McDonald House was among the facilities that welcomed their services. Since 2008, children at the House have been enjoying painting and other art projects with Chris Pontbriant, and on Thursdays, their world reaches new heights (even to outer space!) with the help of Mr. Dauphin's film and technological expertise.

Today's debate is actually taking place on the set of "Adventures in LEGOLAND®," the kids' upcoming

feature film project. The big debate surrounds who's going to have what task; snapping the photos for animation, or arranging the LEGO® people on the mini-set.

"With the hospital outreach program, it's not so often that I'll see the same kids week-to-week, or sometimes I'll only have time to work with them for about forty-five minutes to an hour," said Mr. Dauphin. "So we started doing the short-form animation projects as a way to do movies, but something that could be done in an afternoon and would not have any loose ends. With the hospital situation, you don't know what next week's going to be. People go home, they may get discharged...or they want to do different stuff."

Fresh off the high of the successful red-carpet premiere of Planet Wannabe, the children's creativity is becoming more adventurous, and they're demonstrating new confidence in their filmmaking ability.

"What I like about this type of work is that it gives kids a chance to express themselves, and it gives them a chance also to have a level of mastery over a medium that they have grown up seeing. Usually they're just consuming [the media], and so it's nice to see them be

a part of creating them," Mr. Dauphin added.

One of Mr. Dauphin's many roles is to play creative advocate and ask provocative questions; helping the children with story development. Usually, it works out well. However sometimes, he can be outnumbered and majority will rule. At a pivotal point in the filming of a female LEGO character, he asked the team, "What if she's coming out of this building?"

One child answered, "But that's the police station!"

"So? What if she's a cop?"

"She can't be a cop because she doesn't have a uniform on."

And that settled the matter.

Hot Fun in the Summer Time And Beyond

In the summer, families at Ronald McDonald House New York get an opportunity to spend a weekend in Connecticut getting a taste of the fresh country air and good old-fashioned camp fun. Activities include arts and crafts, swimming, and horseback riding. But here in New York City, the hospital outreach program helps to keep the momentum going year-round.

"The idea behind the program is that they have an opportunity to make choices, and that it's a positive, fun experience for them," said Mr. Dauphin. "We're bringing camp to the hospital or to the House. We can't bring horses and the basketball court to a hospital setting, but we can bring camp-like activities."

How is it different?

"I get a chance to work with the entire family," Mr. Dauphin added. "I get a chance to see the impact that Ronald McDonald House has and that some of our core programming has. I think it's a great way for a lot of parents to be able to cut loose, be expressive, and then have an opportunity to relax a little bit."

We'll never know if Mr. Newman expected his program to create screen legends of the children at Ronald McDonald House New York, but the program is certainly a bright shining light to all of us. ■



Photo by Natalie Greaves

Who Do You “Wannabe” When You Grow Up?



Clockwise from top: Planet Wannabe actors on the big screen at the Bohemian National Hall premiere. Red carpet queens Ashlynn, Antoinette, and Laura strike a pose for the camera. And the award goes to: Everyone! Featured with the young starlets are volunteers Mike Dauphin, Christine Taylor and Alex Dunbar.

Ask the children of Ronald McDonald House New York and you'll get answers like policeman, singer Beyonce', and a Yankees' star. In March, families at the House attended a star-studded premiere of the children's first film, "Planet Wannabe." In the film, our young actors played astronauts who land on a faraway planet where they meet aliens who teach them about their home's mysterious power: to transform a person into whomever they want to be when they grow up.

Written by volunteer educator Christine Taylor, the movie was directed and produced by children of Ronald McDonald House New York, with filming taking place throughout our 2010 summer camp season.

Mike Dauphin of Camp Hole in the Wall Gang played an integral part in the filming and editing process, where he even worked with the children to edit the film using donated computers and Final Cut Pro software.

The premiere was filled with cheers and tears of joy, as proud parents staying at Ronald McDonald House New York saw their talented progeny up on the screen. Planet Wannabe is available for viewing on our Web site and Facebook page. For more information, visit www.rmh-newyork.org. ■



Photos by Sara Jaye Weis



Photo by Jerry Ruotolo

The Tree of Life

As our stories continue to add new detail to the rich history of Ronald McDonald House® New York, the Tree of Life wall sculpture continues to flourish with new leaf additions.

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.

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 Richard Martin, Director of Development at (212) 639-0206, or rmartin@rmh-newyork.org. ■



The Vivian Harris Society

Ronald McDonald House® New York created its Vivian Harris Society to honor our late 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 innovative vision.

The members of the Vivian Harris Society embody Vivian's triumphant spirit by recognizing the House in their estate plans or retirement plans, and we invite you to join those members by considering us in your future planning. 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 Richard Martin, Director of Development, at 212.639.0206 or via email at rmartin@rmh-newyork.org. Mr. Martin will 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. ■

Donate Your Airline Miles to Charity

The next time you receive your monthly statement from your favorite airline, consider donating frequent flier miles to Ronald McDonald House New York. Most major airlines now make it possible for travelers to donate unused miles to 501(c)(3) organizations. For more information on how to make the transfer, contact Chief Financial Officer Joseph Guidetti at (212) 639-0900, or via email at jguidetti@rmh-newyork.org. ■

Ronald McDonald House® New York Gala Raises More Than \$3.5 Million To Benefit Pediatric Cancer Patients And Their Families



Photo by Charles Manley

NY Pops Music Director Steven Reineke Directing “I Will Always Be There” with Audience Participation



Barbara Walters with a Ronald McDonald House New York recognition award

It was bright lights, big city, and even bigger generosity as New York City, led by the retail and financial industries, came together to raise more than \$3.5 million at Ronald McDonald House® New York’s 19th Annual Gala. The evening’s total represented the highest amount raised in the history of the event. Held on May 16, 2011 at the Waldorf=Astoria Grand Ballroom, the gala was hosted by legendary TV personality Barbara Walters, who served as master of ceremonies. The funds raised will support the organization’s mission of providing temporary housing for pediatric cancer patients and their families while the child undergoing active treatment at one or more of 13 nearby partnering hospitals throughout the city. Ronald McDonald House New York is the largest RMH-facility out of more than 300 worldwide.

“We are very grateful and honored to have received such generous consideration from the community,” said Stanley B. Shopkorn, chairman of the Ronald McDonald House New York

Board of Directors, and managing partner of Hilltop Park Associates LLC. “This year’s event was memorable not just for the records that were set, but for the hope that it will bring to our families who come here seeking a home-away-from-home while in crisis.”

This year’s Gala celebrated two very special honorees. Introduced by Ralph Schlosstein, his former partner and co-founder of BlackRock, the first honoree of the evening was Keith T. Anderson, chief investment officer for Soros Fund Management, LLC and its principal entity, the Quantum Fund.

VF Corporation’s Chairman, President & CEO Eric C. Wiseman was also honored, celebrating the achievement with his wife Susan and their two daughters. During his acceptance speech, Mr. Wiseman noted that VF Corporation’s private jet participates in the Corporate Angels’ program, flying families to Newark, NJ, weekly so that children with cancer might receive free transportation to treatment.

New York Gala continued

Other notable New Yorkers in attendance at the Gala included Tina and Terry Lundgren, Macy's and Bloomingdale's; Nancy Shevell and Myron Shevell, The Shevell Group; Kenneth G. Langone; Joseph Gromek, Warnaco, Inc.; Louise and Vince Camuto, The Camuto Group; Milton Berlinski, The Goldman Sachs Group, Inc.; Jeff Gennette, Macy's and Bloomingdale's;

and Donna Karan made a brief appearance before the evening's end.

Along with the honoree presentations and remarks from Barbara Walters, this year's Gala also featured a moving performance by the Ronald McDonald House New York Chorus, comprised of children who are currently staying at the House. Led by Steven Reineke, music director of the New York Pops,

the children were joined by their parents in singing, "I Will Always Be There," an original composition written by Dylan and Cain Hartung, former residents who put their story of fighting cancer to music. The song will soon be available for purchase via iTunes.

To learn more about the House or to make a donation, please visit www.rmh-newyork.org. ■



Honoree and VF Corp Chairman Eric C. Wiseman with wife Susan and daughters



Kenneth G. Langone with Keith T. Anderson



Stanley B. Shopkorn with wife Tracy and son Maxwell



Ronald McDonald House New York children and Tina and Terry Lundgren with a thank-you card for event sponsor, Trump Organization

Calendar of Events

Save the Date

Sixth Annual Marsh Golf Tournament at Hudson National

June 14, 2011

10:30AM Registration

12:30PM Shotgun

Hudson National Golf Club

40 Arrowcrest Drive

Croton-on-Hudson, NY 10520

“Our House” Annual Team Ronald McDonald Volunteer Fundraiser

June 14, 2011

6PM

Gustavino's, 344 East 59th Street,
off of First Avenue

Tickets: \$125

Liberty National Pro-Am Celebrity Golf Outing

August 8, 2011

9AM Registration, 12:30PM Shotgun

Liberty National Golf Club

100 Caven Point Road,

Jersey City, NJ

An Evening of Cabaret at Feinstein's at Loews Regency

September 26, 2011

6:30PM

Feinstein's at Loews Regency
540 Park Ave at 61st St.

A co-sponsored event in
conjunction with the NY Pops
at the legendary cabaret.

Fourth Annual Ronald McDonald House New York Block Party

Saturday October 1, 2011

(Rain Date: Sunday,
October 2, 2011)

11AM-5PM

East 73rd Street, Between First and
York Avenues

FREE and open to the public!

A Day on the Greens for a Great Cause!

This summer, the insurance and retail industries will host golf outings at two of the most breathtaking and most respected golf clubs in the game. The first, presented by lead sponsor Marsh, the world's leading insurance broker and strategic risk advisor, will take place on Tuesday, June 14th at the exclusive Hudson National Golf Club.

This year's event will once again be chaired by Timothy J. Mahoney, Jr., President, Global Risk Management at Marsh, Inc., and the event will honor John B. Stites, Vice President of National Distribution at The Travelers Companies, Inc. Ranked in Golf Digest's Top 100 Golf Courses in America, Hudson National offers 260 pristine acres of outstanding beauty.

Superstars from the apparel, entertainment and sports industries will join together on the greens again for the second annual Liberty National Pro-Am Celebrity Golf Outing, to be held on Monday, August 8th, 2011. Join lead sponsors Warnaco Group, Inc., Phillips-Van Heusen Corporation, Peerless Clothing, Greg Norman Collection, and your favorite sports and entertainment celebrities on the greens as we spend a day at the exclusive home of the 2009 Barclays' golf tournament. With the Statue of Liberty less than 1,000 yards away from the 18th hole, and the Manhattan skyline providing a priceless backdrop, it will be a day to remember.

Both events will offer participants a lavish gift bag, and a cocktail reception and dinner in the evening. For more information about both events, please contact Director of Special Events Karen Kirk at (212) 639-0130, or kkirk@rmh-newyork.org.

Sixth Annual Marsh Golf Tournament at Hudson National on June 14, 2011

10:30AM Registration, 12:30PM Shotgun

Hudson National Golf Club, 40 Arrowcrest Dr., Croton-on-Hudson, NY 10520

Liberty National Pro-Am Celebrity Golf Outing on August 8, 2011

9AM Registration, 12:30PM Shotgun

Liberty National Golf Club, 100 Caven Point Road, Jersey City, NJ

“Our House” Annual Team Ronald McDonald House Volunteer Fundraiser

Join us as we celebrate the 16th annual celebration of the love, fellowship and pride felt by the more than 250 volunteers who support Ronald McDonald House New York! Organized by Team Ronald McDonald, our group of nightly volunteers, the event will serve as host to more than 1,000 people.

With a sumptuous feast provided courtesy of Tony's DiNapoli, guests can dance the night away to the sounds of DJ Mr. Biggs. The ticket price of \$125 includes admittance, food, open bar, a silent auction, raffle and door prizes, and a gift bag for each attendee. Celebrate with us at this party with a purpose.

To purchase tickets, sponsorship, or to donate raffle or silent auction items, please contact Terri Eggers at (212) 639-0712, or tegggers@rmh-newyork.org.

June 14, 2011 • 6PM

Gustavino's, 344 East 59th Street, off of First Avenue • Tickets: \$125



Ronald McDonald House New York Has a New Look!

For months, we've been trying to find a way to express our gratitude for the love that we've received from the New York City community over the years.

With the help of the creative minds at Wieden+Kennedy, we've come up with a way that tells the story of Ronald McDonald House New York, and the compassionate hearts and minds throughout the community who give of themselves to ensure that our doors will always be open to families seeking shelter while battling pediatric cancer.

Follow us on

 www.facebook.com/rmhnewyork

 www.twitter.com/rmhnewyork



**Thank you for your support.
Welcome to the heart of NYC.**



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