

Around the House

The Magazine for Ronald McDonald House New York. Volume 8, Issue 4



RONALD MCDONALD
HOUSE® NEW YORK



While battling cancer far from friends and family in the Dominican Republic, Nicole and her family have made Ronald McDonald House New York their home-away-from-home.



Fall 2013

Contents



13



15



4

On the cover: “Nicole” Tiburcio, featured with her mother and baby sister Aliah in the Macy’s Living Room. 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.

- 1 **President’s Letter**
- 2 **Staff List and Partner Hospitals**
- 3 **Wish List and Thank Yous**
- 4 **What’s New at Your House?**
Board of Associates
- 5 **Spotlight on Your Board**
Dr. Richard O’Reilly
- 7 **Spotlight (on Volunteer Activity)**
Day of Service Group Volunteers
- 8 **Family Feature Profile**
Eliandra Nicole Tiburcio
- 10 **Community Snapshots**
- 12 **Holidays at the House**
- 13 **Programs**
Camp Ronald McDonald
- 14 **Giving News**
- 15 **Event Highlights**
- 17 **Calendar of Events**

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President’s Letter

Dear Friends,

The year 2013 seems to have whizzed by with such intensity that it seems impossible that we’re almost toward the end of the fall season.

On Thursday, December 5, 2013, we’ll be celebrating two major events: our annual Share a Night house lighting, as well as our 35th anniversary. Although we hope you’ll join us for this annual house lighting ceremony, I am excited to announce that we have expanded the concept of Share a Night to last all year-round. For generous New Yorkers looking for ways to get involved by donating a night to a family, this program will be ideal.

We continue to appreciate volunteers at all levels, but many companies have chosen Ronald McDonald House New York as the site for their day of service with their employees. The feedback has been overwhelmingly positive about how these hands-on experiences have proven meaningful for their employees.

In this issue, you’ll meet a brave little girl from the Dominican Republic who learned of her cancer diagnosis while visiting family in New York City. Since learning of the existence of her cancer a little more than nine months ago, Nicole Tiburcio has remained in New York City for treatment, staying at the Ronald McDonald House. With an infant sister

at home, her family has pulled together in extraordinary ways across long distances to provide round-the-clock care for Nicole.

In our board spotlight, we highlighted the many contributions of board member Richard O’Reilly, M.D., of Memorial Sloan Kettering Cancer Center. For 30 years, Dr. O’Reilly has lent his thoughtful and talented mind (and his heart!) to our mission in ways that have helped us to evolve on multiple levels.

This issue also formally introduces our Board of Associates, a progressive group of individuals who have committed to providing their time, talents and leadership capabilities in their respective fields to help raise awareness of our mission. The Board of Associates will host their second annual gala, “Masquerade,” this fall. In addition to raising money, they also endeavor to personally introduce their circle of friends to the House, sharing their passion for our mission. These dedicated individuals have started a movement and we are excited for things to come.

In this digital age, the perfect hashtag to describe our feelings would be #thankful. Taking stock of the slew of new and returning events that we’ve executed in the past few weeks alone — Celebrity Golf Outing, Power of the Purse, the NYC Triathlon, and the Family Fun Dog Walk, Child’s Champion — we



Charles Manley

are constantly in admiration and grateful for creativity and generosity of our volunteers and supporters.

As this will be the last issue of Around the House during our anniversary celebration, we can reflect on so much for which we are grateful but it is you, our friends, donors, and volunteers who have paved the way to allow our charity to grow and prosper through the good times and the not-so good times.

As you celebrate the holidays with your family and friends, as I will with mine, I’m sure each of us has many things for which we are grateful. But I hold your support of our organization and your friendship as a very special blessing.

Very truly yours,

William T. Sullivan
President and Chief Executive Officer

Ronald McDonald House New York

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*In Memoriam

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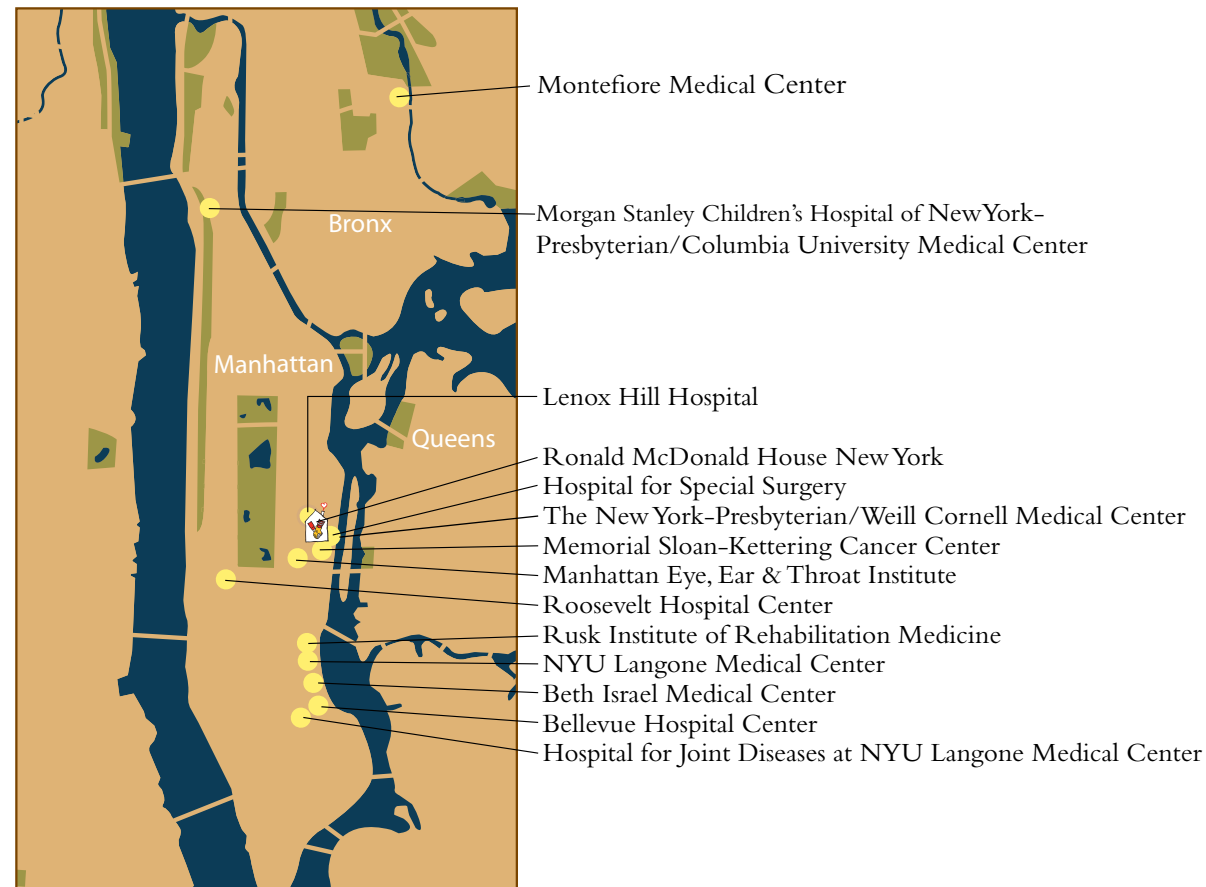
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Thank You

Ronald McDonald House New York would like to acknowledge the many thoughtful individuals and organizations that have donated generously to help us fulfill our mission of providing the utmost hospitality toward our guests.

Ecolab

- Cleaning kits A: McD powered bleach packets and McD laundry Pak
- Cleaning kit B: Finish dishwashing detergent and glass multi-surface cleaner
- McD Restroom cleaner
- McD AMH Handsoap

Georgia-Pacific

- Bath tissue
- Paper towels
- Facial tissue
- Napkins

Coca-Cola

Ongoing beverage and water donation

Anchor Hocking

Beverage glassware for the House kitchens

Alex Toys

Crafts and toys

La-Z-Boy Furniture

- 2 sofas
- 1 love seat
- 4 side chairs
- 2 ottomans
- 1 dresser
- 1 desk lamp
- 2 framed pieces of artwork
- 2 throws

Steve Marku of Colgate Restoration

Weekly donation of freshly baked pretzels

Atlantic Group

New office furniture

Maison Kayser

Daily bread donations

Wish List

Thank you for your thoughtful donation of items that help 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. We've expanded our list to include special items needed to help support our new hospital expansion program. We are always grateful for your generosity in helping us to better accommodate our families during their stay.

For further information regarding House donations, please contact Wini Cudjoe, Director of Operations, at 212.639.0700 or wcudjoe@rmh-new-york.org.

For the Children

- Diapers
- Baby wipes
- Strollers with rain covers

For the Teens

- Gift cards: Visa, MasterCard, American Express
- Movie passes
- Winter clothing

For the Moms and Dads

- Gift cards: Visa, MasterCard, American Express
- Metro Cards (\$10 increments)
- Phone Cards
- Postage Stamps
- Winter Clothing
- Umbrellas
- Rain ponchos
- Rain boots (all sizes)
- Tickets for a day of adventure – Big Apple Circus, Bus Tour tickets
- Paper goods: cups, plates, napkins
- 100 Swiffer's and dry replacement pads
- Clorox or Lysol wipes
- Copy paper
- Oven mitts
- Batteries (AAA, AA, C, D)

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 wcudjoe@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.

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

Arts & Crafts

- Glow in the dark lanyards
- Glitter glue sticks
- White and color oak tag
- Oil cloth for tables
- Scrapbook materials
- Scrapbook add-on decorations
- White gloves
- Acid-free paper
- Crayola color wonder paper and markers
- Drop cloths for tables
- Feathers
- Googly Eyes
- White drawing paper
- 8 1/2 x 11 colored card stock
- Crayola Play-doh

For the Game Room

- Hula hoops — all sizes
- Twister
- Monopoly Deal Cards
- Battleship
- Ping-pong balls and Paddles
- Games for Wii U

For the Tot Section

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

For the Teens

- Blu-Ray DVDs (Rated G & PG)

Family Support & Wellness

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

Toiletries

- Pocket-sized Kleenex packs
- Pocket-sized hand sanitizers (i.e. Purell)
- Emery boards

Wellness

- Terrycloth or microfiber bathrobes
- Slumber masks and/or eye pillows
- Neck roll travel pillows
- Lavender aromatherapy oils & mists
- Support stockings & knee-highs
- Slippers or slip-on ballet slippers, with rubber soles
- Sanitary pads
- Heating pads
- Relaxation CD's
- Exfoliating shower gloves
- Folding travel mirror

Gift Cards

- Duane Reade gift cards
- Visa/Mastercard gift cards for hospital food/coffee kiosks

Board of Associates

In early 2012, the Ronald McDonald House Board of Associates held its first meeting, led by Jesse Cole, CEO of Haute Hippie. Officially, the Board of Associates is a non-policy making volunteer committee comprised of individuals of stature in the community who have access to resources of great value that further the House's mission. Around our hallways, these dynamic volunteers are movers and shakers with tremendous passion for their work.

Each member of the group takes up a commitment to either personally contribute, or to solicit donations and sponsorship in support of the House in the amount of \$10,000 or more. In addition to their fundraising, the Board of Associates has hosted dinners for resident families, staffed and co-sponsored events, and had a steady leadership presence in many areas of the charity.

"In 2012, which was the first year of the Board of Associates, we raised more than \$350,000," said Mr. Cole. "We hosted approximately 10 dinners, had a few marathon runners, participated in Skate with the Greats, and we had our Masquerade gala – which was our biggest event."

"I'm proud of our people. It's very difficult to get 37 people motivated around one mission and to mobilize so quickly in a way that generates the type of results that we have," Mr. Cole continued. "By meeting at the Ronald McDonald House and participating in these service projects, we are constantly being reminded what our mission is."

With the backing of employer organizations that include AOL, ITG, RBC Capital Markets, and TOMS Capital LLC, the Board of Associates' work to spread awareness about the House has been immeasurable.

"Many people want to do charitable work and for the most part, when most people want to give back, they give back with a monetary donation," said Mr. Cole. "What makes the Board of Associates so special in my opinion is that we set an initiative that every person could join our board — not only with a financial give or get of \$10,000 – but in order for people who are not affiliated with the Board of Associates to really

understand how important our mission is, it is necessary for them to spend time at the House. By asking people who are not affiliated with the House to come over and host dinners with us, they get to interact with the families, meet the kids who are battling cancer and it ends up being a more humanizing experience. They also see how well-run the House is, as well as witnessing how devastating it can be to have your life turned upside down when your child is sick."

This fall, the Board of Associates will host their second annual gala event, "Masquerade." Held at the beautiful Apella Event Space at Alexandria Center for Life Science, the sun will reflect on the East River as it sets, and the evening will give way to an experience full of mystery and fun — all for a good cause. Please join us in congratulating the Board of Associates on their hard-earned success and wishing them all the best in their future accomplishments as a remarkable team! For information on joining the Board of Associates, please contact Director of Development Richard Martin at 212-639-0206 or rmartin@rmh-newyork.org. ■



Revelers at the 2012 Masquerade event.

Upper photo: Board of Associates members meet on a monthly basis at the House.

Lower photo: Team AOL served as host to a monthly dinner, serving resident families.



Spotlight on Your Board



Richard J. O'Reilly, M.D.

Chair, Department of Pediatrics; Chief, Pediatric Bone Marrow Transplant Service; Claire L. Tow Chair in Pediatric Oncology Research

With his invaluable insight and a heart the size of Manhattan, Richard O'Reilly, M.D., has been a long-standing member of our board at Ronald McDonald House New York. The insight lent by Dr. O'Reilly and his team at Memorial Sloan Kettering Cancer Center has played a very important role in our mission of providing the utmost comfort to our families while undergoing cancer treatment. This November, we will be honoring Dr. O'Reilly for serving on our board for 30 years. As part of our final issue celebrating our 35th anniversary, we thought this interview best highlight just how much a community can accomplish while working to fulfill the very important mission of caring for children battling cancer.

What inspired you to take up the Ronald McDonald House mission and establish a place for families battling cancer in New York City?

Founder and former President Vivian Harris had set up this program and we had an initial house that was up on 86th Street. Once I became Chairman of the department, I became the Memorial Sloan Kettering Cancer Center representative. So that goes back to the 1980s.

There were big changes at the House, or with the whole idea of the house. The 86th street facility had been orchestrated, there had been designers for each room and there was a very elegant type of a circumstance. As soon as it was up and running, it was essentially full. So it became clear over a relatively short period of time the need for a facility like this was really quite overwhelming. Because of the fact that there are very large centers like our own, the Columbia/Cornell program, NYU, Mt. Sinai, each of these programs has kids where the children will be best served if they are able to come to one of these facilities because these places have specialized expertise in the treatment of kids with cancer.

From the standpoint of our department, it was a really essential effort because we have a very large population of patients who will come from far distances within the United

States or from other countries, and New York City is prohibitively expensive. The living expenses that a family will incur are expenses that are out-of-pocket. At that time, the idea that the insurance company would provide some sort of domiciliary support or otherwise, there was no chance at all. The need was huge and we perceived that, and the idea of making a house that would allow us to have that number of people was something that we were obviously excited about. What actually happened was something that pretty soon it was full, and now it's really burgeoning.

How has the organization evolved from your perspective?

It was essentially a facility that was run exclusively by volunteers, which works really well, but the volunteers have varied in their expertise. Since current President Bill Sullivan's been here, I think the House has changed in terms of the fact that it offers a lot more in terms of programming — you've got established individuals who are really key players in the organization of the facility. The potential for families to have access at the time that they need it has radically improved as well. I think the other aspect is how the House is kept up in the way it functions, and also the way it interacts with the community. We interact very closely

in terms of infection controls. That has functioned so well that you have the occasional kid who is going to come in with something like chicken pox. The fact that the organization is such and the system is such that we're able to contact all of the doctors, identify all of the patients susceptible (we had this happen a year ago), and we had no secondary cases. That was amazing. That would never occur in a school.

I think the whole professionalism of the place is a different order of magnitude. It's part of how the House evolved. It did evolve from the extraordinary vision that Vivian had, and her capacity to recruit all sorts of people toward this common vision to really help make a home. I think you have the McDonald's Owner/Operators who obviously are doing this as part of a national effort, but the New York House is a different place. It is a larger place. It's a larger place and to my mind, it has a more urgent mission just because of the number of cases that are there. And so watching it now grow into this really extraordinary place has been something that's been very heartwarming, to say the least.

What important role does a facility like Ronald McDonald House New York play in its relationship with hospital partners?

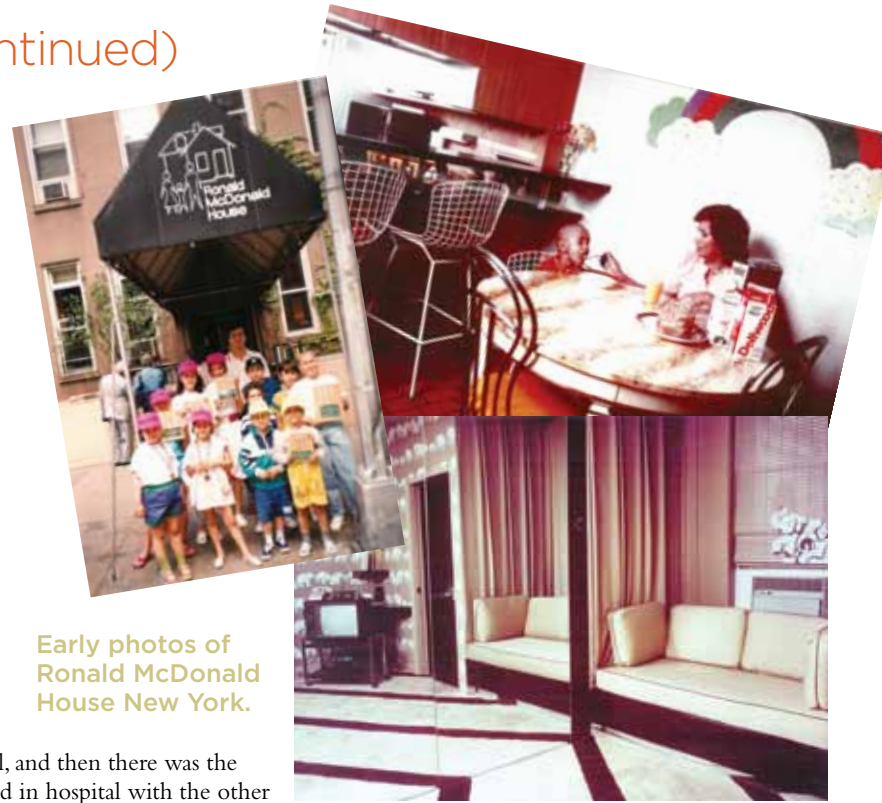
The House allows a place like Memorial Sloan Kettering Cancer Center to treat patients who are coming from a distance. That's the first part. The second part is that it's part of our ongoing philosophy dating back to the '60s and '70s that we would take care of the child with cancer, treat the child with cancer, and then return the child to a normal life. That has been our mission all the way through. In the early days, more often than not, a child with cancer and their whole family was transported into a hospital environment where the child was treated for cancer, maintained in hospital — oftentimes for periods in between these treatments.

What happened at that time was the fact that families were completely fractured. For example, Dad's at home or mom's at home with the kids who are

well, and then there was the child in hospital with the other parent. We felt very early on that that needed to change. And it spawned the development at our place of what we call the pediatric day hospital.

About over 95 percent of the treatment that is given to kids with cancer is given in a day hospital outpatient setting so that they go home at night and that the family is not disrupted; to the maximum degree that it's possible, we keep the kids with their moms and dads and their siblings. There are times where there's still patients with hospitalizations, but the vast majority of cases we're able to do that.

The next problem you get into is, "What about the kid who really lives a long distance away." We have a large contingent of patients here who are from really quite a distance. The House now allows us to give periods of therapy that will last three to four days in a day hospital setting and then they can go back to the Ronald McDonald House where they can go back to be among folks in a much more at-home kind of a basis, the environment is a totally different circumstance. They're not surrounded by people doing blood pressures, or nurses, or doctors or those kinds of things. Rather, you have other parents who are part of this continuum. The mutual support that the patients and their families derive is huge, and what I think that that does is reduce by a very significant degree the psychological trauma of a child with cancer on the family.



Early photos of Ronald McDonald House New York.

What that also does is to in a lot of ways, help the child bear through the kind of therapy. That they're able to get through it. The thing that's always amazing to me is the degree to which there are going to be peer influences that are very favorable. The child that's getting the first course of chemotherapy doesn't feel very good and the mother is really upset. They come back to the Ronald McDonald House and get a shower and get some sleep and encounter mothers who say, "Oh, yeah. I've done that, been there. You'll get through this."

That kind of mutual support is also something that I think is a very important and tangible part of the House that I think is something that really helps families get through. It really helps families support the kids and by that, certainly helps the kids to cope with the diseases that they have, and the treatments that they're getting.

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

Ultimately, it's got to get larger. My long term wish is that we would, instead of treating these diseases, that the need for the Ronald McDonald House would ultimately drop away. But my own sense of it right now is that there are enough kids who are still in need of the care, and more importantly oftentimes need the specialized care that some of the centers in NY can give. The need is big. ■

Spotlight on Volunteers

For the many volunteers that give of their time and resources to assist with House operations, our gratitude is immeasurable. In our last issue of *Around the House*, we highlighted the work of our night Team Ronald members and how their contributions make a difference. This time around, we thought it important to highlight the work of our some of our community groups who assist us in various tasks throughout the day.

J.P Morgan's Corporate Client Banking Group recently visited with a group of 10 people who helped with a number of tasks including raising more than \$600 via our sidewalk sales, assisting our hospital outreach coordinator with the organization of supplies and preparation of goodie bag supplies for upcoming family programming events. "I know I speak for my whole team when I say that it was an experience that will resonate with us for a long time,"

said Project Coordinator Alexandra Greenberg on behalf of their team.

Municipal Credit Union's entire workforce visited the House for a day of service.

Led by Ralph Avenue location's Branch Manager, Victor Silvagnoli, the team participated in "deep clean" activities to help keep the public areas of the House spotless, participated in street sales, and also pitched in to help out with whatever tasks were necessary on a given day.

"People interested in volunteering will call to inquire about how they can help. The needs of the house are varied and change every day. These people come in, and enthusiastically jump in and do whatever is asked of them for that day. Their contribution is key to the daily functioning of the house," said Terri Eggers, director of volunteers at Ronald McDonald House New York. To learn more about volunteering at

Ronald McDonald House New York, call 212-639-0100 or email teggert@rmh-newyork.org. ■



Jamie Serkin

Donate Your Vehicle

Help children and families battling pediatric cancer.



RONALD MCDONALD HOUSE NEW YORK

Contact: Antonio Neto
aneto@rmh-newyork.org
 (212) 639-0214
www.rmh-newyork.org/vehicle





Keeping the Family Together — Eliandra Nicole Tiburcio's Story



With the love of family and friends while staying at Ronald McDonald House New York, Nicole's health and confidence have both soared by leaps and bounds.

When Eliandra "Nicole" Tiburcio, joined her mother Leandra Fernandez on a trip to New York City to visit family shortly before her sixth birthday in October 2012, their minds were on seeing family in the city and relaxing. However, it wasn't until shortly after their arrival from Tamboril, Santiago, Dominican Republic that Nicole and her mother found themselves in the emergency room at Morgan Stanley Children's Hospital with a diagnosis of acute lymphocytic leukemia.

Nicole had previously been diagnosed with a bout of pneumonia, but she received treatment and was deemed well enough to make the trip to the U.S. Shortly after they arrived, Nicole began to grow pale and developed coughing fits. Her mother and aunt took her to the emergency room thinking that she hadn't completely gotten over the pneumonia. Once doctors noticed small bumps on Nicole's skin, her combined symptoms provided a clue as to what they were up against. Six hours later, her mother was given the news that her daughter had cancer.

"We arrived at the hospital by 10 o'clock. By two o'clock that afternoon, they told me that she had leukemia," said Mrs. Fernandez.

Doctors immediately scheduled a bone marrow biopsy and worked to determine the best course of action for Nicole. Over the next month, she would remain in-patient, where she later developed an infection that affected her liver, kidneys and other vital organs.

Totally blindsided by her daughter's diagnosis, Mrs. Fernandez had an even bigger issue. When she traveled to New York with Nicole, they'd left her three month old infant behind with her husband and mother. With little time left in New York City, Nicole's aunt, Lorelaine Suazo, stepped in to care for her until her parents could switch places. The separation of mother and child was heartbreaking.

"I had to go every day to the hospital. Her father didn't know anything about the language, the doctors, it was so overwhelming for everyone," said Mrs. Suazo. "In the hospital, she was sad and didn't want to eat. It was really hard for her. After almost a month, Nicole was discharged from the hospital and at the same time, it started snowing in New York City. It was like a wonderland for Nicole."

"I can see three different parts very clearly with the family and the role that each of them play and how they're interrelated and that they are strong enough and flexible enough to separate themselves from their main responsibility to the home and family," said Chaplain Cherilyn Frei, director of Family Support. "To be able to come here either singularly or with other family members to be able to take care of Nicole, I think that they're doing it pretty seamlessly. Where some other families bring a lot of people all at once and then they all leave and just mom and patient are left, this family has figured out a nice rotation and a nice continuum of care from across the ocean."

The next four months would be spent at her aunt's home in Washington Heights to ensure the consistency of her care. Nicole travels to clinic two to three times per week for high dose chemotherapy. Every nine weeks, she receives a lumbar



Above and right: enjoying a lovely day on the water during Camp Ronald McDonald.



Family time: (l. to r.) Cousin Kiara Martin with Nicole Tiburcio, Aunt Lorelaine Suazo with her son Justin James, husband Justin Sr., and Nicole's mother Leandra and baby sister Aliah.

puncture procedure to assess how well the treatment is progressing. Staying at the Suazo home meant that Nicole was relatively close enough to the medical center, and she also had playmates in her cousins Kiara, 9, and Justin Jr., 2. However the late night trips to the emergency room for infections was a reminder that things were still difficult for Nicole. Arrangements were eventually made for her to be transported to stay at Ronald McDonald House New York. Within her new space, Nicole's environment was better suited for her compromised immune system, and she could stay somewhere better suited to her needs with regard to her cancer treatment.

With her parents both holding down jobs back home, Nicole's grandmother stepped in to help out. She stayed with Nicole in NYC until her daughter could acquire the necessary visa for Nicole's baby sister Aliah to come with her.

"Anytime you have to move a child when they're under treatment, they've had surgery and they're recovering, or they're recovering from a difficult week of a protocol — chemotherapy and radiation — it's difficult. You add the logistics of transportation — wheelchairs and cars or limos or taxis — it adds to the level of stress, not only for the family, but for the patient. When a patient is stressed, then their immune system can be affected. Sounds, sights or smells can cause nausea for a patient that's just come out of a rigorous protocol for their cancer treatment. To be able to have a very short commute or no commute, and to be in a safe, sound, stable environment where they can rest until their nausea subsides or the pain medications wear off, it's beyond measurement of how that impacts the well-being of the child," said Chaplain Frei.

While Nicole continues to undergo treatment, she enjoys her time at Ronald McDonald House New York. She has many friends her age, and in the daytime, parents, aunts and friends commune in the dining room to support each other while they wait for the next phase in their journey. Nicole's energy levels have lifted considerably, and a big highlight for her this year was to be well enough to participate in summer camp where she's gone deep sea fishing and participated in numerous other trips.

For her mother Leandra and the rest of the family, it has been an incredibly emotional experience to see how much her daughter has endured in the space of a year, and to see how much they have overcome as a family.

The family knows that they have an uncertain road ahead of them as to the length of Nicole's treatment, but they are most encouraged by the fact that they have the support of friends and their peers at the Ronald McDonald House. ■



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.

2013 Hope Week with the New York Yankees

Ronald McDonald House New York was proud and honored to be featured as a participating site during the New York Yankees’ Hope Week. Ten-year-old Autumn Blinn from upstate New York visited the House with her family to give away her signature “Pillows of Love.” While visiting the House, Autumn was surprised by Yankees’ Manager Joe Girardi and four A-list players: Robinson Cano, Dave Robertson, Vernon Wells and Eduardo Nuñez. The Yankees team superstars then helped Autumn distribute her pillows to our resident families.

Later that evening, Board Vice Chairman Tina Lundgren and Director of Development Rick Martin were also present for a check presentation on the field at Yankee Stadium to accept a \$5,000 donation to Ronald McDonald House from the New York Yankees Foundation.



Photos by Chris McNerney

Variety Power of Youth Awards

Ronald McDonald House New York Youth Ambassador Jake T. Austin was honored by Variety magazine for his work helping to promote our mission.

Additional celebrities who were also recognized for their charitable works included Abigail Breslin, Tyler Posey, Nina Dobrev, and 10-year-old Oscar nominee Quvenzhané Wallis.

The Los Angeles Ronald McDonald House played an integral part in establishing the RMHC presence at the event, which included a photo booth and an appearance by Ronald McDonald.



Photos by Natalie Greaves

Executive Assistants Dinner

Every year, we extend a special thank you to the assistants of our supporters who help us to further our very important mission. The theme for this year’s executive assistants’ appreciation dinner transported our guests to a “Night in Rio.”

With the soothing sounds of Brazilian choro music playing in the background, the guests enjoyed a festive evening while noshing on feijoada (black bean stew), cheese empanadas, Brazilian rice and other specialties.



Natalie Greaves

NYPD Gaelic Football Team

The NYPD Gaelic Football Team held a charity game against the NYC Fire Department and donated the proceeds from the event to support House operations. NYPD Assistant Chief Michael Shea, Deputy Chief James Murtagh, President of the NYPD Gaelic Football Team SDS Peter McCormack and Lt. John O’Connell recently visited RMH-NY for the check presentation.



Mike Shea

Greek Golf

The annual Achilles Mavromatis Memorial Golf Classic raised more than \$5,000 in support of families staying at the Ronald McDonald House. Held at Clearview Park Golf Course in Douglaston, Queens. We would like to acknowledge the hard work and dedication of the event committee including President Lena Varis, Vice President Nick Pavlou, Treasure Eleni Pappas, and Spiro Levis and Salvatore Tagliavia of the Executive Board.



Photos by Natalie Greaves



Holidays at the House



Share a Night with Santa and the Radio City Rockettes

For a family seeking the warmth and loving traditions that they're accustomed to during the holiday season, being away from home can be especially difficult. Feelings of melancholy and anxiety tend to run high during that particular time of year at Ronald McDonald House New York. To that end, we try to help families maintain a sense of normalcy by incorporating social activities and support services that will help them to remain connected in some way to home and family abroad.

In this season of giving, the support of our local community never ceases to amaze and impress us. The way that people give of their hearts and resources to help our families to feel at home during the holidays is a blessing.

Thanksgiving will kick off with a once-in-a-lifetime experience where our families will witness the magic of the Macy's Thanksgiving Day Parade up close. From the vantage point of the New York

Athletic Club, families will watch in amazement with the kids calling out the names of their favorite floats including Snoopy, and other well-loved characters.

Our families will then be escorted back to the facility to enjoy a festive, home-cooked meal courtesy of Traci Smith and her husband Mehdi Ziabakhsh, a New Jersey family of chefs who serve up healthy portions of love.

In addition to transforming the living room into a holiday haven, a team of volunteers will soon visit with the legendary Santa from Macy's in Herald Square.

Ad agency Wieden+Kennedy also joins in with their special brand of holiday cheer by hosting the "Dear Santa" event, where volunteers will personally pick up letters from our resident children and hand-deliver it to the North Pole on their behalf. With the ad agency's generous assistance, they make sure that every child's request to Santa is fulfilled to the tee.

Volunteer Richard Stadin organizes a group of volunteers affiliated with his temple, Congregation Or Zarua of New York City, and the group assembles at one of neighborhood grocer Eli Zabar's retail locations to assemble donated food items for the families.

December includes our annual Share a Night house lighting celebration where we host an open house for the local community and light the Christmas Tree, Hanukkah menorah and Kwanzaa kinaru. With a gospel choir, caroling, a blessing ceremony, jazz band and Santa with his Rockettes from Radio City Music Hall, Share a Night is always a rocking time.

The holidays can be a bittersweet time for our families; many residents deal with overwhelming emotions at the thought of not being home for the holidays. However, while our families are with us, they continue to draw on the hope and love and generosity that they find at the Ronald McDonald House to continue their fight.

Thank you for being a part of our home for the holidays. ■

Our friends at Macy's brought Santa over for some hot chocolate and storytelling.



Natalie Greaves

Camp Ronald — Summer 2013

by Jacob Ben Winsten
Programs Manager and Camp Director

Each summer, we welcome the return of Camp Ronald McDonald, a special six-week program that provides our families with great trips, new experiences, and creates lasting memories. This program is especially important to our residents in part due to its timing; when school is out for the summer, siblings are able to come to New York and whole families can be together.

The House serves as "home base" for more general camp activities, but the majority of time is spent outside the House on exciting all-day outings exploring the New York City area and beyond. With over 100 registered campers and nearly two dozen day trips and special events, 2013 was our biggest and most ambitious camp season yet. All trips, activities, and meals were free to the families, generously provided by outside corporations and friends.

Between July 8th and August 16th, our campers visited several country clubs (Brynwood, Elmwood, Hamlet, and NYAC Travers Island) for days of swimming, tennis, and golf; deep sea fished with Marilyn Jean Charters, learned the art of French baking at Maison Kayser; kayaked on the Hudson with the Downtown Boathouse; got a behind-the-scenes tour of Citi Field and took in a Mets game with our friend Gary Green; celebrated Christmas in July; and attended an extraordinary 'Around the World' IPG carnival. In addition, through our relationship with the New York Pops, two of our talented teenagers were able to attend SUNY Oneonta Music School and Camp Broadway, a Broadway rehearsal program that encourages self-confidence and presentation skills.

We would like to thank all of our friends and donors for providing our families with the most wonderful summer in the history of Camp Ronald McDonald. ■



Summer Camp + Deep Sea Fishing = Big Smiles!



Residents put on their best scary faces with Ronald.



Summer isn't complete without a trip to the ballpark.



Camp kicked off with a tropical theme and attendees began the summer by personalizing their shirts.

Giving News

Over the course of 35 years, Ronald McDonald House New York has grown by leaps and bounds, expanding from an obscure 20-bed facility on Manhattan's Upper East Side to one of the largest Ronald McDonald Houses in the world with ongoing family support programs taking place within local public and private hospitals. Since the organization's inception, 35,000 families have come to know us as their home-away-from-home.

As the facility has grown and evolved, awareness of our mission has continued to spread throughout our local community as well as the world, educating people about the need for greater access to care for childhood cancer patients.

New Yorkers' generosity is both extraordinary and legendary; the ability of New Yorkers from all walks of life to contribute in any way possible is special blessing to this House, and one we try to express extreme gratitude for at every opportunity.

Inspired by feedback from our donors, we have endeavored to extend our Share a Night program to encourage our friends and supporters to assist our families all year-round, as opposed to just one night in December. In our Giving section, we'd like to acknowledge those individuals and organizations who have joined the Share a Night program.

The **Brian Forgione Foundation** donated \$1,000 to Share a Night in memory of the eponymously named young man who was once a resident at our facility.

Nomura Securities International, Inc. held a loose change fundraiser with the \$600 proceeds going to support our Share a Night program. We have an anonymous donor who gave \$10,000.00 to share a night

The Mechanical Contractors Association of New York, Inc. held a golf outing this summer that raised \$20,000.

We are very grateful to these organizations and many others for their thoughtfulness and ask that you continue to support Share a Night throughout the year. To participate in our traditional house lighting ceremony that will serve as a staple tradition of the Share a Night program, please join us on December 5th at 5:30 p.m. to participate in our annual House Light ceremony. For more information, visit www.rmh-newyork.org.

Share a Night coin donations boxes are here! To request donation boxes for your school or community group, contact Nikki Soteropoulos Margarites, Director of Major Gifts, at (212) 639-0207 or nmargarites@rmh-newyork.org or visit www.rmh-newyork.org.



The Brian Forgione Foundation members with RMH-NY Development Director Richard Martin.



The Mechanical Contractors Association of New York donates a check for \$20,000.



Event Highlights

Celebrity Golf Outing

This year's fourth annual celebrity golf tournament was held at Baltusrol Golf Club, site of the 2016 PGA Championship's centennial. The morning's rain soon gave way to a gorgeous, sunny day filled with experiences to remember. We would like to acknowledge the event's stellar leadership of the committee, starting with event Chairman Richard Wurtzburger, Peerless Clothing; and committee members Morris Goldfarb, G-III Apparel; Keith Goodman, Ross Stores; Peter Hunsinger, Golf Digest Magazine; Michael J. Setola, Tharanco Lifestyles; Allen E. Sirkin; Frank Tworecke; Michael Balmuth, Ross Stores; Brendan Hoffman, Bon-Ton Stores; Jeff Kantor, Macy's; and David Sirkin of PVH Corp.

With 31 foursomes participating, celebrity guests included New York Giants Superbowl legend Carl Banks, who also emceed the awards dinner afterward. New York Knicks' Coach Mike Woodson and Assistant Coach Jim Todd, as well as New York Giants' Chris Calloway, Derek Brown, Eric Dorsey, Karl Chandler, Howard Cross, CBS Sports' Don Criqui, former New York Yankee Cecil Fielder, Christopher Kotsopoulos of the Toronto Maple Leaf, and LPGA golfer Emily Talley, as well as many others.



Above: 2013 Celebrity Golf Attendees. Below: 2013 Celebrity Golf Committee members



Team Ronald Triathlon Team

From the kickoff to event day, we have marveled at the grit, determination and extraordinary physical and mental fitness required to complete the 1500 meter swim, 40K bike route, and 10K run that serves as the course for the Aquaphor Triathlon. For its second year, the triathlon team led by board Vice Chairman Tina Lundgren, raised more than \$180,000 in support of Ronald McDonald House New York.

Team participants included Macy's Chairman, President and Director Terry Lundgren; Olympic Silver Medalist Emily Hughes; Louis Desazars, CEO of NARS Cosmetics; Jim Balsilie, founder and former co-CEO of Research in Motion, philanthropist; Olympic Bronze Medalist Tim Goebel, and Buddy Van Vugt, as well as many others.



Above: Emily Hughes with Buddy Van Vugt. Below left and right: Heartfelt thanks to the members of Team Ronald!



Event Highlights (continued)

Family Fun Dog Walk

The second annual Family Fun Dog Walk was an outstanding success, doubling the amount raised this year to \$10,000. The event's more than 100 canine and human participants joined us at Carl Schurz Park for the adventure. NBC's "Talk Stoop" Host Cat Greenleaf emceed the event and also turned it into a family affair with the participation of her toddler son, Truman, and her two dogs, Gracie (an English bulldog) and Walter (a Chihuahua).

Special thanks to major sponsor Rapid Realty, and additional sponsorship was provided by Petco, Yappy Treats, Dogo Pet Fashions, Bark Place, Staples, Barking Dog Café, AMC and Dr. Luis Sola, DVM. Special guests included Ronald McDonald House New York Board member Joel Newman and his wife Sheila; Dan and Lindie Bacon of Newtown (CT) Kindness; and Ken Murdoch of Save the Children, with his wife Doreen.



Thank you to the supporters of this year's Family Fun Dog Walk!



Photos by Natalie Greaves



Nikki Margarites

We are grateful to the leadership of this year's Power of the Purse event.

Power of the Purse

We would like to thank Board members Terry Bovin, Judy Gilbert and Candace Leeds, and committee members Kim Standish, Judy Bebdol and Sabina Potack for their leadership and steadfast stewardship in the introduction of a new event that offers the opportunity for supporters to get involved with Ronald McDonald House New York on a new level.

"The Power of the Purse" attracted 100 attendees in the Macy's Living Room, who all gathered to learn more about our mission. The evening included a special presentation by actress Tina Sloan, formerly of "Guiding Light," who performed a selection from her show, "Changing Shoes." The evening culminated with a call to action to sign up for a future event where gently used purses will be collected for a silent auction. To learn more about the "Power of the Purse," or to donate your purse, please contact Richard Martin at 212-639-0206 or rmartin@rmh-newyork.org.

Child's Champion Awards Dinner

Our second annual Child's Champion Awards dinner honored Gary M. Green, Chief Executive Officer, Alliance Building Services. Held in the Macy's Living Room, the award is presented in conjunction with the Rotary Club of New York. Proceeds from the event will benefit children in need including affordable temporary housing for children with cancer and their families, polio eradication, and Gift of Life International.

This year's Child's Champion dinner raised \$104,000, and included notable appearances by New York Mets World Series Champion Darryl Strawberry, Mr. Green's father Stephen L. Green, founder and chairman of SL Green Realty Corp and former NYC Public Advocate Mark Green.



Child's Champion honoree Gary Green and family.



Rotary Club of NY leadership



Distinguished guests including Darryl Strawberry turned out to celebrate Mr. Green's accomplishments.

Photos by Natalie Greaves

Calendar of Events

Save the Date

Light A Light, Share A Night & 35th Anniversary Celebration

December 5, 2013

5:30 PM

Ronald McDonald House New York

Greek Division Christmas Party

December 10, 2013

6:00 PM

New York Athletic Club
180 Central Park South

David Yurman In-Store Cocktail Reception

December 12, 2013

6:00 PM to 9:00 PM

David Yurman Town House
712 Madison Avenue, New York

Z 100-Jingle Ball

December 13, 2013

6:30 doors open, 7:30 Show

Madison Square Garden

Maritime Industry Event sponsored by General Maritime

December 20, 2013

Mashomack Preserve Club, Pine Plains, NY

Skate with the Greats

January 14, 2014

(Tentative Date)

The Rink at Rockefeller Center

Share a Night

December 5, 2013 • 5:30PM

This year's annual Share a Night celebration will include a special highlight as we celebrate 35 years of providing a home-away-from-home for families battling pediatric cancer. The "Light a Light! Share a Night!" program is designed to help us bring joy to our resident families during this time and to also raise the necessary dollars to keep Ronald McDonald House New York affordable. We ask our families to donate \$35 a night (a fraction of the \$295 actual cost or even less a fraction of a Manhattan hotel room). Please join us on Thursday, December 5th for a "Festival of Lights and Song" at 5:30 PM for our Holiday Season House Lighting. For more information, or to learn about how you can contribute to the Share a Night program please contact Nikki Margarites, director of Major Gifts, at (212) 639-0207 or nmargarites@rmh-newyork.org.

20th Annual Skate with the Greats

January 14, 2014 (Tentative) • 6:00PM

Join us in 2014, as we celebrate one of the greatest events on the ice! Skate with the Greats brings together the New York Rangers alumni with its fans at Rockefeller Center, in a fundraising event that helps to support families battling pediatric cancer.

Sponsored by RBC Capital Markets and Zurich Financial Services, 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.



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GIVE THE GIFT of Family

**Join us at 5:30 p.m.
Thursday,
December 5, 2013**
to celebrate the culmination of
the Share a Night Campaign,
commemorate our 35th anniversary,
and light the holiday lights!

Ronald McDonald House New York, 405 East 73 Street, New York City
For more information, call 212-639-0207 or visit www.rmh-newyork.org.



“Staying at Ronald McDonald House meant we were able to afford to stay in Manhattan, close to the hospital. We were in a safe place that understood our physical, mental, and emotional needs... our child was able to play with other children with ailments and not feel like a stranger.” — The Clarks