

Around the House

The Magazine for Ronald McDonald House New York. Volume 11, Issue 3, Summer 2016



RONALD MCDONALD
HOUSE® NEW YORK

*Families enjoy an evening
on the water with the
NYPD Harbor Patrol.*





Contents



10

- 1 Chairman's Letter
- 2 Staff List and Partner Hospitals
- 3 Calendar of Events
- 4 Spotlight on Your Board
- 6 Spotlight on Volunteers
- 7 Family Profile
- 9 Community Snapshots
- 12 Programs
- 13 What's New / Giving News
- 14 Events
- 16 Thank You's
- 17 Summer 2016 Wish List



12



14



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.

Editor
Natalie Greaves
Director Of Communications

Art Director
I Can Do That Productions, Inc.
icandothat.com

Cover Photo:
Weelda and Michael Pinto,
Florida.

Cover Photo credit:
©Chris Mc Nerney



Chairman's Letter

Dear Friends,

The start of summer always means big fun (and big noise!) around the House, especially once school is out and camp has begun. Needless to say our Programs department is extremely busy, thinking of new offerings and new ways to keep families engaged and excited about the next day's adventure.

But this year, summer camp has been a little more challenging than in past years because construction at the House is in full bloom. Although it is a time of adjustment for everyone, the staff has done an amazing job of providing memorable experiences for our kids and families and meeting all of their unique housing needs. For that, they all deserve a huge thank you. Yet the staff is the first to recognize we would not be able to undertake this huge transformation at the House were it not for the generous support of our friends.

Perhaps nowhere is the level of commitment to our organization more evident than at our annual gala. This year's gala raised more than \$3.5 million, thanks in large part to our phenomenal honorees—Oscar Feldenkreis, CEO and President of Perry Ellis International, and Jes Staley, group CEO of Barclays. That evening we were

able to share a slice of life at the House with our guests and explain to them how their contributions are making a difference in the lives of children with cancer. We are truly grateful to everyone who helped us create something special.

Thank you to the insurance, graphic arts, and construction industries which held respective events and raised a combined total \$750,000. Our Team Ronald Heroes committee also did a fabulous job, raising funds to support evening programs. And finally, thank you to the endurance and sports related events which raised close to \$400,000.

In this issue of *Around the House*, we interview Lee H. Perlman of the Greater New York Hospital Association for his thoughts about our expansion, including the Ronald McDonald Family Rooms at Kings County Hospital Center in Brooklyn. As a member of our Strategic Planning committee, Lee's expertise in working with hospitals has proven invaluable.

After beating the odds and overcoming neuroblastoma as a young teen, 19-year-old relapsed. She took matters into her own hands and is now receiving treatment at Memorial Sloan Kettering Cancer Center. We began our hospital outreach programs four years ago with the first NICU reunion at Kings County



PHOTO CREDIT: Charles E Manley

Hospital Center. This year's reunion is featured, as well as a fun, luau experience that gave our families a true taste of Hawaii.

Finally, I want to recognize that September represents Childhood Cancer Awareness month. As we renovate, innovate, and expand our beloved House, we stand proudly united behind our mission of providing shelter, hope and love for children battling cancer and their families. I hope that you will continue to support us and stand united with us as we continue down the road of fulfilling our mission.

Wishing you and your family a healthy and wonderful summer,

Tina Lundgren
Chairman of the Board

Ronald McDonald House New York

Officers

Tina Lundgren
Chairman of the Board
Harris Diamond
*Vice Chairman/
Chairman-Elect*
Milton R. Berlinski
Vice Chairman
Joel Newman
*Interim President &
Chief Executive Officer*
Richard J. O'Reilly, MD
Vice President
Bruce D. Colley
Vice President
Robert Grubert
Vice President
George Simeone
*Vice President/Finance
Committee Chair*
Shelly S. Friedman, Esq.
Secretary

James F. Flanagan
Treasurer
Joseph M. Guidetti
Chief Financial Officer
Stanley B. Shopkorn
Chairman Emeritus
Vivian Harris*
Past President

Directors

Timothy G. Baxter
Steven J. Basinger
Terry Bovin
E. Randall Clouser
Jesse Cole
Jerry de St. Paer
Linda H. Dunham
Randel A. Falco
James E. Fitzgerald, Jr.
Gregory J. Fleming
Peter C. Georgiopoulos

Judy Gilbert
Joseph R. Gromek
Ellen R. Harris
Robert Howe
James A. Jacobson
Mwaffak Kanjee
Gary LaBarbera
Sacha Lainovic
Kenneth G. Langone
Candace Leeds
James P. MacGilvray
Eric Mandelblatt
Beth Ann McQuade
Ralph Monte
Benjamin G. Neel, MD, Ph.D
Joel Newman
Frank Pellegrino
Lee H. Perlman
David A. Preiser
Kathy B. Presto
Michael E. Roemer

Myron "Mike" Shevell
Steve Shiffman
Joan M. Squires CEBS
Raymond M. Tierney, III
Richard Wurtzburger

Members at Large

Kathryn Beal, MD
Louise Camuto
William L. Carroll, MD
Alexander Dimitrief
Barbara Eig
Casey Gard
Michael. A. Giunta
Michael Hegarty
Theodore P. Janulis
Jacques Jiha, Ph.D
Thomas M. Joyce
Robert E. La Blanc
Rocco J. Maggiotto
Timothy J. Mahoney, Jr.

George F. Mikes
J. E. Reeves, Jr.
Rick Richardson
Clifford A. Sterling
Felicia Taylor

Board of Associates

Eric Anton
Michael Antonacci
Leslie Barrett
Andy Brettschneider
Alexis Buckley
Ranika Cohen
Danielle DiFerdinando
Patricia Donaldson
Christopher Dorrian
Jennifer Farber
Deborah Freer
Alex Gordon
Daniel J Grattan
Jennifer J. Hadjaris

Kimberly Honig
Joe Hornstein
Anne Jablonski
Tyler C. McNeil
Michael Marralle
Holly Robinson
Daniel O'Regan
Trish Wescoat Pound
Jennifer Raines
Gregory Spiegel
Tara Ford Spiegel
Rocco Strazzella
David Stern
Thomas Strohenger
Graham Uffelman
Michael Weisburger
Guy Weltsch
Liz Wintrich
Christa Zambardino
*In Memoriam



Staff List and Partner Hospitals

Joel Newman

Interim President &
Chief Executive Officer

Nelida Barreto

Director of Programs, Hospital
Outreach, and Family Rooms
nbarreto@rmh-newyork.org

Rowan Beckford

Evening Manager
rbeckford@rmh-newyork.org

Edward Cho

Information Technology
Manager
echo@rmh-newyork.org

Winifred Cudjoe

Director of House Operations
wcudjoe@rmh-newyork.org

Teresa Eggers

Director of Volunteers
teggers@rmh-newyork.org

Natalie Greaves

Director of Communications
ngreaves@rmh-newyork.org

Joseph Guidetti

Chief Financial Officer
jguidetti@rmh-newyork.org

Elvis Herbine

Evening Manager
eherbine@rmh-newyork.org

Suzanna C. Houston

Assistant to the President &
Director of External Affairs
shouston@rmh-newyork.org

Jerome Kelton

Development Officer
jkelton@rmh-newyork.org

Karen Kirk

Assistant Director of
Development,
Director of Special Events
kkirk@rmh-newyork.org

Patrick Lenz

Director of Human
Resources, Administration
and Board Governance
plenz@rmh-newyork.org

Nikki Margarites

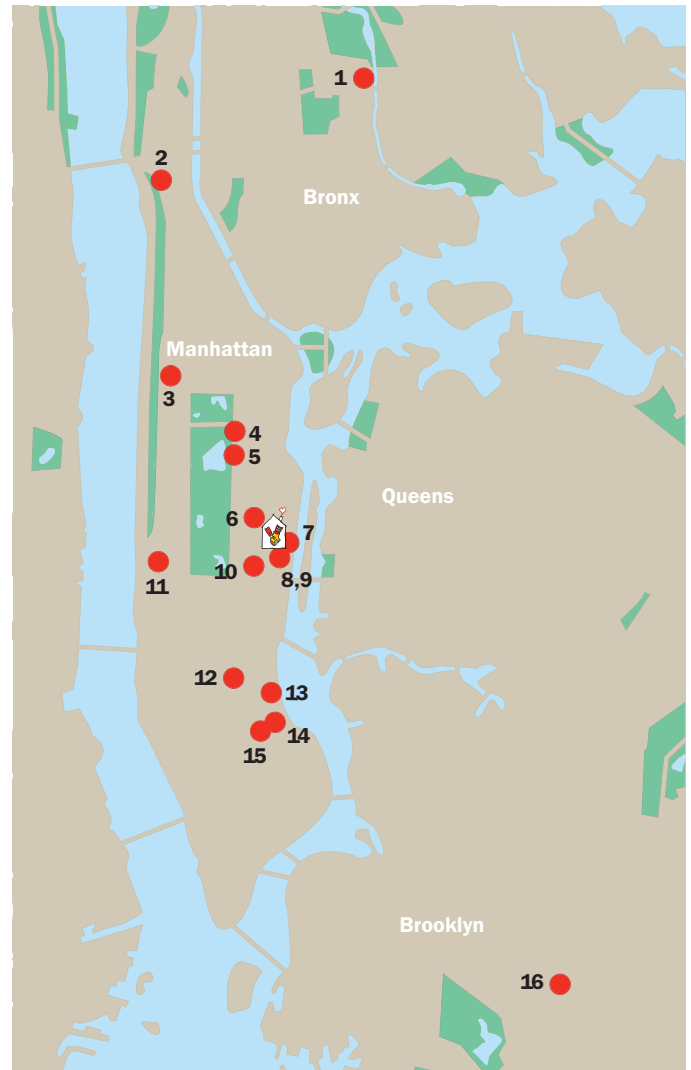
Director of Major Gifts
nmargarites@rmh-newyork.org

Richard H. Martin

Director of Development
Acting COO
rmartin@rmh-newyork.org

Stephen Yarri

Controller
syarri@rmh-newyork.org



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 Children’s Hospital at NYU Langone
13. Bellevue Hospital Center
14. Mount Sinai Beth Israel
15. New York Eye and Ear Infirmary of Mount Sinai
16. Kings County Hospital Center



Calendar of Events

Children’s Happy Faces Foundation Annual Golf Outing and Drive for Hope Golf Outing at Three Courses

Tuesday, September 27, 2016

9:00 AM Golf Registration

Sleepy Hollow Country Club, Hudson National Golf Club, Saint Andrews Golf Club
Westchester, New York

Board of Associates Masquerade “Tricking Cancer, Treating Children:”

Thursday, October 27, 2016

7:00 PM

Apella
450 East 29th Street, New York, NY

TCS NYC Marathon, Team Ronald McDonald

Sunday, November 6, 2016

6:00 AM

All Five Boroughs

Kids Charity Fun Run

Saturday, November 12, 2016

9:00 AM

Central Park, 7th Avenue at 59th Street

Highlights

Board of Associates Masquerade

Thursday, October 27, 2016

7:00 PM to 11:00 PM

Join our Ronald McDonald House New York Board of Associates during its fourth annual gala event, “Masquerade,” returning to Apella, Event Space at Alexandria Center. Bring the mystery and we’ll provide the masks on Thursday, October 27th as we raise funds to help families battling childhood cancer. The fun begins at 7 p.m. and tickets start at \$300. For more information or to purchase tickets, call 212-639-0206 or visit www.rmh-newyork.org.

Kids Charity Fun Run

Saturday, November 12, 2016

9:00 AM

On Saturday, November 12th, children from public and parochial schools throughout the Tri-State area will participate in the 19th Annual Kids’ Charity Fun Run, with proceeds from the event to benefit Ronald McDonald House New York.

The Kids’ Fun Run provides New York City-area youth with an opportunity to help children who are just like them, but are battling cancer. Kicking off with warm-ups by Ronald McDonald, 4-year-olds are the starting “heat” with a 500-yard run followed by other age groups ending with teenagers at the half-mile. To find out more about participating, contact Anthony Cardiello at (212) 639-0100, or acardiello@rmh-newyork.org.



Spotlight on Your Board



PHOTO CREDIT: Charles Manley

Lee H. Perlman, FACHE
President, GNYHA Ventures, Inc.
Chief Financial Officer and Executive Vice President, GNYHA

“What I loved about it then, and love about it now, is that it puts a personal, loving face on our healthcare system.”

1. How were you first introduced to the Ronald McDonald House mission and what inspired you to join the board of directors?

I knew about the Ronald McDonald House because the organization works with hospitals. In my job at the Greater New York Hospital Association, I have a sense of how different organizations work with our hospitals, so I knew a great deal about the work done over at the House.

I remember my first visit to the facility. Coming into the House is a truly unique experience. I think being in the House physically allows you to see the mission in action and its significance – what it means to greet people from around the world. What I loved about it then, and love about it now, is that it puts a personal, loving face on our healthcare system.

New York is an international destination renowned for taking care of patients for a number of ailments, not just pediatric cancer care. As an international destination, we know that we’re really good at the clinical part, but because of the Ronald McDonald House we’re also good at the support structure part.

2. Tell us about your work on the Ronald McDonald Family Room project that’s currently in development.

I’m involved with The Family Room because I’m kind of a knowledge base of what the relationships are, and what could be made possible working with hospitals around the city. One of the things I felt strongly about is that we want to find a way not only to support patients from around the country and world, but also address the question of “what are we doing for local patients?” We’re aware that local families could use some form of the same support structures. One of the board’s Strategic Planning Committee directives is to identify a really great outreach initiative that puts our arms around New York City patients.

The first project was the Happy Wheels coffee cart program that’s currently serves 12,000 people annually at Hospital for Special Surgery. Parents sitting at their children’s bedsides are greeted by Ronald McDonald House volunteers who offer warm cups of coffee, healthy snacks and a smile.

Immediately after the coffee cart program launched, we considered introducing the Ronald McDonald Family Room program to New York City. NYC Health + Hospitals showed immediate interest. And what is more representative of New York City than NYC Health + Hospitals?



Spotlight on Your Board

It's our desire at Ronald McDonald House to take care of patients of all sizes and personal abilities, from rich, poor, green, purple. It's a house for everybody. When the concept of introducing a Family Room came about, we thought, "What would be a better way of creating a local signature than the NYC Health + Hospitals?"

3. What's the potential impact of having Ronald McDonald House New York programming within New York City medical centers?

I attended the dedication of the Ronald McDonald House Family Room at King's County Hospital Center. The thought I had at that event is, here is this incredible organization. I think of the Ronald McDonald House as an incredibly strong organization from a financial infrastructure standpoint. And there's an incredible board of people that want to do good, and I felt this initiative is basically saying to that Brooklyn community and to NYC Health + Hospitals that the Ronald McDonald House wants to find a way of embracing you and the patients you're taking care of. We're putting an exclamation point on our commitment to providing resources and expertise for local patients and their families, not just patients and families from around the country and world.

What's another way that we're doing that besides the Family Room? Well, the Strategic Planning Committee wants to expand the highly successful Happy Wheels coffee cart program to other places as the board sees fit.

Every one of our hospitals greatly appreciates the support that Ronald McDonald House New York provides for their patients. The most important thing about this is that the hospitals can take care of the clinical care, but they need help taking care of the families' other needs.

When I walk out into international arrivals at Kennedy airport, I sit and think about how daunting it must be for someone who has never been to the country to walk into the United States of America for the first time. Imagine how daunting that is when someone is arriving with a sick child. For me, that is what's always been so wonderfully simple, unique, and compelling about Ronald McDonald House New York. We're saying, "We're going to take you by the hand and make sure that you're comfortable in this city." Nobody else is doing that.

4. How will Kings County Hospital Center families benefit from this partnership with Ronald McDonald House New York?

One of the things that is really terrific about Ronald McDonald House New York is that we make decisions in a thoughtful, strategic way. The Family Room project is really proof of concept. Once we've proven it, I'm convinced that others on the board will want to expand it to all sorts of places in New York.

It'll happen once we're confident that we can do it at the same level of standards under which the House itself operates. There's a very high level of expertise within the facility. The standard of performance for what we do at Ronald McDonald House is very, very high. And I think the board takes a particular pride in how well things are done. "Well" is defined by is what we're doing to provide a nurturing environment, is it a place where we welcome people. Are we taking care of siblings and families? Are we doing it in a way that we're proud of? I think everyone is protective of the standards that have been set. And no one wants to expand without knowing that those same standards can be upheld in other environments.



Spotlight on Volunteers: Team Ronald Heroes Volunteer Fundraiser



1



2

PHOTOS:

1. Team Ronald Heroes event committee members
2. TONY-nominated actor and singer Constantine Maroulis with the Radio City Rockettes

PHOTO CREDIT:

Lindsay Fondo Photography

More than 1,000 people attended the 20th Annual Team Ronald Heroes fundraiser in New York City, raising more than \$600,000 to support residents at the Ronald McDonald House in New York City fighting pediatric cancer.

Held at the iconic Guastavino’s under the 59th Street Bridge, revelers enjoyed music by DJ Mr. Biggs and a sumptuous feast provided by Tony’s DiNapoli. Team Ronald, the volunteer corps of Ronald McDonald House New York, has over 250 members who commit to various activities around the House including cleaning, serving dinner, event support and facilitating programming activities for the entire family. With this year’s fundraiser once again led by Event Chairman Bruce Dimpflmaier, general manager of Tony’s DiNapoli, the event’s fundraising totals reached record levels.

The evening’s biggest highlights included a performance by American Idol Star, Constantine Maroulis, appearance by the The Rockettes, and a brand new “Color the Lives of Our Children” live painting by artist, Deirdra Kelly. Once again, our volunteers showed out with their overwhelming support. The funds raised from the event will help to underwrite programming activities for the families. ●

Volunteer Groups – Thank you to the community groups who have volunteered with us and/or sponsored a dinner event from May 1, 2016 to July 31, 2016.

Acumen Solutions, Inc.
 Adobe
 Amazon’s MyHabit
 Apple
 Astellas Pharmacy
 Atlantic Group CT
 Baker Brothers Investments
 Barclays
 Baruch College
 Berkley College
 Bloomberg
 Bloomingdale’s
 Caleres 5
 Cathedral Connects
 Chase
 Colby College
 Columbia
 ContangoIT
 Cutline Communications
 Daversa Partners
 Deutsche Bank
 Epsilon Conversant
 FIT Baker Scholars
 FIT Outreach
 FROSCH

Gamestop
 Giannone Family
 Grant Thornton
 Greystone Funding
 Hunter College- SAAC
 ISE
 ITG
 JP Morgan
 Kenneth Cole
 KPMG
 Langham Hotel
 LexisNexis
 LLS Team in Training
 L’Oreal
 Macy’s Merchandising Group
 Mapleton Gravesend Kiwanis
 Mitzvah
 Morgan Stanley Private Wealth MGMT
 Munkyoung University
 Nationwide
 NCM
 Neuman’s Catering
 New York University Gentlemen of Quality
 New York University’s Stern School of Business
 NYU Delta Phi Epsilon

Order of AHEPA
 Pfizer
 Project Sunshine
 PSSC Women’s Group
 PVH
 RBC
 RMS Consulting
 Romenu
 Rosetta
 Royal Bank of Canada (RBC)
 Sanford C. Bernstein
 SaxBST
 St. Ignatius Loyola
 St. Vincent de Paul
 Susquehanna University
 Temple Emanu-El
 Tony’s DiNapoli
 Univision
 US Army NYC Medical Recruiting Center
 Warby Parker
 World Youth Alliance Africa
 Yonkers Fire Department
 Zenith



Family Profile: Alejandra Gomez

An Enduring Inspiration

Alejandra Gomez’s first year of college at the College of St. Scholastica in Duluth, Minnesota, started off pretty routine. She’d made new friends, adapted to a new schedule and embraced the college lifestyle. Just three months into her freshman term, Alejandra began to feel a strange pain in her lower back. Originally from the beach town of Barranquilla, Colombia, she attributed the pain to Midwestern cold weather and relied on over-the-counter pain relievers.

In the following weeks, Alejandra’s back pain worsened until she woke up one morning unable to stand and walk. After a visit to the urgent care center and then the emergency room two days later, Alejandra received confirmation that the cancer she had beaten as a child had returned.

“The last thing on my mind was cancer. It had been four years since I had been told I had no evidence of disease,” said Alejandra. “When I came into the emergency room, I had a little bit of a fever and I mentioned that I was an oncology patient. They gave me an MRI and even still, up until that point, I didn’t think it was cancer. Then two or three doctors came in with somber faces and they were like ‘It seems like your cancer is back and it’s metastasized.’”

Neuroblastoma is a rare, but aggressive cancer of the nerve endings where 90 percent of cases are typically diagnosed by age 5. Alejandra’s original diagnosis at the age of 14 was considered unusual. However, she’d recovered from her illness and her transition to a new, cancer-free life had been smooth.

The cancer had not only returned to its original site in her abdomen, but had also spread to both of her hips and her left shoulder. The disease was more prevalent in her right hip, which was the source of her debilitating pain. Alejandra spent the night at the hospital and after three doses of morphine proved unsuccessful to ease her pain, the doctors administered fentanyl. She was 19 at the time.

Taking Charge of Her Destiny

While inpatient, Alejandra considered her options: Her family was more than 2,500 miles away in Colombia, and her previous experience suggested that relapse patients’ chances of survival weren’t great back home. While she thought about her next steps, Alejandra began to research



PHOTO CREDIT: Charles E. Manley

her options here in America. Her research brought her to Dr. Kushner, a specialist at Memorial Sloan Kettering Cancer Center. This young lady called the clinic herself and explained her story to the medical team.

“I called like any other day and I briefly told my story. One thing that was helpful was that I was covered by my school’s health insurance,” said Alejandra. “If I would have been in Colombia, it would have been very difficult. I would have had to pay for treatment myself, which was impossible. It was really a blessing that I was eventually going to school here in the United States. My family and I, we all know that was God’s plan from the beginning for me to be here.”

After her initial phone call, Alejandra received encouraging news the very next day: She had an appointment for the following week.

Following a week-long consultation in December, Alejandra arrived at the Ronald McDonald House in New York City on January 1, 2015. She has undergone a range of treatments, while staying at the House between trips to Colombia for rest.

“We started with chemotherapy in January, and then we did surgery in May. We then did an extra round of chemo in June, then we did MiBG therapy, then radiation therapy, then immunotherapy, and now I’m doing vaccines,” recalled Alejandra. “During the most intense year of treatment, 2015, I wasn’t able to travel back home. I spent the whole year – from January until December – not being able to see extended family or friends, which I would say was the toughest part of everything.” ➤



Family Profile: Alejandra Gomez



PHOTO CREDIT: Charles E Manley

Telling Her Story

During her battle, Alejandra and her family have relied heavily on their faith. Thanks to a partnership between the Ronald McDonald House and Broadway Inspirational Voices, Alejandra was able to share her story via song. Working with singer/songwriter Crystal Monee Hall, the song “In His Hands” came to life.

“In His Hands” made its debut before other resident families in an annual performance, which was held at the Bohemian National Hall. The performance was so powerful, Alejandra and Crystal were reunited again on stage during our annual gala this past May (see page 14).

“I think I was paired up with Crystal because we had similar styles of music. I told her I want to be a lawyer, and I told her that during treatment and during hard times, I always try to look at the positive sides. I’ve learned to think of cancer as a new opportunity that life is giving you, because probably if you got it, there’s something you have to change to keep living better,” said Alejandra. “Not everything related to cancer is bad. I’ve gotten to experience a lot of things, meet a lot of people who have changed me in some way, and I’ve become a better role model for people who are going through the same experience.”

While undergoing treatment, Alejandra’s parents take turns traveling back and forth to Colombia to help with her care. Her sister Isabella is also close by to provide support and love, while her younger sister has stayed in Colombia. On good days, Alejandra and her family can be seen around the House while mom or dad prepare Colombian comfort foods for the girls. We are grateful to Alejandra for sharing her journey, and a special song that has touched us all. ●

In His Hands (Alejandra’s Song)

by Crystal Monee Hall and Alejandra

*I’m gonna change the world
Open up a door for the boys and girls
It’s in His Hands
It’s in His Hands*

*I know that there’s a good reason
for every one of my seasons
It’s in His hands
It’s in His Hands*

*and when my load gets heavy
and when the road gets long
I’ll pick up my guitar
and I’ll sing my song*

*Here’s a little advice
when you’re feeling unlike yourself
look toward the bright side
don’t wish to be somebody else*

*I’m shining like the sun
the light at the center of all the fun
it’s in His hands
it’s in His Hands*

*I’m gonna graduate
and soon enough I know I’m gonna save the day
it’s in His hands
it’s in His Hands*

*and when my load gets heavy
and when the road gets long
I’ll pick up my guitar
and I’ll sing my song*

*and here’s a little advice
when you’re feeling unlike yourself
look toward the bright side
don’t wish to be somebody else*

‘Cause it’s in His hands

*My scars from battle
I can’t be rattled
It’s in His hands
It’s in His hands*

*My life, my story
all for His glory
It’s in His hands
It’s in His hands*



Community Snapshots

Therapy Dog Volunteers

An afternoon visit from one of our therapy dog teams always brings a smile to kids and adults alike. We caught handler Gay Cropper and Mr. Gruffyd Babayan sharing a smile in our lobby.

PHOTO CREDIT: Natalie Greaves



2016 Olympics

Congratulations to Darius Ziabakhsh, 9, of Vernon Township, NJ, who will be traveling to the Rio Olympics as a representative of Ronald McDonald House Charities and McDonald's! Darius is a soccer enthusiast who was surprised with the news during a game at the New York Red Bulls' stadium in Harrison, NJ. A former resident of Ronald McDonald House, Darius and his family have helped to serve numerous Thanksgiving dinners for our families. We wish him all the best as he and his family join the 99 representatives on this trip of a lifetime!

PHOTO CREDITS: McDonald's New York Tri-State





Community Snapshots



NYPD Harbor Trip

We are always grateful for the NYPD's constant support of House operations and programming. At the start of summer, our families had a chance to join the NYPD Harbor Patrol as they took our families on short cruise around the Hudson. The Department's aviation unit also joined in on the trip.

PHOTO CREDITS: Chris McNerney



Community Snapshots

Voya Volunteers

We'd like to extend a great big thank you to the volunteers of Voya Financial who took the day to visit with our families and help with the task of keeping our facilities clean.

PHOTO CREDIT: Natalie Greaves



Hockey for Charity at Chelsea Piers

Thanks to the leadership of John Tavlarios and Chris Teryazos at Gener8 Maritime, an evening on the ice raised \$13,400. The idea was conceived during an annual winter event organized by Mr. Tavlarios and RMH-NY Board Member Peter Georgiopoulos. Team members and their families had an opportunity to spend a little time on the ice and enjoy a pizza party. Proceeds from the event benefitted RMH-NY and SCO Family Dynamics. RMH-NY residents Jose Jaramillo and his father also enjoyed a little time on the ice. Originally from Ecuador, it was Jose's first time ice skating. At the end of the night, Mr. Tavlarios gifted his jersey to the young man.

PHOTO CREDITS:
Natalie Greaves and James Molloy



Programs: Luau / NICU Reunion

Luau

Our second quarterly event of 2016 as part of the Hospital Outreach program took place at Chelsea Piers' Current – Pier 59.

Floralia Events once again lent their signature style to the event, producing the décor and design with a Hawaiian luau theme.

Two hundred twenty-five people attended, including 61 attendees from Kings County Hospital Center, 12 people from Morgan Stanley Children's Hospital, 33 people from the Hospital for Special Surgery, and residents of Ronald McDonald House New York.

Tablecloths and other linens were donated by Cloth Connection, and Flowers of the World donated their floral centerpieces consistent with the theme along with fresh flowers to serve as hair accessories for the little girls in attendance. Upon arrival, families were transported to Hawaii. The families were treated to food by Abigail Kirsch including: mahi-mahi and pineapple brochette, coconut chicken fingers, tostones, black beans sofrito, mini ice cream cones, sugar-n-spice donuts, cookie and shake sips, and a mocktail station.

Expert Hula dancer Kim Davidson brought a team of professionals to teach the children traditional dance techniques backed by the music of ukulele player Josh Kekoa Cho. Activities included coconut bowling, a tattoo station, a lei-making station, selfie station, and dance music provided by DJ Mario Robles.

Every child received a lei, sunglasses, hat and hula skirt. Even the staff working ended up wearing the lei, sunglasses and skirts as well as danced with the children on the dance floor. The afternoon concluded with a dance party and a conga line. On the way home, attendees received a floral goodie bag filled with books, a water bottle, parrot lip gloss and an Archie comic book.



NICU Reunion

The fourth annual NICU reunion held at Kings County Hospital Center in Brooklyn with a Wizard of Oz theme. Working again with Floralia Events for the décor, and Cloth Connection donated linens to help transform the room into the "Land of Oz." There were 82 children in attendance along with their caregivers and siblings, the nurses, doctors, and staff at the hospital, bringing the total number of attendees to 215.

Families sat for family portrait photos, while the children played "Pin the Courage on the Lion," a "Melting witch" activity, and dancing from DJ Mario Robles. The families also paid a visit to "Munchkinland," where they were treated to lollipops from Dylan's Candy Bar, along with Dunkin Donuts munchkins, and ding dongs. Kids received a wand, and witch's hat or tiara on arrival. At the conclusion of the event, each child walked out with an American Girl doll as well as a stack of books. ●

PHOTO CREDITS:
Floralia Events



What's New / Giving News

What's New

Happy Wheels Coffee Cart

The Happy Wheels Coffee Cart program provides a special brand of Ronald McDonald House New York hospitality to caregivers who are unable to leave their children's bedsides.

This volunteer-run program runs Monday through Friday at nearby Hospital for Special Surgery, where patients' caregivers are provided with a warm smile, a word of encouragement, complimentary healthy snacks, coffee, tea and water. The cart provides these services throughout the pediatric inpatient area and the pediatric rehabilitation center. We are pleased to announce that last year, the program benefitted 12,267 caregivers, patients, siblings and hospital personnel.

We are grateful to the **Guy M. Stewart Foundation** for their generous funding to build the carts. **Warburg Realty** also thoughtfully donated more than \$7,500 toward to fund snacks and coffee supplies for the cart. The company worked closely with office supply company **WB Mason** to help ensure that the snacks were healthy and diverse.

The men of **Sigma Alpha Epsilon** fraternity also contributed in a major way by hosting various fundraisers, including a "Shoprite Bagging" event to benefit both the Happy Wheels Coffee Cart and the Children's Miracle Network. **Shoprite** of Ewing, New Jersey, allowed the young men to help bag groceries while soliciting donations, which also had the added benefit of engaging with folks of the community of Ewing.

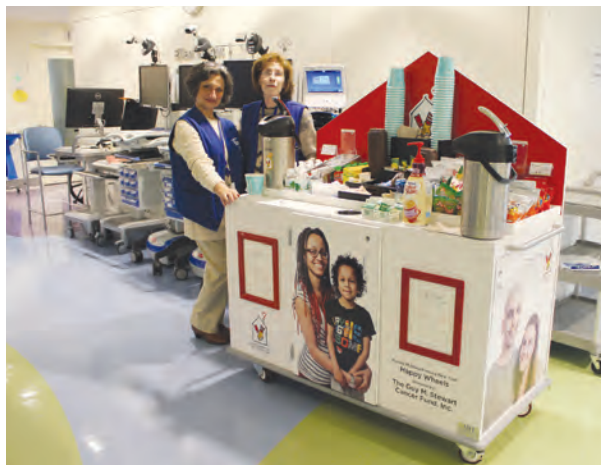


PHOTO CREDIT: Natalie Greaves

Giving News

The Vivian Harris Society

The Vivian Harris Society was established to honor and thank all who made a planned gift of a charitable bequest in their will, a gift of life insurance, life income gifts, or retirement and pension gifts. When you remember Ronald McDonald House New York in your estate plans, you leave a legacy of hope and love for the future needs of the House's children and families.

When Vivian Harris began her work assisting families battling pediatric cancer, this one woman's commitment ignited the spark that would ultimately create a home-away-from-home for thousands of families in need.

More than 37 years later, Mrs. Harris' influence can still be felt in the lives of hundreds of people who dedicate their hearts to helping kids with cancer. Vivian Harris' commitment to the house that provides hope is an example of how one's legacy can live on forever.

"After hearing all that Ronald McDonald House New York did for children and families, I decided this was the right organization to support and commit to as a

volunteer," said Helena Russo, Ronald McDonald House New York volunteer and member of the Vivian Harris Society. "It's been six years and I have enjoyed every minute of the time I spend at the House."

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

Vivian Harris Society members share a dedication to the families served by RMHNY - but every act of giving is personal and unique.

To learn more about the different charitable ways you can make your legacy gift benefit the special families staying at Ronald McDonald House, please contact Nikki Margarites at 212-639-0207 or nmargarites@rmh-newyork.org.



PHOTO CREDIT: RMHNY



Events: 24th Annual Gala / Greek Walkathon



PHOTO CREDITS: 1-7: Charles Mantley

24th Annual Gala

Ronald McDonald House New York celebrated its 24th Annual Gala with 1,050 attendees at the Waldorf Astoria New York Ballroom featuring a star-studded guest list.

The event was emceed by NBC News' Andrea Joyce and Harry Smith with their therapy dog Reggie (photo featured on the inside cover), and raised \$3.5 million to support operations of the facility. This year's event highlighted the work of Jes Staley, Group CEO of Barclays, and Oscar Feldenkreis, CEO & president of Perry Ellis International.

The attendees at this year's event included Terry Lundgren, chairman & CEO of Macy's, Inc.; RMH-NY Board Vice Chairman and Chairman Elect Harris Diamond, chairman & CEO of McCann Worldwide; Ajay Banga, president & CEO of MasterCard International; John Idol, chief executive officer of Michael Kors; Louise Camuto, Chief Creative Officer of Vince Camuto; Steve Shiffman, CEO of Calvin Klein, Inc.; Barclays' Group Head of Compliance Michael Roemer, NHL Hall of Famer Rod Gilbert and RMH-NY Board Member Judy Gilbert; and Richard O'Reilly, M.D., chair of the pediatrics at Memorial Sloan Kettering Cancer Center.

Greek Walkathon

Our annual "Marathon of Love" Greek Walkathon raised \$95,000. Michael Bapis, Greek Division chairman and partner and managing director of The Bapis Group, along with the Greek Committee, led 400 attendees as they filled the streets of the Upper East Side with awareness of the Greek and Cypriot community's support of the Ronald McDonald House. Chaired by Catherine Pappas & Presvytera Tina Vlahos, the walkathon program was emceed by Spiros Maliagros of TIG Advisors, LLC. The Greek and American national anthems were sung by singer Matina Panagos, with traditional dances performed by a folklore dance group, and gymnastic performed by the Loupakis School of Champions.

Special appearances included Konstantinos Koutras, Ph.D., honorable consul general of Greece, and Vasiliios Philippou, ambassador and consul general of the Republic of Cyprus. ●

PHOTOS:

1. The Feldenkreis family with Ronald McDonald
2. Jes and Debby Staley with Tina Lundgren
3. James Jacobson and Joel Newman
4. Terry Lundgren, Ritu Banga, Ajay Banga and John Idol
5. Tim Baxter, Ronald McDonald with Ronny and Rich Wurtzburger
6. Jon Ein and Alina Cho
7. Amy and Harris Diamond
8. The Greek Walkathon team



Events: Marsh Golf / Builders of Hope / Graphic Arts Industry Cocktail Reception

Marsh Golf

Our annual Marsh Golf Outing was once again led by new Ronald McDonald House New York board member and event Chairman Bob Howe at the Hudson National Golf Club. Mr. Howe is managing director of Marsh, Inc., and the company once again served as title sponsor. The day began with an 8:30 a.m. morning flight hosted by Phil Myers and Morgan Stanley, and an afternoon flight departed at 12:30 p.m., 41 foursomes participated in the day's event.

With additional sponsorships from CBRE, Travelers, Zurich, ICAS and HCC Global the event raised a total of \$382,000, the event raised a total \$382,000. We would like to thank and acknowledge committee members Tim Bunt of CBRE; Bob Howe, Margret Ditolla, Scott Patterson, and Tim McDougald of Marsh, Inc. for their continued support of this event.

Builders of Hope

The sixth Annual Builders of Hope Award Reception honored Robert Accardi, executive vice president of Tishman Construction Corporation, and Joseph Azzopardi, Business Manager, Secretary and Treasurer of District Council 9 IUPAT, was also

presented with the Edward J. Malloy Humanitarian of the Year Award by Ronald McDonald House New York board member and event co-chair Gary LaBarbera, president of the Building & Construction Trades Council of New York.

Richard T. Anderson, president of the New York Building Congress; Kevin Barrett, executive vice president & NY Group Manager for Hunter Roberts Construction Group; Joe Coppotelli, vice chairman of Structure Tone, Inc.; James W. Cahill, president of the NYS Building & Construction Trades Council; Charlie Murphy, senior vice president & general manager of Turner Construction Company; and Tom Webb, executive vice president & general manager of Skanska USA Building, Inc. all served as event co-chairs in support of the event. Ronald McDonald House New York Board member Beth Ann McQuade served as the evening's emcee.

We'd like to thank the following organizations for their support of this year's event: Tishman Construction Corporation; District Council 9 – IUPAT; Allan Briteway Electrical Contractors; Nelson Air Device Corp.; & Port Morris Tile & Marble.

The event was catered by Tony's DiNapoli and with 220 attendees, raised \$250,000 in support of families battling pediatric cancer.

Graphic Arts Industry Cocktail Reception

With 50 people in attendance, our fifth annual Graphic Arts Industry Reception raised \$108,000. Event co-chairs Kathy Presto, a Ronald McDonald House Board Member and Vice President of Strategic Sourcing at TAG Worldwide and Valerie Merone, executive vice president, L Brands, once again returned to provide their leadership as they honored co-chair Diane Romano, president & CEO, HudsonYards.

We are grateful and honored to have the support of the Graphic Arts Industry, which also generously contributes to the printing and production of our annual report. We would like to acknowledge generous sponsorship from our 2015 honoree and Chairman of the Command Family of Companies Andrew Merson, and National Distribution Alliance. ●

PHOTOS:

1. Marsh Golf Outing Committee members
2. Builders of Hope Committee Members and Honorees
3. Graphic Arts Industry Committee Members

PHOTO CREDITS: Natalie Greaves





Thank You

The Blind Shepherd Fund

The American Cancer Society's guidelines on nutrition recommend at least 2 ½ servings of fruit and vegetables a day to reduce the risk of cancer. Our young warriors rely on a balanced diet that helps to regain their strength for the next day's fight.

For caregivers staying at Ronald McDonald House New York, finding the time to fulfill a grocery list in between treatments can be a difficult, if not impossible, task. Thanks to support from Kimberly Wells of The Blind Shepherd Fund, our dining room is filled weekly with a variety of fresh, organic foods sourced from two Trader Joe's supermarkets, one in Long Island and the other in Manhattan. For families observing the strictest of diets, there's always something for everyone. The colorful assortment of bananas, strawberries, avocados, apples, lemons, limes, plus organic eggs, Greek yogurt and even gluten-free breads, among other things. These healthy selections are a welcome sight every Wednesday and Thursday.

We are very grateful to Ms. Wells and her team at The Blind Shepherd Fund for their thoughtful and much appreciated work on behalf of our families!



PHOTO CREDITS: 1: Blind Shepherd Fund; 2: James Molloy

PHOTOS:

1. Kimberly Wells with RMH-NY Board Member Terry Bovin
2. Students from District 26 visit RMH-NY

School District 26 in Queens

Twenty-six schools from District 26 in Queens recently held an impressive donation drive on behalf of our resident families. As a result of this drive which ran from March to May, 54 burlap bags were collected with items for our Parents' Pantry program, 55 welcome bags for new arrivals were assembled, and 72 boxes of miscellaneous items were collected to support both programs.

Five schools throughout the district served as collection centers for the goods:

- PS 118, The Winchester School
- PS 46, The Alley Pond School
- PS 115, James Ambrose School
- MS 67, Louis Pasteur School
- MS 74, Nathaniel Hawthorne

Considered a leadership project by the District's teacher coordinators, this service project saw student leaders from all 26 schools holding monthly meetings to discuss the project's progress. Through this effort, the representatives were tasked with mobilizing their individual student bodies to help children battling cancer.

As a result of their efforts, 20 of the 26 schools also participated in our inaugural Queens Fun Run event (see Spring 2016 issue). P.S. 115 also held a coin drive and raised \$1,500.

We would like to acknowledge the leadership of District 26 for their generous support of our mission: Superintendent Danielle Giunta, Borough Field Support Liaison Dr. Tara Davidson. and A.P. Brian Anello, all of whom were also participants in Queens Fun Run event. We would also like to acknowledge the individual schools who participated:

- | | | |
|--------|--------|---|
| PS 26 | PS 46 | PS 213 |
| PS 98 | PS 94 | PS 221 |
| PS 178 | PS115 | MS 74 |
| PS 191 | PS 133 | MS 158 |
| PS 205 | PS 159 | MS 216 |
| PS 266 | PS 162 | MS 172 |
| MS 67 | PS 173 | And additional support from the District 26 Office. |
| PS 18 | PS 186 | |
| PS 31 | PS 188 | |
| PS 41 | PS 203 | |



Summer 2016 Wish List

Thank you for your thoughtful donation of items that help to make the transition a little easier for families staying at Ronald McDonald House New York. Following is a list of items that are urgently needed.

For the Moms and Dads

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

For the House

- Oven mitts and pot holders
- Batteries (AAA, AA, C, D)
- Cutlery
- Blenders
- Bowls and Plates

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 wcudjoe@rmh-newyork.org.

Playroom/Programs

For further information regarding Playroom donations, please contact Nelida Barreto, director of Programs, at 212.639.0800 or nbarreto@rmh-newyork.org.

For Beach and Pool

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

Nap Time

- Soft fleece blankets

Arts & Crafts

- Glow in the dark lanyards
- Glitter glue sticks
- White oak tag
- Color oak tag
- Scrapbook add-on decorations
- Crayola Color Wonder paper and markers
- Drop cloths for tables
- Feathers
- Washable Glitter glue
- Glue guns and glue sticks
- Glue dots
- Googly Eyes
- Pipe cleaners — assorted colors
- Play-Doh
- Pom poms
- Small Washable Elmer's Glue
- White drawing paper

For the Game Room

- Twister
- Card games
- Battleship
- Ping-pong balls and Paddles
- New Xbox 360 Games
- New Playstation 3 Games

For the Tot Section

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

For the Teens

- MTA Metro Cards

For Happy Wheels Coffee Cart Hospital Outreach

- Healthy Snacks / Individual Packets:
- Granola Bars
- Kashi Bars
- Kashi Snacks
- Pretzels
- Pirates Booty Popcorn
- Wheat Thins – Toasted Chips
- Eatsmart – Garden Veggies
- Snackwells

Individual small juices:

- Unsweetened Apple Juice





RONALD MCDONALD
HOUSE® NEW YORK

405 East 73rd Street, New York, NY 10021



www.rmh-newyork.org



[Facebook.com/rmhnewyork](https://www.facebook.com/rmhnewyork)



[Twitter.com/rmhnewyork](https://twitter.com/rmhnewyork)



September is Childhood Cancer Awareness Month!

Join us in helping to raise awareness about pediatric cancer.

Join us online we highlight inspiring stories about the courageous families,
friends and supporters that we count as a part of our family.

#CCAM



[@rmhnewyork](https://www.facebook.com/rmhnewyork)



[@rmhnewyork](https://twitter.com/rmhnewyork)



[@rmhnewyork](https://www.instagram.com/rmhnewyork)

