

Around the House

The Magazine for Ronald McDonald House New York. Volume 9, Issue 4



RONALD MCDONALD
HOUSE® NEW YORK



Thoughtful transition of leadership

Fall 2014

Contents



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On the cover: Tina Lundgren has been elected chairman of the board of directors. Harris Diamond has been elected chairman-elect. (l. to r.) Kenneth G. Langone, Tina Lundgren, William T. Sullivan, Stanley B. Shopkorn and Harris Diamond. Photo by Charles Manley.



Ronald McDonald House New York provides a temporary "home-away-from-home" for pediatric cancer patients and their families. The House is a supportive and caring environment which encourages and nurtures the development of child-to-child and parent-to-parent support systems. Ronald McDonald House New York is the largest facility of its type in the world.

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President's Letter

Dear Friends,

After eight years serving as Chairman of our board of directors, Stanley B. Shopkorn has stepped down from the position. As a result of a careful and thoughtfully planned transition process, the board voted to name Vice Chairman Tina Lundgren to become our new chairman, while also implementing a term limit process for the position. Vice Chairman Harris Diamond has been named as the chairman-elect, to begin his term in 2017.

Mr. Shopkorn's leadership has led to extraordinary results for our organization, with increased awareness of our mission in ways that we previously could not have expected. During the most turbulent financial times, his steady confidence in our ability to weather the storm has led to new opportunities for growth.

In addition to Mr. Shopkorn's transition to the position of chairman emeritus, we also saw a change in the ranks of our volunteer teams. The evening team leaders of Team Ronald have ended their terms, and new team leaders have been selected to serve each night of the week.

Now in its third year, our Parents' Pantry is still going strong and evolving in new ways. This issue of *Around the House* highlights the thoughtfulness of a group of high school children who raised awareness and funds for the House via their "Kids Stock the House" drive in the Hamptons.

Each year, families from more than 30 countries visit Ronald McDonald House New York and in this issue, you'll meet some of the very special people from China who have touched our lives in a very big way.

Our Camp Ronald summer camp program featured a record number of day trips and opportunities for discovery both in the local community, as well as within our very facility! We are grateful to our many sponsors who helped to make that experience a reality.

Through our celebrity golf outing, triathlon, dog walk and even our block party, our events season proved that there's always a fun and exciting way to help the families at Ronald McDonald House New York. This year has led to a very successful season and for that, we thank you.



As we head into the holiday season, we hope that you'll consider supporting our Share a Night campaign, and also joining us on December 4th for our annual house lighting event at 5:30 p.m.

Please join me in thanking Mr. Shopkorn for his incomparable leadership, and for giving so generously of his heart, soul, resources and vision to our mission. A forever friend to the Ronald McDonald House of New York City and the families that it serves, we thank him immensely for his service.

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

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 wucudjoe@rmh-new-york.org.

For the Children

- Baby powder
- Baby wash
- Baby Lotion
- Baby Shampoo
- Diaper Rash Cream (A&D Ointment, Desitin)
- Kids' Body wash

For the Teens

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

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 to local attractions: circus, bus tour, landmark day trip

For the House-Ongoing

- Paper goods: cups, plates, napkins
- Paper Towels
- 100 Swiffers and dry replacement pads
- Clorox or Lysol wipes
- Lysol Disinfectant Spray
- Copy paper
- Oven mitts
- Hand sanitizers
- 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 wucudjoe@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

Arts & Crafts

- Glow in the dark lanyards
- Glitter glue sticks
- White and Color oak tag
- Oil cloth for tables
- Scrapbook materials & add-on decorations
- Crayola color wonder paper and markers
- Drop cloths for tables
- Feathers
- Glitter glue
- Glue guns and glue sticks
- Glue dots
- Googley Eyes
- White drawing paper
- 8½ 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
- 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)

Family Support/Hospital Outreach Programs

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.

Navigation Welcome Bags:

- Coloring books
- Puzzle books (Sudoku, cross words etc.) for all ages
- Card and travel games for all ages
- Plush socks
- Travel size toiletries, wipes and tissues for moms and dads
- Personal size hand sanitizers
- Granola snacks and pretzels

Bedside Program:

- Local community chain gift cards
- Personal grooming sets for moms and dads
- Cold facial compress
- Wet wipes

Wellness program:

- Gift certificates from local spas & cosmetic companies for makeovers, massage, manicures and other services.
- (1) Massage Chair
- Organic massage oils, lotions or gels
- Professional or spa quality blow dryers, curling irons & flat irons

What's New at Your House?

Parents' Pantry

Kids Stock the House

For three years, the Parents' Pantry program has steadily grown, serving as a source of nourishment and relief for parents concerned about the additional expense of grocery staples while caring for their sick child. Through the generosity of local schools, student groups and others, non-perishable food, paper goods, toiletries and other necessities are available free of charge to our families. Unfortunately, the advent of summer vacation meant that donations would come to a standstill.

We are thankful for the thoughtfulness of a group of students from a dozen schools throughout the Southampton, Long Island, area who organized a "Kids Stock the House" fundraising drive to keep the pantry stocked throughout the summer. The group conducted their fundraising drive at the 7-Eleven on Route 27, taking advantage of the vacation season to raise awareness about the House's mission. Students from St. Anthony's High School, Hampton Bays, and Center Moriches, participated in the project, helping to spread the word via social media and texting.

"Kids Stock the House" representatives visited the House over the summer to present board member Terry Bovin and

House Operations Director Wini Cudjoe with a check for \$1,000. After the check presentation, they received a tour of the House to see just how their hard work would help our families.

"The kids had great fun fundraising and they felt empowered knowing that they were actually stocking your pantry," said Donna C. Oliverio, founder of the "Kids Stock the House." "I sat on the sidelines and smiled to myself. The kids themselves made fundraising into a friendly competition with themselves, trying to beat the total that they had raised the previous week."

To the young leaders out in the Southampton area who executed a tremendous effort on behalf of our families, we are grateful.

Duane Reade & Food Emporium

The Parents' Pantry program would also like to acknowledge Duane Reade on Lexington Avenue and East 61 Street, a long-time supporter of the House, for allowing us to conduct a one-day drive which filled multiple large bags with supplies, and raised over \$300 from customers. Food Emporium on First Avenue and East 71st Street also provided us with \$25 worth of groceries for the Pantry, as well as gift cards for our families. ■



Members of "Kids Stock the House" visited Ronald McDonald House New York and presented board member Terry Bovin and Operations Director Wini Cudjoe with a check for \$1,000.

Spotlight on Your Board

Farewell to Mr. Shopkorn

This October, Stanley B. Shopkorn passed the gavel as chairman of our board of directors to Tina Lundgren, who previously served as vice chairman. Mr. Shopkorn joined the board 17 years ago, and began serving as chairman in 2006. In that time, he has led the organization through tumultuous financial times toward a point of stability and growth.



Mr. Shopkorn coaches Antoinette Fabian during the gala.

With the support of his wife Tracy and son Maxwell, Mr. Shopkorn has given generously of his time and resources to further establish an environment intended to provide a wealth of warmth and comfort to families when they need it most. Through his work, we've seen our leadership grow and diversify, and our endowment increase to accommodate our very important

work raising awareness and funds in support of our families.

Mr. Shopkorn has been a dedicated steward of the Ronald McDonald House mission. Each of the leaders that has joined the organization as a member of our board applies the same level of careful attention and commitment that they apply to the leadership roles within their day-to-day lives.

"Stanley Shopkorn is a person that leads by example, and he is a very, very giving individual. I have been very fortunate to work with him because I have learned so much from him. The exciting thing is that he has agreed to continue to work with the board as our Chairman Emeritus," said William T. Sullivan, president & CEO.

Changes and Transitions

Following the financial downturn of 2008, Ronald McDonald House New York began to work more closely with supporters in the retail community. As the financial sector that primarily supported the House found itself in turmoil, our relationships with companies including Calvin Klein, Jones Apparel Group, Inc., Peerless Clothing, and Warnaco grew stronger. Events such as Make a Difference Evening became a reality, bringing the stars of Fox TV's "American Idol" home to our very own living room for an intimate evening with our friends and resident families.

Mrs. Lundgren joined the board in 2007 and her involvement with the House breathed new life into our operations in other ways. The Macy's Living Room became a new space, reimagined



Tracy, Maxwell & Stanley Shopkorn at the 2014 Gala.



Stanley B. Shopkorn
Chairman Emeritus

to become a more relaxing place after a long day of treatment, or simply to entertain guests. In 2009, she raised more than \$100,000 as a member of the Team Ronald marathon team.

As more people became involved with the House from these two vibrant lifelines of our great city, there became increased awareness about our very important work on the Upper East Side supporting families battling pediatric cancer.

Building a Legacy and a Future

During Mr. Shopkorn's tenure, the Long Range Planning Committee was created and a second location was scouted to accommodate more families seeking treatment in New York City. By 2012, those plans had evolved thanks to the guidance of Vice Chairman Harris Diamond, and Ronald McDonald House New York began providing services to families receiving treatment at partner hospitals, as well as city hospitals. The three-pronged approach to support provides navigation support to families traveling to New York City for the first time, family support for resident families with extended in-patient needs, and programs and services to families staying with the city limits who would be considered ineligible to stay at their

Tina Lundgren Elected Chairman of the Ronald McDonald House New York Board of Directors

McCann Worldgroup Chairman & CEO Harris Diamond Named Chairman Elect; Will Assume Position in 2017

New York, October 8, 2014 – Ronald McDonald House® New York today announced that Tina Lundgren has been elected to serve as chairman of its board of directors. Mrs. Lundgren will succeed Stanley B. Shopkorn, managing director of Hilltop Park Associates LLC, who has served as chairman since 2006. Mrs. Lundgren will serve for a term of three years.

“We are very grateful to Stanley Shopkorn for his dedicated and faithful service toward furthering our mission. As a result of his stewardship, the Ronald McDonald House of New York City has expanded its budget as well as its service offerings to help families in ways that were previously unimaginable,” said William T. Sullivan, president & CEO of Ronald McDonald House New York.

“Tina Lundgren’s influence across the retail and apparel industries, as well as throughout her personal network has helped to raise more than \$10 million in support of House operations,” said Mr. Sullivan. “In addition, countless hours of community service were logged by volunteers who have provided meaningful experiences for our families. Her role as chairman will help to usher in a new era for the Ronald McDonald House as we work to provide greater access to care for families battling serious illnesses worldwide as well as within city limits.”

Mrs. Lundgren joined the Ronald McDonald House New York board of directors in 2007. A published author of numerous works about marketing, branding and business strategy, she has demonstrated her commitment to the House in various roles, including as board vice chairman and triathlete. Mrs. Lundgren received her Masters of Business Administration from The Fisher College of Business at The Ohio State University. She also serves as Vice Chair of the board of Figure Skating in Harlem, and is a World Figure Skating Judge.

The Ronald McDonald House New York board of directors also voted to name McCann Worldgroup CEO Harris Diamond as Chairman-Elect, who will succeed Mrs. Lundgren in 2017. A member of the board since 2006, he has served as vice chairman, as well as chairman of the organization’s Long Range Planning Committee. Through that committee’s very important work, Mr. Diamond will continue to lead expansion efforts to provide more support services to families within the facility, as well as within partner hospitals throughout the city.

About Ronald McDonald House New York

Ronald McDonald House New York provides temporary housing for pediatric cancer patients and their families in a strong, 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. The House can accommodate 84 families, and it is filled to capacity almost every night. The House’s location in Manhattan, in close proximity to 19 major medical and cancer treatment centers, draws children and families from across the country and the world, as well as from the metropolitan New York City area. Since its founding, more than 30,000 families have stayed at Ronald McDonald House New York. For more information, visit www.rmh-newyork.org.



Mr. Shopkorn with Jesse Cole, chairman of our Board of Associates and RMH-NY board member.

local Ronald McDonald House. The program became an immediate success and continues to thrive and expand.

Mr. Shopkorn’s vision also led to the creation of our Board of Associates, a non-policy making group of young professionals committed to philanthropy and the mission of the charity. Now in its third year, the group has raised more than \$1.5 million and given countless hours of volunteer service in support of Ronald McDonald House New York families.

Looking Forward

As a result of a carefully executed planning process that took more than a year, the board’s nominating committee, led by Kenneth G. Langone, recommended a three-year-term limit for the position of board chairman. A chairman-elect position was also created to ensure a continuous six-year term of leadership. As Chairman-elect Mr. Diamond will continue his work leading the Long Range Planning Committee, which has been re-named the Strategic Planning Committee.

We are tremendously grateful to Mr. Shopkorn for joining the Ronald McDonald House New York board of directors, taking up our mission, and recruiting the necessary talent to assist in the organization’s evolution into what many have called “the world’s house.” ■



35th Anniversary celebration.

Spotlight on Volunteers

As of October 1, 2014, Ronald McDonald House New York welcomed one new Team Leader to each evening team serving as a part of Team Ronald. Please join us in supporting the following volunteers in their new roles at the House:

Monday: Ian Lundahl

Tuesday: Barbara Duemesi

Wednesday: Amy Bjork

Thursday: Bryan Auld

Friday: Stephanie Koutsares

Saturday: Chris Balazs

Sunday: Ben Willig

We would like to sincerely thank all of the Team Leaders who have stepped down for their years of dedicated service. Thank you for not only inspiring your teams, but for creating a home for all of the special children and families who walk through our doors. Your incredible efforts and positive attitudes created a wonderful home-away-from-home atmosphere for the children and their families as they undergo treatments. We look forward to your continued support of the House for many years to come.

- Karen Van Vleet (Monday Night Volunteer since 2004)
- Elaine Louis (Tuesday Night Volunteer since 2005)
- Anne Lekow (Wednesday Night Volunteer since 2000)
- Allison Bergman (Thursday Night Volunteer since 2002)
- Steve Simon (Friday Night Volunteer since 1998)
- Simba Dutt-Mazumdar (Saturday Night Volunteer since 2007)
- Lynda LaMonte-Garmong (Sunday Night Volunteer since 1994).

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

American Express

AOL

Banana Republic

Ben Bay Kiwanis

Bloomberg

Bloomindale’s

Blue Bird Childcare Agency

Board of Associates

Brooklyn Tabernacle Church

Calvin Klein

Carlito’s Wish Foundation

Central Synagogue

Dallas BBQ

Dartmouth Alumni Association

Day 9 Consulting

Dechert LLP

Eisai Co.

Experian Marketing Services

EZE Software

Franklin Equity Group

GE Capital

Fleet Services

Godiva Chocolatier

Haddad Brands

House of Kooser

Hunter College

InterContinental New York Times Square

International Securities Exchange

ITG

KPMG

Lenox Advisors

Leukemia & Lymphoma Society Team

in Training

Macy’s

Make a Wish Foundation

Mapleton Kiwanis

Miss Violet’s

Morgan Stanley Fund Services

Neuman’s Catering

NY Junior League

NYC Young Professionals Kiwanis Club

Old Navy

Peace of Heart Choir

Project Sunshine

PVH Corp.

Ritz Carlton

Ronan Thompson Foundation

Rotaract Club of the United Nations

Royal Bank of Canada

Sanford C. Bernstein

SaxBST

SEB

St. Stephen’s of Hungary

St. Vincent de Paul

Stanford Alumni

Temple Emanu-El

The Carlyle Group

The Nielsen Company

Tony’s DiNapoli

Toy Industry Foundation

Univision

Vigoss USA

West End Kiwanis

YES! Network

Zurich Insurance Group

Family Profile

In 2013, Ronald McDonald House New York served as a home-away-from-home for families from 34 other countries. In the past year or so, families from China began making their way to the House for lifesaving treatment that would help their toddlers and pre-schoolers, seeking treatment for illnesses that include retinoblastoma and neuroblastoma.

Their presence has brought a new level of excitement to the Ronald McDonald House, as we soon found ourselves with a dining room full of inquisitive and exuberant children, the majority of them in their “terrific twos.” The parents also adjusted very quickly to life in NYC, bringing the nuances of their traditional Chinese communal lifestyle to the House.

“The house promotes peer-to-peer support and bonding, and it’s even more important when you’re coming from a different part of the world with different cultural norms,” said Chaplain Cheryl Frei, director of Family Support. “With all of the families together from mainland China, cooking in the kitchen, parents are connecting and sharing ingredients, which soon leads to sharing stories about their travel, about their hospital experience, and about how their children are healing and developing. It builds a sense of community and a sense of comfort and well-being.”

To accommodate the families, our Family Support department coordinated regular trips to visit Flushing in Queens, so that the families might enjoy the sights and sounds and comforts that they were

familiar with. Our Chinese residents also participated in this summer’s Camp Ronald experience, and continue to acclimate to life at the House day-by-day.

“If the caregiver is okay and comfortable and well-cared for, then the child immediately picks up on that and feels safe, secure and comfortable. This child will carry on in a new sense of normalcy without missing a step,” added Chaplain Frei.

As the children have grown with us, we’ve grown with the families as our two cultures have blended together to form a very unique new home. ■



Clockwise from top left:

Zelin Wang, 2½, is with us from Nanying City with his mother.

Ji Keyin, 1½, is here for treatment from Jinhua City with her parents.

Ziyi Li, is 2½. She and her parents have joined us from Xiamen, Fujian China.

Zining Ye, 1, is here with her parents from the Red Shing Community.

Baby Ran Gao, 1, is celebrating her first milestones while here with her parents.

Huaicheng Zhang from Tianjin is 3½ and exudes bundles of energy.



Photos by Natalie Greaves



Our Chinese guests enjoyed the joys of summer in New York City as a part of Camp Ronald.

Photos by Charles Manley

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.



Ronald McDonald House Charities New York Tri-State Area Scholarship

Congratulations to the winners of this year’s Ronald McDonald House Charities Tri-State area scholarships. For the first time, the awards luncheon was held at RMH-NY. The 2014 RMHC/GENERAL SCHOLARS Award recipients are:

- Giacomina Bonello, who will attend New York University;
- Magdalena Kepa, who will attend Stevens Institute of Technology;
- Nancy Lin, who will attend Sophie Davis School of Biomedical Education;
- Taylor Moss, who will attend the College of the Holy Cross; and
- Tara Tardino, who will attend Cornell University.



RMH-NY’s Richard Martin Becomes Rotary President

We are pleased to announce that our Director of Development Richard H. Martin has officially begun his term as president of the Rotary Club of New York. Sixty-six Rotarians and guests were in attendance to celebrate the occasion as Mr. Martin reaffirmed his vision to strengthen the club’s impact in the local community through service projects.

Dinner with Univision

Nothing spells love like a home cooked meal after a long day of treatment. Thanks to Univision for their thoughtful and carefully planned dinner, which they also served to our families.



Polished Girlz Come to NYC!

At just 14-years-old, Alanna Wall has become a national sensation thanks to her Polished Girlz organization, which visits special needs children at hospitals and medical centers to provide nail polish experiences for patients and their families. While in town from Ohio to participate in the Raul Penaranda show during New York Fashion Week, the Polished Girlz visited to provide a night of pampering for our families.



Bloomberg’s Superheroes

Dinner with your favorite superhero is pretty spectacular to a young cancer warrior. Thanks to our friends at Bloomberg, that became a reality this summer. To top off the evening, board member Raymond M. Tierney and his wife Diane were somehow able to get Batman and Catwoman to make an appearance!



Danny Jacobs/Showtime Invites RMH-NY To Fight Night

On Saturday, August 9, 2014, WBA Middleweight World Champion Danny “Miracle Man” Jacobs invited RMH-NY guests Mary and Cody Byrnes to be his special guests during the boxer’s most important fight, to win the middleweight championship. The fight, which was televised live via Showtime, highlighted Mr. Jacobs’ own fight against osteosarcoma and his triumphant return to the ring just two years after being paralyzed.

Community Snapshots (continued)

New York Red Bulls Visit Kicks Off CCAM

The New York Red Bulls soccer team kicked off their 11 Days of Service in September, coinciding with our kickoff of Childhood Cancer Awareness Month, by visiting with families at Ronald McDonald House New York. Thank you to players Luis Robles, Kosuke Kimura, Eric Alexander, Chris Duvall, Eric Stevenson, and the Red Bulls team management for the experience.



Photos by Natalie Greaves

Wellness Night with the Peninsula Spa

Our monthly integrative wellness event was taken to another level thanks to the support of the practitioners at Peninsula Spa. Providing reflexology, yoga, face and neck massages, mini facials and more, our moms were given a little respite from the daily stress of battling cancer.



Photos by Natalie Greaves

Programs — Postcards from Camp Ronald

On Monday, July 7th, Camp Ronald McDonald kicked off with a bang for its six-week program serving all patients, siblings and parents. This year's camp program saw 110 participants including residents at Ronald McDonald House New York, as well as families receiving treatment at partner hospitals who joined us via our hospital outreach program. Camp personnel facilitated a record number of day trips as well as special planned activities (including pop-up restaurants and scavenger hunts!) within the facility.

We would like to thank our sponsors who helped to make this year's Camp Ronald event so spectacular:

- Archie Comics
- Brynwood Country Club
- Craft Studio
- Disney Theatrical Group
- Downtown Boathouse
- Elmwood Country Club
- Hampshire Country Club
- Hole in the Wall Gang Camp
- IPG
- Maison Kayser
- Marilyn Jean Charters
- Neuman's Catering
- New York Athletic Club Travers Island
- On Location Tours
- Christmas in July with the Simeone & Stabile families
- Uber



Photos by Natalie Greaves

Giving News — Share a Night

When a child is diagnosed with cancer, their family's lives are turned upside-down. Many times, the child must travel far from home for specialized treatment in New York City. This places even more stress and financial hardship on an already burdened family.

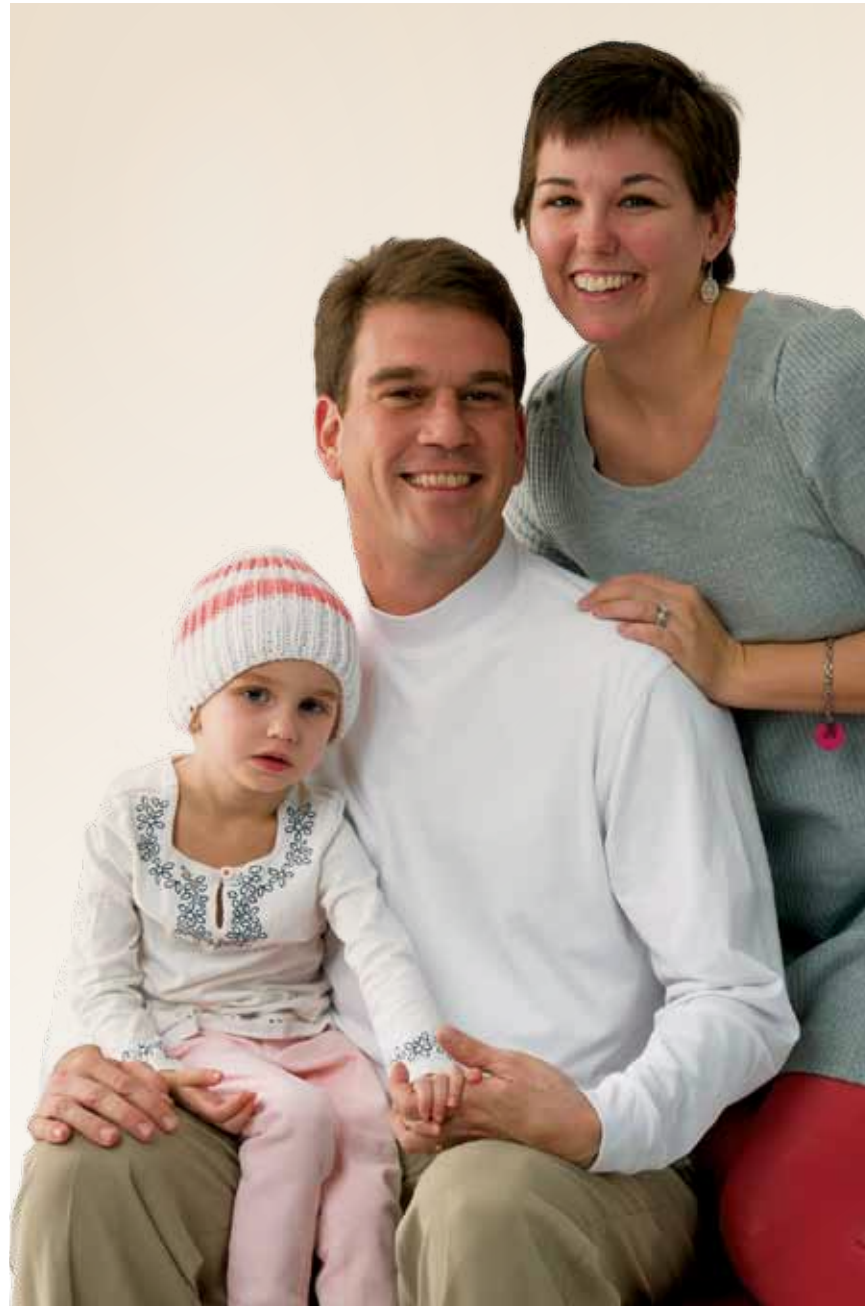
That's why Ronald McDonald House® New York opens our doors to seriously ill children and their families. We welcome families from all over the United States and the world when they must travel to New York for their child's life-saving treatment. Our House offers them a place where they can stay together, and find all the love and support they need to fight pediatric cancer together!

Can you imagine if Ronald McDonald House didn't exist? Many families would find that they simply can't afford to stay in an expensive hotel in the city. For them, having a safe, clean, and affordable place to stay in New York makes their life-saving trip possible.

Join the Share a Night Campaign

Help us to provide the best possible care for the families that depend on Ronald McDonald House New York. Please support the Share a Night Campaign.

By joining the Share a Night Campaign, you can help to relieve families of some of that burden by sharing the cost of their stay at the House. Families are asked to contribute just \$35 per night's stay — a fraction of the actual cost of \$295 per night. No family is ever turned away due to their inability to pay. To give to the Share a Night Campaign, please contact Nikki Margarites, Director of Major Gifts, by calling 212-639-0207, or emailing nmargarites@rmh-newyork.org. ■



GIVE THE GIFT
of Family

Event Highlights

Fifth Annual Ronald McDonald House® Celebrity Golf Outing Raises \$675,000 To Help Families Battling Childhood Cancer

Ronald McDonald House® New York hosted the fifth annual celebrity golf tournament held at the Baltusrol Golf Club in Springfield, NJ, to raise \$675,000 for children battling pediatric cancer with renowned athletes in attendance, including: former New York Giants running back O.J. Anderson, New York Yankee power hitter Cecil Fielder, New York Rangers winger Brian Mullen, middleweight boxer Daniel "Miracle Man" Jacobs, and many more.

The event was led by Chairman Richard Wurtzburger, vice president of Peerless Clothing; and committee members Frank Tworecke; Allen E. Sirkin; David Sirkin, president of PVH-Neckwear; Morris Goldfarb, chairman & CEO of G-III Apparel; Jeff Kantor, chairman of Macy's.com; Peter Hunsinger, president and publisher of Golf Digest; Keith Goodman, vice president of Ross Stores; Brendan Hoffman, president & CEO of Bon-Ton Stores and Michael Balmuth, vice chairman and CEO of Ross Stores, Inc.



Top: Celebrity golf participants. Middle: 2014 Celebrity Golf Tournament Committee members. Bottom: Boxer Danny Jacobs and NY Giants Alumni with the Medina family of New Mexico.

Third Annual Family Fun Dog Walk

This year's Angel on a Leash/Ronald McDonald House New York Family Fun Dog Walk was our most successful yet with 100 canine participants and their handlers. The event was hosted by David Frei, voice of the Westminster Kennel Club Dog Show, Cat Greenleaf, Emmy award-winning journalist and host of NBC's "Talk Stoop" and WPLJ's Cooper Lawrence. The event raised \$10,000. Thank you to all of the sponsors who gave of their time and resources in support of the event: AMC, Bark Place, Biscuits & Bath, Calling All Pets!, Costco, Exhale Spa, Foster & Smith, Furry Paws, Kong, Little L's, Petmate, Petstages, Rino Zecca, Un-Leashed by Petco, and the Yappy Treats Cart.



Thank you to our hosts, grand marshal, participants and sponsors.

Event Highlights (continued)

Children's Happy Faces Foundation

The Children's Happy Faces Foundation charity golf outing raised a record-breaking \$600,000 in support of Ronald McDonald House New York and the Make-A-Wish Foundation® of Hudson Valley. Now in its eighth year, the event has raised a total of over \$3 million.

Eighteen foursomes played at Trump National Golf Club, while 18 foursomes played at Hudson National Golf Club, as well as 28 foursomes at Sleepy Hollow Country Club. It was the largest combined showing to-date for the annual event with 264 golfers. Following a day of golf, foursomes at all three courses came together for the awards ceremony, auction and celebration, held in the Mansion at Sleepy Hollow Country Club.

In addition to Title Sponsor Century Management Services, the fundraiser was also supported by a number of notable organizations that included platinum sponsors Hercules Corporation and National Cooperative Bank; and gold sponsors Demar Plumbing Corp., Digital Realty Trust, Efficient Combustion & Cooling Corporation, Graphic Services Bureau, Morgan Stanley, Zurich Insurance; and Silver Sponsors Alex Dimitrief, Arthur J. Gallagher – Bollinger Insurance, Daniels, Norelli, Scully & Cecere LLP; NY Plumbing & Heating; and Bronze Sponsors Bargold Storage Systems, and Yonkers Fire Fighters Department Local 628; and Brass Sponsors Direct Energy, JAD Corp., Robert Derector Associates and the New York Association of Realty Managers (NYARM), our Scroll of Honor Sponsor, also contributed to the day's success.



Thank you to the participants of this year's Children's Happy Faces golf outing on three courses.

Photos by Hesson "Mini" Banks and Natalie Greaves

Team Ronald Triathlon 2014

They trained hard and conquered the grueling 1500 meter swim, 40K bike route, and 10K run that made up the NYC Triathlon. Led by board Chairman Tina Lundgren, the team raised more than \$200,000 in support of Ronald McDonald House New York.

Team participants included Macy's Chairman, President and Director Terry Lundgren, Mrs. Lundgren and team co-captains Laura Kirkpatrick, Julio Bolivar, Denise Ramirez.



Top left: Tim Adams and his wife at the finish line. Top right: team co-captains with William T. Sullivan and Terry Lundgren. Bottom left: John Ramirez with Tina & Terry Lundgren. Bottom right: Team Ronald Triathlon Team 2014.



Photos by Natalie Greaves

Calendar of Events

Save the Date

Light A Light, Share A Night Open House

Thursday, December 4, 2014
5:30PM
Ronald McDonald House New York

Greek Division Christmas Party

Monday, December 8, 2014
6:00PM
New York Athletic Club
180 Central Park South

David Yurman In-Store Cocktail Reception

December 11, 2014
6:00PM to 9:00PM
David Yurman Town House
712 Madison Avenue, New York, NY

Z 100-Jingle Ball

December 12, 2014
6:30PM doors open, 7:30PM Show
Madison Square Garden

Maritime Industry Event sponsored by General Maritime

Friday, December 19, 2014
Mashomack Preserve Club
7435 New York 82, Pine Plains, NY

Skate with the Greats

Early 2015
The Rink at Rockefeller Center

Light a Light, Share a Night

Thursday, December 4, 2014 • 5:30 PM

Ronald McDonald House New York will celebrate its annual "Light a Light, Share a Night" house lighting ceremony on Thursday, December 4th. It will be an open house to remember. With a nod to the city's generosity and its rich cultural roots, the evening's highlight includes the lighting of the Christmas tree, Hanukah menorah, and Kwanzaa kinara. For more information, Nikki Margarites, Director of Major Gifts, by calling 212-639-0207, or emailing nmargarites@rmh-newyork.org.

21st Annual Skate with the Greats

Early 2015

Join us in 2015 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. ■

Seventh Annual Block Party

The seventh annual block party raised more than \$67,000. Thanks to additional support from sponsors CCMP Capital, Duane Reade, Bareburger and Satellite Plumbing, the NYPD, Dade Paper, Fresh Direct, RBC Capital Markets, Cherry's Pharmacy and IGHL, the event saw hundreds of attendees who enjoyed rides, games, shopping, our "homestyle fare" cuisine, and a little bit of our Ronald McDonald House New York hospitality.



Thank you to the supporters of this year's block party!

Photos by Natalie Greaves



RONALD MCDONALD
HOUSE® NEW YORK

405 East 73rd Street, New York, NY 10021



www.rmh-newyork.org

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GIVE THE GIFT of Family

Join us at 5:30 p.m.
Thursday, December 4, 2014
to celebrate the culmination of the Share
a Night Campaign, commemorate our
36th anniversary, and light the holiday lights!



*“Staying here meant we were in a safe place
that understood our physical, mental, and
emotional needs.” — The Clarks*

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.