

Around the House

The Magazine for Ronald McDonald House New York. Volume 6, Issue 3



RONALD MCDONALD
HOUSE® NEW YORK



The Benalcazar family from Illinois shares their story of how a diagnosis of retinoblastoma brought them to New York City.

Summer 2011

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Cover photo by Sarah Jaye Weiss



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,

This issue highlights the ongoing support by the community of our important mission. As our summer camp gets into full swing and golf outings are bringing us together on bright days, we're thinking of the expression “Hot Fun in the Summertime” — and we're grateful for your support because we know we couldn't bring hope to our families without you. Macy's ongoing and generous support is very meaningful to our kids and families. We continue to value the Macy's organization for their renewed adoption of our Living Room. Their tremendous donation of design services to complement our new elegant and functional furniture has resulted in a comforting new space that we will cherish for years to come.

Please read about our Board Member Casey Gard whose outreach to our younger donors and supporters is helping to cultivate the next generation of leaders here at Ronald McDonald House New York. Likewise, please take pride in the “Kids Helping Kids” article, and see why we are so impressed and heartened with the spirit of giving that compels the area's young philanthropists to give of their hearts and resources in support of other children who are battling cancer.

The story of the Benalcazar family from Illinois is a touching look at one family's challenges to find a viable treatment for their young daughter's eye cancer. That search brought them to New York City, and introduced them to Ronald McDonald House. This family is

very special, as are all of our families, and stories like this really show how timely and important our mission really is.

In his 1972 book on modern art, British art historian Ian Dunlop called it *The Shock of the New*. This issue of *Around The House* completes its redesign, and we trust the new look and feel of the magazine, as well as our other communications demonstrates the way that we feel about you — our supporters — and the legacy of this great House within New York City. We welcome your thoughts and reactions via Facebook www.facebook.com/rmh-newyork or Twitter www.twitter.com/rmh-newyork.

In closing, I want to thank all of our volunteers and give particular kudos to Team Ronald McDonald on the “Our House” event, which was a tremendous success. Your thoughtful support of our upcoming activities and events will be further appreciated.

All the best for the remainder of the summer, and we look forward to communicating with you this fall with continued enthusiasm and appreciation for all the many kind things you do for our children and families battling cancer. They depend on our services and help!

Sincerely,

William T. Sullivan
President and Chief Executive Officer

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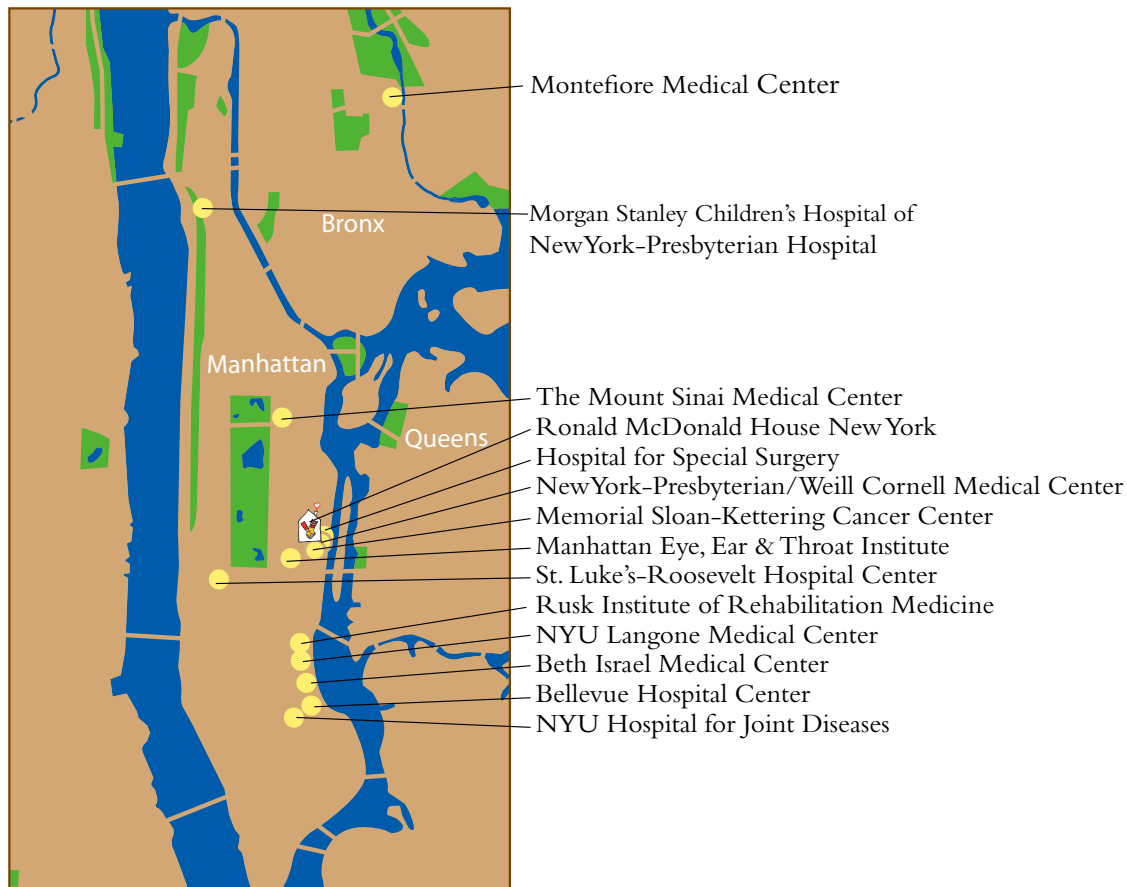
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Thank You

We can't think of a better way to kick off the summer than with a giant thank you to individuals and organizations who have contributed of their resources to help fulfill our Wish List requests.

Ronald McDonald House New York gratefully acknowledges **Bloomington's** for their donation of linens including blankets, towels, sheets, pillowcases, and mattress pads.

We would also like to extend a heartfelt thank you to **Bed Bath & Beyond** for their donation of toasters and coffee makers to help get our families started in the morning.

Costco Wholesale, Fairway Market and **Food Emporium** have all come through with gift card donations that have helped to accommodate a wide range of needs.

Correction note: In our Winter 2011 issue, we thanked State News for its generous donation of party supplies, however we misspelled a name. **Ms. Rosie Weisbart**, we are very grateful for your contribution and thank you for your support.

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 Children

- DVD player (Blu Ray)
- 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

- Hand sanitizer bottles
- Postage stamps

For the House

- Paper goods: cups, plates, napkins
- Clear plastic containers
- Clorox or Lysol wipes
- Copy paper

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? Macy's Living Room



Photos by Marian Goldman

With the spring season considered to be a time of new beginnings and new growth occurring, the very familiar space of our Macy's Living Room is no exception. This past May, the living room underwent a major renovation that resulted in our families having a fresh, new space to enjoy while staying at Ronald McDonald House New York.

The living room was previously renovated in 2006, with Macy's providing a space that was more conducive to relaxation, and a look that reflected the room's personality as the heart of family life at Ronald McDonald House New York. This time around, families staying at the facility will be introduced to a new space, made possible thanks to a generous donation of more than \$75,000 in donated furniture and design services.

The relationship with the Macy's and Bloomingdales family began when Tina Lundren, who joined the Ronald McDonald House New York Board of Directors in 2007, began to volunteer on behalf of the House. Together with her husband Terry, who serves as the CEO, president and chairman of the Macy's Board, the Lundgrens' commitment brought a new standard of comfort and style to families staying at the House. Macy's embraced our vision of providing the highest level of hospitality when our guests need it most.

"The original renovation of the Macy's Living Room was a project that was near and dear to my heart as a Board Member," said Mrs. Lundgren. "As the Macy's family's relationship with the House continued to grow, the living room space grew to become a big part of that experience. Over the years, the Macy's Living Room has become a place for peaceful connection, healing, support during both joyful and difficult times, and a place of comfort. Naturally, we felt that it was time to update the space so that families might have a renewing sort of energy in an area of the House that we've all come to love and gravitate toward."

Director of Operations Wini Cudjoe worked with Macy's design team members: Robert Weiser; Vickie Miller, upholstery product development buyer; Peter Cassidy, vice president of product

development, furniture; Bryon Phelps, director of visual merchandise and Christine Spinelli of Linea 3D to create the new concept.

With a cool, breezy feel, the new Macy's Living Room capitalizes on the House's 900-gallon tank aquarium filled with an intriguing assortment of tropical fish — a major focal point for young people *and* adults — with the selection of a complementary color scheme and an artful balance of flora and fauna throughout.

The new furniture includes modern appeal with Morrissey, Elliot, Mars Crimson and Claudio furniture, with particular emphasis on modular selections conducive to communal living.

Directly above the aquarium, the cabinetry has been updated with playful koi accent knobs. We're sure that families will delight in the experience lounging in front of the aquarium (hopefully they'll catch a sighting of our very friendly yellow moray eel!) on the linen sectional sofa and ottoman.

With the addition of sea foam and granite sets providing additional comfort, the Corso table and chair collections in both the East and West libraries allow for a productive experience during tutoring and activity sessions.

"We selected contemporary classic lines pieces and carefully chose fabrics that are comfortable and durable, but also worked with our existing color palettes," said Ms. Cudjoe. "We're grateful to the vendors who supported this project by not only donating furniture but, who also custom upholstered the pieces to our specifications. The new design really enhances the overall look and feel of the House, and falls in line with the capital projects we have under taken over the past seven years."

We will never be able to fully express our gratitude to the Macy's and Bloomingdale's family for their outstanding generosity over the years. However, we consider ourselves blessed to have them apart of our family, and know of no better way (or place) to share the expression of love than in Macy's Living Room. ■

Spotlight on Your Board

Please tell us about your introduction to Ronald McDonald House New York.

My introduction to Ronald McDonald House New York came just from being a Wall Street employee the last 20 years; initially attending the annual gala once a year. I always remember that I would leave that annual gala and it was so impactful — but it was for one night and then we all got on with our lives and I wouldn't revisit it until the following year. I came across [Stanley] Shopkorn, who was vice chairman of the Board at that point, and him and I had been growing a relationship with one another along the lines of him being a terrific mentor and a terrific friend.

After a meet to get a little bit more involved — just in terms of contributing to the annual gala — learning more about the house actually from my wife as well (who was volunteering and serving meals), Stan invited me to join the Board. He really described it in some ways that had worked out to be absolutely true: "In addition to a role that is so beneficial to children and families, it's really going to make you a better person, and it's going to introduce you to some of the more important things in life," and he's been so right about that. So my introduction or my understanding of Ronald McDonald House just started initially from my time working at Morgan Stanley, but I really was introduced to the Board from my relationship with Stan Shopkorn. And that had grown over the years, just from my involvement, growing with the Ronald McDonald House.

What inspired you to become involved with the House?

Anytime that you're at the House, or at an event and you see the appreciation of the families — and the difference it makes in their lives — that's the only inspiration anyone should need; including myself.



Casey Gard

Managing Member
of Calypso Capital
Management, L.P.

Tell us about your involvement with the annual gala and fund-raising for the House.

That's really a way that I'm able to be very helpful to the House in the sense that my interaction with a number of the financial service firms has grown as our business has grown. I'm actually excited to talk to them about contributing and supporting the event. My involvement with the annual gala also is one where Stanley and I might have some longstanding relationships with the Wall Street community, and they've been incredibly supportive, and it's important for us to continue that relationship. So one of the ways that I've attempted to continue that relationship is to continue to introduce some of the newer and younger Wall Street employees.

Rick Martin, Bill Sullivan and myself have tried to make at least an annual party or get-together at the House for some of these younger, newer Wall Street employees so that they can see first-hand what some of their older,

more experienced colleagues have seen, and just to continue that relationship between Ronald McDonald House and Wall Street.

When introducing members of the financial community to the House and its mission, describe the initial reaction/feedback.

I try to do an on-site visit or tour. That's always been the most impactful on me, and it seems to be the most impactful on anyone else. Because, like I said, [potential volunteers] see firsthand how important the House is to these families, but at the same time, they see immense appreciation from the families. When you spend time at the House, it's also inspiring in the sense that you don't see people walking around moping, you see people walking around with a smile on their face. And that's actually become a little bit of a life lesson where we all have some headwinds at times, and then when you go to the House and you see how people are encountering their headwinds, or issues, or challenges — there's a lot of different angles that a visit to the House gives you, but to me they're all positive and it's almost addicting — the more you become involved and helpful.

What would you say to encourage others to get involved with the House; whether as a fundraiser host, or as a volunteer?

I would encourage others to get involved by just bringing them to the House to observe the amazing facility.

It starts at a Board meeting where there's some very seasoned senior business people on the Board. They are as intense about that organization as they are about their everyday jobs. The volunteers and the staff and at the House are just as intense about the organization. It's addicting every which way, but to me, just touching and feeling it firsthand is always the best. ■

Kids Helping Kids



Isaac Kassin presents a check to Development Director Richard Martin. Mr. Kassin spearheaded a fundraising campaign at his school that resulted in a \$1,600 donation to Ronald McDonald House New York.

In this great city, where so many invaluable treasures can be found, there's nothing more unique than the generous nature of our local youth, and their enthusiasm for helping other children in need.

While volunteers helping out as part of Team Ronald McDonald are required to be 18 years or older, there are programs and fundraising opportunities that the city's youth have undertaken to help out in their own special way.

At Ronald McDonald House New York, we're continually impressed and heartened with the spirit of giving that compels the area's young philanthropists to give of their hearts and resources in support of other children who are battling cancer.

Leadership & Giving

The generosity that these young people display through their works is an excellent indicator of their extraordinary leadership capability. It's always wonderful to introduce the House to a potential volunteer; especially seeing how each person makes a connection on a unique level. For our younger donors and volunteers, the experience is even more rewarding to see the ways in which they apply their creative minds to everything that they do.

From spearheading school fundraising drives, to hosting lemonade stands, to donating bar/bat mitzvah and birthday party gifts, our area youth have found many ways to generously help their peers at Ronald McDonald House New York.

Pop Tabs

With new green initiatives helping us to save the planet, it's now easier than ever to also give hope to a child battling cancer at the same time. Children and their families are sponsoring school-wide pop tab drives: collecting donations of the metal pieces located on top of soda cans and sending them to Ronald McDonald House New York. This activity not only helps to save the Earth, but it also raises much-needed awareness about how one individual's contribution can make a difference for a child battling cancer. Now, in addition to Pop Tabs, Ronald McDonald House New York is also collecting as part of its recycling campaign. Before you discard unwanted keys, consider donating them to Ronald McDonald House New York. For more information about how you can donate pop tabs and old keys, contact the Development Office at (212) 639-0100, or visit www.rmh-newyork.org.

Penny Harvest

The power of one can have a major impact, especially during the springtime Penny Harvest season!

Ronald McDonald House New York is pleased to recognize the many schools throughout New York City that mobilized their student leadership bodies to encourage the spirit of giving. As the "Kids of the Roundtable" at Manhattan's P.S. 187; or the "Common Cents Roundtable" at Walter Kassenbrock Elementary School (P.S. 185) in Brooklyn; the Newton Caregivers at Isaac Newton Middle School in Manhattan; and the Busy Bees at P.S. 53 in the Bronx have demonstrated, spare change can go a long way in the life of a child staying at the House.

Kids Charity Fun Run

Every year in November, just one week after the ING New York City Marathon, students from all over the tri-state area come together to participate in a special sporting event in the heart of Central Park. More than 25 schools come together to participate to show their support for children battling pediatric cancer. For more information on how you can participate or support our next Kids Fun Run event on Saturday, November 12, contact Anthony Cardiello at (212) 639-0100, or visit www.rmh-newyork.org for more information. ■

The Benalcazar Family Discusses Their Battle with Retinoblastoma

When Naperville, Illinois parents Brenda and Fernando Benalcazar received the devastating diagnosis that their eight-month-old daughter had retinoblastoma, they had no idea of the radical changes that their lives would go through in just 24 hours — or the effect that the experience would have on both of their children.

Retinoblastoma is a type of cancer that develops in the light-sensitive tissue that lines the back of the eye. The condition is typically diagnosed in children two years and younger. An earlier diagnosis leads to a greater likelihood of beating the illness. Sarah's mother first noticed something wasn't right when she saw a glassy reflection in Sarah's eye. Family photographs later showed that Sarah's left eye had a type of white (as opposed to red-eye) reflection.

"In certain light it would reflect and it would look really glassy, kind of like a cat's eye. And that's textbook for retinoblastoma," said Mrs. Benalcazar. "I noticed when I was taking photographs that there was a white reflection. And it only came from one of her eyes; that's because I think it was over her line of vision and the optical nerve. But it would always show up in pictures. It wasn't until we got to the pediatric ophthalmologist that I found out it was in both eyes. But the one in the left eye was almost as big as her eye."

Cancer Affects the Entire Family

Over the next 24 hours, the Benalcazars would rush Sarah to a specialist, while her older brother Joshua, now 6, would need to undergo his own screening for the condition (Joshua was immediately determined to be cancer-free).



When the family relocated after months of treatment at Children's Memorial Hospital in Chicago, they would all make the move to Ronald McDonald House New York.

"Joshua, Sarah's older brother was also deeply affected by Sarah's illness, becoming introverted and frightened by his sister's experience and by leaving his home and friends behind in Chicago," said Chaplain Cheryl Frei, Ronald McDonald House New York's director of Family Support.

Working with doctors at Memorial Sloan Kettering Cancer Center, Sarah underwent three rounds of a breakthrough treatment called "intra-arterial chemotherapy," a method that allows oncologists to take a more targeted approach toward eradicating the cancer, while the patient experiences fewer side effects like vomiting, fever and hair loss.

It was effective, but after a year and a half, it wasn't enough to save her eye. On February 15th, the Benalcazars received the devastating news that the cancer in Sarah's eye was spreading too rapidly, and it would need to be removed. The surgery was performed on February 28th.

"The day after her surgery, she woke up and she was a different child," recalled Mrs. Benalcazar. "Sarah was energetic, more talkative, she wasn't complaining about headaches anymore — she was just happy."

At two-years-old, Sarah received her first prosthetic eye on April 12th. She's gone through multiple fittings since.

Adjusting to Their New Home for the Time Being

As Sarah went through changes with her treatment, her brother Joshua was deeply affected. Joshua saw less of his mother and sister because most of their time was spent in treatment. When the family moved to New York City, things changed for the better. Not long after the family received the news about Sarah's eye in February, the



The Benalcazar Family (continued)



Benalcars began to adapt to what would be their new home for the next few months. Through a partnership with the local Department of Education, our Programs Department was able to enroll Joshua in a local school. Sarah was later enrolled into a program at the nearby Church of the Epiphany Day School.

“Having never been to a Ronald McDonald House, I didn’t know what to expect. I was pleasantly surprised to see that they had a full play room. Joshua met the other kids, he got involved in activities, and he felt comfortable,” said Mrs. Benalcazar. “One of the things that I especially like about here is that I was worried that Joshua wasn’t going to be included because he’s a sibling. I thought they were just going to focus on Sarah because she has cancer. But they were treated equally. So whether you have cancer, or you’re a sibling, you’re included. Joshua loves Christine, he loves to do “Weird Science,” and now he’s into the iPad. He went to camp last year, and he’s looking forward to camp this year.”

“Working together with the Benalcazar family we were able to help Joshua adjust and feel more at ease in his new environment. When the family first arrived from Chicago, the children were both afraid of the therapy dogs that work in our facility. Now, they pet and play with them and enjoy their interactions. Joshua especially likes all animals and takes pleasure in watching the fish in our fish tanks, as well as holding the leash and walking our therapy dogs,” added Chaplain Frei. “It’s so nice to see the positive changes both children have made after facing a life-threatening illness together as a family.”

The Benalcars are currently staying in New York City near to the House. Sarah’s on a rotation where she sees the doctor for her right eye every two months. During the summer, both Sarah (she just recently made the three-year-old age of eligibility) and her brother and enrolled in this year’s Camp Ronald McDonald. Mr. Benalcazar began a new project in the New York City area, working as a general contractor. Meanwhile, the family will continue to focus on their healing. The Benalcars are still unsure as to what next steps will be for Sarah’s treatment, but what they do know is that the support, love and caring of their family at Ronald McDonald House New York is nearby. ■

Community Snapshots

At the home-away-from-home for families coming from all of 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.



Summer Hoedown with RBC Capital Markets

It was the first day of June, and RBC Capital Markets had the best idea in mind to celebrate the summer season. With a live band and line dancing, families staying at Ronald McDonald House New York had a real *hoedown* of a time with our Wednesday night volunteers. As Board member Robert “Bobby” Grubert says, the RBC Capital Markets folks “put on a pretty good spread.” It’s always a pleasure to see Bobby, Jennifer Hاديaris, and John “Jeb” Beckwith in the House!

Photos by Natalie Greaves



Community Snapshots (continued)

David Wright Foundation 5th Annual Las Vegas Night

It was a night full of heavy hitters and high rollers at Bridgewater's at South Street Seaport during Mets Third Baseman David Wright's annual fundraiser. A generous donor who has supported our Adopt-a-Room program, Mr. Wright held "Las Vegas Night" to raise funds to sponsor a room at the House.



Marc S. Levine (New York Mets)

Opera for Humanity

The night couldn't have been more beautiful, but the uplifting voices of Opera for Humanity made it that much more amazing. With a recital benefit held at the Liederkantz Club on Manhattan's Upper East Side, the organization raised more than \$5,000 to help support House Operations. Here are Opera for Humanity's Director of Public Relations Linda Platzer, Director of Development Suzanne Halasz, and Founder Amy Shoremount visiting with Ronald McDonald House New York's President & CEO William T. Sullivan, Director of Development Richard Martin, and Volunteer Director Helen Stafford.



Natalie Greaves

MVP-Medicine Via Philanthropy Fundraiser at Yankee Stadium

The June 25th MVP-Medicine Via Philanthropy Fundraiser at Yankee Stadium was a huge home run with our families, thanks to Dr. Thomas Haveron and his team. Naming Ronald McDonald House New York as its community partner, the event featured guest appearances by celebrity Yankees players Robinson Cano and Francisco Cervelli and retired New York Giants legend Karl Nelson. The event raised more than \$90,000, with a portion of the proceeds to benefit the House.



In Memoriam

In March, Ronald McDonald House New York said farewell to a dear friend and supporter, Nicholas LaPorte, Jr. A former Executive Director of the Associated Builders and Owners of Greater New York, and an appointee to the city Civil Service Commission, Mr. LaPorte was a very generous supporter of our mission. Through his help, Ronald McDonald House New York was able to get our families on the road to better health. His fundraising efforts helped to enhance our free transportation program tremendously by replacing our one aging van with two brand new state of the art "Turtle Top" vehicles. These vans can be seen through New York City, providing service to our 13 partner hospitals. Mr. LaPorte's energetic leadership, and dedication will be greatly missed.

Community Snapshots (continued)



Kids Kicking Cancer Belting Ceremony

If there's anyone who can kick cancer's butt, look no further than the students of our weekly Kids Kicking Cancer (KKC) classes. On Friday, June 17, KKC's New York City Program Director Angela Babin held a belting ceremony in the Macy's Living Room where our students showed off their moves and advanced to the next level. Power. Peace. Purpose. The event truly empowered all in attendance.



Photos by Natalie Greaves

Summer Music Never Sounded So Sweet — New York Summer Music Festival

As if the summer fun couldn't get any better, the New York Pops and its Director of Education Sherrie Maricle, Ph.D., are showing our young musicians a new way to reach new heights in the perfection of their craft.

Five students from Ronald McDonald House New York have been selected to receive scholarships to attend the New York Summer Music Festival, a six-week program being held at SUNY College at Oneonta. This will be our third year of participation in the program.

While students attend in two-week modules, their experience will take place in a challenging, yet nurturing

environment where they'll be allowed to collaborate with other young musicians from around the world.

Students arrive on-campus and sign up for the classes of greatest interest to them, and for the next two weeks, they get to enjoy eight hours of music instruction that include a focus on history and technology.

Much like picking college classes, students sign up for whatever interests them most. Faculty instructors will include a few familiar faces such as Dr. Maricle herself, along with New York Pops musicians Matt Davis, Brenda Earle, and Robert Sabin.

Students jam during a concert every day, and everyone sings in the large choir of approximately 300 people. Performance opportunities span jazz, chamber, orchestra ensembles, chorus and band.

At the end of the day's instruction, students participate in leisure activities that include lake trips and baseball games. Their two week stay will culminate in a major performance.

Ronald McDonald House New York wishes the best of luck to our young performers. To learn more about the New York Summer Music Festival, visit www.nysmf.org. ■

Camp Ronald McDonald



School's out! And that means that camp is definitely in at Ronald McDonald House New York.

Once again led by Camp Director and Program Associate Ben Winsten, this year's Camp Ronald McDonald experience includes more than 20 trips to some of the most fascinating hotspots throughout New York City. Most everyone can recall their memories of summer camp: the field trips, arts and crafts, and camaraderie.

Camp Ronald McDonald is free and open to all residents (including siblings) of the House, ages three and above. Children of staff members are also eligible to attend. Wednesday, July 6th marked the first day of camp, and the Programs Department introduced it with a new look in the Playroom.

In addition to our usual jaunts to explore the delights of deep sea fishing, summer camp participants will also go kayaking on the Hudson River, learn how to fly at Trapeze School New York, spend a little time with Archie and Friends at the headquarters of Archie Comics Publications, and explore the Greenburgh Nature Center on the Green at Citi Field (home of the NY Mets).

Are you exhausted yet? Well, we've only just begun. Be sure to check out our Facebook and Twitter pages for updates on Camp Ronald McDonald and other activities. ■



"I Will Always Be There" is Now Available on iTunes

If you were in attendance at our annual gala event in May, you'll recall seeing a live performance of "I Will Always Be There," a moving presentation given by our families alongside the talented musicians of The New York Pops.

Now available on iTunes, the band and chorus of Ronald McDonald House New York have "put to wax" their collective feelings of love, support and perseverance in their fight against pediatric cancer. ■

Have you checked out our music education program? Through a partnership with the New York Pops, children staying at Ronald McDonald House New York receive world-class instruction in instruments and voice. For the latest highlights on this and our other educational programs, visit us on Facebook and Twitter. ■



www.facebook.com/rmhnewyork



www.twitter.com/rmhnewyork



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.

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. ■

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. The following codes can be used: *Tri-State United Way #003447*; *NYC Combined Federal Campaign #11277*; *CUNY Campaign for Voluntary Charitable Giving or Combined Municipal Campaign #0610*.

You will also find our Agency Code in the campaign material provided to you. Thank you for your generosity. ■

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. ■

Double the Impact of Your Gift!

A matching gift from your employer will help to make an even bigger difference the lives of families staying at Ronald McDonald House New York. In fact, your company's match may be as much as 100 percent! Visit us at www.rmh-newyork.org and use our matching gift tool to see if your employer is among thousands of NYC companies that have already enrolled. ■

Events

"Insurance Gives Hope" Golf Outing and Awards Dinner Raises \$265,000.

Despite an occasional rain shower, it was a day of pure sunshine for the 27 foursomes participating in our sixth annual golf outing at the exclusive Hudson National Golf Club. Ranked in *Golf Digest's Top 100 Golf Courses in America*, Hudson National offers 260 pristine acres of outstanding beauty. Presented by lead sponsor Marsh, the world's leading insurance broker and strategic risk advisor, the event took place on Tuesday, June 14th and was chaired by Timothy J. Mahoney, Jr., president, Global Risk Management at Marsh, Inc. This year's golf outing raised \$265,000.

That same evening, the "Insurance Gives Hope" Award presentation and dinner honored John B. Stites, vice president of National Distribution at The Travelers Companies, Inc. Over 150 insurance industry leaders were on hand to recognize Mr. Stites, and also to recognize Travelers' support of Ronald McDonald House New York through this event as a major sponsor. Other major sponsors of the event included: Ann Inc., Charitis Insurance, Liberty Mutual, XL Insurance and Zurich NA.

Ronald McDonald House New York is very grateful to the event sponsors and participants who made this year's event such a tremendous success! ■

Photos by Frank Farina & Co. Photographers, New York

Team Ronald McDonald Brought "Our House" to Midtown

Nightly volunteers who spend their time helping families at Ronald McDonald House New York once again hosted their annual giving event, with this year's "Our House" theme demonstrating their pride and affection for the organization.

Ronald McDonald House New York is currently the largest RMH-facility in the world with 84 rooms for our families, and we are filled to capacity almost every night. While families are asked to provide a donation of \$35 per night, most of the organization's fundraising help to offset total operating costs of the room which average \$270 per night. Proceeds from the annual volunteer event cover programming activities.

Major sponsors for the event included Tony's DiNapoli, Dasha Wellness, Dallas BBQ, Gallo Family Vineyards, Heineken USA, Bacardi USA, Inc., Cloth Connection, Hatzl & Beuhler, Inc., Bettina Equities Company LLC, Hinman Brown Charitable Trust, Ale Foundation, Michael Kerr, FD Crowell, Chilly Willy, Imax, Con-Tees, BML-Blackbird, Yonkers Fire Department and Sassoon.

Working with Event Chairman Bruce Dimpflmaier of Tony's DiNapoli/Dallas BBQ, event co-chairs Jef Champion and Clemencia Neyland once again produced a memorable evening filled with a sumptuous Italian dinner feast, open bar, prizes, gift bags and live entertainment by the band "California."

The silent auction kept the momentum going with items that included designer jewelry, trips to Cancun, Tuscany, limited edition works of art, golf clubs and packages, dinners and Broadway shows. When attendees were not bidding on silent auction items, they were dancing into the night to the sounds of DJ Mr. Biggs.

This year's "Our House" event raised more than \$500,000 in cash and prizes. ■



Event chairs celebrate the evening's success with Ronald McDonald House New York staff.



Dr. Mr. Biggs once again rocked the house at "Our House."

Events (continued)

“Hogs for Hope” Raises More than \$19,000

More than 150 Harleys took to the streets of Westchester County for a beautiful day's ride in support of families battling pediatric cancer. On Sunday, June 5th, the third annual “Hogs for Hope” motorcycle event kicked off in front of New Roc Harley Davidson. Chaired by Ken Geiger of the Yonkers Fire Department, with additional sponsorship by New Roc Harley Davidson, *Connecticut Cruise News*, and Yonkers Motorcycle Club, the event successfully raised more than \$19,000.

With the sun shining on their backs, the riders rode through the streets of Westchester raising awareness for the families, and returned to New Roc Harley to a cookout that featured a pig-roast and eight different types of chili prepared by the members of the Yonkers Fire Department. Live entertainment was also provided while Ronald McDonald paid a visit to join in the festivities.

Additional highlights from the day included appearances by Ronald McDonald House New York families, and legendary actor (HBO's “Oz”), stuntman (“True Lies,” “Gone in Sixty Seconds,” “Enemy of the State”) and martial artist Chuck Zito, spent the day, bringing along the original Harley from “Harley Davidson and the Marlboro Man.”

“We see many faces representing the city of Yonkers at the House on a regular basis, working hard to help alleviate some of the challenges faced by our families when they come to New York seeking treatment,” said William T. Sullivan, president & CEO of Ronald McDonald House New York. “This Hogs for Hope event is just another great way for the Yonkers community at-large to help our families in a creative and fun way.”

Thank you to our riders, sponsors, volunteers and other event participants who helped to make the day so special. ■

Photos by Thomas F. Murphy Jr.



New Roc Harley Davidson Owner Jack Meskunas holds up a gift of thanks from Ronald McDonald House New York



Event Chairman Ken Geiger with Ronald McDonald House New York CEO William Sullivan, and Yonkers Fire Department's John Savarese



More than 150 Harley owners and riders participated on behalf of Ronald McDonald House New York

Calendar of Events

Save the Date

An Evening of Cabaret, Feinstein's at Loews Regency

September 26, 2011

6:30PM

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

Fourth Annual Block Party

October 1, 2011 (Rain Date:
October 2, 2011)

11AM – 5:30PM

East 73rd Street between First and
York Avenues

“Children's Happy Faces Foundation” Annual Golf Outing and Trump National Golf Club

October 4, 2011

9:00AM Golf Registration

Sleepy Hollow Country Club
and Trump National Golf Club
Briarcliff Manor, NY

NYC Marathon, Team Ronald McDonald

November 6, 2011

6:00AM

Transportation from Ronald
McDonald House of New York

Kids Charity Fun Run

November 12, 2011

10:00AM

Central Park, 7th Avenue at
59th Street, follow signs.



Fourth Annual Block Party

Join us on Saturday, October 1, for a day of fun, food, and fellowship as we celebrate our fourth annual Block Party! Part-street fair, and part-festival, the event is an experience like no other in New York City. Spend a day with us filled with local treats from your favorite restaurants, and a little international flair thanks to the families at Ronald McDonald House New York. The 2011 Block Party is sponsored by Hess Corporation; Century Management Services, Inc.; Hercules Laundry Corporation; and Efficient Combustion.

Additional support also provided by the NYPD's 19th Precinct and FDNY, Enjoy, games, rides, great shopping and great fun right at home with Ronald McDonald House New York! Admission is free, and open to the public. For more information, visit www.rmh-newyork.org, or call (212) 639-0100.

Kids Charity Fun Run

To find out where the biggest hearts reside in New York City, one needs look no further than the city's young philanthropists. On Saturday, November 12, children from public and parochial schools throughout the tri-state area will participate in the 13th Annual Kids' Fun Run, with proceeds from the event to benefit Ronald McDonald House New York.

With more than 1,000 participants, the Kids' Fun Run provides New York City-area youth with an opportunity to help children who are just like them, but are battling cancer. To find out more about participating, contact Anthony Cardiello at (212) 639-0100, or acardiello@rmh-newyork.org.



You're invited!

Ronald McDonald House New York's 4th Annual Block Party

Saturday, October 1, 2011

11AM – 5:30PM

East 73rd Street (between First and York Avenues)

Part-street fair, and part-festival, the event is an experience like no other in New York City. Join us for a day of fun, food and fellowship at our annual block party event! Event is free and open to the public.

(Rain Date: October 2, 2011)



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Ronald McDonald House New York

405 East 73rd Street, New York, NY 10021