

Around the House

The Magazine for Ronald McDonald House New York. Volume 9, Issue 2



RONALD MCDONALD
HOUSE® NEW YORK



Cole Winnefeld's winning spirit has brought this young sports fan very far in his fight against cancer.

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On the cover: Cole Winnefeld, 10, of Bedford, Indiana Skates with the Greats during the 20th Anniversary event. Photo by Chris Mc Nerney.



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



Natalie Greaves

William T. Sullivan with Michael Bapis, chairman of the Greek Division

Dear Friends,

In what seemed like a never ending story, winter has finally ended and spring has swept in. So too, has Ronald McDonald House New York's very robust family programming that continues to assist our families who seek enrichment and support programs while staying in New York City undergoing cancer treatment.

I am pleased to announce the appointment of Michael N. Bapis as chairman of the Greek Division, since the untimely passing of Mrs. Nikki Sideris, founder and chairman of the

Division in 2011. For the last several years, he has served on The Greek Division Committee and enthusiastically looks forward to this leadership opportunity. Please join me in congratulating Mr. Bapis.

In January, we were saddened with the news of the passing of two wonderful long time volunteers, Jef Campion and Christine Taylor. Their service to this charity was exemplary and their absence will be profound. In this issue, you will also be introduced to Board Member James E. Fitzgerald, Jr., whose decade-long involvement has led to increased stewardship of our organization's finances.

In our family profile you will hear the story of Cole Winnefeld, who has visited the House more than 60 times since his diagnosis of cancer. His family's story really brings home why the support of our mission is so important to the kids and families that we proudly serve.

We also highlight the importance of partnership in this issue. Through the extraordinary efforts of partners like RBC Capital Markets, the Garden of Dreams Foundation, the New York Rangers, Zurich and many others, we have been able to carry on the tradition of Skate with the Greats, bringing New

Yorkers up close and personal on the ice with their favorite NHL heroes. Our families have recently returned from their annual trip to the Hole in the Wall Gang Camp and the highlights show exactly how the Ronald McDonald House Charities' theme of "better together" can make a difference.

Please support our annual Team Ronald Heroes event, where our volunteers have been working hard to raise awareness and much-needed programming funds.

2014 will be a huge year of growth with increased outreach to our hospitals and continued expansion outside the walls of our current facility. As more New Yorkers continue to rally behind our mission and help us to grow and thrive, we hope that you will join us as we expand and grow throughout the community to provide that special brand of hospitality that only Ronald McDonald House New York can provide.

Sincerely,

William T. Sullivan
President and Chief Executive Officer

Ronald McDonald House New York

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*In Memoriam

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1. The Children's Hospital at Montefiore
2. Morgan Stanley Children's Hospital of New York-Presbyterian
3. Mount Sinai St. Luke's
4. Kravis Children's Hospital at Mount Sinai
5. The Mount Sinai Hospital
6. Lenox Hill Hospital
7. Hospital for Special Surgery
8. Memorial Sloan-Kettering Cancer Center
9. New York-Presbyterian Hospital/Weill Cornell Medical Center
10. Manhattan Eye, Ear and Throat Hospital
11. Mount Sinai Roosevelt
12. Hassenfeld Pediatric Center
13. Ruck Institute of Rehabilitation Medicine
14. Tisch Hospital
15. Hospital for Joint Diseases
16. Mount Sinai Beth Israel
17. New York Eye and Ear Infirmary of Mount Sinai
18. Bellevue Hospital Center
19. Kings County Hospital Center

Thank You

Thanks to Our National Partners

For years, the Ronald McDonald House Charities mantra has been "Strength in Numbers," and we would like to take this opportunity to thank our national partners who give generously to help us in the fulfillment of our mission.

Working closely with the development personnel of Ronald McDonald House Charities in Chicago, these companies have committed to helping a large number of Ronald McDonald House chapters through the provision of goods and services.

In 2013, the following companies contributed to Ronald McDonald House New York.

- Anchor Hocking \$1,000
- Benjamin Moore \$50,000
- Coca Cola \$50,000
- Ecolab \$50,000
- Georgia-Pacific \$50,000
- Hilton Worldwide \$2,500
- La-Z-Boy \$5,000
- Martin Brower \$50,000

Many of these contributions allowed us to complete our latest room renovation project in a timely and cost-effective manner, providing what we believe to be the utmost experience in hospitality.

Thanks to Our Volunteer Groups

Thank you to the community groups who have volunteered with us and/or sponsored a dinner event the first quarter.

AXA Advisors
Barclays Capital Inc.
Ben Bay Kiwanis
Board of Associates
Bubba Gump Shrimp Co.
Central Synagogue
Colgate-Palmolive Company
ColorComm Network
Dallas BBQ
Dee Daa
Duane Reade
FIT Theatre Ensemble
Guy M. Stewart Foundation
Happiness Is
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Investment Technology Group, Inc.
Leukemia & Lymphoma Society Team in Training
Liberty Travel
Macy's

Malaga Restaurant
Michael Page
Neuman's Catering
Otto Pizzeria
Pfizer
Project Sunshine
Rotary Club of New York
Rotary Club of Wall Street New York
Royal Bank of Canada
Sanford C. Bernstein
SEB
Skanska
St. Ignatius of Loyola
St. Stephen's of Hungary
St. Vincent de Paul
Temple Emanu-El
Tony's DiNapoli
Trane Commercial Systems
UBS Financial Services

Wish List

Following is a list of items that are urgently needed.

For the Children

- Diapers
- Baby wipes
- Strollers
- Plastic Stroller Covers

For the Teens

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

For the Moms and Dads

- Gift cards: Visa, MasterCard, American Express
- Metro Cards (\$10 increments)

For the House

- 50 Hair dryers
- Clorox or Lysol wipes
- Oven mitts and pot holders
- Batteries (AAA, AA, C, D)
- Cutlery

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 wucudjoe@rmh-newyork.org.

For Beach and Pool

- Sun block
- Large cooler for trips
- First Aid Kits for trips
- Hand sanitizers

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

Arts & Crafts

- Glow in the dark lanyards
- Glitter glue sticks
- White oak tag
- Color oak tag
- Oil cloth for tables
- Scrapbook add-on decorations
- Crayola color wonder paper and markers
- Drop cloths for tables
- Feathers
- Glitter glue
- Glue guns and glue sticks
- Glue dots
- Googly Eyes
- LEGO blocks, people and BIONICLE sets
- Oil cloth table cloths
- Pipe cleaners — assorted colors
- Play-Doh
- Pom poms
- Small Elmer's Glue
- White drawing paper

For the Game Room

- Hoola hoops — all sizes
- Twister
- Card games
- Battleship
- Ping-pong balls and Paddles
- New Wii U Games
- 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

For the Teens

- Blu-Ray DVDs (Rated G AND PG)
- MTA Metro Cards (for school transportation)
- NEW Upright Piano

Hope Award Recipients



Leslie Barrett

Leslie Barrett has served as an active volunteer on behalf of Ronald McDonald House® New York since 2003, lending her time and talents as a member of the Tuesday Night team.

As the Development department expanded, Leslie became invaluable, exhibiting her leadership skills as a fundraising events volunteer coordinator. In support

of our events, Leslie handled staff registration, greeted guests and customer service inquiries from attendees.

When the Board of Associates was being formed in 2012, Leslie joined, serving as the head of the House Service Committee. This committee manages and facilitates Board of Associates members' commitment to sponsor a minimum of 12 dinners to resident families per year.

Working as a part of the theatre industry, Leslie has used her business influence and vast network to rally support for our families. In addition to ticket donations to Broadway shows, she has also brought the magic of theatre to the House thanks to special appearances by actors from "Wicked" and "Mary Poppins."

Leslie has been an active fundraiser for many events including supporting the Team Ronald annual fundraiser, Masquerade and theatre benefits, as well as running in the New York City Marathon as a part of Team Ronald's endurance team.



Louise Tashjian

Louise Tashjian has been a volunteer at Ronald McDonald House New York since 1988, where she has been providing smiles and encouragement as one of the coffee and cookie ladies.

Louise and her coffee and cookie lady partners arrive every Tuesday and Thursday shortly after noon. They then proceed to the dining room and begin their set

up of pulling a few tables together, brewing a pot of coffee, making a pitcher of juice and putting out a platter of cookies. The coffee and cookie ladies then welcome all to sit down and enjoy these offerings.

Parents feel like they have a grandmotherly figure that they can confide in who offers a bit of respite and a chance to just be at ease. Sometimes it is just a moment for coffee and a chat, and at other times, Louise can be seen painting the young girls' fingernails and listening to their stories.

Louise is committed to helping the children and families who have made Ronald McDonald House their home during this most difficult time in their lives. She is so dedicated to

doing what she can to help lessen the families' burdens. We are grateful to Louise for her commitment to helping our families, and we celebrate that commitment with this year's Hope Award.



Kendall Carter

Kendall Carter has been an active member of the Ronald McDonald House New York day team since she began volunteering in the playroom in 2008. Guests of the House can rely on the day team volunteers to visit faithfully on Tuesday and Thursday afternoons to work on popular projects including film school and "Weird Science."

"Weird Science' allows the children to enjoy the beauty of hands-on discovery via science projects in a fun and exciting way. It is not uncommon to hear shrieks of joy and laughter coming from the playroom after a particularly successful project involving volcanoes or egg cart racing.

In addition to her volunteer commitment on Tuesdays and Thursdays, Kendall is always happy to pitch in and help with other House activities including the annual Kid's Fun Run, the Annual Team Ronald Heroes event, the celebration of our 35th Anniversary, and more.



Teresa Matrullo

Teresa Matrullo has been an active member of the Monday Night Team since she began volunteering at Ronald McDonald House New York in 2003.

As a part of a team that is known for putting on spectacular activities like carnival, sock hop or western ho-down events, you can always count on Teresa to be in the midst of the adventure with a

can-do fun esprit de corps. In addition, Teresa is an active on-call volunteer, assisting with Ronald McDonald House New York activities whenever she is needed.

In her workplace, Theresa promotes "Share A Night" by asking her fellow co-workers to be involved and sponsor a family's stay. Theresa also promotes the Annual Team Ronald Heroes event by being a top seller of tickets and raffles for the event, which provides the resources and funding for the volunteer-led programs that benefit the families.

Whether it is sitting and talking to a family after a long day in the hospital, or promoting the mission of the House to fellow co-workers, Teresa is an inspiration to all. She makes everyone feel good about the magic of the Ronald McDonald House. ■

In Memoriam



Frank Farina & Co. Photographers, New York

Jef Campion (September 10, 1961 - January 17, 2014)

Jef Campion, a Yonkers Firefighter, served at Ronald McDonald House New York for more than 20 years, providing invaluable leadership to our volunteer corps, Team Ronald. He originally joined as part of the Yonkers Fire Department to raise money and host activities for the families before transitioning to become a regular volunteer, serving on the Thursday night team. Jef eventually became a team leader and was awarded the Hope Award in 2008. For the past three years, Jef served as co-chairperson of the Annual Team Ronald volunteer fundraiser event, which has consistently raised \$500,000 in cash and in-kind gifts to help support the families.

He has always been a strong supporter of the Ronald McDonald House and a familiar face at many fundraising as well as programming events throughout the year. He will always have a place in our hearts and within the rich history of our organization.

Christine Taylor (December 4, 1945 - January 17, 2014) When Christine Taylor joined the Ronald McDonald House New York volunteer corps more than seven years ago, she brought with her bundles of energy and a unique perspective: Christine was a former educator and a cancer survivor who knew how to reach her students intellectually and emotionally.

On Tuesdays and Thursdays, Christine introduced a new program called "Weird Science" that empowered resident children and their siblings through the gift of learning and discovery. In addition to "Weird Science," Christine brought her love of film and the art of making movie magic to the House. Together with staff from the Hole in the Wall Gang, Christine helped the kids produce a multiple feature films including "Journey to Planet WannaBe." She was awarded the Hope Award for her volunteer service in 2011.

We are thankful for the time that Christine gave to our families and to all who have been touched by her brilliance, kindness, generosity and love. ■

Parents Pantry

In just two years, our Parents' Pantry program has racked up the support of 53 schools and community groups throughout the tri-state area, helping to provide a new level of support to our families. Coordinated by our Operations department, Parents' Pantry supporters provide canned goods, dried foods, toiletries and other paper products to help our resident families offset the cost of groceries.

As a result of this outpouring of support, families staying at Ronald McDonald House New York saved an estimated \$250,000 in grocery expenditures. Created by Board member Terry Bovin, the Parents' Pantry program has become a runaway success.

"I am grateful for all the support we've gotten both from schools and the community in the last two and a half years," said Mrs. Bovin. "Our families, many of whom are on limited budgets, really appreciate all the donated items; and we are all touched by the initiatives students and parents alike have shown by running drives of their own to further help our families. My hope is that every year, more schools will choose to get involved in the Parents' Pantry Program and it will continue to be a source for our families at this difficult time in their lives." ■



Natalie Greaves

Spotlight on Your Board



James E. Fitzgerald, Jr.

Executive Vice President
Wells Fargo

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

I worked for former board Chairman Michael Hegarty while we were at Manufacturer Hanovers' and Chemical Bank. As time went by, Mike and I stayed connected. One day he said, "I know the kind of person you are and what you're interested in. Would you like to know why I've been working with Ronald McDonald House and what the House is all about?" He also said, "I think you'd really enjoy and value the work you'd end up doing here."

Frankly, it was an easy answer, the timing was perfect. I knew Mike had committed so much of his time and effort to the Ronald McDonald House of New York. Well, it's been over 10 years now and working with the Ronald McDonald House has been an easy cause to become passionate about.

Tell us about your work with on behalf of the House.

I've had the privilege of serving on the finance committee for a long time. Joe Guidetti, CFO is doing a great job of managing the finance efforts for the house. He and his staff have made a huge difference. Serving on the finance committee is good work — it is important work. Committee members help to form the budget and provide advice on financial performance, but the heavy lifting is done by Joe and the team.

Wells Fargo has demonstrated an outstanding commitment to helping communities. What value does your organization place on helping families such as the ones staying at Ronald McDonald House New York?

Wells Fargo is a large organization and we are proud of the work we do with non-profits. Last year we distributed \$275.5 million dollars to over 18,500 nonprofits.

So where does Ronald McDonald House fit into that? Supporting children and their families as they go through terribly challenging health problems is an incredibly high priority for us. I am very pleased that Wells Fargo supports not only Ronald McDonald House of New York but many others.

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

As the children and their families go through their challenges, dealing with the burdens that cancer creates, you really hope the House can make that difficult journey a little easier for them. That's the practical side. The dream side is: I want a miracle. You wish that they all will get better and live on to experience a normal life. ■

Cole Winnefeld: Cancer Warrior

When you think of the term "road warrior," one wouldn't necessarily associate it with the image of a 10-year-old redheaded young man from southern Indiana. But once you hear Cole Winnefeld's story, you won't think of anything but. As a matter of fact, drop the "road" part and simply think "warrior." In just five years, he's made more than 60 trips to New York City from his hometown of Bedford, and Cole's battle against cancer is still raging.

Diagnosed with neuroblastoma around Easter of 2009, the family began making their trips to New York City by that summer. Neuroblastoma is a cancer of the nerve-endings, and it's diagnosed in approximately 700 children per year. Aggressive and invasive, a diagnosis of this illness can have a devastating effect on the entire family.

"Cole quit eating and then he would wake up at night and cry and say that his legs hurt. And that was kind of the start of it all," said his mother Carol.

Doctors conducted x-rays, but results didn't show anything conclusive. Within two to three months, Cole's parents realized that something still wasn't right and they sought a diagnosis.

"We went on a Disney cruise and Cole fell off of the bunk bed. We thought that he'd done something to his back area because he was limping so badly. At that point, they did the x-ray, and I actually saw the mass on the screen. It was the size of a softball," recalled Mrs. Winnefeld.

Since his diagnosis, Cole has received nine rounds of high dose chemotherapy, 12 rounds of low dose chemotherapy and radiation therapy. His treatment has progressed to include 3F8 therapy using mouse antibodies to find the cancer and kill its cells by cutting off their oxygen supply, and most recently, the humanized version. Cole is currently enrolled in phase 1 of a new clinical trial, and his family is hoping that this new treatment will be the thing that eradicates his cancer for good.

Cole Winnefeld poses for a family portrait with his parents Mike and Carol in 2011.

Sarah Jaye Weiss



In the meantime, Cole takes it all in with a brave smile as he considers Ronald McDonald House New York his home away from home.

“When Cole first started coming here, he was a little boy of about 5-years-old. He was upset. His family was upset and rightfully so,” said Chaplain Cheryl Frei, director of Family Support. “After the first year, Cole started being more engaging and playing, talking, making eye contact and playing with other kids. I think he was starting to feel more comfortable, like this was part of his extended family. Coming here became something that Cole looked forward to doing instead of something that was scary, or uncomfortable or new to him.”

While staying at the Ronald McDonald House, Cole has grown and learned alongside other children with cancer, many of whom are also battling neuroblastoma or other illnesses including leukemia and retinoblastoma.

He spends his time in the House’s Lower Level Lounge, using the AOL Media Lounge to connect with friends and family back home. Due to his treatment schedule, he receives his education via home schooling.

A True New Yorker

New York City and its traditions have become as much a part of Cole’s life as he has become a part of the lives of those associated with the local Ronald McDonald House. A major sports fan, his two favorite teams are the New York Rangers and the Yankees.

This past winter, Cole enjoyed a once-in-a-lifetime experience when he received an official Rangers jersey and skated with NHL legends at the organization’s Skate with the Greats fundraiser. He also participates in other activities around the House such as interacting with the therapy dogs, but it’s the life of the city that he and his family truly enjoy.

“We try to do as much fun stuff as we can around the city that the House offers. Whether it’s tickets to a sporting event, or something else, we try to get out as much as we can,” said Mrs. Winnefeld.

Cole’s exposure to the sights and



Sarah Jaye Weis

sounds and tastes of the city has also led to the discovery that he’s a bit of a foodie.

“Cole is a definite food connoisseur — duck and lamb are his favorites,” said his mom. “He’s been on the Rachael Ray show and he just met Bobby Flay and two of the chefs from ‘Chopped.’ He’s like a little miniature celebrity. We had been to Bobby Flay’s restaurants before and they liked Cole because he ate the duck. This little boy came in, had duck and would eat four to five servings of it. One night, Bobby Flay came up to him, shook his hand and said he’d heard so much about him from the people at the other restaurants.”

Of course, one of Cole’s favorite places to enjoy a meal is while watching a game at Yankees’ Stadium.

The New Normal

For the families staying at Ronald McDonald House New York, the few certainties that are common are “change” and “hope.”

“The phrase ‘new normal’ is already obsolete because every day is so different. There is no baseline,” explained Chaplain Frei. “When you’re going through so many clinical trials one right after the other, a lot of the outcomes are unknown. A child gets to the point and to the age where they start to realize and become aware of what’s happening. Their innocence to the process starts to trickle away, and that’s Cole. He’s turning into a little man — he’s stepping right up, he holds his chin up, and he’s leading the charge to the hospital or when they’re coming back from treatment. Cole’s family is just so very proud of him. I never hear him complain, and he’s always upbeat and positive. Maybe a little tired, but always upbeat and positive.”

We wish Cole and his family the very best of health, hope and love in their fight. And we are grateful to them for being such a great inspiration to so many young warriors enduring the fight. ■

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.



Photos by Natalie Greaves



Blues Traveler

We couldn’t think of a better person to give our families one-on-one instruction on the art of harmonica playing than Blues Travelers’ John Popper.



Photos by Natalie Greaves

Board of Associates - Chinese New Year

As part of their commitment to the House, Board of Associates members serve a dinner once per month. This month, Dan Grattan along with his wife Jennifer and his associates at Annaly Capital Management, Inc., joined us for a Chinese New Year celebration.



Photos by Natalie Greaves

2013 Fun Run Bike Winners

Congratulations to Sloane Wachs of Hewitt School, Christina Oh of St. David School and Matthew Queen of Trevor School! After the most money in support of the 2013 Kids Fun Run, the event’s highest fundraisers each won a brand new bicycle.



Kevin Morahan

PVH Dinner

Our friends at PVH hosted a spectacular evening event for our families, highlighted by an appearance by NFL greats Joe Morris and Steven Baker, New York Giants Super Bowl winners XXI and XXV, respectively.

Community Snapshots (continued)

MasterCard Worldwide Joins Adopt-The-House Program

Led by Mark Corritori, the employees of Mastercard Worldwide have thoughtfully and generously put their support behind the mission of Ronald McDonald House New York. Raising money on behalf of the house through a number of activities including their annual employee golf outing, the organization has pledged \$60,000. A special room naming reception was held in their honor this past winter.



Photos by Natalie Greaves

FDNY Visits RMH-NY

What an honor to have our friends from the New York City Fire Department (FDNY) in the House to night! Thank you to Commissioner Cassano and the FDNY family.



Photos by Natalie Greaves



Photos by Natalie Greaves

House of Kooser

It was a pleasure and great honor to roll out the red carpet and extend our own hospitality to Greg Kooser and Suzanne Goldberg of House of Kooser! A new national partner affiliated with Ronald McDonald House Charities, House of Kooser's brand of luxury boutique hotels are renowned for the high standards in guest accommodations.



Kevin Morahan

Jill Hennessy

Whether visiting with her husband and two adorable sons or passing through with her guitar, actress/singer Jill Hennessy's star power is undeniable. Joining us for a set after dinner, the highlight of the evening was hers and our residents' edition of "Let it Go" from Disney's Frozen, the "Hokey Pokey" and "Twinkle, Twinkle Little Star."



Photos by Natalie Greaves

Greek Walkathon Kickoff

The Greek Division's annual walkathon is off to a strong start under the leadership of co-chairs Nicolas Bornozi & his wife Marie Konstance-Bornozi! The group held their kickoff event this spring to begin raising funds for the "Marathon of Love," held in honor of the late Greek Division Founder Niki Sideris. Also present that evening was newly named Chairman of the Greek Division, Michael N. Bapis, partner and managing director of the Bapis Group at HighTower.

Make Your Own Pizza on Monday Night

Our Monday night team did an awesome job with "Make your own pizza night!"



Photo by Kevin Morahan



Hole in the Wall Gang Camp

With the help of our partners, Ronald McDonald House New York is able to meet the unique needs of our families wherever they are in the treatment process. Our partnership with The Hole in the Wall Gang Camp is a perfect example of how our teams work seamlessly to provide our families with a fellowship and enrichment experience like no other. The brainchild of revered actor Paul Newman, Hole in the Wall Gang Camp's mission is to help children battling serious illnesses experience the joys of childhood.

Each spring, up to 12 families (including siblings) sign up for a busy weekend at the organization's residential camp center in Ashford, Connecticut. Families stay in dormitory-style rooms and are served hot meals as well as Newman's Own-brand snacks.

Prior to visiting the camp, each family undergoes a health screening by the Hole in the Wall Gang Camp staff to assess their specific medical needs, and to ensure that the appropriate support will be available on-site in the camp's infirmary.

From their Friday arrival to Sunday departure, our families are treated to non-stop encouragement as they embrace the powerful act of living in the moment. With the help of a "Family Pal," Ronald McDonald House New York guest families spend the weekend navigating the indoor camp fire event,

arts & crafts activities, fishing on the lake, mini-golf, archery, the music studio, a 24-ft. rock wall, ziplining, a wheelchair accessible tree-house and much more.

On Saturday evening, families perform for their friends during "Stage night" with original skits and other works inside of the Hole in the Wall theatre.

A weekend of fun for all ages, we are grateful to our partners at the Hole in the Wall Gang camp for their extraordinary attention to detail and for always lifting our families' spirits at a time when it's needed most. ■



Giving News: Hope and Healing Society

Ronald McDonald House® New York is pleased to introduce the Hope and Healing Society, a membership society that encourages purposeful giving on multiple levels. With a minimum annual donation of \$10,000, Hope and Healing Society members form a vastly enriching partnership with the Ronald McDonald House via the rewarding work that their contributions allow us to do on behalf of our families.

More than simply just a monetary donation, Hope and Healing Society members also have the additional option of giving more of their resources in support of our families. Whether sponsoring a dinner, hosting a day of service, sponsoring a room or hosting a special event, society members work hand-in-hand with Ronald McDonald

More than simply just a monetary donation, Hope and Healing Society members also have the additional option of giving more of their resources in support of our families.

House New York staff and volunteers to provide an engaging and supportive experience when they need it most.

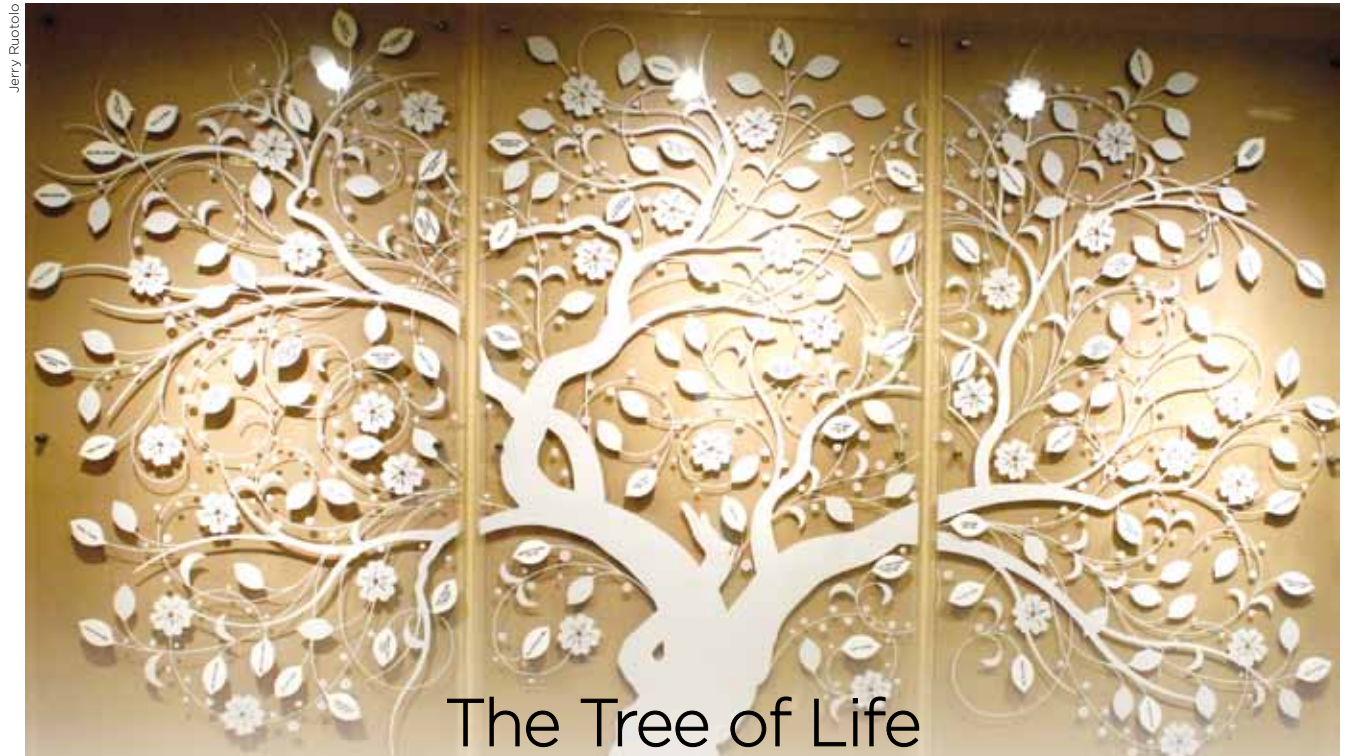
Through an annual giving commitment, members of the Hope and Healing Society provide lasting support to the House. Hope and Healing Society

members are included in House updates and receive recognition to honor their generous support. Most importantly, members have the satisfaction of knowing that they play a key role in providing compassion and strength for children with cancer and their families.

Here are the membership levels:
Partners in Hope\$10,000 – 34,999
1978 Founders Circle \$35,000 – 99,999
Leaders Circle.....\$100,000 – 499,999
President's Council ...\$500,000 – 999,999
Chairman's Council ..\$1,000,000+

For more information or to find out how you can join, please contact Nikki Soteropoulos Margarites at 212-639-0207 or via email at nmargarites@rmh-newyork.org. ■

Jerry Ruotolo



The Tree of Life

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

The financial support generated for Ronald McDonald House New York from The Tree of Life enables us to offer

more than just a place to sleep when families travel to New York City for their child's cancer treatment.

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. ■

Event Highlights

20th Annual "Skate with the Greats" Raises \$1 Million

There's very little that can rival the magic that happens when the NHL's legendary New York Rangers hit the ice; especially when it's in celebration of the annual Skate with the Greats charity event to benefit Ronald McDonald House New York. In its 20th year, Skate with the Greats once again took place on Friday, January 17th at New York City's famed Rink at Rockefeller Center, raising more than \$1 million.

Originally established with the support of alumni greats and longtime volunteers Rod Gilbert and Brian Leetch, the event included Ron Duguay, Pete Stenkowski, Nick Fotiu, Adam Graves, Ron Greschner, Stephane Matteau, Brian Mullen, Gilles Villeneuve, and Mike Richter also joined the families and supporters of Ronald McDonald House New York for the event. The Rangers participation is made possible through a partnership with the Garden of Dreams Foundation, a non-profit charity that works closely with the Rangers and all areas of Madison Square Garden to make dreams come true for children facing obstacles.

This year's lead sponsor was RBC Capital Markets, with additional sponsorship from Garden of Dreams Foundation, Brookfield Office Properties, Bloomberg, Zurich, PwC, Coatue Capital, Mutual of America, Sanford C. Bernstein & Co, LLC and Steven Bensinger.

"Giving back to the community is ingrained in RBC Capital Markets' corporate culture," said Deborah Freer, U.S. COO of RBC Capital Markets. "RBC's partnership with Ronald McDonald House has spanned seven years and our investment in the House goes beyond Skate with the Greats, taking on a much more personal element."

Attendees enjoyed ice skating with the Rangers on the iconic Rockefeller Center rink; a live and a silent auction with much sought-after sports memorabilia, concluding with an autograph session with some of their favorite Rangers players.



1. Ron Duguay with a young fan. 2. RBC Capital Markets' young superstars receive special jerseys. 3. RMH-NY Leadership. 4. Jerry de St. Paer, Steven Bensinger and guest. 5. William Sullivan with E. Randall Closer and James Flanagan. 6. Ronald strikes a pose with our "greats" including Olympian Sarah Hughes 7. RMH-NY families enjoyed their night on the ice with the NY Rangers!

Photos by Chris McTerney and David Lang

Photo Flashback: On Friday, November 4th, 2011, our friends at the New York Rangers Organization, Garden of Dreams Foundation, RBC Capital Markets, the Heller Foundation, Zurich, The International Securities Exchange and the National Hockey League Cancer Fund were on-hand for the ribbon cutting ceremony to announce the opening of our Rangers Room.



From top to bottom: RMH-NY leadership with Rod Gilbert and Brian Leetch; the ribbon cutting moment; RMH-NY guests enjoying the Rangers room.

Volunteer Recognition Dinner

The volunteer recognition dinner was once again held last November at the New York Athletic Club, celebrating the work of the many dedicated individuals who give of their time and resources in support of our families. RBC Capital Markets and the NYPD were both named as recipients of the Distinguished Community Service Awards. Board members Richard O'Reilly, MD and Shelly Friedman were also presented with awards for 30 years of service. Our special guests for the evening were Ronald McDonald House New York founders Fred and Fran Hill, who gave an inspiring word to the audience.



From top to bottom: RMH-NY recognizes the NYPD; RMH-NY recognizes RBC Capital Markets; RMHC founders Fred and Fran Hill with William T. Sullivan; RMH-NY recognizes board members Shelly Friedman and Dr. Richard O'Reilly for 30 years of service.

Photos by John Jeff Tong

Event Highlights (continued)



Above: Power of the Purse committee members. Below: donated purses for auction.

Power of the Purse

Board members Terry Bovin, Judy Gilbert and Candace Leeds along with committee members Jodi Applegate, Judy Bedol, Maria Elena Christiansen, Nancy deBrito, Debbie Freer, Suzan Kremer, Kellie Marsalli, Jane Ponterelli, Alyse Ruth, Jan Sadow, Kim Standish and Andrea Wernick hosted 85 attendees at the “Power of Your Purse” donation event. Held at beautiful midtown hotspot “Harlow,” the fundraiser allowed some of New York City’s most stylish women to donate their gently used items for donation at a later date. More than 112 purses were collected. Ms. Applegate, a broadcast journalist and former WPIX anchor, hosted the function, which also included an appearance by Real Housewives of New York reality star Ramona Singer.



Photos by Natalie Greaves

Children’s Happy Faces Foundation Casino Night

The third annual Casino Night held by Children’s Happy Faces Foundation at Fino Wall Street raised more than \$46,000. With 175 people in attendance, the event featured a Texas Hold’em-style poker tournament, blackjack tables, roulette wheel, silent and live auctions, a live jazz quartet, open bar, chair massages by Oasis Day Spa, Fur Show by ‘Not Just Mink,’ a cigar hand-out by Macanudo Cigars, all topped off by a sumptuous feast provided by Fino Wall Street. Funds from the event will help to support programming events for Ronald McDonald House New York families.



Thanks to all attendees, sponsors and volunteers who made casino night a success!



Photos by Hassan Banks

Calendar of Events

Save the Date

Marsh-Hudson National Golf Tournament

Tuesday, June 10, 2014
Registration: 10:30AM
Shotgun: 12:30PM
Hudson National Golf Club
40 Arrowcrest Drive
Croton-on-Hudson, NY

Graphic Arts Industry Event

Tuesday, June 17, 2014
6:00PM to 8:00PM
Ronald McDonald House New York - Macy’s Living Room

Team Ronald Annual “Heroes” Event

Tuesday, June 17, 2014
6:00PM to 10:00PM
Guastavino’s
409 East 59th Street, NYC

Macy’s 5K Walk Benefitting Ronald McDonald House NY

Saturday, June 21, 2014
Manhattan

“Builders of Hope” Construction Industry Event

June 25, 2014
6:00PM to 9:00PM
Ronald McDonald House New York — Macy’s Living Room

Fifth Annual Celebrity Golf Tournament at Baltusrol Golf Club

Monday, July 21, 2014
Baltusrol Golf Club, Springfield, NJ

NYC Triathlon

Sunday, August 3, 2014
5:15AM
New York City

Third Annual Angel On A Leash Family Fun Dog Walk

Saturday, September 20, 2014
10:00AM
Carl Schurz Park

Team Ronald Annual “Heroes” Event

Tuesday, June 17, 2014 • 6:00 p.m.

The love and dedication of our volunteers are vital factors in the success of Ronald McDonald House New York. These extraordinary individuals — now 750 of them — gather together one evening each year to celebrate their shared experience and to raise additional funds for activities for children and families at the House. This year’s gathering will feature a silent auction, raffle, dancing, open bar and food provided by Tony’s Di Napoli. Bruce Dimpflmaier, general manager of Tony’s, is chair of the event. For tickets and additional information, contact Terri Eggers at tegggers@rmh-newyork.org or (212) 639-0618.

Fifth Annual Celebrity Golf Tournament at Baltusrol Golf Club

Monday, July 21, 2014 • 9:30 a.m. Registration

Baltusrol Golf Club will serve as the new location for our fourth annual apparel industry golf outing. Participating foursomes from the industry will enjoy a day of golf alongside notable sports and entertainment celebrities at the site of seven U.S. Open events and the fifteenth USGA national championship. The event will be led by Chairman Richard Wurtzburger and sponsored by Peerless Clothing, Tharanco Lifestyles, PVH, Golf Digest Magazine, Ross Stores, GIII, Macy’s, Bonton Stores. For more information, please contact Director of Special Events Karen Kirk at 212-639-0130, or kkirk@rmh-newyork.org.

NYC Triathlon

Sunday, August 3, 2014 • 5:15 a.m.

From the kickoff to event day, we 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 NYC Triathlon. For its third year, the triathlon team will be led by board Vice Chairman Tina Lundgren. To learn more about how you can be a part of that team, please contact Director of Special Events Karen Kirk at 212-639-0130, or kkirk@rmh-newyork.org.

Third Annual Angel On A Leash Family Fun Dog Walk

Saturday, September 20, 2014 • 10:00 a.m.

Join us for a day to support therapy dogs and the courageous children who love them. Hosted by David Frei, voice of the Westminster Kennel Club Dog Show, and Cat Greenleaf, Emmy award-winning journalist and host of NBC’s “Talk Stoop.” This fun-filled event is a 2k walk open to the public, with proceeds from funds raised going to support children battling cancer, and the therapy dog teams that bring smiles to their faces on a daily basis. There will be raffle baskets and prizes for the best dressed big dog and the best dressed little dog. Participants must be registered walkers and in attendance to win. For more information, please contact Chaplain Cheryl Frei at 212-639-0617, or cfrei@rmh-newyork.org.



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Save the Date for



RONALD MCDONALD
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Team Ronald
HEROES
2014 Volunteer Event

Tuesday, June 17, 2014
Guastavino's

For tickets and information, please visit
www.rmh-newyork.org/team-ronald-mcdonald