

Around the House

The Magazine for Ronald McDonald House New York. Volume 7, Issue 3



RONALD MCDONALD
HOUSE® NEW YORK



Tripp Stratton and his family have just the right combination of energy and strength to go the distance in their fight against cancer.



Summer 2012

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On the cover: There's not a twister in Kansas that can quite match the energy of 4-year-old Tripp Stratton. Both he and his mother Ashle have made Ronald McDonald House New York their home-away-from-home while in NYC battling neuroblastoma. 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



Bob Ray

Dear Friends,

As I pen this letter I am reminded that my seven year anniversary as President took place this past May. Shortly after I arrived, in August 2005, we introduced the inaugural issue of this quarterly newsletter, *Around The House*. How incredibly fortunate am I to have found such a special charity that cares for struggling families, and one that has made a significant impact in the lives of over 30,000 families since we first opened our doors in 1978!

In this issue of *Around The House* we focus on youth leadership and the

inspiring work of kids helping kids. It has been enlightening to watch how adults who volunteer at all levels to help the House have transferred their excitement so enthusiastically to their children, students, and the community at-large. These youth efforts have made a huge difference in turning good ideas into meaningful projects for the benefit of our special kids and families battling cancer.

When you read the touching story of the Stratton family, you will see first-hand how Ronald McDonald House New York has helped these special people from Wichita, Kansas. Board Member David Preiser has led by example, energizing his company and clients as well as his own family in supporting our charity. His story explains how the busiest of executives can find time and ways to support this organization's mission.

After reading this issue, I'm certain that you will agree with me that there are no lazy days of summer to be found around this Ronald McDonald House! One of the highlights that kicked off the season was the introduction of the House to other families who have not been eligible to stay with us, yet are in the midst of the same battle as our residents. We believe that all children have the right to a better quality of life, and as we continue to build momentum with

our hospital expansion program, it is my hope that you will continue to support our efforts.

We were very saddened by the passing of our long time Board Member, Ed Malloy, back in May of this year. His contributions to the organization were quite profound, and his loss has been felt very deeply by many.

Our Community Snapshots are further examples of the ongoing commitment that our volunteers, donors, and supporters at all levels continue to provide day in and day out. Please continue to support our Wish List items and glance at our upcoming fundraising events. We hope to see you all at our Block Party on Saturday, September 29th — rain or shine!

As we wrap up the season and look forward to the fall, I am reminded to say the words, "thank you" for all you do in support of our children and families. George Bernard Shaw said, "A happy family is but an earlier heaven." And to that we can all say "Amen!"

Sincerely,

William T. Sullivan
President and Chief Executive Officer

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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

- Diapers
- 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
- Umbrellas
- Rain ponchos
- Rain boots (all sizes)

For the House

- (84) 46 - 47" inch LCD televisions, wall mountable - any brand
- 90 Vacuum cleaners
- 90 DVD players (Blue Ray)
- 84 Irons
- 84 Ironing boards with covers
- 84 Hair dryers
- Paper goods: cups, plates, napkins
- Clorox or Lysol wipes
- Copy paper
- 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 Beach and Pool

- Sun block
- White T-shirt (for the pool)
- Sunglasses
- Large cooler for trips
- First Aid Kits for trips
- Cool baseball caps
- Hand sanitizers

Nap Time

- Soft fleece blankets

For School

- 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

- Glow in the dark lanyards
- Glitter glue sticks
- White oak tag
- Color oak tag
- Oil cloth for tables
- Scrapbook materials
- Scrapbook add-on decorations
- White gloves
- Acid-free paper
- Archival glue
- Crayola Color Wonder paper and markers
- Drop cloths for tables
- Feathers
- Glitter glue
- Glue guns and glue sticks
- Glue dots
- Googly Eyes

For the Game Room

- Hoola hoops - all sizes
- Twister
- Card games
- Battleship
- Foosballs
- Ping-pong balls and paddles
- New Xbox 360 Games
- New 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

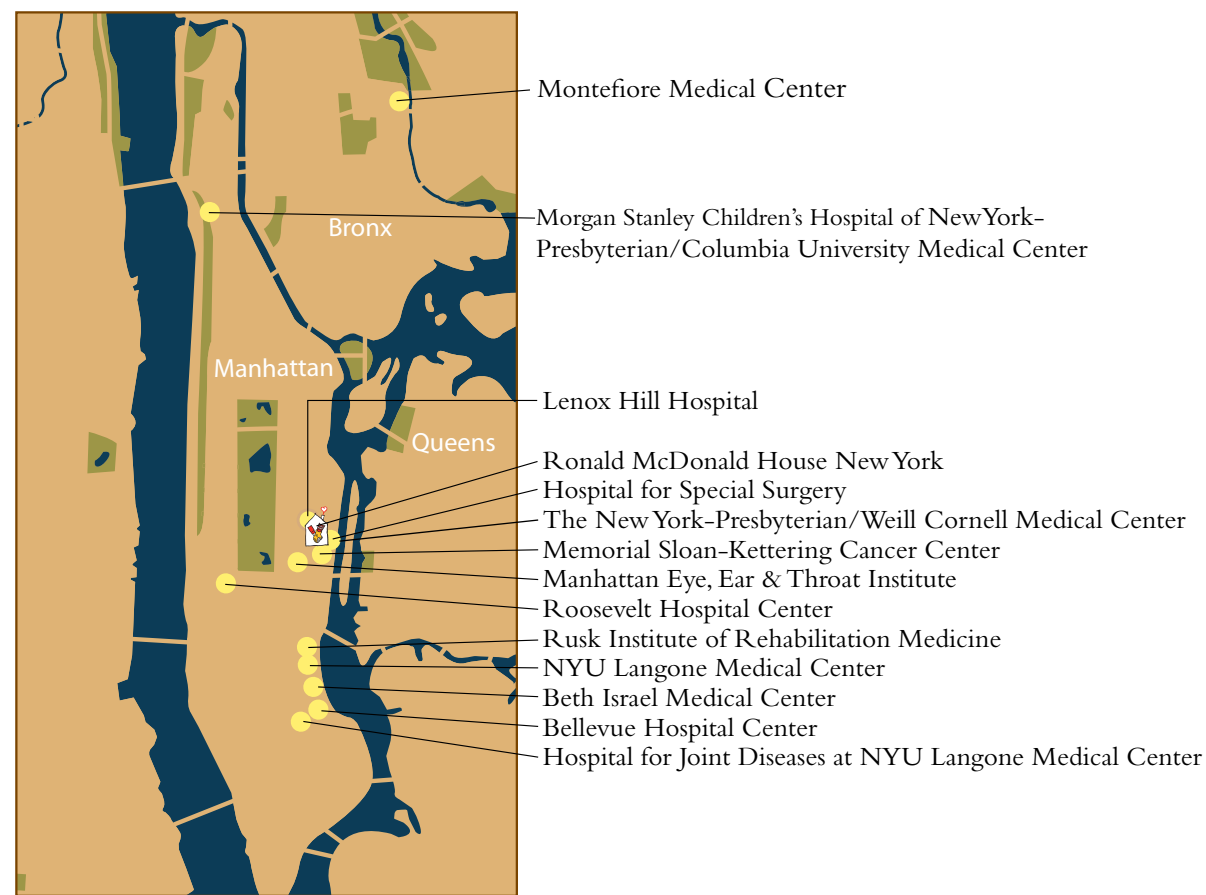
For Family Wellness Activities

- Gift certificates from local spas & cosmetic companies for makeovers, massage, manicures and other services.
- Folding tray tables
- Salon/Spa equipment
- Skin & hair care products
- Professional or spa quality blow dryers, curling irons & flat irons
- Spa robes, slippers, shower sandals, and hairbands

For further information regarding Family Support and Wellness donations, please contact Chaplain Cherilyn Frei, director of Family Support, at 212.639.0100 or cfrei@rmh-newyork.org.

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.



Donate Your Vehicle to Charity

Through our partner, Vehicles for Charity, Ronald McDonald House New York is accepting most vehicles (including but not limited to cars, trucks, motorcycles, boats and RVs) regardless of whether the vehicle is running or not. Your donation is tax-deductible to the full extent of the law. Ronald McDonald House New York will receive 80 percent of the net proceeds from the sale. We will arrange to pick up or tow your vehicle for free. To donate your vehicle in support of Ronald McDonald House New York, contact Antonio Neto at (212) 639-0214 or via email at aneto@rmh-newyork.org or visit www.rmh-newyork.org/vehicle.

What's New at Your House?

Hospitality Coaches

A very important service provided to our families at Ronald McDonald House New York is free transportation to each of our 13 partner hospitals. Through natural wear and tear, it became necessary to replace the vans that have served us for a very long time.

As of this August, our families will be transported to their medical appointment in new, custom-built coach buses that are designed to accommodate special needs passengers. The two Goshen Coach Pacer LS models feature bus-style entrance doors for adult loading, large windows for excellent passenger visibility, are wheelchair accessible and can each accommodate between eight and 12 passengers.

They also feature custom-artwork including photos of actual House residents who have stayed with us in recent years.



Saying farewell to our faithful "mini-fleet" of transportation vehicles for the families. New custom coaches arrive in August.

With a value of \$50,000 each, the cost of the vehicles was underwritten by trading in the two previous house vans, and a generous donation from Associated Builders and Owners of

New York. We are very grateful to Associated Builders and Owners of New York for their sponsorship of this purchase, as well as the purchase of the previous House vans. ■

Natalie Greaves

Thank You

- Delta Faucets donated their Brizio line of high-end shower bodies and faucets worth nearly \$80,000.
- Hilton Worldwide donated 106 lumbar pillows.
- Restoration Hardware provided Nolan single sconce satin nickel lighting fixtures as a trade sale.
- Pierre Brown donated 84 Silestone vanity countertops for each bathroom.
- MS International provided a significant discount on tiles for all 84 bathrooms.

City Grants

Thank you to office of New York City Council Member Jessica Lappin, representing the 5th District. They were able to secure a \$4,000 grant in city funding for the period July 2012 to June 2013.

Q-Tips for Good

We'd also like to thank Q-Tips for their inclusion of Ronald McDonald House New York in their "Q-Tips for Good" program. With a donation of one million Q-Tips for our families, the company is supporting the personal care needs of our families, as well as contributing toward special projects/programs activities for the kids. Just for fun, we asked the question, "Exactly how many Q-Tips make up a million?"

Here's the rundown:

- Purse Packs (30 count) = 33,333.33 packs
- Cotton Swab (500 count) = 2,000 packs
- Precision Tips pack (170 count) = 5,882.35 packs



Spotlight on Your Board

As Senior Managing Director of Houlihan Lokey, Board Member David Preiser holds the title of Chairman of Houlihan Lokey (Europe). Since joining the firm in 1991, Mr. Preiser's work in the financial restructuring business means he has played a very important role in some of the most significant financial transactions in Europe. Given our current economic climate, we're grateful for the perspective and time that he brings to our organization.

Since joining our Board in 2009, Mr. Preiser has not only taken up a personal commitment to help the House, but has also involved his family in raising awareness about our mission to help families battling pediatric cancer.

How were you introduced to Ronald McDonald House New York and its mission?

I had generally been aware of Ronald McDonald House and I thought it was a great charity. My wife's friend Madeleine Abrahamson had been involved for several years, and when (Board Vice Chairman) Harris Diamond approached and said, "You'd be a great addition to our Board, would you consider joining?" It was not a very hard sell for me.

What inspired you to become involved with the House?

I was very moved by the plight of families who have children who are stricken by these terrible diseases. I had a cousin who died of cancer of the



David Preiser

Senior Managing Director, Houlihan Lokey



Mr. Preiser and his wife Jane are featured here with their son Gregory, 13, who donated half of his bar mitvah gift money to Ronald McDonald House New York. The Preisers also have two daughters, Jessica, 25, and Lexi, 20.

Natalie Greaves

heart when she was 20 and I knew how devastating it was.

I can only imagine how hard it must be for families who don't have family in the area to come here for the kinds of treatment that can be made available; but they really don't have the resources of a support system. It was very moving to try to help them and to do something good in the world.

You've successfully chaired theatre events on behalf of the House, as well as served on our Gala committee. Please tell us about your involvement.

It's been a pleasure to introduce the House and its good work to my friends, people in my business network and to introduce them to get involved and support the House.

Has your family also become involved (or tell us about your son's work volunteering)?

It's been a really good teaching opportunity to help introduce to my family the idea of reaching out and helping people less fortunate than we might be; experiencing terrible challenges in their lives and trying to cope with them. It's a great opportunity for me to teach them to get out of their own self centered ways because children are generally caught up in their own things. It's particularly poignant for me. At the moment, my 20-year-old nephew has been diagnosed with a rare form of cancer. It brings it home how challenging it is for our family to deal with this.

[This experience] really reminds me how hard it is for these families who have very limited resources and they're far from home. I also feel like I'm doing something to help my nephew in a sense.

What is your number one wish for the House and its families?

I wish no family had to go through any of this.

And it really is a terrible and challenging experience for them. I wish that we could be as helpful to them as possible and that every child that comes through will have a successful outcome and live a long and healthy life. ■

Youth Leadership

Why We Volunteer: The Perspective from Our Youth Volunteers

There is no better way to tell you about what motivates our young leaders than in their own words. We asked two members of our newly formed Youth Advisory Council to tell us why they contribute their time and efforts in support of Ronald McDonald House New York.



Valerie Gard:

Teens have the potential to develop a relationship with such an organization that over time, they can make a huge impact. For teens, there is no alternative of writing a check to complete their "service." Instead, teens can be hands-on with their participation and not only help others in need, but also help themselves to become leaders of their communities. As teens get involved at an early age, they can only succeed and accomplish that much more once they hit adulthood. The Youth Advisory Council at Ronald McDonald House exemplifies such leadership and hands-on action and goes by the motto "teens helping teens."



Gillian Presto:

I feel it is especially important that young people get involved at the Ronald McDonald House New York as many of the guests are teenagers like myself. Most come from outside of the New York City area and have to stay in one of the most expensive cities in the US, where they typically know no one.

By getting involved and volunteering at the house, I am able to help raise money, plan an event for guests my age and otherwise assist in any way I can to make their stays a little easier on them and their families.

Volunteer Spotlight

With the school year behind us, we wanted to acknowledge the many wonderful schools throughout New York City who so thoughtfully selected Ronald McDonald House New York as a charity recipient during the bake sale and Penny Harvest season:

- P.S. 6 (Staten Island) Corporal Allan F. Kivlehan School — Penny Harvest
- P.S. 506 (Brooklyn) — Penny Harvest
- P.S. 3 (Staten Island) The Margaret Gioiosa School — Penny Harvest
- P.S. 183 (Manhattan) — Talent Show and Bake Sale
- Ramaz Middle School (Manhattan) — Read-a-Thon
- P.S. 9 (Bronx) Ryer Avenue Elementary School — Penny Harvest
- Epiphany Community Nursery School (Manhattan) — Day Care Bake Sale

Jonathan Manocherian

Jonathan Manocherian embodies many of the qualities that we appreciate in our young leaders. Having served as a volunteer for Ronald McDonald House New York for more than two years, he is blessed with a maturity that is beyond his years. In the time that he has worked with us at the House, Jonathan has raised more than \$25,000 on behalf of families battling pediatric cancer. We wish him the best of luck as he studies at University of Miami.



Kids' Fun Run

The 2011 Kids' Fun Run was full of excitement for the more than 1,000 students throughout the area who came out to raise money in support of their peers battling cancer. The 13th Annual Fun Run once again could not be possible without the assistance of the following groups who contributed to the event's success!

Mt. Carmel/Holy Rosary • St. Ignatius • Wagner British International • P.S. 158 • St. Stephens • P.S. 183 Gateway • St. David • Dwight • Marymount International Securities Exchange • St. Bernard's Harrison • P.S. 77 (Lower Lab) • Churchill • Hewitt The Birch Wathen Lenox School • NY Athletic Club Girl Power • Cardinal Hayes • Town Yonkers Fire Department

P.S. 77 (Lower Lab) once again fielded the most runners with over 100 strong, and not far behind was P.S. 158 with their best turnout yet!

At the Kids' Fun Run, everyone's a winner. But two lucky children won the distinction of raising the most money overall, receiving a mountain bike prize. Lewis J. from the Churchill School and a young anonymous donor who donated her bike back to the House. We thank you for all of your hard work.

Pop Tabs for Charity

Ronald McDonald House New York is collecting pop tabs, and we need your help. Not only will your participation help to raise much-needed funds and awareness about families battling pediatric cancer, but it will also help to make the Earth a healthier planet.

Please feel free to contact us about setting up your drop-off at the House, and arranging for a tour for your group of 5 or less.

If you'd like to simply mail the pop tabs that you've collected, you can also send them to:

**Ronald McDonald House New York
Attn: Pop Tab Collection Project**

405 East 73rd Street, New York, NY 10021

The Dynamic Duo: Tripp and Ashle Stratton



At 4-years-old, Tripp Stratton has enough energy for several children his age. With an active curious streak and a nonstop roving eye for the next fun activity, being in a room with this young man is sure to bring a smile to anyone's face. What's also certain about Tripp is that he's never far from his mother, Ashle, who also possesses a great deal of energy to not only keep up with Tripp and his care while in New York City, but also manage the demands of caring for Tripp's twin sister Trinity (born 10 hours apart on different days!) back home in Wichita, Kansas.

Tripp was originally diagnosed with stage 4 neuroblastoma, and with his mother by his side, this courageous little boy knows no fatigue or fear.

Ashle's first trip to New York City had actually come around in 2010 when she won a trip to New York City after finding a golden ticket in *O* magazine. Tripp and his twin sister Trinity were only 2½ years old at the time when their mother and father traveled to the city for this special vacation. It had been a long road for Ashle's family as the children were born 17 weeks early.

"I came to the city for the first time literally within two weeks of Tripp's diagnosis," said Ashle. "So I was able to explore New York before all this even started. My kids were born premature and my then-husband and I had not been out of town since we had the kids. We knew something was going on with Tripp before we ever left, but we hadn't

quite figured it out. Ironic that New York has since become our second home. The Kansas pace is much different from the New York pace."

Staying at Ronald McDonald House New York

A former public relations professional with a tremendous drive for helping others, Ashle found the experience of coming to New York City to be humbling in a unique way. They began staying at Ronald McDonald House New York in July 2010, and have returned periodically since then.

"I will never forget the first feeling of coming to Ronald McDonald House," said Ashle. "It was that first night sitting on the deck when the reality of this place

Tripp Stratton (continued)



Ashle Stratton

hit me, and it was a very overwhelming emotional experience. We were caught up with what was going on with Tripp; we would go to the doctor and come home. We weren't surrounded by it. And when we sat outside and we looked around and we saw all these children who were like our son and our son was one of these children. It was extremely overwhelming."

Tripp as a Caregiver to his Peers

One of the more striking aspects of Tripp's personality is his developing instinct as a caregiver, despite his own circumstances. His sister Trinity has cerebral palsy, and the same love and caring assistance that Tripp provides at home is further evolving as he makes friends here in New York City.

"As we all know Tripp has tons of energy, which keeps the House entertained many times," said Ashle. "He knows that his sister is a little bit different than him and he comes to therapy with us a lot. When she's trying to walk, he will come up and try to hold her hand or he'll get in another walker next to her while she's practicing in her walker with her therapist. And that's carried over to here. Because one of his friends here has a little bit of weakness on one side and when we were at the playground, he waited for her and helped her get up one of the bigger steps at the playground. He's carrying it over to his friends here, too."

Tripp is currently receiving treatment for his neuroblastoma at Memorial Sloan Kettering Cancer Center where he was one of the first three children to receive the high dose 3F8 antibody therapy. He began the trial in December 2010. Unfortunately, Tripp relapsed in March

of this year, and he's currently receiving low dose chemotherapy and radiation. They began 17 days of low dose radiation once per day before moving on to three rounds of low-dose chemotherapy with a plan to do two more. The family is currently assessing their options and taking it day by day to determine the next course of action.

"Ashle is like the energizer bunny, I think. She just keeps going no matter what — in good times and not so good times — she's always upbeat and positive and energetic and happy and has a great spirit," said Chaplain Cheryl Frei, director of Family Support at Ronald McDonald House New York. "She has a great spirit that emanates from her. It's visible and palpable and affects people in a positive way, and you can see that reflection in her son. He's very upbeat and positive and a little energetic child. He's a happy child."

"When you think about your child going through cancer, you think of all of these visions that you have or adults that you know," said Ashle. "But then, I see Tripp who is at the hospital usually with a nurse on each hand dragging them to the play room, flirting, teasing and then he does the same thing there at the House. You can never forget what you're doing, but you get to experience the normalcies that you get with a regular child. Because he's kind of a little entertainer, he could walk in with the pink hat on or whatever it is that's the outfit of choice and he can brighten other people's days."

The Importance of a Good Support Network

Ashle doesn't hesitate to point out that they have an excellent support network back home in Wichita. Her mother Terry and father Bruce Burnett, as well as Ashle's grandparents also assist with Tripp and Trinity's care. Ashle's grandmother has even accompanied them to New York City for one of Tripp's rounds of treatment.

"She has a great family support network in place," said Chaplain Frei. "We try to support as well as we can here with our women's wellness, but I'm sure her family has a great support network at

home and she utilizes it to the best of her ability. Ashle utilizes her community in a very positive way."

Unforgettable Moments

In addition to visiting Central Park, the Children's Museum and so many other wonderful sights around New York City, Ashle and Tripp have had a lot of unforgettable moments. One in particular from December 2010 remains a wonderful memory of a lifetime.

"Kansas State University was playing in one of the football games and we met the coach at the hospital. We got tickets to that game, so we took Tripp to the game and while we were there it was really cool because it was our first time at Yankee Stadium, we got to watch a Kansas team play a sport here and then we got the call that Tripp, it was first time that he had no evidence of disease," recalls Ashle. "It was kind of like this monumental moment that we were in Yankee Stadium, watching a Kansas team and then you get this phone call that you pray that you're going to get at some point during this battle. It was December 30, 2010, and I'll never forget it."

The other "that's so New York" moment was a little on the comical side: "This was the one time I got to bring Trinity out here and we decided to go on a horse carriage ride through Central Park not realizing that the St. Patrick's Day parade runs for six hours. Well, we got caught in the parade and that was pretty hysterical. We were trying to cross Fifth Avenue with all of these bands and people while carrying two kids. People had green hair. Tripp was so in tune to what's going on, he kept asking, 'What's that? Why's that hair green?' I think it was also one of the most entertaining times to go on a carriage ride through Central Park. You can think about coming here and you can think about the things that make you smile, and not about the fact that you're here for such an unfortunate circumstance."

Home Away from Home Where Kids Can Be Kids

While they continue their battle against cancer, the Strattons know that the Ronald McDonald House New York



Ashle Stratton



Ashle Stratton



Ashle Stratton

is definitely their home away from home. When speaking about how they feel about the House, Ashle says, "What I love is the fact that I can watch my son play with other kids his own age, and to them, this is a normal world. That they're kids, they get to chase bubbles, they get to see clowns, they get to play with balloons, they get to do all of these things and their friend also happens to have a tube hanging out of their chest. I think it's so comforting that these kids get to be kids. They're not just sick kids going to the hospital and getting treatment, they're getting to have very, very fulfilling lives."

"One of my best friends now is someone who I met here at the House. It's those moments that you really realize that there's other people out there like you, and there's other kids like your kids. Now, one of his friends, they both wake up asking for each other when they come out of anesthesia asking for each other because they just want to play. That's the best thing because you'll never forget why you're here, but you get to be normal."

With the aggressive nature of neuroblastoma, it's uncertain which direction the family will go in regarding next steps for Tripp's treatment. But no matter where Tripp's treatment takes him, one thing is for certain: the family will always have Ronald McDonald House New York to call their home-away-from-home. ■



Jennifer Le

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.

Congratulations to the Winner of the 2012 Honda Pilot

Congratulations to Ryan Lake, winner of the 2012 Honda Pilot that was raffled off during this year’s 18th Annual Skate with the Greats event in February. Mr. Lake (center) is featured here with his wife Karen (featured right), and our Director of Development Richard Martin (featured left).



Natalie Greaves

The Camuto Group

Many thanks to Board member Louise Camuto and Vince Camuto of The Camuto Group for their generous donation of shoes for our families. With entertainment activities available in the library for our youngest shoppers-to-be, our moms and teenagers were able to try on and select some of the hottest styles in footwear.



Aidan Chopra

Happy Birthday Lillie!

In April, we celebrated the birthday of one of our beloved therapy dogs, Lillie. Lillie’s owner Kristina Newman brought in a delicious cake for the enjoyment of our young residents, and it was definitely Lillie’s special day to celebrate.



Natalie Greaves

Greek Division Dinner with AHEPA

When the Order of AHEPA-Chapter No.517 from Holmdel, N.J. served dinner one night in May, there were smiles all around.



Natalie Greaves

Goldman Sachs

Many thanks to the team members of Goldman Sachs who spent the entire day helping to paint our facility.



Natalie Greaves

2012 Executive Assistants Dinner

There’s nothing quite like expressing one’s appreciation for a kind, and thoughtful job well done. An annual tradition held at Ronald McDonald House New York is our Executive Assistant’s Dinner, where we acknowledge the support staff members of our board members, major donors and other friends of the House. This year’s theme, “Mardis Gras” allowed us to transform our Macy’s Living Room and transport our guests to New Orleans’ French Quarter with live music provided by Dr. Sherrie Maricle and the Diva Jazz Band.



Photos by Nina Friedman

Annaly Ribbon Cutting

When a group of volunteers from Annaly Capital Management was introduced to the House via the Leukemia and Lymphoma Society, they soon became inspired to do something unique to help the families. They “put their heads together” and came up with the idea to shave their heads in support of the brave, young residents of Ronald McDonald House New York, making a fundraiser of the event.

In June, the employees of Annaly celebrated their unique achievement by donating proceeds in the amount of \$330,000 (via our Adopt-The-House program) in honor of their Chairman, President & CEO Michael A. J. Farrell. Mr. Farrell, who himself was undergoing cancer treatment at the time of the fundraiser, was joined by his family during the ribbon cutting ceremony to re-introduce the “Heart” kitchen.



Natalie Greaves



Natalie Greaves



Daniel Gratian

Citrin Cooperman

When Citrin Cooperman visited Ronald McDonald House New York in June, the accounting firm’s employees came on a feel-good mission: to donate \$15,000 to the House and participate in a day of cleaning. We’re thankful for their support.



Natalie Greaves

Great News!

We recently received some wonderful news about a young man who stayed with us many years ago. So inspiring was the news, we thought we’d share with our dedicated supporters. Please join us in congratulating a remarkable young man, Reece Campbell Fiebich, in attaining the degree of Bachelor of Science in Applied Physics, graduating with honors from the University of California, Santa Cruz. We couldn’t be more proud and happy for the Fiebich family.



Courtesy of the Fiebich Family

Welcome New York!

On June 9th, as part of the first phase of our new hospital initiatives, Ronald McDonald House® New York opened its doors for the first time to families and patients at four partner hospitals: Morgan Stanley Children's Hospital; New York-Presbyterian Weill Cornell Medical Center; the Hassenfeld Clinic at NYU Langone Medical Center; and the Hospital for Special Surgery. This event held a special significance primarily because it catered toward children and families who are not currently staying at RMH-NY due to eligibility requirements or other circumstances; however the children are currently receiving treatment for pediatric cancer.

Once the families arrived, our Programs, Family Support and Operations departments rolled out the red carpet in grand style! The children and their families from these hospitals enjoyed an afternoon of entertainment, food and fun that began with a greeting by none other than Ronald McDonald himself.

It was a major team effort where Angel on a Leash therapy dog volunteer teams greeted families entering the lobby, and the Operations department worked overtime to create a lasting impression for the families who enjoyed visiting the world's largest "home away from home" for families battling pediatric cancer.

Our Programs Department had a dizzying array of fun activities planned for the visiting families, including a rousing performance by the legendary Maurice Hines accompanied by Sherrie Maricle and the DIVA Band; a family portrait photo booth experience with talented photographer Bob Ray; Angela Babin and her M3 Karate; Sheri Cohen and her living sculptures; Weird Science with Christine Taylor; a book signing with Lorraine Donlon, author of "The Other Kid;" sketch lessons with Archie Comics, including rare one-on-one sessions with Editor-in-Chief Victor Gorelick; and an afternoon taking in the many sights and sounds of the Playroom's music room, teen room and Rangers Room.

Our guests had an opportunity to hear about life at the House via our very own Press Crew Editor, Antoinette Fabian. Along with her mother Raquel Coleman, they discussed their first

impressions of life at the House, their challenges battling cancer, and how they adjusted to living in New York City after arriving here from the West Coast.

McDonald's and Dallas BBQ generously provided meals for our guests on the Third Floor Terrace as RBC Capital Markets volunteers were on-hand to help our guests as they made their own sundaes. As the families left, they were each given a goodie bag filled to the brim with items to help commemorate their first-ever visit to Ronald McDonald House New York.

The smiles on everyone's faces and wide-eyed looks at everything around them were also tell-tale signs of a fun time for all!

As we continue to move forward with our new initiatives, we anticipate a fall rollout for "Magical Music" with Dr. Sherrie Maricle, M3 Karate with Angela Babin, and also tutoring and English as a Second Language.

We are grateful to our hospital partners for their superb coordination and cooperation in helping to make this special day possible. ■

All photos by Natalie Greaves



Giving News



The family of Board Member Ed Malloy placed a leaf on our Tree of Life in his honor during our "Builders of Hope Event."

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.

Leaves are engraved with a message and the name of the honored person. Each leaf may be purchased for \$2,500. 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 Nikki Margarites, Director of Major Gifts at (212) 639-0207, or email at nmargarites@rmh-newyork.org. ■

The Vivian Harris Society

The Vivian Harris Society honors the memory of the founding president of Ronald McDonald House New York. During Vivian Harris' 26-year tenure as president, she nurtured the families residing at the House and inspired our staff and volunteers. She was a tireless and gracious leader with an innovative vision for improving services for families battling childhood cancer.

Members of the Vivian Harris Society embody our founder's triumphant spirit and help sustain her vision by including Ronald McDonald House New York in their planned giving. We invite you to join the Vivian Harris Society by making a gift to the House in your estate or retirement plan.

We invite you to show your devotion to serving children and their families battling pediatric cancer by joining the legacy of Mrs. Harris, the late Jon Lawrence Shevell, and many others who have designated Ronald McDonald House New York to receive a portion of their estate through the Vivian Harris Society Planned Giving program.

For more information about the ways to support Ronald McDonald House New York please contact Nikki Margarites, Director of Major Gifts at (212) 639-0207, or email at nmargarites@rmh-newyork.org. ■



Board member Joseph Gromek was recently honored at a ribbon-cutting ceremony to celebrate the unveiling of The Joseph Gromek Room at Ronald McDonald House New York. As a touching farewell gift to its former President and Chief Executive Officer, apparel company Warnaco donated \$60,000 to the House's "Adopt-The-House" program. We salute Mr. Gromek for his outstanding leadership and commitment to both the apparel industry and our mission! ■

Event Highlights

20th Annual Gala

The most generous hearts of New York City came together to celebrate two decades of giving to help families and their children battling pediatric cancer. This year's theme of "20 Reasons to Celebrate" struck a strong chord among the crowd gathered to help raise much-needed funds for this temporary 'home away from home' for pediatric cancer patients and their families. Held at the Waldorf=Astoria, the 20th Annual Gala Event surpassed its goal to raise nearly \$3.5 million. ABC-TV broadcast personality Barbara Walters was at the helm of the evening's festivities for the second year in a row.

Each year, Ronald McDonald House[®] New York celebrates the work of two very special honorees. Mr. Gregory Fleming, president of Morgan Stanley Investment Management & Morgan Stanley Smith Barney, was this year's financial services industry honoree. Mr. Neil Cole, chief executive officer and president of Iconix Brand Group, Inc., was also named an honoree, representing the retail industry. Last night's ceremony also served as the official introduction of recently-named Ronald McDonald House New York Youth Ambassador, Jake T. Austin.

Among the attendees at this year's event were actress, musician and Ronald McDonald House New York volunteer Jill Hennessy; Brooklyn Nets head coach Avery Johnson; Ronald McDonald House New York Vice Chairman Tina Lundgren; Joseph Gromek; Louise and Vince Camuto, The Camuto Group; Robert Kapito, president of BlackRock; CNN's Felicia Taylor and Ali Velshi; and Milton Berlinski, The Goldman Sachs Group, Inc.

The gala also featured three rousing performances by students from the New Studio on Broadway in the Department of Drama at NYU's Tisch School of the Arts. The songs were composed by creator Michael McElroy and the Broadway Inspirational Voices performers, as well as inspired by residents of the House who also participated. ■



Honoree Neil Cole with Brother Kenneth Cole



Actor and RMH-NY Youth Ambassador Jake T. Austin



Board Vice Chairman Tina Lundgren



Barbara Walters Presented with RMH-NY Thank You



William T. Sullivan with Ronald McDonald, Linda Dunham, and Stanley Shopkorn



Ronald McDonald with RMH-NY Children



Robert Kapito and Honoree Gregory Fleming with the Suthers

All photos by Charles Manley



All photos by Natalie Greaves



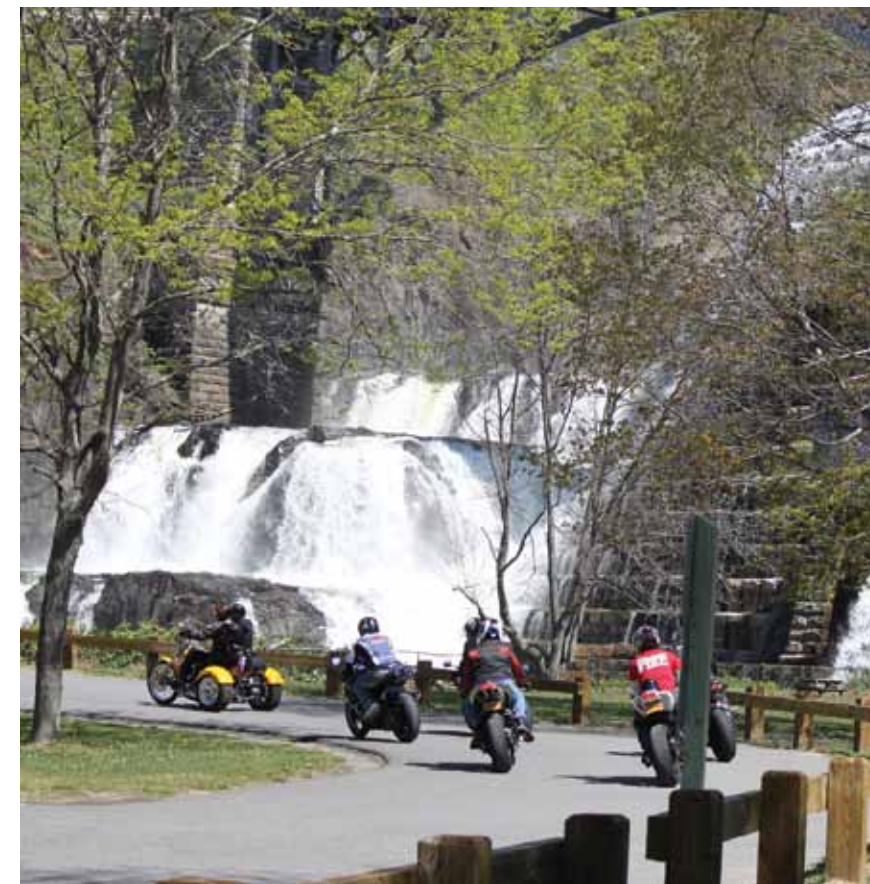
Natalie Greaves

Honoree Charles Murphy with Event Co-Chairs Susan Hayes and Richard Anderson

Hogs for Hope

This year's annual Hogs for Hope event launched from a new location at Croton Gorge Park; a perfectly picturesque setting featuring a gorgeous waterfall backdrop to set the tone for a nice ride. The ride culminated in Yonkers at JFK Marina where members of some of Westchester's bravest as well as numerous bike clubs enjoyed live music, a pig roast and a chili cook-off between the fire houses.

Many thanks to our event's Chairman Ken Geiger, the Yonkers Fire Department volunteers, RMH-NY volunteers, as well as the Westchester Parks Department and Police Departments!



Builders of Hope

The New York City construction and building trades industry gathered at Ronald McDonald House[®] New York (RMH-NY) for the 2nd Annual Builders of Hope Award Reception. The reception recognizes outstanding individuals in the construction and building trades industry who dedicate their time and energy to worthy causes. This year's award recipient was Charles F. Murphy, senior vice president and general manager at Turner Construction Company. Mr. Murphy was honored for his dedication and vision toward helping the House promote its mission within the building industry.

The 2012 Builders of Hope event raised more than \$150,000 under the leadership of event co-chairs Richard T. Anderson, president, New York Building Congress; Peter J. Davoren, president and CEO, Turner Construction Company; and Susan L. Hayes, president and CEO, Cauldwell Wingate.

The event also served as a memorial honoring RMH-NY board member, Edward J. Malloy who recently passed away. Mr. Malloy was a long-time advocate of the House who worked tirelessly to pull together the construction industry to help build the House's current location and who was the founder of this reception one year ago.

In Memoriam: Edward J. Malloy

Ronald McDonald House New York is deeply saddened by the loss of Board Member Edward J. Malloy, a former President of the New York City and New York State Building and Construction Trades Council. Mr. Malloy served on the Board of Ronald McDonald House New York for seven years. Under his supervision, construction was completed on our location at 405 East 73rd Street with donated time. Mr. Malloy's influence can be seen high and low throughout New York City, most notably the Tappan Zee Bridge, as well as the mobilization of union workers to volunteer their time after the 9/11 terrorist attacks. Ronald McDonald House New York will forever be grateful to Mr. Malloy for his leadership and his caring contributions to our mission. ■

Child's Champion

The inaugural Child's Champion awards dinner was held at the New York Athletic Club honoring Ray Merritt, president of the Cygnet Foundation, for his work using his talents as an attorney and distinguished author to further causes related to the welfare of children. The event, held in conjunction with the New York Rotary raised, \$83,000. ■



Photos by Natalie Greaves

Hudson National Golf Outing

The rain couldn't stop these determined golfers from hitting the greens in June when representatives of the insurance industry came together to support Ronald McDonald House New York at Hudson National Golf Club. Under the leadership of event Chairman Timothy Mahoney, president of Global Risk Management at Marsh, the event raised \$350,000. This year's golf outing held a special emotional appeal as attendees learned just how closely cancer can hit home. Many were surprised, yet moved when they learned that one of their own, Margret Ditolla of Marsh, had come to stay at Ronald McDonald House New York just this past winter. With her son recently diagnosed with a rare form of cancer, Ms. Ditolla, who resides in Suffolk County, stayed at Ronald McDonald House New York while her son underwent surgery. Ms. Ditolla and her family will continue with their fight against cancer, and we're very grateful to her and the insurance industry for their warmth and determination to help our families in their fight against cancer. ■



Natalie Greaves

Open Arms

More than 600 people attended this year's volunteer fundraiser event, "Open Arms." Led by Co-Chairpersons Bruce Dimpflmaier, Jef Campion, Clemencia Colon-Neyland; this year's event raised more than \$500,000 in cash and in-kind donations. "Open Arms" was held at the beautiful Guastavino's, located underneath the 59th Street Bridge, and featured a sumptuous feast from sponsor Tony DiNapoli, with music by D.J. Mr. Biggs and Gotham Roots Orchestra. Considered the ultimate party with a purpose, the funds raised from the event will support programming activities for our children and families. To the members of Team Ronald's nightly volunteer teams and so many other volunteers who pour their heart and soul into the production of this event, we are grateful. ■



Photos by Lauren Reggio



Save the Date

First Annual Family Fun Dog Walk

August 18, 2012
9:00 AM
Riverside Park
New York, NY

An Evening of Cabaret Feinstein's at Loews Regency

September 24, 2012
6:30 PM
Feinstein's at Loews Regency
540 Park Ave. (at 61st St.)
New York, NY

Fifth Annual Block Party

September 29, 2012
11:00 AM – 5:30 PM
East 73rd Street Between First and York Avenues
New York, NY

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

October 2, 2012
9:00 AM Golf Registration
Sleepy Hollow Country Club and Trump National Golf Club

ING NYC Marathon

November 4, 2012
6:00 AM
Five Boroughs

Kids Charity Fun Run

November 10, 2012
10:00 AM
Central Park
(Enter at 7th Avenue Entrance on 59th Street and follow signs)
New York, NY

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

Tuesday, October 2, 2012 · 9:00 AM Golf Registration with 11 AM Shotgun

Children's Happy Faces Foundation (CHFF) will once again host its annual day of golf and fun at Sleepy Hollow Country Club, with overflow foursomes to play at Trump National Golf Club. To date, CHFF has raised more than \$1.5 million on behalf of children battling pediatric cancer, and this year's event will aim to raise more in support of activities for families staying at Ronald McDonald House New York.

Sponsored by Century Management Services, the event will conclude at Sleepy Hollow with an awards presentation, live music by the Parker Reilly Band, a live auction sponsored by Sotheby's and a scotch tasting. For more information or to register for golf at Sleepy Hollow or Trump National, visit www.rmh-newyork.org/happyfaces or contact Jerome Kelton at 212-639-0212 or jkelton@rmh-newyork.org.

Annual Kids Charity Fun Run

Saturday, November 10, 2012 · 10:00 AM

To find out where the biggest hearts reside in New York City, one needs to look no further than the city's young philanthropists. On Saturday, November 10, children from public and parochial schools throughout the tri-state area will participate in the 14th 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. Kicking off with warm-ups by Ronald McDonald, 4-year-olds are the starting "heat" with a 500-yard run followed by other age groups ending with teenagers at the half-mile. Each participant receives an official running bib number, and a tee shirt with the event sponsors printed on the back. To find out more about participating, contact Anthony Cardiello at (212) 639-0100, or acardiello@rmh-newyork.org.

Fifth Annual Block Party

Saturday, September 29, 2012 · 11 AM – 5:30 PM

Join us for a day of fun, food and celebration of our community as we gather for our fifth annual block party event right on East 73rd Street!

Our annual block party fundraiser is part-street fair, and part-festival, offering an like no other in New York City. Enjoy, games, rides, great shopping and great fun right with the families, volunteers and staff of 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.



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Ronald McDonald House New York
405 East 73rd Street, New York, NY 10021

5th Annual Block Party

Saturday, September 29, 2012
11AM-5:30PM • Rain or Shine!

Part-street fair, part-festival, our Block Party is our way of saying thank you to our loyal supporters throughout the community.

Fun! Food! Rides & Games!
Shopping! NYPD and FDNY!

Admission is free, and open to the public.
For more information visit www.rmh-newyork.org,
call (212) 639-0181 or email fmurdy@rmh-newyork.org.



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