

Around the House

The Magazine for Ronald McDonald House New York. Volume 6, Issue 4



RONALD MCDONALD
HOUSE® NEW YORK

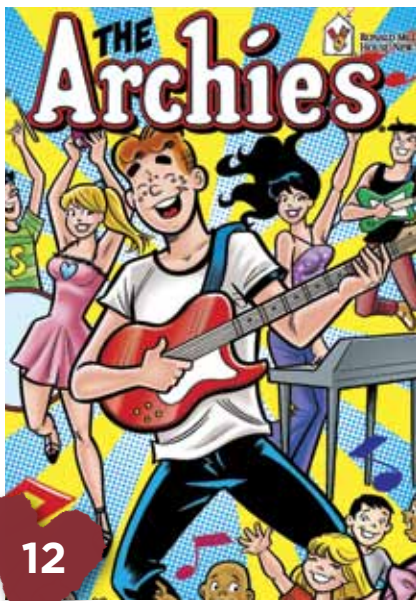


The story of young Jobe Fatoyinbo is one of strength, endurance and faith.

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On the cover: Jobe Fatoyinbo, 7, with his mother Willette from Charlotte, North Carolina. 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.

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President's Letter

Dear Friends,

For many of us here at Ronald McDonald House New York, it seemed as though summer was over almost as quickly as it had begun. We saw families in various stages of their treatment protocol; many able to go home for a little bit of respite from treatment, while others hunkered down for the long stretch toward the end of the year. With this issue of *Around the House*, we welcome you back to fall.

Seeing the faces of the families, staff and volunteers who give their all to fight cancer, I am often reminded of the tremendous contributions that Niki Sideris made to our institution as the Greek Division's Founder and Chairman for 33 years. Her passing in October gives us pause to remember Niki's huge heart and loyal service but most importantly, the incredible kindness she offered so freely and abundantly to each individual that entered this house of hope.

Niki Sideris had an unusual and immeasurable capacity for giving with a heart that melted at the thought of a child in need. When Ronald McDonald House opened its doors in New York City in 1978, Mrs. Sideris was there from the start. Founding its Greek Division, she enlightened the local Greek community about Ronald McDonald House New York's mission to provide a comprehensive support system for families battling pediatric cancer. She was honest, sincere, unpretentious, a visionary, and



Marian Goldman

resourceful beyond measure. We will miss her greatly but in the words of Saint Augustine, “She has left life, but not our lives. How can she be said to have died who lives in our hearts?”

We also remember Board Member, R. Peter Altman, MD who served as one of our medical advisors for over 16 years. His passing in July has left a huge hole, but his legacy of kindness will continue to live on in the hearts of many.

You will find this issue chock-full of photos from recent events, as well as everyday life around the House in recent months. We have so much to be thankful for here at Ronald McDonald House New York, and we owe much of that gratitude to you — our supporters — who work tirelessly to help us fulfill our mission.

As our thoughts go back toward the very special people that we have recently lost, we will continue to be inspired by their rich legacies. They continue to

touch us with their strength, tenacity and motivational presence. We thank you for supporting us as that same vision lives on in the hopeful hearts at Ronald McDonald House New York.

Sincerely,

William T. Sullivan
President and Chief Executive Officer

Ronald McDonald House New York

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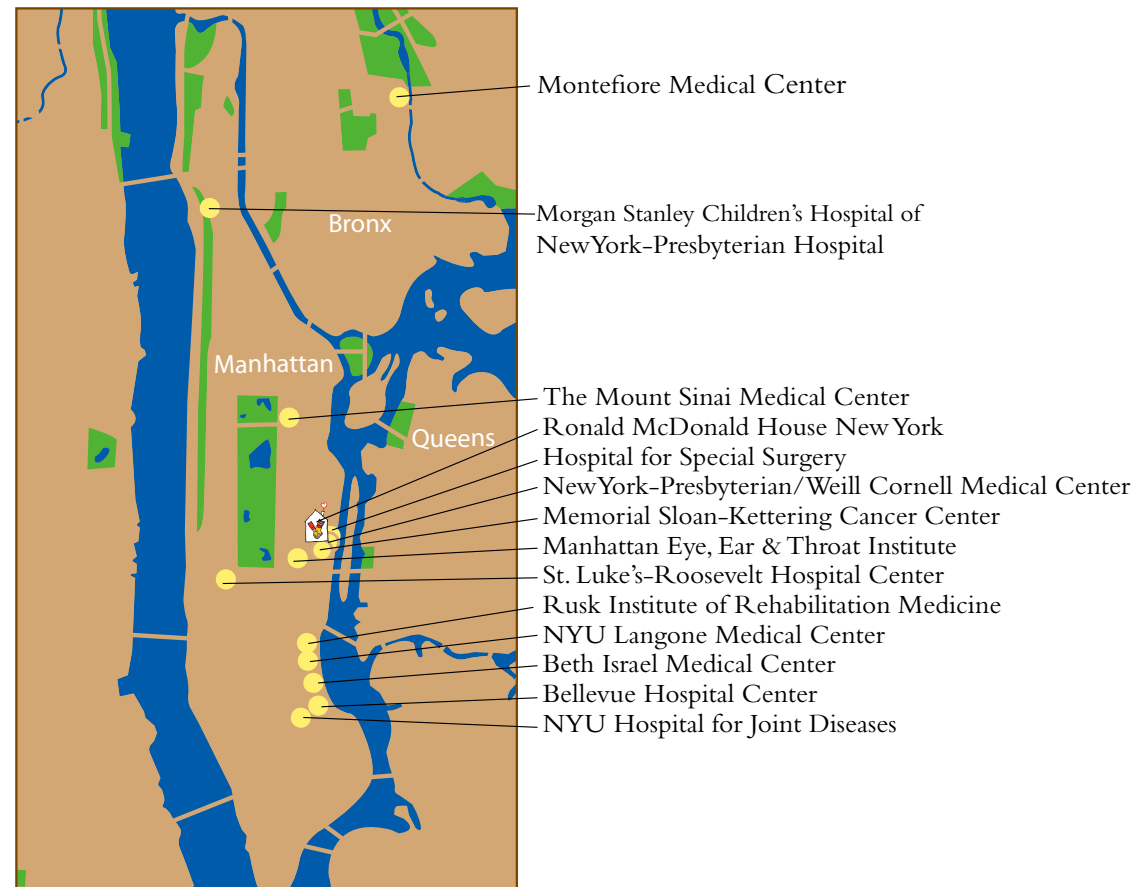
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Thank You

Icon Painting & Interiors of Staten Island

In this issue of *Around the House*, we'd like to acknowledge Icon Painting & Interiors of Staten Island for their very special contributions throughout 2010 and 2011. Icon has given more than \$80,000 in monetary donations, as well as goods and services.

Even with an ambitious schedule of ongoing capital projects, it's still a major undertaking to maintain a 79,000 square foot facility.

When our Playroom was in desperate need of reconstruction after last year's fire, Icon provided nearly \$20,000 in services to assist with its reopening in time for summer camp. They also painted our conference room, provided and installed ceiling tiles, and repaired kitchen countertops.

In the stairwell leading to our Lower Level Lounge, residents and visitors can find a vivid mural donated by Archie Comics. Icon graciously provided carpentry and preparation, electrical supplies and installation, stainless steel supplies, and metallic floor paint to help admirers take in every detail.

In addition to sponsoring a party for our families, the company has also served as a major sponsor of Ronald McDonald House New York's fundraising and programming activities, including our annual Gala and Block Party events. On behalf of the families, volunteers and staff at Ronald McDonald House New York, we'd like to say *thank you* to Icon for their continued support.

Summer Camp Acknowledgments

Thank you to the individuals and organizations who were especially generous in their giving of time and resources in support of this year's summer camp.

- Alan Herman
- Archie Comics
- Brynwood Country Club
- Captain Tony & Marilyn Jean Charters
- Con Edison, Marie Stabile, Christopher Simeone, friends and family
- Gary Green and Citi Field

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
- 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
- Rain ponchos
- Rain boots (all sizes)

For the House

- Paper goods: cups, plates, napkins
- Clear plastic storage containers
- Clorox or Lysol wipes
- Copy paper
- 18/10 Flatware
- Oven mitts
- Batteries (AAA, AA, C, D)

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
- Stereo

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.

- Hole In The Wall Gang Camp with Mike Dauphin and Chris Pontbriant
- IPG
- Irene Yager and JCC Cooking School
- Joe Corace and The Mapleton Kiwanis Club
- Kayaking on the Hudson with the New York City Downtown Boathouse
- Lou Riccio and Friends

- McDonald's on East 50th and 3rd
- Michael Abrams
- New York Athletic Club Travers Island Country Club
- Old Oaks Country Club
- Scarsdale Fire Department
- Sherrie Maricle and the Diva Band
- Trapeze School New York
- Weird Science with Christine Taylor

Thank Yous (continued)



When Renee and Sandye Berger visited the House recently for a tour of the newly renovated roof, it was a very special occasion. The \$350,000 donation from the **Sol and Margaret Berger Foundation** was a much-needed gift that helped us to repair our roof just in time before the last brutal winter season.

Photos by Natalie Greaves



At the recent ribbon-cutting ceremony for the newly renovated Macy's Living Room, Macy's Chairman, President & CEO Terry Lundgren and Ronald McDonald House New York Board Vice Chairman Tina Lundgren were both joined by the very team members and supporters who have contributed to the development of this very important project.

Back Row: Peter Cassidy, Jeff Gennette, Robert & McCreary, Terry Lundgren, Lisa Magann, Stanley Shopkorn, Josh Silver. Front Row: William Sullivan, Robert Weiser, Jessica Fanini-Lemoine, Michele McCreary, Tina Lundgren, Mary Kobett, Javier Sanchez & Bryon Phelps.

Mike Grenacki

Spotlight on Your Board

When working with the largest Ronald McDonald House in the world, it's safe to say that it takes a lot of effort to make it feel like a home in the truest sense for all of the 84-families who occupy its guest rooms. Someone who's been instrumental in making sure that guests receive the utmost hospitality is Board Member Terry Bovin.

Working hand-in-hand with our Director of Operations Wini Cudjoe, Mrs. Bovin brings a unique perspective to her work on behalf of the House. When her son Andy was diagnosed with acute lymphoblastic leukemia (ALL) in 1982, Mrs. Bovin stayed at a Ronald McDonald House facility in Brookline, Massachusetts.

"When my son had leukemia, there were very few places that were doing bone marrow transplants; I think there were six in the country," said Mrs. Bovin. "It was a question of which hospital had a bed available. One of them was Boston Children's Hospital with Dana Farber Cancer Institute doctors providing Andy's treatment. The last thing I was thinking about was 'Where was I going to stay?.' It was more about let's get our son into the best possible treatment that would give him the best chance for a cure."

They would continue their fight against cancer until Andy's passing in 1986. Joining the Board of our New York City facility in 2008, Mrs. Bovin's personal experience added a new dimension to how we help support our families.

"When I joined the Board, [Ronald McDonald House New York President & CEO] Bill Sullivan asked me to be on the House Committee because of my unique background. I became involved in the kitchen and roof projects, but

"I became involved in the kitchen and roof projects, but wanted to do more..."

wanted to do more, so I asked Wini about other needs for the House and its guests," recalled Mrs. Bovin.

This led to the genesis of new initiatives including soliciting vendors for birthday cake donations, department and specialty stores, supermarkets, and drugstores. Local hairdressers (see our Community Snapshots section, "Wellness Night") have donated their time, and beauty salon chairs were also recently donated thanks to her efforts. In-kind donations such as these have served a crucial role in the fulfillment of our mission. By giving of their resources, our supporters' contributions have as significant an impact as cash donations.

Mrs. Bovin's latest project involves mobilizing school groups to donate non-perishable food, paper goods and other necessities for our families who are unable to purchase these items themselves. She has reached out to over 100 schools within Manhattan, and a number of schools have already begun collecting for our Parent Pantry. In addition to sending the solicitation letters personally, Mrs. Bovin has undertaken the task of visiting each participating school as a representative of the House to thank them for their support.

When asked about what she hopes the House will accomplish going forward, Mrs. Bovin said, "I'd like to see the community continue supporting the House, with even more volunteers embracing (its mission). I'd like us to be able to offer even more activities and opportunities for our families, so I hope even in bad markets, that corporations and other donors will continue contributing. That will enable us to keep up this high level of service and caring."

"I really believe the House sells itself. If people are considering volunteering or getting involved, all they have to do is walk through these doors, and they'll probably have the same reaction that I do every time. It's a warm and welcoming environment, and the people who work here are absolutely wonderful." ■



Terry Bovin

"I'd like us to be able to offer even more activities and opportunities for our families"

Spotlight on Volunteer Events

Youth Leadership

This issue's youth leadership highlight focuses on the story of Sarah Klein. Sarah is a student at the Rodeph Sholom School, and she and her family belong to Congregation Rodeph Sholom. As a component of the Bar and Bat Mitzvah program, Sarah chose to exemplify the mitzvah (good deed) of "comforting the sick." Although she hadn't fulfilled the minimum age requirement to volunteer within the facility, Sarah thought of a creative way to help children battling cancer at the House.

She and her family spent the summer researching and developing Christmas ornaments, and with the help of family friends and neighbors, they exceeded their goal of 1,000 pieces. At our Fourth Annual Block Party (see page 16), Sarah sold the ornaments to raise money for the House. She also donated half of her Bat Mitzvah money totaling \$5,636 to the House, and with the \$1,800 in ornament sales, she gave a total of \$7,436.



Sarah Klein with one of her favorite ornaments (above) and pictured (below) with President & CEO William T. Sullivan and Ronald McDonald at our Fourth Annual Block Party.

Photos by Natalie Greaves



Dear Santa

Contrary to what many have been led to believe, there is indeed a Santa Claus, and he certainly does deliver during the holidays at Ronald McDonald House® New York.

With the 2011 season marking the fourth year of our "Dear Santa" program, Santa credits much of its success to a very prolific helper named Amy Abrahams of ad agency Wieden+Kennedy. Interestingly enough, it was Ms. Abrahams' curiosity that led her to the families at Ronald McDonald House.

"I've been working with the letters from Santa Claus from the Post office for 13 years," said Ms. Abrahams. "I got a letter from my zip code, so I looked at the letter and we saw that it was Ronald McDonald House. We had quite a few of those letters, so I asked Fordham [Murphy, RMH-NY's Evening Program Director] if they had a corporate sponsor. We've been working with you guys to this day."

Through the help of colleagues at Wieden+Kennedy's New York and Portland offices, as well as clients, family and friends, Ms. Abrahams was able to make many wishes come true for children battling cancer.

When the program began initially, families were able to ask for anything within a \$50 limit. But Santa's "elves" wanted to do more. The limit was then raised to \$75, but with the additional perk of a raffle that would allow each child an opportunity to possibly win a big-ticket item. Last year's raffle prizes include an iPad, and a few iPod touches.

As the program grew, the kids began to get more creative in their asking.

"They make it easy for us. They clip things out from the Internet, they give us pictures, and they say *this* is what I want," explained Ms. Abrahams. "We have around 175 different people who participate. We buy gifts for everyone staying at the House; children with cancer, siblings and parents. Before we got involved we understood the program to be just for the sick children. But we thought it was important for everyone to have a gift. So we make sure that everyone at the house gets something, parents and siblings included. We know how hard it is for the families at this time."

The most creative project for "Santa" came thanks to a request from resident Peter Marotta, Jr. He asked Santa for pizza. Santa's elf came up with the idea to send him a pizza box with different menus from pizza places around the city. The elf put individual notes on the menu of what she thought of each restaurant's pizza, along with a \$75 gift card. In true North Pole fashion, the box was delivered wrapped up with a big red bow.

The holidays can represent a time of bittersweet longing for our families who miss being home with their loved ones. We're very grateful to our volunteers who've given so much to help our families experience the joys of fellowship at that time.

If you have a creative way in which you would like to help make a difference for a family battling pediatric cancer, please contact our Programs Department at (212) 639-0100, or visit our Web site at www.rmh-newyork.org. ■



Jobe Fatoyinbo and His Journey of Faith Toward Healing



Natalie Greaves

Jobe Fatoyinbo's energy is like a contagious spark that ignites the entire room when he's around. This seven-year-old is in perpetual motion, and his mind seems to race as quickly as his feet. Meeting young Jobe is a fascinating experience, especially when you learn that he's named after the biblical character Job, who faced remarkable challenges throughout his life, yet never lost his faith.

Originally from Charlotte, North Carolina, Jobe has been staying at Ronald McDonald House New York on and off since being diagnosed with cancer at four-years-old. Following the initial diagnosis and several unsuccessful surgeries that did little to halt the cancer's growth in his neck, his parents underwent a fundraising and awareness campaign that led them to seek treatment in New York City.

Jobe's mother Willette Brown-Fatoyinbo first noticed the signs of Jobe's cancer when she saw something odd protruding from his neck. "Out of the corner of my eye, I saw what looked like a marble. I didn't think anything of it, I just asked him if his throat hurt, and he said no," she said. "When I went to point it out to [Jobe's father] Bola, it was gone and I didn't see it again for a few weeks."

A diagnosis of a rare disease

Jobe was originally treated for strep, and a week later, the strange growth returned. They were referred to an ear, nose

and throat specialist who performed a biopsy. The test results resulted in a referral to another ear, nose and throat specialist who performed a second biopsy, confirming that Jobe did indeed have a type of cancer called *acinic cell carcinoma*. This cancer affects the salivary gland, and is diagnosed in approximately 135 Americans per year according to the National Cancer Database.

When doctors performed surgery to remove the growth, they found that the tumor had spread to the area behind Jobe's eye, and into his facial muscles. The surgery lasted more than six hours, and lab results later determined that the tumor was malignant.

Afterward, the family returned to their normal lives and enrolled Jobe in kindergarten. At his three-month follow-up appointment, doctors discovered that the cancer had returned, and they performed another procedure to remove the new growth. Three months after that, it happened again. Their stress was further compounded when both parents lost their jobs and found themselves facing the challenge of paying off more than \$200,000 in debt caused by medical bills.

One day, Mrs. Fatoyinbo found inspiration in her son's artwork and decided to host a local fundraiser called "The Hands of Jobe." The event started off a chain of events that the family would never have expected. They met a woman who attended church with Jobe's great-grandmother. An employee

Jobe Fatoyinbo (continued)

of Memorial Sloan Kettering Cancer Center (MSKCC), she enlightened them on the fact that progressive cancer treatment options available in New York City.

In April 2011 at six-years-old, Jobe went in for one more surgery in North Carolina to remove the growth, but the cancer soon returned and spread aggressively. After a referral to MSKCC, they began treatment in New York City in July where Jobe would receive 40 rounds of adult-dose radiation; once per day, five days per week.

“Because he didn’t have a childhood cancer, Jobe wasn’t on the pediatrics floor,” said Mrs. Fatoyinbo. “When I walked into radiation the first day, they thought that I was the patient. We developed our own little support group, and I think that it was most beautiful that he got to be an example of life for the other patients. Up until the last day, he rode his scooter to treatment, he knew everyone’s name – he was just typical Jobe. Even as his skin and his face began to break down, it just didn’t phase him at all.”

Life at Ronald McDonald House New York

While the schedule was rigorous, Jobe didn’t show it based on life at his temporary home at Ronald McDonald House New York. Together with his ten-year-old sister, Asata, they were enrolled in summer camp. The family felt it was important for both siblings to be together during the treatment, and the range of activities helped to keep both children entertained.

“This experience far exceeded my expectations. I just thought that I would be provided with a room, TV, and easy access to the hospital,” said Mrs. Fatoyinbo. “We had our calendar posted on the mirror and there were just days that we had marked on the calendar — Christmas in July, the luau — that



Photos by Natalie Greaves

we just knew. We thought it was important for everyone to come up together because I could tell that she was feeling the stress. We thought it was important that she come up, that she see how she was being treated, that she went through the steps and that she felt comfortable with it.”

Today, the family is extremely optimistic about where Jobe is in his treatment. They still visit regularly for follow-ups, but are well on their way to recovery. When she reflects back on the process of naming her son seven years ago, and how it would ultimately become prophetic of his experience, Mrs. Fatoyinbo says, “I’ve always identified with the story [of Job] based on my experiences. For Job, I feel like his life has become a testimony of his own. Based on his personality, and his character, and how he really hasn’t allowed anything to stop him. It’s all about him.” ■



Community Snapshots

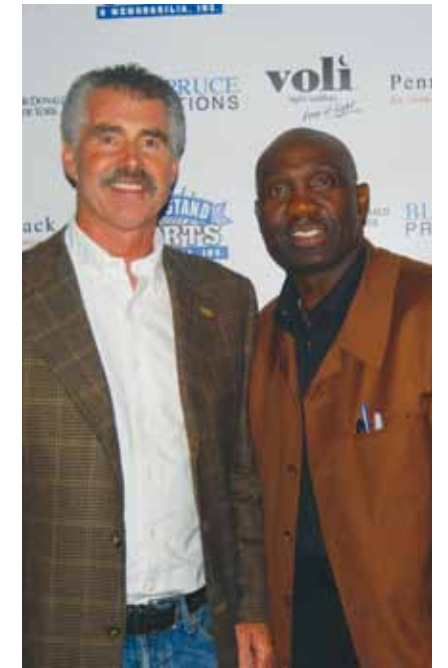
At the home-away-from-home for families coming from all of the world in their battle against cancer, our “community” is a broad one. Here are a few highlights of some of the people who have recently touched our hearts at Ronald McDonald House New York.



Natalie Greaves

Welcome to Tim Zagat

There are few people who know their way around town like Tim Zagat, and we were very honored to have him visit with us! Here is Mr. Zagat with our President & CEO William T. Sullivan, volunteer Linda Platzer, and Director of Development Richard Martin.



Dayna Zamansky

Grandstand Sports 25th Anniversary Mets/Red Sox World Series

As the nation watched a riveting World Series matchup between the St. Louis Cardinals and the Texas Rangers, New Yorkers (and a few Bostonians — including our President & CEO William T. Sullivan) took a moment to celebrate one of the most historic moments in New York City’s sports history. GrandstandSports.com, sports memorabilia and charitable fundraising company, brought together legendary baseball greats Mookie Wilson (New York Mets) and Bill Buckner (Boston Red Sox) on the 25th anniversary of the Mets winning the World Series so that they might relive the moment together with their biggest fans. Held at Bowlmor Lanes, the event netted more than \$5,000.



Photos by Natalie Greaves

Wellness Nights for Moms

At Ronald McDonald House New York, we provide comprehensive support for the entire family; and that includes parents, siblings and extended family members when necessary. We recognize that caregivers can also benefit from a little tender loving care, so we’re grateful to volunteers like Hair Artist Mary Cohen who offer their services on a regular basis to the House. On a recent Wellness night, our moms received hair and reflexology treatments that were out of this world!



Rangers Room Dedication

It is with great pleasure that we announce the opening of the Rangers Room in our Lower Level Lounge. NHL greats Brian Leetch and Rod Gilbert, both longtime supporters of Ronald McDonald House New York, were on-hand to cut the ribbon at the event.

Many thanks also to the New York Rangers Organization, Garden of Dreams Foundation, the Heller Foundation, Anthony “Bo” Brezinski, Royal Bank of Canada Capital Markets, the International Securities Exchange, and the National Hockey League Cancer Fund.

Photos by Charles Manley



**In Memoriam:
R. Peter Altman, MD**

It is with deep sadness that we mourn the loss of our dear friend and colleague, R. Peter Altman, MD. Dr. Altman served as a true champion of the Ronald McDonald House mission, having been a member of our Board of Directors since 1995. He passed away in July 2011. Dr. Altman was the Rudolph N. Schullinger Professor Emeritus of Pediatric Surgery (in Surgery and Pediatrics) at Columbia University College of Physicians and Surgeons. He also held a number of leadership positions that included being a major force in the development of the Morgan Stanley Children’s Hospital. A clinician and teacher, Dr. Altman served as a constant advocate for the health of infants and children, using his talent to help further the cause. He will be missed as a generous friend of this organization.



AOL Media Lounge Dedication

It was a mouse-clicking ceremony to remember as 32 staff members from AOL visited Ronald McDonald House New York for the grand opening ceremony of the AOL Media Lounge, our newly renovated computer and interactive media center for learning.

Multi-platinum Grammy-nominated artist Kevin Jonas joined the festivities.



Photos by Andrew Walker for Getty



In Memoriam: Niki Sideris

Founder and Chairman of the Ronald McDonald House New York Greek Division

The Board of Directors, Volunteers, and Staff wish to express our sincere sympathy over the passing of our friend, advisor, and founder of the Greek Division at Ronald McDonald House New York, who died on October 12, 2011. She was 70. Mrs. Sideris passed away while en route to New York City from her home in Greece.

Born and raised in Sparta, she spent much of her early childhood there with her family. After moving to Athens, Mrs. Sideris later completed her education in Brussels and Paris, where she studied Dermatology, Cosmetology and Public Relations.

Growing up in Greece during World War II, Mrs. Sideris learned the importance of philanthropy from her mother, who took in three children and provided a foster home to them for three years.

In 1970, she arrived in New York City and met her husband, Dr. Michael Sideris. Shortly after her marriage, Mrs. Sideris turned to a life of philanthropic efforts, with a special dedication to alleviating the suffering of sick children and the family members who cared for them. Her two primary causes were children with cancer, as well as children with cardiac ailments. The Sideris’ enjoyed a loving union that ended with his death in January 2005.

When the Ronald McDonald House opened its doors in New York City in 1978, Mrs. Sideris was there from the start to lend her support. Her experience had taught her that a major challenge faced by many Greek families coming to New York City in search of better treatments and cures was the lack of affordable housing, an intimidating language barrier, and an inadequate family support system.



Mrs. Sideris featured with President & CEO William T. Sullivan during the annual Greek Walkathon, or “Marathon of Love.”



Marian Goldman

Founding its Greek Division, she organized various fundraising and educational events as a way to enlighten the local Greek community about the Ronald McDonald House New York’s mission to provide not just housing, but a comprehensive support system for families seeking better treatments and cures for pediatric cancer.

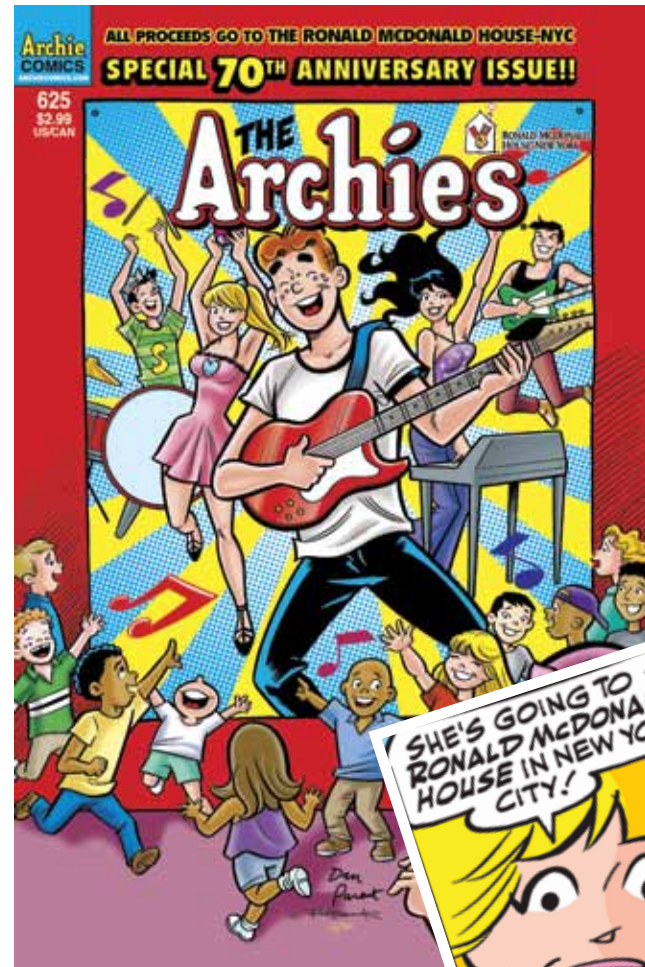
In addition to the Greek Holiday Party, Mrs. Sideris introduced the annual spring marathon event, which she referred to as her “Marathon of Love.”

She leaves behind her legacy of giving, kindness and awareness of how a caring and compassionate community within New York City can give hope to thousands of families in crisis.

We are grateful for the extraordinary opportunity of counting Mrs. Sideris as part of our family and love and care she offered so freely to those she touched in life!

Memorial donations in her honor can be sent to Ronald McDonald House New York at 405 E. 73rd Street, New York, NY 10021. For more information, contact Spiridoula Katechis at 212-639-0188. ■

Archie's 70th Anniversary Issue Benefits Families Battling Pediatric Cancer



Photos courtesy of Archie Comics

Archie Comics, the leading mass market comic book company in the world and the home to Archie, Betty and Veronica, Jughead, Sabrina the Teenage Witch, and Josie and the Pussycats introduced a special 70th anniversary issue of ARCHIE that will see all profits from its sale going to Ronald McDonald House® New York.

Archie #625 will cap off a year-long celebration of Archie Comics' 70th anniversary, and put a spotlight on a charity that is close to the heart of everyone at the company.

"Over the last few years, my wife Penny and I have become very close with the team at Ronald McDonald House New York and familiar with the amazing, personal work they do, day-in and day-out," said Archie Comics Co-CEO Jon Goldwater. "We here at Archie have always believed in philanthropy and in helping those in need, especially children. The Ronald McDonald House team members are awe-inspiring, and we're honored to be able



to do anything that helps their sterling organization and its families."

"It's been an honor and an extreme pleasure to have Archie Comics join our family," said William T. Sullivan, president & CEO of Ronald McDonald House New York. "Since they've adopted our mission to support families battling cancer, their presence has been an inspiration in our Playroom, hallways, and within our hearts."

The special issue, written by noted educator Alex Simmons and veteran Archie artist Dan Parent, reveals that a friend of Archie and the gang has a family member with cancer, and because of treatment, may have to move. The Archies then band together to provide help for their friend and get them a spot at the Ronald McDonald House, so they won't have to leave Riverdale.

To purchase a copy of the magazine and support families battling cancer, visit www.Archiecomics.com. ■

Fall Programs

Welcome Back to Fall

The month of September had barely gotten underway before children staying at the House gave up a collective groan about having to go back to school. Thanks to a visit from BDO USA, the Lower Level Lounge is definitely where to find great fun after the weather changes.

With the "Welcome Back to Fall" event, our young students were outfitted with cool new backpacks, school supplies, reading books and clothing to help transition into the change of season.

"This is my second year participating with Ronald McDonald House's Back to Fall Event with BDO and I wouldn't have missed it for the world," said John Kwon, managing director of BDO Valuation Advisors, LLC. "The kids were so much fun and engaging, and the families were so welcoming to have us be a part of their family for the short time we were there. Our whole team was also inspired by Nellie who just seems to have boundless energy! We look forward to more years sponsoring the Back to Fall Event."

In addition to the school supplies, the company also made a cash donation. We are very grateful to the BDO team for their thoughtful generosity.

Photos by Nina Friedman



Halloween Party at 583 Park Avenue

Calling all ghouls, goblins, and warriors! Many thanks to Managing Director John Rose of Guastavino's and his management team for hosting a Halloween party for the families staying at Ronald McDonald House New York.

In addition to providing the space at 583 Park Avenue, families enjoyed a sumptuous meal and danced the night away to the sounds of DJ Mr. Biggs. A surprise performance by the women of Broadway's hit musical "Wicked" topped off an especially entertaining evening.



Photos by Sara-Jaye Weiss



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. ■

Host a Fundraiser: The Parlour

Team Ronald McDonald Thursday Night volunteer James Malloy was recently inspired to host his own fundraiser on behalf of the House. With the support of his friends and colleagues, he raised more than \$10,000. A Detective Squad Leader with the New York Police Department, Mr. Malloy's event was headlined by "UltraViolet" the U2 cover band, and included a special appearance by the NYPD Emerald Society.

"It was a great feeling seeing the Parlour event come together so smoothly," said Mr. Malloy. "It allowed me to bring all that is dear to me together, my family, friends, colleagues and the wonderful house. It was a great experience." ■



Photos by Chris McNeerney

James Malloy, above left, and John Kelly, our host from The Parlour.

Events

Liberty National Golf Outing Raises More Than \$400,000

Ronald McDonald House® New York was the beneficiary of more than \$400,000 at the second annual celebrity outing at Liberty National Golf Course.

Twenty-seven foursomes spent the day with a host of celebrity participants including New York Giants legends Carl Banks and Karl Nelson; former New York Met Ron Darling; Golden State Warrior David Lee; NFL Hall of Famer Lynn Swann; and baseball legend Kenny Lofton.

This year's event was chaired by Frank Tworecke, president of Warnaco Sportswear Group; Mike Setola, president and CEO of the Greg Norman Collection; Allen Sirkin, president and COO of Phillips Van Heusen Corporation; and Rich Wurtzberger, vice president of Peerless Clothing, Inc.

Radio personality Scott Shannon emceed the event, which was sponsored by Warnaco, Inc., Phillips-Van Heusen, Greg Norman Collection, Peerless Clothing, Macy's and Bloomingdale's, GQ and Comfort Revolution.



Carl Banks with William T. Sullivan



Frank Tworecke with Lynn Swann, and William T. Sullivan



Kenneth Schulman, Karl Nelson, David Lee, and William T. Sullivan



Guest with Rich Wurtzberger of Peerless Clothing, Allen Sirkin, and Michael Fux



Celebrity participants

Photos by David Lang

Children's Happy Faces and Trump National Golf Club

Through its annual event, Children's Happy Faces Foundation raised \$425,000 at Sleepy Hollow Country Club. With 33 foursomes participating at Sleepy Hollow Country Club Championship Golf Course, and 23 foursomes at Trump National Golf club to accommodate the overflow, the activities at Sleepy Hollow included horseback riding, tennis, and dominos. The Trump National event raised \$100,000.

The after-party's a live Sotheby's auction offered luxury prizes such as a king-sized DUX bed. The Parker Reilly Band provided the entertainment.

David Lipson of Century Management Services, Inc., who chaired the Sleepy Hollow event, and Philip Meyers, executive director at Morgan Stanley, chaired the day's proceedings at Trump National. In addition to Century Management Services, Inc. and Morgan Stanley, the fundraiser was also supported by a number of notable organizations including NCB, Hercules Corp., Hess Corp., and the New York Association of Realty Managers.

Photos by Van Stolatis



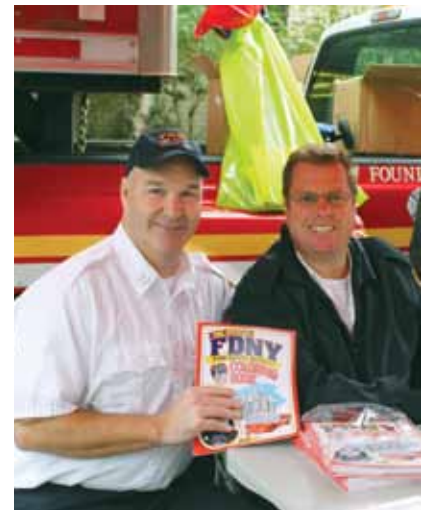
Mitchell Barry, David Lipson, and Adam Zerka



Brian Leetch, William T. Sullivan, Chuck Bauer, and James F. Flanagan

Fourth Annual Block Party

The rain threatened, and it ultimately made good on its promise — but not before we spent a great day celebrating with our community! Our Fourth Annual Block Party “friendraiser” event provided a day of food, fun, and adventure for all who attended. Children of all ages enjoyed the rides, and it was a street fair quite like no other with home-style fare prepared by Chef Badillo. A great big thank-you to the many sponsors and volunteers who helped to make the day a great success. With your help, we raised \$35,500.



Bottom right photo by Chris McNerney. All other photos by Natalie Greaves.

Michael Feinstein Honored the Great Frank Loesser in an Evening of Cabaret

Feinstein’s at Loews Regency served as the perfect setting for an intimate evening of cabaret as world-renowned entertainer Michael Feinstein paid tribute to Tony and Academy Award-winning songwriter Frank Loesser. The evening to benefited Ronald McDonald House® New York and The New York Pops’ Education Programs.

Backed by a swinging band, led by conductor Steven Reineke and joined by special guests, Mr. Feinstein dazzled guests with Loesser’s Broadway and film favorites. The evening also featured Broadway actress and singer Ashley Brown, known for her title role as “Mary Poppins.”

The event raised \$111,000. Attendees enjoyed a dinner in style at Feinstein’s at Loews Regency while supporting the music education partnership that has brought creative expression and joy through music to kids fighting cancer, and their families. Attendees included New York Pops Board Chairman James Read and President Ruth Henderson; Ronald McDonald House® New York President and CEO William T. Sullivan; legendary performer Jo Sullivan Loesser; Joann Camuti and Brice Fukumoto of American Airlines; Kenneth Schulman of Pryor Cashman LLP; and John Gidding of HGTV’s Curb Appeal: The Block.



Michael Feinstein

Photos by Charles Manley.

Save the Date

Light a Light, Share a Night Holiday House Lighting Event

December 1, 2011
5:30 PM
Ronald McDonald House
New York, 405 E. 73rd Street

Special Winter Theatre Benefit: “Book of Mormon”

January 31, 2012
Eugene O’Neill Theatre
230 West 49th St
Between Broadway and 8th

Fino Wall Street Casino Night

Feb 10, 2012
1 Wall Street Court
Between Hanover Street
& Pearl Street

Skate with the Greats

February 17, 2012
6:30 PM Cocktails, Dinner, Skating
The Ice Rink at Rockefeller Center

Light a Light, Share a Night

Give the gift of shelter, hope and love this holiday season by joining us on December 1st! Through our Share a Night program, millions of New Yorkers have helped to bridge the gap and provide more than just simply shelter, but a true home-away-from-home for families from more than 70 countries worldwide. We hope you will join us as we celebrate Share a Night. For more information on how you can help support a family’s stay at Ronald McDonald House New York, visit www.rmh-newyork.org, or call (212) 639-0600.

Special Winter Theatre Benefit: “Book of Mormon”

It’s the hottest ticket in town, and there’s a way that you can gain access! As part of a special theatre benefit event on Tuesday, January 31st, 2012, Ronald McDonald House New York is offering a VIP experience that includes dinner and tickets to “Book of Mormon.” Brought to the Great White Way by Trey Parker and Matt Stone, creators of Comedy Central’s South Park, the production has won nine Tony-awards. “Book of Mormon” tells the story of two young Mormon missionaries who encounter challenges in a remote village in Uganda. While trying to connect with the locals, they attempt to share their beliefs. To purchase tickets, visit www.rmh-newyork.org, or contact Director of Development Richard Martin at 212-639-0206, or via email at rmartin@rmh-newyork.org.

18th Annual Skate with the Greats

Join us on Friday, February 17, 2012, as we celebrate one of the greatest events on the ice! Skate with the Greats brings together the New York Rangers with its fans at Rockefeller Center, in a fundraising event that helps to support families battling pediatric cancer.

Sponsored by RBC Capital Markets, Zurich Financial Services and Price Waterhouse Cooper, attendees will enjoy an evening of cocktails and a buffet dinner before hitting the ice for skating with some of the city’s greatest heroes in hockey. Special photo and autograph opportunities will also be available. For more information about purchasing a corporate or family package, contact Richard Martin at 212.639.0206, or rmartin@rmh-newyork.org.



1. Jo Sullivan Loesser with RMH-NY’s Antoinette Fabian; 2. Ashley Brown with Michael Feinstein; 3. James Read with William T. Sullivan, Steven Reineke and RMH-NY families; 4. Nancy Rabstajnek Nichols, James Read and Anne Swanson 5. William T. Sullivan with Sherrie Maricle

18th Annual Skate with the Greats — Coming in February!

Join us on Friday, February 17th, as we
celebrate the 18th Annual Skate with the
Greats with the New York Rangers!

The Rink at Rockefeller Center
(Entrance at 30 Rockefeller Plaza
between 49th and 50th Streets)

6:30 PM to 8:30 PM

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