

# Hearts & Hands

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House reopens...  
with the help of  
an entire world  
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Dear Friends,

**D**uring my years of service as a trustee on the RMHC Global Board, I've been so impressed with—and immensely proud of—the scope and depth of this Charity and its programs. But it wasn't until this past year in which I've served as chair of the Board, that I truly came to know the people behind the programs. It is an honor to work beside you, this incredible team of worldwide staff and volunteers, our dedicated donors and supporters, and the people and organizations around the world that we partner with to help children and families in need. Ronald McDonald House Charities is, quite simply, an amazing organization.

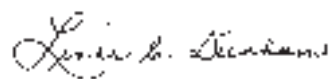
On World Children's Day in November, we announced the launch of RMHC China—truly a milestone for RMHC and an example of an entirely new model of partnership for support of social welfare in China. Partnering with the China Song Ching Ling Foundation, one of China's most respected charitable organizations, RMHC China will support the development of Ronald McDonald Children's Centers and Ronald McDonald Family Villages, with Half the Sky. You'll read more about this very exciting initiative in this issue of *Hearts & Hands*.

With the addition of mainland China, the network of RMHC Chapters now extends to 50 countries and regions on five continents. We have more than 260 Ronald McDonald Houses helping families around the world. The expansion of other RMHC core programs includes 108 Ronald McDonald Family Room and 30 Ronald McDonald Care Mobile programs.

As we enter this New Year, we do so with a change in leadership. Ken Barun, RMHC President and CEO and champion of the Charity for 20 years announced his retirement in December, and we wish him much happiness in the future. Ken's tenacity to fight for children in need and his passion will be deeply missed. But Ken's greatest gift to RMHC was his ability to inspire thousands of others throughout the world not only to share his vision, but to make it a reality.

To move us into the future, I am pleased to announce that the RMHC Board of Trustees elected Marty Coyne, former Vice President of RMHC, to the position of President and CEO.

As we embark upon the coming year, I renew my pledge to you to continue to move this Charity toward ever greater global impact. And I call upon each of you to rededicate yourself to our shared promise for the world's children.



Linda Dunham  
chair, RMHC Board of Trustees

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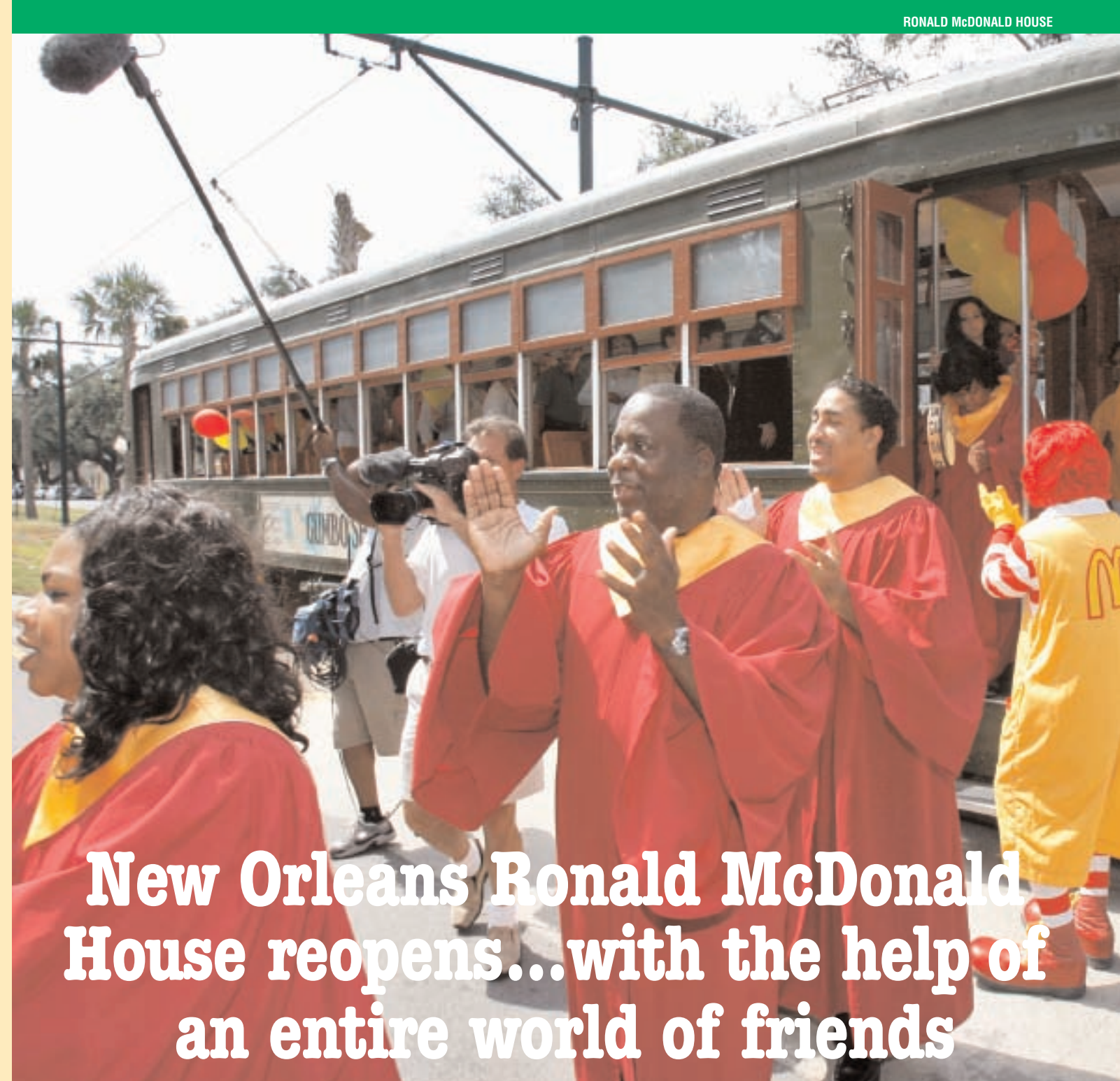
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## New Orleans Ronald McDonald House reopens...with the help of an entire world of friends

*A Dixieland style celebration with plenty of food, music and visitors marked the grand reopening of the New Orleans Ronald McDonald House in August.*



**It was a grand celebration in true New Orleans style—Dixieland jazz, gospel music and Lady Tambourine. A New Orleans streetcar parading to the House, red and yellow balloons waving from the windows, its occupants singing “Oh, Happy Day!” Volunteers dishing up jambalaya, and the Kiwanians grilling burgers and hot dogs. The reopening of the New Orleans Ronald McDonald House on August 16 was a jubilant, intensely emotional event.**

#### **A near-total loss**

When Hurricane Katrina hit the US Gulf Coast on August 29, 2005, the House was in its direct path. Heeding the dire hurricane warnings, **RMHC of Greater New Orleans** had evacuated

*continued on next page*



The interior of the House just after the hurricane and at the reopening



House families before the hurricane struck. Area hospitals airlifted hundreds of pediatric patients to hospitals outside the hurricane zone, while their parents were taken in by other Ronald McDonald Houses, Ronald McDonald Family Rooms and other lodging. In all, hundreds of thousands of people were evacuated from the city, many sent to temporary shelters far from home. Most had nothing other than the clothes on their back. Local RMHC Chapters and programs around the US provided groceries and meals, clothing and personal supplies for these displaced families who arrived under emergency conditions.

The New Orleans Ronald McDonald House was ravaged by wind and torrential rain that first day. Floodwaters destroyed the first floor. But when the levees broke the following day, the House was completely engulfed in flood waters. It was more than a month before the staff was permitted to inspect the House. They were stunned by the sight. Wind had torn off vast portions of the roof, skylights, and a wall. The House's van had been carried away by the water. Flooding reached the second floor. The walls were thick with mold and mildew. Squatters and looters had vandalized the House. The interior was completely destroyed.

### Worldwide support inspires hope

Undaunted, RMHC of Greater New Orleans immediately began plans to rebuild. They had no idea that their staunch determination would inspire overwhelming worldwide support from RMHC Global and the worldwide RMHC network of Chapters and Houses, the McDonald's family and other businesses, donors and volunteers.

Close to 100 RMHC Chapters around the world provided grants, proceeds from canister

collection boxes, and money raised through other fundraisers. The RMHC Chapters and McDonald's Owner/Operators from New York's Tri-State area sent a check for \$144,000.

**RMHC Taiwan** donated US\$100,000 to help the New Orleans House rebuild. The Chapter knew too well what their colleagues were enduring. "We in Taiwan experienced the 1999 earthquake that killed thousands and left hundreds of thousands homeless," wrote Viya Chen, charity director of RMHC Taiwan. "The world rallied around us then, and we'll never forget that. With all our love and hope, we wish the New Orleans Ronald McDonald House

well as it once again continues to help families and children in need."

"Viya's was just one of the sweetest emails I received," recalls Lynn Giuffria, executive director of RMHC of Greater New Orleans. "Their offer to help meant so much. It was the RMHC Global office, all the other RMHC Chapters and

Houses and the McDonald's family that got us through. Because of all their love and support, I never reached a point where I felt hopeless. I knew we weren't in this alone."

In all, more than \$1.3 million was granted by RMHC Global and local Chapters, and other donors contributed an additional \$200,000. Because of the outpouring of generosity, the staff and Board didn't have to do any fundraising. They could just concentrate on rebuilding, and the Herculean effort was complete less than a year after the hurricane hit.

"This hurricane taught us we are all part of something greater, and the reopening of the House demonstrates the human spirit's perseverance through hard times," says Tony Herques, Board president of RMHC of Greater New Orleans and a McDonald's Owner/Operator.

### The parents of baby Addisyn fought their way through flood-waters from the Ronald McDonald House to the hospital.

Usually in a hurricane, the hospitals take in the families of patients. Not this time. The hospitals themselves were being evacuated, and families were turned away at the doors. In the chaos of the evacuation, Addisyn's parents finally learned that she had been airlifted out, but no one could tell them where she was taken. Their baby had just had heart surgery, and they were frantic. They found her four days later at a hospital in Arkansas, recovering well from surgery. Addisyn's parents were among the first guests at the New Orleans Ronald House when it reopened.



### Roy Fisher and his family have been returning to the New Orleans Ronald McDonald House since he was diagnosed with cancer at age three.

He was at the House just before the hurricane struck and had to be evacuated. Roy spent 56 days in the hospital this past summer, waiting for the House to reopen. His "homecoming" at the August 16 grand reopening was especially heartwarming, and Roy was thrilled to meet former New Orleans Saints quarterback Archie Manning (pictured with him above). "It's kind of hard to put into words how happy I am and how thankful I am to the people who helped the Ronald McDonald House reopen," Roy said.

### Lynn's story

"It was a very, very hard time for me personally. My son was missing. For 10 days, I couldn't find him. I knew he'd made it through the hurricane, because we talked on the phone the next morning.



But the levees had broken and flood waters were rising fast. The phone went dead when the water hit. After that, there was no way to communicate with anyone.

It turned out that my son's friend rescued him by boat, and

they ended up rescuing over 300 other people who were stranded all over the city. He saw flooding, looting...just awful things.

I was evacuated to Orange Beach, Alabama. I commuted three and a half hours one-way back into New Orleans to work with the engineers, insurance adjusters, government inspectors, mold remediation people and contractors. After six months, I was able to move to my sister's house closer to New Orleans.

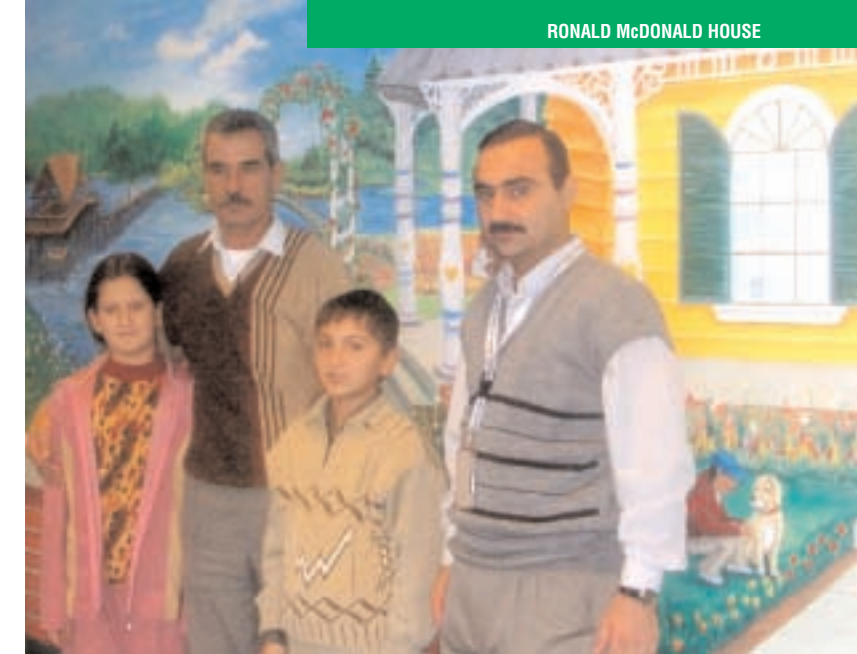
As soon as there was a way to communicate again, I started getting offers from RMHC Global, local Chapters and RMHC donors, from McDonald's, even McDonald's vendors. They offered temporary housing, building supplies, money to rebuild. One day I got a thick package of drawings from children at other Ronald McDonald Houses. I taped those drawings and letters everywhere. My walls were covered. One very special drawing was made by a little boy in a wheelchair. He made me hope and gave me love and told me that God will take care of us. You have no idea what this meant to me.

We're still struggling down here. Sometimes it feels like life will never be normal again. You ride around and see a lot of destruction.

My own home had heavy damage. It's been over a year, but I'm still trying to fix it. I couldn't even think about that for a long time. I knew we had to get the Ronald McDonald House reopened. I love this House so much. We had to get going, keep pushing.

The grand reopening was just an incredible day. Don Thompson, the president of McDonald's USA, was singing with the gospel choir. Former guests came back to celebrate with us. Some of them were waiting to move in. We're running almost 100 percent full. Our new van is being delivered next week. The House is better than ever. I'd wanted to tear out the carpet in the House for years. Now it's got gorgeous new tile floors. There is a ray of sunshine in every storm!"

Lynn Giuffria  
executive director,  
RMHC of Greater New Orleans



Ashjan Khaled and Khaled Jarallah and Wisn and Rabea Abusindah, all of Iraq, were part of the international family of guests at Ronald McDonald House of Long Island.

## Speaking "hope" in five dozen languages

Ronald McDonald House staff members and volunteers often shed a few tears when children are able to go home again. Tears of joy that this family is looking forward to a bright future. And a few tears of sadness, having to bid farewell to a family they've come to care for so deeply. When these families come from halfway across the world, they know they will probably never see each other again.

In September, Karen Colma, resident manager of the **Ronald McDonald House of Long Island** (New York), said goodbye to a little boy from Barbados. After he left with his family, Karen strolled through the House to chat with other guests. A young girl from Kosovo, recuperating from open heart surgery. Two Iraqi fathers. A boy from Poland who was awaiting surgery. Then Karen and her staff began preparations to welcome eight families from Honduras whose children were scheduled for cardiac surgery at the nearby hospital.

The Ronald McDonald House of Long Island, the world's 100th House, has welcomed guests from more than 60 countries since its opening in 1986.

The world-renowned pediatric surgeons at nearby Schneider's Children's Hospital, part of Long Island Jewish North Shore Health System, perform extraordinary procedures found at few other places in the world. And the House receives 30 to 50 international families each year through Gift of Life, an outreach of Rotary International. Gift of Life works with foreign embassies and other humanitarian organizations to identify children who desperately need life-saving surgery. Arrangements are made for travel, medical care and housing. Often, it is a Ronald McDonald House that opens its doors to these families so far from home.

"It has been our pleasure to serve people from Australia, the Falkland Islands, Japan, China, Mongolia, the Middle East...just about everywhere in the world," says Karen.

The House volunteers are themselves a cultural melting pot who speak a host of languages. Karen isn't above calling a local church, mosque or restaurant when she's in need of a translator. And non-verbal communications—a smile and a hug—convey comfort and caring in every language.

"My friends all ask me how I communicate with so many international guests. I never worry about the language barrier," Karen says. "I speak the universal language of 'mother.' I just love them."



## Mini-concerts offer a welcome home

After a long day at the hospital, families returning to the Ronald McDonald House in Roanoke, Virginia, (**RMHC of Southwest Virginia**) are sometimes greeted by the lilting strains of a flute or the joy of a hammer dulcimer. These informal "House mini-concerts" are the happy result of a volunteer who combines his passion for music with his love of the House.

Gary Hunt helps the Chapter promote fundraising events and benefits. Several years ago, he had the idea to bring musicians to the House to entertain families. Gary has no trouble recruiting volunteer musicians; more than three dozen have already played at the House. To promote relaxation, no amplified, electronic or Karaoke music is allowed. The concerts are held after hospital visiting hours and last only about an hour so as not to disturb other guests. House guests have enjoyed bi-monthly solo and duet performances by guitarists, pianists, a harmonica player, even a violinist with the Roanoke Symphony. Sometimes the concert includes a sing-along.

"We're so pleased to offer these 'mini-concerts' for our families," says Laney Mofield, executive director. "For a brief hour during the week, they can relax and simply enjoy the sounds of some of Roanoke's finest musicians. Gary and these wonderful musicians are such good friends to us."

*A harpist provides a mini-concert for guests at the Ronald McDonald House in Roanoke, Virginia.*

## Creativity comforts families

Guests at the **Ronald McDonald House in Hamilton, Ontario**, share hope and encouragement with other families thanks to an innovative donation from a group of local artists.

Members of the Women's Art Association of Hamilton painted and illustrated the covers of journals for each of the 15 guest rooms at the House. These intimate works of art include an array of subjects, styles and media. One might convey a sense of peace, another might inspire quiet reflection, while others may evoke a chuckle.

The artists created the journals to provide an outlet for families to express their inner thoughts and feelings, then share their story with future guests who are going through a similar experience. "The journals relate words of hope and healing. They help people feel connected with others who endured the serious illness of a child," says artist Anne Faulkner. "Through them, guests of the Ronald McDonald House will find comfort in knowing that they are not alone during difficult times."

"Not only does it help to hear about others' situations and how they coped, but it is also therapeutic to keep a journal," wrote the mother of an infant with brain cancer. "It's been a very long and very tough road that is not over yet. When others tell you to take it one step at a time and you think to yourself, 'How can I possibly take this one step; this is the most traumatizing time of my life!' just listen. It will always be heartbreaking no matter your situation, but you learn to cope. Trust me, things become a lot easier. Good luck and keep your head up!"



*Artists created beautiful journals for use by families at the Ronald McDonald House in Hamilton, Ontario.*

## Making more room in our hearts



**The Ronald McDonald House of Portland, Maine, is growing from 15 to 21 bedrooms. Opened in 1995, the House in recent years often has to turn guests away because no rooms are available. Celebrating the groundbreaking last spring and leading the kick-off to the \$1.5 million "Gateway to Giving" campaign are House founder Joe Foley, Maine Governor John Baldacci, House guest Sherrie, and Portland Mayor Jim Cohen.**



*Front, left to right: Tony Beddison, AO chairman, Royal Children's Hospital; Mikael Lawford; Peter Bishop, House general manager. Back: Malcolm Coumts, CEO, RMHC Australia, and Claire Sutherland, House chairperson.*

## Parkville Ronald McDonald House reopens to national media attention

The newly expanded and renovated **Parkville Ronald McDonald House** (Melbourne, Australia) is attracting a lot of attention—not just among families and the medical community, but by the national press.

A colorful two-page spread in Australia's *Better Homes & Garden* magazine declared, "The Ronald McDonald House has reopened looking more like a swish hotel for families." "It's a fantastic improvement," agrees Peter Bishop, House general manager. "This is a beautiful House designed in every way to make families comfortable in their time of need." The House reopened in January 2006, in celebration of its 20th anniversary year.

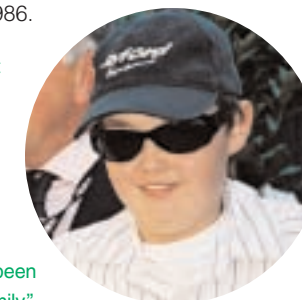
Royal Children's Hospital in Melbourne donated four Victorian-era terrace houses to open the Ronald McDonald House in Parkville in 1986. Built in the 1800s, these buildings offer charming period architectural details but required extensive renovation to meet today's standards. The House has steadily expanded over the years as the hospital donated more buildings, all in a row adjacent to the hospital.

Even with 21 bedrooms, the House was usually at full capacity, with waiting lists of families seeking accommodations. When the

hospital donated a ninth building in 2005, the House embarked on an ambitious expansion and renovation project. All of the existing bedrooms were updated, and 16 new bedrooms added. The 37-bedroom House also has two family isolation units for the long term families of children receiving bone marrow or heart transplants. The AUD\$1.3 million (US\$980,000) project includes a playroom and game rooms, laundry facilities, and newly renovated kitchen, dining and living room areas. Exterior landscaping was renewed, featuring beautiful plantings, a play area and barbecue. With the recent donation of a tenth building, the House will add four more bedrooms and renovate office and staff areas.

The renovation and expansion was funded primarily through donations by RMHC Australia and RMHC Global, AXA Australia, local McDonald's licensees, and local communities. "Many individuals and organizations rallied together to make this renovation happen," says Peter. "It has been an amazing effort. I feel so proud when I show families around the House." More than 283,000 nightly guests have been accommodated since the House opened in 1986.

Mikael was thrilled to help cut the ribbon on the House that has meant so much to his family over the past seven years. Now 12, Mikael was diagnosed with leukemia when he was three. "I was admitted to the Royal Children's Hospital when I was first diagnosed. We live three hours from Melbourne, so for the next six months, the Ronald McDonald House was our home away from home," Mikael says. "If it wasn't for the House, my family would have had to stay at home and visit me when they could. In the last seven years, the House has been there for us. The staff and volunteers have become our friends and family."



## 成長続ける日本のハウス

### House program continues growth in Japan

**RMHC Japan** opened its fifth Ronald McDonald House in September. Located in Tochigi, the seven-bedroom House will accommodate families of children being treated at the nearby Jichi Children's Medical Center Tochigi. Both the medical center and the local government expressed the crucial need for a facility like the Ronald McDonald House. The medical center provided the building for the House, and the funds to remodel the building were provided through a government grant.

Mayako (Mickey) Saito brings a special expertise to her role as House manager. She is a former nurse, and, as a parent, spent long, anxious hours beside her own daughter's hospital bedside. Assisted by more than 150 volunteers, Mickey's goal is to provide families with the warmth of home.

Almost 100 people attended the festive opening ceremony, including the mayor, the director of the hospital, RMHC Board and staff, the McDonald's family and suppliers. The event received widespread newspaper and television coverage.

"RMHC Japan will continue to build new Ronald McDonald Houses as long as there are families who need our help," says Mikako Yamamoto, RMHC Japan executive director.



Top: Volunteers celebrate the House opening  
Bottom: A bedroom at the new House

## Ein Fenster zum Himmel

### Window to Heaven



Emma's grandparents built this chapel in thanks for her good fortune.

A family from Southern Germany was overjoyed at the birth of their daughter. But just a few months later, baby Emma was diagnosed with a life-threatening heart ailment. The family was immediately transported into a new world of fear, uncertainty and grief. They found new hope through their stay at the Ronald McDonald House in Munich (**RMHC Germany**). Emma's mother shares her story:

"When Emma was born, everything seemed fine. But suddenly, when she was about three months old, our life changed dramatically. Doctors diagnosed a very serious disease. A heart transplant was Emma's only hope. We couldn't

believe that suddenly our little sunshine was so sick. Emma was put on a transplant list, and we were sent to a specialized clinic in Munich. The clinic was about 100 miles from our home, and we had no idea where to stay. But then the doctors told us about the Ronald McDonald House, right next door to the clinic. There we found an oasis of peace for the next few weeks. We got to know other parents of children who had recently received heart transplants. We could see that these children were on the mend, and that gave us hope and strength for our little Emma. Within a week, they found a donor heart for Emma.

We cannot express our thanks to this family, who lost their own little child and immediately decided to give another child, our Emma, a chance to live. Emma's grandparents built a chapel on their farm to demonstrate our family's deep gratitude for this humane act. All of their feelings of fear and powerlessness and hope were transformed into this window to heaven.

Today, Emma is 16 months old. She is doing fine, and she enlightens us every day with her presence. When we go back to the clinic for check ups, we live at 'our' Ronald McDonald House. And a new part of everyday life is a visit at Emma's chapel to give thanks for our fortune in life and the kindness of strangers."



Emma with her parents



Dutch TV personality Robert ten Brink reopens the Ronald McDonald House AMC Amsterdam with the help of a young House guest.

## Nieuwe Ronald McDonald Huizen en projecten in Nederland

### New Ronald McDonald Houses, expanded programs across Netherlands

**RMHC Netherlands is growing quickly to accommodate the ever-increasing needs of families and ill children. Through thoughtful strategic planning, the extraordinary support of donors and a lot of hard work, the Dutch Chapter is opening new Ronald McDonald Houses and expanding existing Houses, adding more Ronald McDonald Family Rooms and playrooms, and creating other unique projects for children in need.**

Three new Ronald McDonald Houses currently are under construction, and two others are undergoing renovation and expansion. The Ronald McDonald House Amsterdam, the oldest House in the Netherlands, reopened in April after extensive renovation. When current building plans are complete in 2008, the Chapter will have 16 Ronald McDonald Houses throughout the country, offering more than 235 guest bedrooms each night.

The fairy-tale themed Ronald McDonald Kindervallei, scheduled to open in late 2007, will provide a holiday residence for families of children undergoing rehabilitation therapy. A second House near a rehabilitation center will open in 2008. In addition, RMHC Netherlands began construction of its first Ronald McDonald House near a psychiatric facility. Ronald McDonald House Barendrecht will open in 2007 in a renovated farm house characteristic of the rural area. "Families with children at rehabilitation centers and psychiatric hospitals have just as much need to stay together," explains Pascal Rijnders, managing director of RMHC Netherlands. "It is logical to build Ronald McDonald Houses in these settings."

The Chapter has three Ronald McDonald Family Rooms located within hospitals. The new Ronald McDonald Family Room in Emma Children's Hospital AMC will provide Family Rooms and playrooms for fun and relaxation.

A spectacular "super family room" began construction this past summer. Located within the VU Medical Centre in Amsterdam, Ronald McDonald VU Kids Town will enable children to forget their illness for a time. There is a theatre, and radio and television studio. The Wizz Kids Corner features computer games, and kids can watch planes flying in and out of nearby Schipol airport from another special area. A wealth of other activities are all designed to let kids just be kids. A similar Ronald McDonald Kid Town is located in the pediatric hematology/oncology department of Gundersen Lutheran in La Crosse, Wisconsin, made possible by RMHC of Western Wisconsin and Southern Minnesota.

RMHC Netherlands will begin construction of a sport center for children with disabilities. The Ronald McDonald Centre Only Friends is scheduled to open in 2008 in Amsterdam. The Dutch RMHC team visited the Ronald



Architectural drawing of the Ronald McDonald Centre Only Friends.

McDonald Centre operated by **RMHC Russia**, and adapted the program to meet the unique needs in Netherlands. The Ronald McDonald Centre Only Friends will provide a variety of indoor and outdoor sports, games and entertainment. Children with disabilities can compete or just play with other kids, or enjoy games with their siblings and parents. The Centre is designed to build self-confidence and promote social interaction—and good, plain fun.

"Whether a Ronald McDonald House or Family Room, playrooms, sports or entertainment facilities, all these projects have one thing in common," says Pascal. "The well being of the child and family."

# New Ronald McDonald Houses are going green

*The Ronald McDonald House of Southern Calgary is setting an example of leadership in using green building principles for its new 23-bedroom House.*

**"During the early design phase for our second Ronald McDonald House, someone asked 'Why does it cost so much to build? It's just a large house,'" says Kent Burrell, executive director of RMHC of Austin & Central Texas. "The responsibilities of care and support that we assume when we open our doors to families, as well as the fiduciary responsibility with which our donors entrust us, make a Ronald McDonald House much more than 'just a large house.'"**

Ronald McDonald Houses are commercial structures, with specific safety, accessibility and other code requirements. The Ronald McDonald House being built in Austin, for example, will have more than 30,000 square feet of air conditioned space. It will have 31 bedrooms and 33 full bathrooms, a kitchen with three fully-equipped workstations, two laundry rooms and parking for 35 vehicles. Anything but a typical house.

And Ronald McDonald Houses are "a home away from home," designed to offer families comfort, convenience, safety and security.

"Guided by our mission, we are implementing green building and sustainable design practices in our new House. This approach enables us to most effectively meet our key responsibilities to families and donors," Kent says.

Kent is a member of the RMHC Global Advisory Council that is working on new Design and Construction Guidelines for Ronald McDonald Houses. For this project, the Council worked with Chipman Adams Architects, led by Joe Defilippis, Principal, and McDonald's Worldwide Architecture, Design and Construction group. Tony Spata, Director of Chipman Adams' Environmental Services, guided the Council through discussion on environmentally friendly construction and management techniques that reduce energy and water usage, improve indoor air quality, reduce waste and

minimize negative impact on the environment.

All this sounds expensive. Does it cost more? Not necessarily, says Jeff Ross-Bain, an Atlanta mechanical engineer and green building consultant. Jeff has been working with **Atlanta Ronald McDonald House Charities** in planning its new 50-bedroom House, which broke ground in November, and a second 39-bedroom House to follow in phase two.

"There are strong initial fear factors regarding price when you talk with people who don't fully understand the green building process," Jeff says. "In fact, the projects that are being monitored by the US Green Building Council show that the payback in terms of life-cycle efficiencies, energy and waste reduction, reduced maintenance costs and enhanced health and well being of the occupants is huge."

Jeff emphasizes that a consultant thoroughly versed in green building techniques must be brought in at the very beginning. When these concepts are integrated through every stage of the project, the building can be designed to maximize cost-effectiveness.

"There are tangible, quantifiable financial benefits to green building, as well as environmental and social benefits. It's a triple bottom line," says Rick Fedrizzi, US Green Building Council (USGBC) president, CEO and founding chairman. Based in Washington DC, USGBC created guidelines and a rating system for green building. Called Leadership in Energy and Environmental Design (LEED), the rating system specifies four levels of green building achievement in six essential areas, such as water efficiency, energy use, and indoor environmental quality.

**RMHC of Kansas City** opened a new 41-bedroom Ronald McDonald House in Kansas City, Missouri, in February. The House was built with sustainable principles in mind and has numerous "green" features which make it an ultra-efficient and healthy facility to live and work in.



*Every guest room in the Austin House will have a private porch and balcony. The grounds are landscaped with native plants and trees.*

## Elements of green building & sustainable design include:

- Enhanced indoor environmental quality by minimizing indoor pollutants and allowing daylight to naturally enter the space
- Recycled construction debris through diligent construction waste management
- Optimized energy performance such as high-efficiency heating, ventilation and air conditioning systems; materials with high insulating values; timers on thermostats and room occupancy sensors
- Energy-efficient lighting such as natural light from windows and skylights, low-energy bulbs and sensors on lights in public areas
- Renewable energy sources, such as solar and wind power
- Water use reduction techniques such as native landscaping that reduces need for irrigation, use of wastewater to irrigate, low-flow bathroom fixtures
- Energy-efficient materials and products such as EPA Energy Star labeled appliances
- Use of healthy materials and local renewable resources such as wood products from sustainably managed forests
- Indoor air quality management plan, including carbon monoxide systems; daylight views; low-emitting paints, sealants, carpets and woods; air circulation control including separate air handlers for each room and pressurized air to reduce circulation of contaminated air



*The new Kansas City House has many high-tech features to cut energy costs and enhance the comfort of guests.*



*The new 50 bedroom Ronald McDonald House in Atlanta incorporates numerous sustainable design features.*

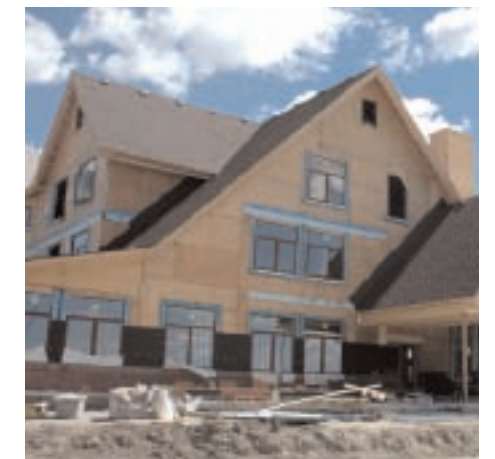
"Some components of the construction project may have been more expensive to include, but that pay back from these early investments is already being realized," says Ann Jerome, executive director. "For instance, the geothermal heat pump provides all the heating and cooling for the House at a fraction of the cost, space and noise level of standard HVAC systems. Keeping operational costs to a minimum and protecting the environment ultimately set new standards of donor stewardship."

The new Ronald McDonald House in Austin, Texas, will be built on a brownfield redevelopment site. The site requires that the House be built to LEED platinum standards, the most stringent of the LEED certification levels. "Our design intent is to create a soothing, welcoming atmosphere with minimal impact on our environment," says Kent. "The House will be solidly engineered and constructed to be relatively maintenance free for a minimum of 30 years, with a life span of 50+ years."

**Ronald McDonald House of Southern Alberta** (Canada) is building a new 23-bedroom House to LEED silver certification standards. In addition to the design and products used, the Chapter is developing operating policies and procedures that minimize the use of harmful chemicals.

"We had two main drivers when we decided to build to these standards. First, we believed it was the socially responsible thing for us to do, and we wanted to set an example of leadership. Second, we wanted to make sure that we have the lowest possible cost of total ownership. That means we considered not only the upfront capital costs, but also the ongoing maintenance costs over a 30 to 50 year period in this building," explains Debra Deane, Board president, RMH of Southern Alberta and RMHC Global Advisory Council member. "In addition, we wanted to create an environment that would be as healthy as possible for our families.

The surfaces we have chosen, such as tile instead of carpeting and long-wear wall covering, reduce maintenance and enable us to focus more of our human resources on the families themselves."



*The House in Southern Calgary uses locally renewable resources and woods native to the region.*

Atlanta Ronald McDonald House Charities broke ground for its new Ronald McDonald House in November. But the Chapter began working with a LEED consultant long before the groundbreaking, and the engineers, architects and contractors brought in later understood that the Chapter was fully committed to green building standards. "We've had the full support of our Board and have received nothing but positive feedback from our donors," says Linda Morris, ARMHC executive director.



The Ronald McDonald Family Room at Covenant Women & Children's Hospital—Lakeside is a serene oasis for stressed parents. It includes two sleeping rooms for naps or overnight guests.

## 100th Ronald McDonald Family Room opens

**It's the first Ronald McDonald Family Room for RMHC of the Southwest (Texas), but the world's 100th Family Room program. The Ronald McDonald Family Room at Medical Center Hospital in Odessa is a comfortable retreat that includes a living area, quiet room, kitchen, shower, laundry and two sleeping rooms.**

The Chapter followed up this success just a few months later, opening two more Family Room programs on the same day at hospitals in Lubbock, Texas (the 101st and 102nd in the Ronald McDonald Family Room network).

The first Ronald McDonald Family Room program opened in Kansas City, Kansas, in 1993. The Family Room is the fastest growing of RMHC's programs, with nearly 110 programs now in 11 countries.

**The opening of the 100th Ronald McDonald Family Room is a milestone in the program's growth.**

RMHC of the Southwest's Family Room program is the outgrowth of several years of needs assessments, strategic planning, and relationship building. RMHC of Lubbock and RMHC of the Permian Basin consolidated to form RMHC of the Southwest in 2004. Executive director Susan Maxwell and Board members immediately began meeting with community and hospital leaders in the Midland/Odessa area to determine how the Chapter



could best serve the region. A feasibility study determined that a Ronald McDonald House wasn't needed, but the Family Room program would be a tremendous asset.

The Medical Center Hospital Auxiliary eagerly provided some of the volunteers for the Family Room. When an area foundation heard about the project, it provided all the funds for the hospital's portion of expenses, and also covered the Chapter's expenses to finish the space and furnish it. "They did this completely anonymously. We were stunned and thrilled," Susan says.

The Chapter continues to work closely with other area organizations and community leaders to determine critical unmet needs and provide solutions. "In addition to the Ronald McDonald House and Family Room programs, our Chapter is moving forward on other opportunities to serve this larger region," Susan says. "Most exciting is the launch of our Ronald McDonald Care Mobile program in 2007."

**"Our adopted son was born premature at 30 weeks and is currently in the NICU. We found out that we would be here about six to 10 weeks, and weren't sure what to do about housing. We heard about the Ronald McDonald Family Room from the hospital. The lounge, facilities and overnight rooms have been a blessing. We have been able to rest, relax and recharge.**

**It feels very homey and gives us a bit of normalcy. We never thought we would be in this kind of situation. Now that we are, we are so thankful for your program. Everyone has been so sweet and has shown genuine concern about our baby. They will always be a part of our son's story."**

< BABY RILEY'S DAD

## Проект «Семейная комната» стремительно развивается в России

### Russian Family Room program plans ambitious growth

In Russia, the parents of ill children often travel far from home for medical treatment. Although most hospitals require that children under the age of 12 have a parent stay with them on the ward, accommodations for parents are sparse. "The hospitals are organized to care for the children, not their parents," says Kathy Mystlikaya, manager, **RMHC Russia**. "There are very inadequate sleeping, dining, laundry and bathroom facilities for parents. This makes a stressful time much harder for families to bear."



This young guest at the opening of the Ronald McDonald Family Room in Cheboksary could hardly decide which toys to play with first.

The Ronald McDonald Family Room is one of RMHC Russia's core programs. Launched in 2004, the program now includes six Family Rooms throughout the country. The Chapter's long-range strategic plan calls for ambitious growth, with seven more Ronald McDonald Family Rooms scheduled to open in six regions throughout Russia by end 2007.

RMHC Russia opened its fifth Ronald McDonald Family Room program this summer in Orenburg Children's Hospital. Almost 250 children each year undergo treatment in the hospital's hematology/oncology department. Parents and children alike are delighted with the colorful, well-stocked playroom, living room, dining room and kitchen facilities. Parents can nap in the comfortable sleeping room, play with their children, and have nutritious meals.

The president of the Chuvashia Republic, Nikolay Fedorov, and the minister of Health and Social Protection of the Republic participated in the grand opening of the Chapter's sixth Ronald McDonald Family Room. It opened in September in Cheboksary's Republic Children's Clinical Hospital. The Family Room, which includes a living room/playroom, kitchen and dining room, is expected to serve the families of about 250 children each year.

A Ronald McDonald Family Room in the perinatal department of Children's Regional Clinical Hospital in Samara and another at the Scientific Research Institute of Trauma and Orthopedy in Saratov are scheduled to open soon.



## Changing needs prompt new focus for Philadelphia program

**Constant program evaluation and a finger always on the pulse of community needs led the Ronald McDonald Care Mobile program in Philadelphia to change its service focus. The program provided combined medical/dental screening services from 2001 to 2005. Last fall it converted to a comprehensive, fully operating dental clinic.**

The Ronald McDonald Care Mobile is a core program of **RMHC of the Philadelphia Region** and is operated by clinical service provider St. Christopher's Hospital for Children. It is funded by the RMHC Chapter, St. Christopher's Foundation for Children, state funding and through the generous donation of public and private funds.

"We decided to put our money into changing the health of the community, not just screening to identify needs," says Judy Gelin, program manager. "Our strategic partners are very excited. We know that children here have extremely limited access to dental care. We believe that this program will really expand and become a tremendous asset in our community."

The program targets children ages three through eight in an underserved area of northeast Philadelphia with limited oral health resources. The Ronald McDonald Care Mobile program treats about 1,000 new children each year, and serves as their permanent dental home. Children are seen at Head Start programs, elementary schools and community centers, so parents don't have to miss work or find child care or transportation to get their kids to the dentist. St. Christopher's provides the dentist, dental hygienist and program manager. In addition, dental hygiene students from a nearby college and pediatric dental residents from St. Christopher's Dental School see patients under the supervision of professional staff.

"I often think, if I had to raise my kids as a single parent, how could I have managed a job and getting my kids to the doctor and dentist too?" Judy wonders. "The Ronald McDonald Care Mobile program solves that problem. And our chairs are always full."



Left: Children from the Norris Square Children's Center were excited to welcome the Ronald McDonald Care Mobile to their school. Above: A kindergartener opens wide for Judy Gelin, dental hygienist and Care Mobile program manager.



## Ronald McDonald Care Mobile dentist receives volunteerism award

Gerardo Santiago, DDS, was recognized by *n good health* magazine as the "Fall 2006 *n good* hearted man" for his community healthcare activism. A pediatric dentist, Dr. Santiago has been volunteering with the Ronald McDonald Care Mobile program since it launched in Collier County, Florida, in 2004.



For more than a decade, Dr. Santiago has been volunteering two full days each month for numerous children's dental service organizations. He currently volunteers at the Golden Gate Dental Practice and the Ronald McDonald Care Mobile program, both affiliates of Children's Health Network, a division of Collier Health Services. The Ronald McDonald Care Mobile is a core program of **RMHC of Southwest Florida.**

Dr. Santiago combines two of his favorite activities—boating and helping kids—by using his offshore racing boat, named *Zero Cavity*, to promote oral health through Florida's Big Brothers, Big Sisters. He provides charity boat rides for many children around the state.

"Dr. Santiago's dedication and special skills have been the cornerstone of these children's charities," says Keith Riley, DDS, dental director of Collier Health Services. "His commitment to these underserved populations continues to be a special gift."

*n good health* is published by *n* media group and features medical information for the Naples, Bonita Springs and Marco Island area of Florida.

## RMHC in Omaha launches all-dental Ronald McDonald Care Mobile program

**The Ronald McDonald Care Mobile program is becoming well known around the world. So much so that community organizations often seek out RMHC Chapters about the possibility of launching a program in their area.**

OneWorld Community Health Center in Omaha, Nebraska, approached **RMHC in Omaha** several years ago. The Health Center provides medical and dental care to an underserved population in south Omaha.

"OneWorld told us there was an urgent need for pediatric dental care in the greater Omaha area. I'll admit I was skeptical at first. You always think you know your own community. It was hard to believe there were so many kids that had never seen a dentist...who didn't even have a toothbrush," says Kevin Warneke, RMHC in Omaha executive director. "We told OneWorld to prove it. They did. At that point, we understood the critical need and realized that we had a perfect clinical service provider."

The Ronald McDonald Care Mobile program treats students at public schools in Omaha and nearby Council Bluffs, Iowa. Sites are selected based on the proportion of students enrolled in the free or reduced lunch program. The entire 2006-2007 school year is scheduled, with more schools asking when their students can be fit into the schedule. In addition to their daily schedule, once per year the Ronald McDonald Care Mobile program will go on the road to provide services for children in remote areas of Nebraska.

The all-dental program is staffed by dentists and dental assistants who rotate shifts. Retired utility workers were recruited to drive the truck and maintain it. "Maintenance is always an issue," acknowledges Kevin. "These guys really know their way around a vehicle like this. It's their baby, and they're very proud of taking care of it." The utility company stores the Care Mobile in a guarded outdoor site overnight.

The RMHC in Omaha business plan includes a strategic plan for fundraising and grantwriting. "RMHC Global asked that we commit to and fund the program for a minimum of five years," Kevin explains. "But we never even talked about five years. Our Board looks at this as a core program, just like our Ronald McDonald House, that we are committed to for the long term."



The Ronald McDonald Care Mobile program will serve the huge population of children in the Omaha area who have no access to a dentist.



**It's A Vehicle That Comes Fully Equipped. With Hope.**

Just ask the four Drake children. For much of their young lives Marques, Markiesha, Alysia and Alexis Drake were denied the health care they needed. The Ronald McDonald Care Mobile<sup>SM</sup> addressed those needs and did it without special appointments, faraway trips or time away from school. And today, with the help of their foster parents Joann and Jerome Gilchrist, their futures are filled with hope. To help support the Ronald McDonald Care Mobile and other Ronald McDonald House Charities<sup>SM</sup> programs, celebrate World Children's Day<sup>SM</sup> at McDonald's<sup>SM</sup>. From November 17th thru the 19th at participating McDonald's, when you purchase an Extra Value Meal<sup>SM</sup>, a Happy Meal<sup>SM</sup> or a Mighty Kids Meal<sup>SM</sup>, a donation will be made to Ronald McDonald House Charities. So please make sure to help Ronald<sup>SM</sup> help kids. Children like the Drakes<sup>SM</sup> appreciate all of your support. For more information go to [rmhc.org](http://rmhc.org).



Students and staff at a school served by the new Ronald McDonald Care Mobile welcomed the program to Albany.

## Albany community comes together in support of Ronald McDonald Care Mobile program

**“One of the most exciting things about our Ronald McDonald Care Mobile program is the incredible collaboration and grassroots community support,” says Deb Perez, past president of RMHC of the Capitol Region (Albany, New York).**

The Chapter, with clinical service provider St. Peter’s Health Care System, launched the Ronald McDonald Care Mobile program in September. “The local Chapter of Rotary International, Tech Valley Healthy Kids and other healthcare organizations, government agencies, the school system, civic groups, social services agencies...everybody just came together to make this happen,” Deb says.

The Chapter was initially presented with a grant request to help fund a pediatric dental program for underserved children. When the Chapter saw the data defining the critical need for these services, it decided to do much more. The Board voted unanimously that the Ronald McDonald Care Mobile program become a core program of the Chapter.

The school-based program expects to reach about 3,000 children each year. Services include exams and x-rays, fillings, extractions and oral health education. St. Peter’s Dental Health Services provides professional staff, several of them bilingual. Although it is an all-dental program, the goal is to link families with ongoing medical care, health insurance and other community services.

Deb says the Chapter has big plans for the future of the Ronald McDonald Care Mobile program. “Before we made the commitment, we did a lot of evaluation about whether this is where we want to go for the long-term. If we started this thing, it’s got to be running well into the future. We’re looking 25 years down the road. We really feel this can be a huge program for us.”

The Chapter also wants to make sure it has money in the bank to fund the program. It has obtained some government grants, and Deb believes that private and family foundations will be a major component of ongoing fundraising. “We’re asking on every level, including the people who drop their coins into our collection canisters. The community is so excited about this program, and the enthusiasm is spreading. Everyone is giving a little bit.”

The program was fully operating almost as soon as it hit the road. Jeff Yule, executive director of RMHC of the Capitol Region, isn’t surprised. “We have outstanding community relationships. The Ronald McDonald Care Mobile program is fully entrenched as a core program of the Chapter and has a long-term strategic funding program,” Jeff notes. “And, another key element: we didn’t have to reinvent the wheel. That’s one of the great things about working here; you have the RMHC Global office, and you have 250-some other Chapters going through the same thing. You can just pick up the phone and call them. RMHC is a phenomenal resource.”

## Electronic medical records enhance care

*New technology is boosting quality and efficiency of patient care. The Ronald McDonald Care Mobile at Georgetown University Medical Center/ MedStar Health recently went live with its new electronic medical record system.*

High-speed wireless technology enables the program to maintain a direct link to the vital systems at the hospital. Using G.E.’s Centricity electronic medical record, the Ronald McDonald Care Mobile staff can keep a full electronic record for each patient.

Before implementing the electronic medical record, if a patient walked onto the Ronald McDonald Care Mobile without an advance appointment, the staff had to call an outpatient assistant at the hospital to locate the patient chart and fax information back to the Care Mobile. This was time-consuming and inefficient.

“Now we have instant access to all patient charts all the time. Patients can spend more time with the healthcare providers, our charts are highly organized, and we can instantly communicate important information to our entire healthcare team,” says Matthew Levy, MD, Ronald McDonald Care Mobile director. “This is a real benefit to patient care. I don’t know how we survived without it.”

In addition, the Centricity software provides access to unlimited educational materials, a dynamic evaluation system and complete and compliant charts that are legible and accessible. All of this adds up to improved care for some of the most vulnerable children in Washington, DC.

The Ronald McDonald Care Mobile is a program of **Ronald McDonald House Charities of Greater Washington, DC.**



## A House built on hope

**It is a modest house from the outside, pleasantly situated with large trees and big windows that let the sunlight in. Inside it is warm and inviting, with 23 bedrooms ready to welcome the next family. It is the Ronald McDonald House of Durham, and it has been welcoming families of sick children since February 1, 1980. This House has been witness to countless moving, deeply personal stories.**

The medical reasons that bring families to the House are as unique as each child, but the impact of the child’s illness on each family is similar. When a child becomes ill, the family’s entire world suddenly is turned inside out. The child becomes the focus of every ounce of the family’s energy. Nothing else matters. Physically, financially and emotionally stressed, the family finds itself on the front steps of a House built on hope.

Here, they come to feel like a family again. A family made up not only of parents and their child, but a larger family of people who are going through the same thing. There are shoulders to cry on, arms to hug, home cooked meals, cable TV, a computer room and game room, a piano, tons of toys, a grandfather clock and a wood burning fireplace. And 23 private bedrooms to give families a place to rest and recharge from the stress of another day caring for their sick child. Families can take a nature hike, play with a therapy dog, do their laundry, stay in touch with family or co-workers through the Internet, or just quietly reflect. Each person in the House is cared for, respected and honored.

Every family who comes through the front doors of the Ronald McDonald House brings with them the fear of their child’s unknown future. But when these families leave, they take with them caring memories of those who supported them through the most difficult time of their life.

At the House, we receive hundreds of notes and photos from our families, telling us about the newfound health and happiness of their child. At times, we also receive profoundly moving notes about the loss of a child. Each note, like each family, is unique. And each is similar. They talk about their journey, and how that journey led them to the front door of the Ronald McDonald House...the House that Love Built.

*Although this story was written by and about the Ronald McDonald House of Durham, North Carolina, it could be any Ronald McDonald House, anywhere in the world. Like the families we support, each Ronald McDonald House is unique. Yet at every Ronald McDonald House, each family that comes to the door are enveloped in the same special kind of compassion and comfort.*



## Healing the spirit of kids with cancer

Before he was diagnosed with leukemia at age four, Paolo was an outgoing, adventurous little guy. The disease and the conditions that accompany it have left him shy and reserved. Now nine, Paolo confines himself to quiet pursuits, fearful that physical activity will increase the nosebleeds that make him so anxious. But for one precious week at Camp Ronald McDonald for Good Times, the “old Paolo” reemerges, leaping into the swimming pool and joyfully participating in every game. His parents are hopeful that with time and the support he gets from the friends and family at camp, the “old Paolo” will come out to play 52 weeks of the year.

The Camp has been working that special magic for almost 25 years. It is a bridge to normalcy for children with cancer who have missed so much in life that healthy children take for granted. “Here children can recapture the childhood that their disease has taken away,” says Carol Horvitz, camp executive director. “They’re not cancer patients. They’re just kids, gaining self-confidence and independence, forming lifelong friendships, and having a riotous good time. If they use a wheelchair, if they’re visually impaired, if they have to stop in at the nurse’s station for treatment or medication, so what? They’re no different than anyone else.”

The Camp, a 60-acre, fully-accessible facility in California’s San Jacinto Mountains, is a program of **RMHC of Southern California**. It provides year-round camping sessions and is fully accredited. Campers might be newly diagnosed or long-term survivors, in remission or undergoing active treatment.

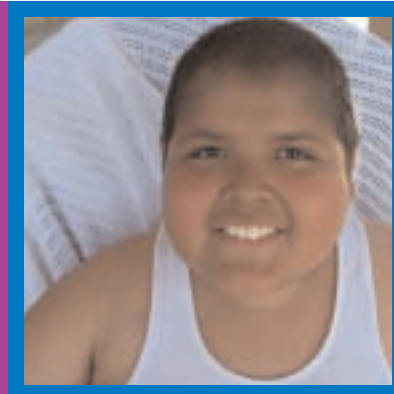
Many have lasting disabilities such as amputations, developmental gaps, seizures or blindness. Camp activities include all the things you’d see at traditional camp, but modified to meet the special needs of children with cancer. Kids ride horses, swim, take nature hikes and go on overnight back-packing trips. They participate in team sports, goofy skits and campfire sing-alongs. There is even a theater and camp radio station.

Volunteer physicians and nurses provide close on-site medical supervision. The professional camping staff is assisted by almost 700 specially trained counselors, many of them childhood cancer survivors. This volunteer support, along with generous support from the community, enables the Camp to be offered cost-free to campers.

The Camp is reaching out to communities that have not had the opportunity to send their children to camp. Hospital oncology staff provide videos and literature about the Camp in both English and Spanish. Transportation is available, and some weekend sessions are specifically for Spanish-speaking families.

Danny is a repeat camper who was diagnosed with cancer when he was eight. His cancer recently recurred and he’s going through chemotherapy again.

Now 13, he hopes to be strong enough to return to camp this summer. Is he concerned about his fellow campers’ reaction to hair loss? Not a bit. He’s confident that he’ll find unconditional acceptance and support at camp. “Those guys know me on the inside, and what I look like on the outside doesn’t matter to them,” Danny explains.



## RMHC Australia's Learning Program is a safety net for sick children

Just 11 years old when he was diagnosed with lymphoma, Edwin had to undergo aggressive chemotherapy. Because of his frequent, lengthy hospitalizations, Edwin fell far behind in school and lost touch with many of his friends. Ultimately, he felt that he'd fallen so far behind, there was no point in even trying.

"Following his illness, Edwin had a total collapse of self-confidence, a deep pessimism about the future, and lack of interest and motivation at school," says his mother, Yvette. Edwin was enrolled in the Ronald McDonald Learning Program, a program of **RMHC Australia**. As he found success in his school work, his self esteem also improved. Now 15, Edwin credits the Ronald McDonald Learning Program with encouraging him to stay in school and complete his school certificate.

Seriously ill children like Edwin typically miss months, sometimes even years, of school. They can quickly fall behind their peers in both academic and social skills. As medical treatment becomes more aggressive, the treatment itself can impact a child's learning and motor skills. "Many families told us that once their child is on the road to recovery, their missed education is the next biggest hurdle to overcome," says Tracey Webster, manager of the Ronald McDonald Learning Program. "In fact, some families report that the missed education has far more profound, long-lasting effects than the illness."

The Ronald McDonald Learning Program provides these children with a second chance in life by helping them catch up with their education. Targeted to children in grades one through 12, the program provides comprehensive assessment to determine each child's learning strengths and needs. Then an individual education plan is developed, which includes one-on-one academic instruction and also speech, physical and occupational therapy if needed.

"The Ronald McDonald Learning Program provides more than education, it gives children a sense of normalcy after a roller coaster ride of emotional upheaval and medical treatment," Tracey explains. "It is a safety net of support for seriously ill children as they struggle to get their academic, social and emotional lives back under control when returning to school."

Since the Chapter created the program in 1998, it has become Australia's preeminent education program for children recovering from serious illness. The Learning Program now is established in each state in the country and implemented within each of RMHC Australia's 12 Ronald McDonald Houses. More than 1,000 children have been supported by the program. In fact, there is a waiting list in many areas. Corporations and charitable organizations such as AXA and Camp Quality have stepped to the plate with increased funding to accommodate more students.

The Learning Program is assessing new ways to provide services to more students. "We see huge potential in providing online services," Tracey says. "We are considering online curriculum support for children and siblings staying at the Ronald McDonald House. And online, real-time tutoring support may be a very effective way to reach children who are unable to attend school or are home-bound because of their illness."



Cancer treatments caused Jayden to miss seven months of preschool and delayed his entrance to grade one. When he returned to school, he was far behind the other children in academic and social skills. His Ronald McDonald Learning Program tutor provides Jayden with academic support specifically tailored to his needs. He's not only catching up with his peers academically, his mother and teacher say his overall confidence and self-esteem are improving.



**Joshua Marsh awarded RMHC Australia's inaugural Charlie Bell Scholarship**

An Australian native, Charlie Bell began his McDonald's career as a part-time crew member at age 15 and ultimately became CEO of McDonald's Corporation. During his life, Charlie was a champion for RMHC—wherever his career path took him. Charlie served on the

RMHC Australia Board as well as the RMHC Global Board. Following Charlie's death in 2005, RMHC Australia used donations made in his honor to create the scholarship program. "Charlie's life is testimony to what can be achieved through determination, hard work and a passion to succeed," says Malcolm Coutts, CEO, RMHC Australia. "He was a passionate supporter of RMHC, and the scholarship program continues his legacy by enabling Australian youth to follow their dream."

Eleven annual scholarships of up to AUD\$5,000 (US\$3,765) each support students who have experienced serious illness and want to pursue undergraduate studies and a career.

Now in grade 12, Josh Marsh (pictured here with his mum) was diagnosed with Burkett's lymphoma two years ago and underwent eight months of chemotherapy. The Ronald McDonald House at Randwick became the family's second home, and the Ronald McDonald Learning Program enabled Josh to catch up on his school work. "It was the positive encouragement that Josh received at the House and the assistance through the Learning Program that enabled him to grow into the young man he is now," says his mum, Jennie.

Josh plans to study criminology at university and enter a specialized field in the Australian Federal Police. "I've already come so far," he says. "I just want to keep pushing myself."

## Деца дават алтернатива на насилието в компютърните игри

**Kids provide solutions to game violence**

An inventive project by **RMHC Bulgaria** demonstrated the Chapter's leadership in protecting children from violent Internet and video game content.

The State Agency for Child Protection (SACP) conducted research that demonstrated the negative impact on children as a result of video game violence. RMHC Bulgaria committed to providing children with an alternative to aggressive games. The Chapter partnered with the Bulgarian Web Association, software developers and Internet professionals. They launched a contest in which children ages seven to 17 submitted ideas for games that were free of violence and aggression. The games were to promote positive emotions, stimulate creativity and have an educational element.

The contest was advertised in schools, at McDonald's restaurants, on the Internet and in the media. More than 160 youth across the country participated. The nine winning ideas were made into actual PC games by leading Web agencies, who involved the children in the process. An additional, more advanced game also was developed using a compilation of the ideas submitted. The games were provided free to approved children's Internet sites and were distributed to schools throughout the country by the Ministry of Education.

"We got fantastic ideas: fairy tales and fantasies, adventures, quests, sports-themed games and life-style choices," says

Petko Hristev, project leader and RMHC Bulgaria manager. "We just have to listen to kids and their ideas. They have no limit on their imagination and creativity."

RMHC Bulgaria also worked with Internet providers to develop a logo for Web sites with safe, age-appropriate content for children. The SACP will award the logo to sites meeting these standards.

The project received widespread media attention, significantly increasing awareness of the Chapter's work and its creative solutions to problems facing children. In addition, the project generated ongoing discussion and collaborations to keep kids safe on the Internet.



This young contestant explains her video game to the event host.

## Hastane Derslikleri Cocuklarin Egitimlerine Devam Imkani Sagliyor

**Hospital schoolrooms help Turkish children make the grade**

Like other Chapters, **RMHC Turkey** realized the urgent educational needs of children who undergo lengthy hospitalization or illness. In Turkey, children who miss more than 20 days of school during a school year are automatically failed and required to repeat the grade the following year. For seriously ill children who might miss school for months at a time, the consequences are profound and long-lasting.

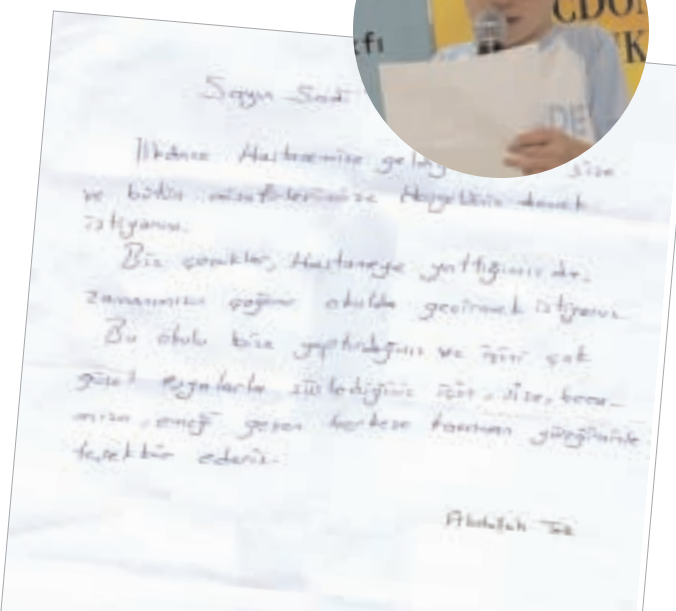
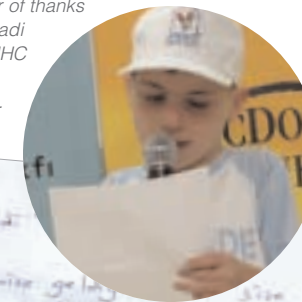
With the permission of the Ministry of Education, the Chapter opened its first hospital classroom in the Pediatric Oncology Department of Istanbul University in 2003. Based on the success of this program, the Chapter recently opened its second hospital classroom. Located in Children's Hospital of Egean University in Izmir, the school is designed for students who are hospitalized longer than two months or those who receive day treatment at the hospital and cannot attend traditional school. A "mini-version" of a traditional school, the classroom offers a play school for children under age six and a standard school curriculum for those over age six. The curriculum of both hospital classrooms are prepared by the Ministry of Education and includes math, social sciences, language, vocabulary, spelling, music and art. Each classroom serves about 50 to 60 children per year.

"The hospital classroom teacher verifies that the student has met the legal requirements. Students then can pass directly to

the appropriate grade as if they had attended traditional school," says Beyhan Hacinecipoglu, the teacher. "This helps children keep up with their studies and avoids the self-esteem issues and social stigma caused by failing a grade."

RMHC Turkey also sponsors Ronald McDonald Family Rooms and play areas at numerous hospitals and has provided funding to renovate and update equipment and technology at pediatric clinics.

Ten-year old Abdullah has been hospitalized for months with kidney disease, and may be facing a kidney transplant. The hospital classroom ensures that he won't be behind his friends when he returns to his home school. Abdullah wrote a letter of thanks for the classroom and materials to Sadi Fansa, president of the Board of RMHC Turkey, who attended the Children's Hospital classroom's grand opening.





This fairy princess helped cut the ribbon for the new Ronald McDonald Play Room at University Hospital in Linköping.

## Ronald McDonald Lekrum gör tillvaron ljusare för sjuka barn

### Ronald McDonald Play Rooms brighten days of sick children

After opening its first Ronald McDonald House in 1993, **RMHC Sweden** wanted to create a project that would have national impact and could be implemented fairly quickly. When Iréne Lederhausen, RMHC Sweden founder, visited local hospitals, she was saddened to see that children typically were bored, anxious and sad in the sterile, often frightening hospital environment.

Iréne had the idea to create a happy, colorful place in children's hospitals where kids could forget about being sick for a time. The Chapter worked closely with McDonald's operators to identify hospitals in their areas, and hospitals were invited to apply for a Ronald McDonald Play Room. Based on a five year strategic plan, RMHC Sweden now has 56 Ronald McDonald Play Rooms at pediatric hospitals and clinics across the country. Their plans include building five Play Rooms per year over the next five years, bringing the total to about 80.

The Chapter doesn't create a Play Room and walk away. RMHC staff and local McDonald's operators visit regularly to make sure the Play Rooms are well stocked with games, books, puzzles, creative toys and art supplies. Costs for refurbishment and new supplies are included in RMHC Sweden's long-term budget.

"The Ronald McDonald Play Rooms are a wonderful way to make hospital visits a bit happier for children. And parents can relax while their children play," says Kerstin Åsberg, former RMHC Sweden executive director. "That makes a better environment for children and parents, and doctors and nurses."

The Ronald McDonald Play Rooms are an effective tool to raise awareness of RMHC Sweden's programs. A plaque in each Play Room identifies it as a program of RMHC Sweden, and each local McDonald's restaurant displays a plaque with information about the nearby Play Room.

## 小麥芽學習計畫 蘊育成長希望

### Education programs nurture growing minds

From birth to age six, a child's learning grows at an astonishing rate. These are the prime years to stimulate the physical, cognitive, social and emotional skills that will prepare the child for a future of learning. Yet disadvantaged children, particularly those living in orphanages and remote areas, frequently grow up in an environment lacking the stimulation they need to develop skills and concepts. By the time they enter elementary school, they are far delayed in their language, motor, literacy and numeracy development.

After opening a Ronald McDonald Family Room in 2005 at Puli Hospital, **RMHC Taiwan** learned that the government had drastically cut funding for its delayed development program. Most of the children with slow development were disadvantaged children from aboriginal villages or children living in orphanages. In response, the Chapter created the Ronald McDonald Learning Program. The program helps Puli Hospital fund examinations and provide language therapy for its delayed development program.

In addition, the Chapter designated 10 percent of the income from last summer's World Cup Camp to support education in the Chinese Children Home and Shelter Association. The funding, about US\$50,000, will enable preschool children to receive language therapy and improve their learning capability before they enter elementary school.

RMHC Taiwan is enlisting the help of McDonald's employees and other volunteers to share their love of learning with disadvantaged children. The Chapter is also working to make parents more aware of the critical need to support children's growth in early childhood. A 30-minute program called "Hand in Hand Links to Hope," produced with one of the largest Taiwanese cable networks, was broadcast nationwide prior to World Children's Day to increase awareness.



The language therapy program helps developmentally delayed children improve learning capability before beginning school.



### Life Handed Lina Rak Lemons. She Made Lemonade.

When she was 16 months old, Lina Rak was diagnosed with Stage IV Neuroblastoma. This incredible little girl faced her disease with the kind of courage and determination most of us will never know. Now 6, her disease is in remission. But she continues the fight. Lina has a lemonade stand and, to date, has collected over \$2500 which she donates to help kids like herself who have experienced childhood cancer. It's her way of helping, just as Ronald McDonald House Charities® helped her. Ronald McDonald House Charities sponsors programs like the Ronald McDonald House Family Room™ a place in the hospital that allows families, like Lina's, to remain close to their children. To help kids like Lina, please support Ronald McDonald House Charities. For more information go to [rmhc.org](http://rmhc.org).

Donation may be tax-deductible. ©2008 McDonald's®



Chinese orphans will receive nurturing care and education through RMHC Global's grant to Half the Sky.

## 全球麦当劳叔叔之家慈善基金会的捐款使得上千名中国孤残儿童能得到更多关爱和全面健康发展的机会。

### Chinese orphans gain developmental opportunities and nurturing through RMHC Global grant

Through an exciting, far-reaching new grant approved by the Board in August, RMHC Global has committed to provide US\$2 million over the next five years to **Half the Sky**. The organization, created in 1998, enriches the lives and enhances the prospects of orphans in China who wait to be adopted, and of those who will spend their entire childhood in children's welfare institutions. Additional support includes US\$1.5 million from CREATA, a McDonald's supplier, and US\$600,000 from McDonald's China.

The RMHC grant will directly impact the lives of more than 1,200 orphans over the next five years. The funds will be used to create and support Ronald McDonald Children's Centers

**"It is our goal to ensure that every orphaned child has a caring adult in her life and a chance at a bright future ... helping her hold up half the sky."**

with Half the Sky, where orphans will receive the developmental opportunities they need in early childhood to grow into healthy adults. The grant will also establish 10 Ronald McDonald Family Villages across the country, creating 120 foster families that will provide permanent homes for at least 600 orphans.

Care of orphans has become a key focus of the Chinese government. "Orphans are the weakest and neediest group in our society," said Chinese President Hu Jin Tao recently. "We must mobilize the whole society to bring them to the same level as other children, to live and grow happily under the same blue sky of the motherland."

Although many abandoned infants and children are eventually

adopted, they are inevitably traumatized as a result of the abandonment. The time they spend in an institution tremendously impacts their long term development.

To combat these ill effects, Half the Sky operates four key programs in 30 state-run orphanages in 11 Chinese provinces. The organization establishes and operates infant nurture and preschool programs, provides personalized learning for older children, and establishes loving permanent foster homes and ongoing guidance for children with disabilities and

special needs. More than 3,200 orphaned children currently benefit from Half the Sky's nurture and enrichment programs.

Family Villages are Half the Sky's newest area of support for orphans. Parents are recruited from the local community and joined with up to five children from the orphanage to create a permanent foster home. The parents receive housing and ongoing training and support.

"Things have changed dramatically in China since we created Half the Sky in 1998. Today, the gap between the monies we collect through sponsorships and the actual monies we need to run the programs has grown larger, in part because it costs more to do anything in the New China than it did when we began," explains Jenny Brown, founder and executive director. "But an even bigger factor is that we have learned that we cannot set up a program, walk away and expect it to run seamlessly. Experience has taught us that hiring local nanny supervisors and field supervisors for all of our programs is key to keeping our work effective."

To learn more about Half the Sky and join in discussion, visit [HTS-International@yahoo.com](mailto:HTS-International@yahoo.com).



Sarah Ferguson, The Duchess of York, visited children at the Institute of Children's Welfare Tianjin.

## A Torino, La Fondazione Italiana realizza una Bibliomouse per i bambini in Ospedale

### RMHC Italy supports unique library for hospitalized children

Imagine kids curled up in a cozy corner with a good book. Making puppets and acting out a favorite tale. Writing and illustrating their own stories. Sounds like a school classroom or library? It's Bibliomouse, a very special place within a hospital where sick kids can forget about their illness and immerse themselves in the magical world of books.

**RMHC Italy** donated €100,000 to renovate and expand Bibliomouse within Ospedale Infantile Regina Margherita in Torino. To assist RMHC Italy, every McDonald's restaurant in the Piedmont area participated in a special fundraiser for the project, and it also was supported by the hospital's foundation. The hospital treats highly complicated cases such as organ transplants, cancer, burns and pediatric cardiology. Many children are hospitalized for lengthy periods, and the hospital works hard to provide recreation and entertainment.

The Bibliomouse promotes the joy of reading with creative activities and games. In addition to having stories read to them or borrowing books themselves, children might stage a theater performance to interpret a book, invent rhymes and silly songs, or create animated books. Bibliomouse activities are conducted by teachers, parents and volunteers.

The renovation was completed last winter, to the delight of children, their parents and hospital staff. The expanded and renovated space included a multifunction room to host theater performances, music events and multimedia experiences.

"The expanded Bibliomouse provides a wealth of opportunities, making this a special retreat within the hospital for children and their families," says Carla D'Andea, RMHC Italy manager. "These activities do more than promote literacy; they strengthen the supportive relationships between hospitalized children and their family."



Hospitalized children can immerse themselves in fun reading activities at Bibliomouse, a special literacy retreat within the hospital funded by RMHC Italy.

### Matching grants

## Home visits help curb pediatric asthma

Kern County, in California's San Joaquin Valley, has the country's highest rate of ozone pollution. It's no wonder, then, that the area also has one of the highest rates of asthma in the nation. The **American Lung Association of California** created an outreach and home visitation program to provide early asthma education and prevention among the highest risk population. The Kern Asthma Education Home Visitation Program received a \$2,500 RMHC grant, half from **RMHC of the Central Valley** and an equal match from RMHC Global. The funding provided educational materials and asthma management tools such as spacers and peak flow meters.

The home visits and asthma education interventions are targeted to children up to age five who are affected by asthma and environmental tobacco use. "An early understanding of asthma control can ensure that children will have healthy and active lives as they enter school," explains Paola Llamas, community health educator with the program.

The program was a godsend for a young single mother of three toddlers with asthma. She was overwhelmed by her children's wheezing, problems breathing at night, numerous medications and frequent trips to the Emergency Department. The health educators visited her home and explained the disease and the careful management required to control the disease. They showed her how to administer the children's asthma medications and provided asthma kits and a nebulizer. Step-by-step action plans were designed by the physician,



Home health education helped this mother learn how to control her children's asthma.

and the health educators also educated the staff at the daycare the children attended. The children's asthma now is under control, they are no longer making trips to the ER, and their mother, physician and daycare staff are all working together to keep the children healthy.

"These home visits caught the attention of our grantmaking committee because they are reaching families early and breaking down those barriers," says Al Galvez, RMHC of the Central Valley Board member and chair of the grantmaking committee.

## Preventive dental care keeps kids healthy and in school

When **RMHC of Idaho** was involved in long range strategic planning, the Board researched the most urgent needs facing children in the state. Dental disease was identified as the number one chronic pediatric disease, and dental care for underserved children the most pressing need. "We saw this as an opportunity to make a significant difference by focusing our grantmaking efforts in this area," says Mindy Plumlee, executive director.

The **Children's Free Dental Clinic**, based in Fort Boise Middle School, provides restorative and emergency dental services for children without access to dental care. But the clinic wanted to enhance the current program by focusing on early prevention of dental disease in young children. With the help of a \$12,500 grant from RMHC of Idaho, matched by RMHC Global, a dental van was purchased and a program created to deliver preventive care and oral health education directly to children most in need.

The Mobile Van began operation in January 2007, targeting public schools in the Boise area with the highest at-risk populations. Dozens of volunteer dentists provide dental screenings, and volunteer dental hygienists provide preventive services

including dental cleanings, fluoride and varnish applications, sealants and oral health education. The program serves children in grades one through three and grade six.

"The Mobile Van enables us to reach these children early so we can prevent decay in later years," says Kelly Reich, registered dental hygienist and education program director of the Children's Free Dental Clinic Mobile Van.

Debbie Bailey, principal of Whittier Elementary School in Boise, says that most of her students don't receive dental care unless they have a dental emergency. Students frequently miss school because of oral health pain. "When it's between buying food and getting your teeth cleaned, there isn't a choice," she observes. "Being able to receive preventive dental care will be just unbelievable for our families."

*Dr. Kriz, a dentist with the Children's Free Dental Clinic Mobile Van, shows this mother and daughter how to floss teeth. The program provides preventive dental care and oral health education for underserved children.*



### Matching grants

## Laptops link pediatric home health clinicians

A \$2,500 grant from **RMHC of the Intermountain Area**, matched by RMHC Global, gave clinicians with **Community Nursing Services** (CNS) in Utah a powerful new tool: laptop computers. The pediatric nurses and other medical staff make home visits throughout the state. With the five laptops purchased through the grant, they can record the patient visit right at the bedside, access up-to-the-minute lab values and other reports, get updated orders from the physicians, and communicate with other members of the care team.

"When we're looking at grants, we think about the children we help through our Ronald McDonald House and what they might need when they go home," explains Frances Gillmor, RMHC of the Intermountain Area executive director. "The laptops enable CNS to communicate with the local care team and also with the specialists in Salt Lake City. It means children can stay home and families can stay together, instead of having

to travel long distances back to Salt Lake City for frequent routine check-ups."

An earlier RMHC matching grant helped the agency purchase software with a comprehensive module to aid clinicians in assessment, treatment, note-taking and decision-making. Combined with the laptops when they make home visits, clinicians now have a wealth of information right at the patient's bedside.

"Through the RMHC grant, we were able to make the

nursing service much more effective and productive," says Beth Ehrhardt, CNS Development director. "The laptops are a tremendous asset in providing continuity and close communication among the care team."



*Raegan, age 7, can receive much of her cancer treatment at home, with the help of Community Nursing Services. Jocelyn Christensen, RN, a home health nurse, uses her laptop computer to record her notes, communicate with Raegan's care team and access information about Raegan's rare form of cancer.*

The **RMHC Global office** provides a wealth of educational opportunities for staff, Board members and volunteers. These educational programs include **RMHC Training and Development Workshops, Regional Conferences** and the **RMHC International Conference**. In addition, the new **Executive Training Program** is helping executive field staff take their management and organizational skills to a new level of expertise.

## House swap creates terrific LEARNING experience

Penny Douglas and Pam Fenimore live a world apart, but they have a common mission: to help families facing the most distressing time of their lives. And they shared a common dream: to experience first-hand what makes another Ronald McDonald House work.



Penny and Pam

Penny is the executive director of the **Ronald McDonald House in Randwick** (Sydney, Australia), and Pam the executive director of **RMHC of Burlington**, Vermont. They met at an RMHC International Conference and discussed the idea of swapping Houses. "We believed that this temporary exchange of roles would

be an exceptional learning experience for each of us," explains Pam. "We felt it would develop our business skills, expand our cultural awareness, and benefit us both as individuals."

This year, with the support of their respective Boards, Pam and Penny traded Houses for three weeks. They observed and assisted in the House Monday through Thursday, and spent weekends touring the country and visiting other Ronald McDonald Houses and RMHC programs.

The two Houses are very different. The House in Burlington can accommodate nine families, many of whom are there because their baby was born prematurely. The House has 200 volunteers who offer 12-hour per day support to families and relieve

the House manager on weekends. The Randwick House has 26 bedrooms, and many families come to the nearby hospital for pediatric cancer treatment. With 35 volunteers and Molly, the chocolate lab who greets guests at the door, the Randwick House relies heavily on the small House staff for operations.

But while there are differences, the caring and compassion of staff members and volunteers are universal. "This commonality made me feel quite at home at the Ronald McDonald House in Randwick," says Pam.

Penny's primary goal was to observe a large volunteer program. "Burlington has so many volunteers, and they play a big role in the running of the House," she says. "I have been able to return to Sydney and adapt the volunteer program at Randwick." Pam says she took back many wonderful fundraising ideas that she will implement in Burlington.

Both Pam and Penny strongly recommend the experience to other RMHC staff. Penny's advice is to exchange with an organization very different from one's own, and to know and trust the executive director who will be temporarily running your House program. "It was an amazing experience for both of us, and we hope this is only the beginning for other exchanges within the Ronald McDonald House Charities global network," says Pam.



## Where hearts and hands meet

**RMHC Regional Conferences** are an important resource for both professional and personal growth. Delegates share their successes and the challenges being faced throughout their region, catch up with old friends and meet new ones, and gain new skills and knowledge that they can take back home. They more closely align their local Chapters with the Global RMHC mission, core values and standards. And, perhaps most importantly, they come away with a deepened inspiration by our collective efforts to improve the lives of children.



**Canada Regional Conference** More than 50 delegates from RMHC Canada and Ronald McDonald Houses gathered in Winnipeg, Manitoba, in September to learn, share best practices and have some fun. Days of learning opportunities included sessions on effective campaign planning and standards of a well-run charity. And, because Canadians like to have fun, evenings included a murder mystery dinner, wine tastings and a poker night. Delegates had a sneak preview of several exciting RMHC Canada national awareness pieces.

**US Regional Conference, El Paso, Texas** The mayor of El Paso, the Honorable John Cook, opened the regional conference by declaring September 5-8 "The week of RMHC." The keynote speech featured an update on pediatric cancer survivorship. The days of intense learning sessions culminated in a tour of the Ronald McDonald House and Ronald McDonald Care Mobile programs. Combined with the serenade by a mariachi band and dinner amidst a beautiful sunset, it was a memorable conference.





**US Regional Conference, Chicago, Illinois** “Sweet Home Chicago” kicked off with a welcome by Chicago’s legendary Blues Brothers and a keynote address by Ed Rensi, one of the founders of the first Ronald McDonald House in Philadelphia. More than 200 participants attended educational sessions, and David Tayloe, MD, of the American Academy of Pediatrics, provided an update on pediatric health care. A moving thank you from RMHC of Greater New Orleans and a presentation by Leroy Chiao, astronaut and veteran of four NASA space missions, were the inspirational high notes of the conference.



**Asia Pacific/Middle East/Africa (APMEA) Conference** Adelaide, Australia, hosted the APMEA regional conference in August, attended by more than 200 delegates from six APMEA countries. The conference offered expert speakers in a wide range of topics, including governance, strategic planning, House management and learning issues of seriously ill children. Of course, Ronald McDonald was in attendance, leading the Conga line.



**Latin America Regional Conference** San Jose, Costa Rica, hosted the Latin America Regional Conference, with representatives from nine of the 13 Latin American countries with an RMHC Chapter. Delegates shared best practices in program operations, Board governance, fundraising and donor relationships. Kellogg School of Management professor Liz Howard led interactive sessions on strategic marketing and fundraising. A highlight of the week was the visit to the RMHC Play and Learning Room at San Isidro El General, operated by **RMHC Costa Rica**.



**European Regional Conference** Prague, Czech Republic, recognized as one of the world’s most beautiful cities, hosted the European Regional Conference in October. Hundreds of delegates from across Europe came together to learn from faculty from the Kellogg School of Management and RMHC’s own experts in areas such as management strategies, communication skills, branding, and standards of a well-run charity. A gala dinner was held at historic Brevnov Monastery.



## The RMHC Executive Training Program prepares leaders for future challenges

A decade ago, a typical RMHC Chapter might have had one 15-bedroom Ronald McDonald House. Today, that Chapter might be operating two Houses with a total of 50 bedrooms, several Ronald McDonald Family Rooms, a Ronald McDonald Care Mobile program and an extensive grantmaking program. It might be in the midst of a \$15 million capital campaign.

RMHC Chapters are increasingly complex organizations. And they require a vastly different skill-set of their executive leadership. Nonprofit leaders still need a passion for the mission. But they now have to bring management and operational techniques to the job. They have to know how to manage a multi-million dollar budget; and how to motivate staff, board, volunteers, donors, governmental agencies, the media and other stakeholders. They have to be human resource experts, finance managers, management theorists, fundraising gurus and organizational design experts.

They have to do all this in a nonprofit sector that is itself vastly more complex than a decade ago. The number of nonprofit organizations has increased, but the amount of funding for these organizations has not. Nonprofit organizations now must be able to differentiate themselves in an ever more competitive field. And they have to be accountable. No longer can nonprofit organizations simply “do good.” They have to do well. They have to know where their money is going, be good stewards of their funds, measure and report the impact of their programs and effectively communicate all this to their stakeholders.

### Program tailored to needs of RMHC executive leadership

Recognizing the increasing demands of the nonprofit sector, RMHC Global created the Executive Training Program to strengthen the management and leadership skills of its executive field staff. RMHC partnered with America’s premier management school, The Center for Nonprofit Management at the Kellogg School of Management, Northwestern University. Faculty from the program also have taught sessions at the RMHC International and Regional Conferences.

The year-long Executive Training Program consists of three sessions of several days each. Classes are a mix of theoretical, taught by Kellogg School faculty, and practical, with nonprofit management practitioners sharing their expertise. Subject matter might include strategic planning, budget oversight, governance, personnel management, negotiation and dispute resolution, performance benchmarking, marketing and brand management, motivating stakeholders, fundraising and a host of other issues. The program accepts about 35 to 40 professionals per year, selected through an application and evaluation process.

“The program is designed to build on their strengths and

help them acquire new management skills so they can more effectively manage growth,” says Liz Howard, associate director of the Center for Nonprofit Management at the Kellogg School of Management.

David Knights joined **RMHC United Kingdom** as executive director in November 2005. He’d worked 18 years in the nonprofit sector, so he felt he probably didn’t have a lot to learn. “How wrong could I be?” David says with a laugh. “The sheer quality of the faculty was fantastic. They showed how the theory of management plays out in ‘the real world’ and how it can be applied to everyday management of an RMHC Chapter. There was also the chance to exchange ideas with my colleagues who have been with RMHC for a considerable time.”

“What have I learned? So much,” David says. “I studied strategic alliances, performance evaluation and business planning, which will make our Chapter stronger as a team and as a charity. I improved my own skills in negotiations, leadership, decision making and social networking—all areas which I hope will pay dividends as I lead the UK Chapter. Finally, I learnt that in today’s marketplace we must ‘innovate or die’—and you can count me in as one of the innovators!”

Tom Soma, executive director of **RMHC of Oregon and Southwest Washington**, has more than two decades in the nonprofit sector. But he enthusiastically enrolled in the Executive Training Program’s first class in 2005. “The competitive landscape has changed dramatically, and that puts a premium on our creativity,” Tom says. “When you stop learning, you stop growing.” Among Tom’s biggest challenges were creating a more sustainable business model for the Chapter; measuring, benchmarking and reporting on the impact of the Chapter’s programs; and negotiation techniques. “I learned things I could put right to work for my Chapter,” Tom says. “The program was so compelling—outstanding faculty, outstanding content tailored to our specific circumstances, and classmates who were wrestling with the same issues.”

Nancy Roach, executive director of **RMHC of Phoenix**, is an accountant by training and has worked in the nonprofit sector since 1994. What did she have to learn? “Plenty,” she emphasizes. “Accountants might have the fiscal management skills, but we are not necessarily the best people managers. Some of the most valuable things I took away from the Executive

Training Program were learning how to better deal with people, how to motivate the Board to be more involved, and how to negotiate.” Nancy applauds RMHC for recognizing that the Charity’s people are its most important assets, and education is the best investment RMHC can make. “The Executive Training Program with a partner of Kellogg’s expertise and credibility is a fantastic resource,” says Nancy. “The other thing that makes RMHC so special is our colleagues around the world. You can

call them any time to ask a question, share a form, and borrow what they know. There is a such a rich depth of knowledge available to us.”

“The Executive Training Program is an incredible commitment on the part of RMHC Global,” agrees Liz. “RMHC is absolutely focused on helping its leaders succeed with the really important challenges they face.”

## Executive director builds infrastructure in advance of House expansion

When **Ronald McDonald House of Durham** was preparing for a large-scale expansion, the Board commissioned a feasibility study. It required that the organization take a good, hard look at its organizational structure, both at the Board and staff levels.

“Our House has grown since we opened 27 years ago, but an expansion of this size is a very, very different way of delivering services,” notes Noreen Strong, executive director. “We talked to other Houses that had made this kind of leap, and they said you just couldn’t do it without a lot of work and institutional change.”

Noreen, now in her 12th year as executive director, immediately rose to the challenge. She contacted the local chapter of Executive Service Corps (ESC) Affiliate Network, a nationwide network of nonprofit consulting groups who provide high quality, affordable services to nonprofit organizations and government agencies. ESC offers a wealth of services, and Noreen decided to work one-on-one with an executive coach for six months. All consultants are volunteer, retired executives who have held executive positions.

Coincidentally, Noreen’s coach was a former McDonald’s employee who was responsible for opening and marketing new stores outside the US. They agreed to meet every two weeks. “We identified that with this expansion, our organizational chart is going to change dramatically. I wanted to focus on job descriptions—especially mine—breaking down the tasks that had to be done and the skills and experience necessary.” Noreen quickly learned that she had to learn to delegate and capitalize on the skills of other staff members. She also worked on communications skills and project management.

Noreen and the Board were so pleased with the service that now the House Operations director is working with an ESC consultant in one-on-one coaching. How do they work the time into their already frenetic schedules? “You don’t have time not to do it,” Noreen emphasizes. She also plans to use ESC for a staff retreat and a team-building workshop.



Noreen Strong (left), executive director of Ronald McDonald House of Durham, and Chris Hill, (right), House director of operations, meet with Marilyn Longman, consultant for Executive Service Corp of the Greater Triangle.

Noreen and the Board are using the transition years during the capital campaign and construction to get the organization where it needs to be. “We can’t open the new House and say, ‘Oh, what do we do now?’ My goal is that we are comfortable running a 70 bedroom House before we actually open the doors. The ESC is a great resource to us.”

In the U.S., learn more about their services at [www.escus.org](http://www.escus.org).

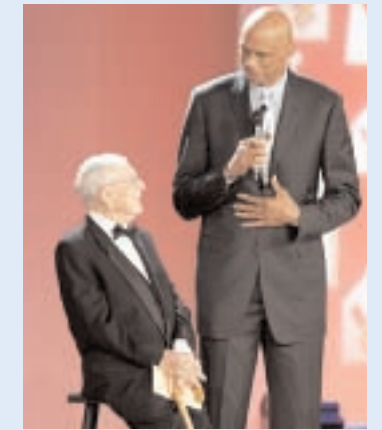
# Celebrating excellence

## The Ronald McDonald House Charities 2006 Awards of Excellence

brought together stars in the worlds of philanthropy, medicine, education, sports and the arts—  
all united by their dedication to children's causes.

**M**ore than 2,000 people attended the October 28 gala at the Donald E. Stephens Convention Center in Rosemont, Illinois. The 22nd annual Awards of Excellence honored the extraordinary efforts of John Wooden, Dr. Thomas Boat and Yolanda (Yoly) Fernández de Cofiño for their charitable work on behalf of children.

**John Wooden** is best known as a legendary basketball coach, with 10 NCAA men's basketball championships to his credit. But off the bench, John has made a career of helping youth succeed—both in athletics and in life. His work was honored with the Presidential Medal of Freedom, the highest civilian honor given in America. John donated \$50,000 of his \$100,000 RMHC Award of Excellence to the Special Olympics of Southern California and the other \$50,000 for college scholarships to Martinsville High School in Indiana, where he graduated.



Coach Wooden and Kareem Abdul-Jabbar



Dr. Alan Harris, RMHC Global Board trustee; award recipient Dr. Thomas Boat; and Linda Dunham, RMHC Global Board Chairperson

Also receiving a 2006 Award of Excellence was **Dr. Thomas Boat**, director of The Children's Hospital Research Foundation and chairman of the Department of Pediatrics at Cincinnati Children's Hospital Medical Center. Dr. Boat is also physician-in-chief and a member of the board of trustees of Cincinnati Children's. A pediatric pulmonologist, Dr. Boat has dedicated his work to discovering more effective therapies for chronic lung diseases of childhood. Dr. Boat donated \$80,000 of his \$100,000 award to the Cincinnati Children's Hospital and \$20,000 to RMHC of Greater Cincinnati.



Yolanda Fernández de Cofiño and children (left to right) Alvaro, Liza and Patty

**Yolanda Fernández de Cofiño**, a 30-year McDonald's Owner/Operator in Guatemala, was honored with the Gerry Newman McTLC Award. Thanks to Yoly's activism and hard work, McDonald's contributions in Guatemala have helped fund children's pediatric surgeries, construction of a pediatric cardiology wing, support for children's orphanages, Special Olympics and other children's medical and social causes throughout Guatemala. Yoly donated her \$50,000 award to Fundación Margarita Tejada.



Lynn Giuffria, executive director of RMHC of Greater New Orleans, with Jim Skinner, Vice Chair and CEO of McDonald's Corporation and RMHC Global Board member

The gala evening included a sumptuous meal and captivating Broadway-themed entertainment, with theater great Gregory Harrison, a performance team from Imagination Entertainment and "the singing cop," New York City policeman Daniel Rodriguez. Elisângela Silva Dos Santos, a McDonald's crew person from São Paulo, Brazil—and the winner of the global Voice of McDonald's competition—enthralled the audience. Fabulous auction items such as a PGA Championship package, Super Bowl tickets and a trip for two to the American Idol final generated spirited bidding. The 2006 RMHC Awards of Excellence raised more than \$2.2 million to benefit the Charity.



She'll Tell You "Live Life Every Day."  
Once She Learns To Talk.

Maggie Walsh is just one year old. She's had to endure more in that one year than many of us will in a lifetime. Yet a beautiful smile rarely leaves her tiny face. Two heart surgeries couldn't take that smile away. Hopefully, nothing ever will. To help Maggie and other children like her, stop by any participating McDonald's® this holiday season and give what you can. Just look for the canisters. Your contribution will help Ronald McDonald House Charities® and programs like the Ronald McDonald House,® which provided Maggie's family a home-away-from-home during Maggie's hospital stays. By donating at McDonald's or online at [rmhc.org](http://rmhc.org), you can bring a smile to a child's face. Just like Maggie's.

# Aviators' Ball soars to record heights



McDonald's Owner/Operators Jeff and Trisha Stanton and Teresa and Bill Saputo coordinated the myriad details for the Aviators' Ball.

*The Southeast Michigan McDonald's Owner/Operators Association helps dreams take flight for the Ronald McDonald House Charities Chapters of Detroit and Ann Arbor.*

For years, six Owner/Operators from the Co-op frequently prepared meals at their local Ronald McDonald House. They had a great time, and strategized ways to get other Owner/Operators from the Co-op more involved. Together they cooked up the idea to hold an Aviators' Ball, a black tie fundraiser celebrating the golden age of aviation. The first year, Spirit Airlines lent its support—and its airplane hangar at Detroit Metro Airport. The idea took off, and in 2006 the Aviators' Ball doubled the net income, raising about \$80,000 for the two Chapters to split. Additional corporate support raised more than \$30,000 in donations.

"This event helped bring Ronald McDonald House Charities to the forefront among Owner/Operators in the Co-op," says Theresa Saputo. She and her husband Bill, with fellow Owner/Operators Claude and Theresa Murphy and John and Linda Perras, developed the Aviators' Ball concept. "Now our Owner/Operators feel like this is their charity, and they freely open their hearts and wallets to support it."

The 2006 Aviators' Ball included a sumptuous meal, fine wines, and a spectacular silent auction at the Ritz Carlton Hotel in Dearborn, Michigan. The Yankee Air Museum of Ypsilanti lent plane memorabilia, and museum staff members dressed in vintage uniforms added to the ambience. Michigan's own Motown celebrities and a live band entertained until the wee hours.

"The Aviators' Ball is an example of great collaboration between the RMHC Chapters and the Co-op. We're going to keep building the momentum to strengthen those connections," says Catherine Pappas, director of Development and Community Relations, **RMHC of the Huron Valley**.

"The commitment by this group of McDonald's Owner/Operators is just incredible," says Jennifer Litomisky, executive director, **RMHC of Southeast Michigan**. "The Co-op and the public relations teams of Avance/Marx Layne worked long hours to make this the premier fundraiser to benefit the Detroit and Ann Arbor Ronald McDonald House programs." Through savvy public relations, the event generated about \$150,000 in earned media, boosting awareness of RMHC throughout the region.



Motown greats from the Vandellas, Miracles and Four Tops join John Betts (center) McDonald's Michigan Region and Jennifer Litomisky of RMHC of Southeast Michigan to celebrate the golden age of aviation at the 2006 Aviators' Ball.

# A big weekend for the Irish

*RMHC Ireland held back-to-back fundraising events last spring, generating a lot of good fun and great fundraising.*

The second annual Ronald McDonald House Cycle took place in Kilkenny. Parents, McDonald's Owner/Operators and crew members, and friends of RMHC participated in the 40 mile cycle, followed by a dinner and awards ceremony. For those with any energy left, there was dancing and singing far into the night. Legendary Kilkenny hurler DJ Carey served as grand marshall of the cycle, which raised €30,000 for the Chapter.

The following day, it was off the bike path and onto the greens for the Powerscourt Golf Club Captains' Charity Day. This event, too, raised €30,000 for RMHC Ireland. The funds were used to support the Chapter's Ronald McDonald House program in Dublin.

"Our Ronald McDonald House is only two years old, but we have won the generous support of so many people throughout Ireland," says Marian Carroll, RMHC Ireland executive director.



Brian Magee is joined by his father, friends and Kilkenny hurler DJ Carey at the second annual Ronald McDonald House Cycle. Brian was a guest at the House while his son was hospitalized at Our Lady's Hospital. Brian and his family alone raised more than €7,000 for the House.

# The perfect present for the mother who has everything

*Just how many flowers and boxes of chocolate can one mother use for Mother's Day? RMHC of Eastern Wisconsin has the solution. It's easy. It's inexpensive. And it's a guaranteed fundraising success.*

RMHC of Eastern Wisconsin's Mother's Day appeal goes out to the Chapter's entire data base of about 13,000 friends. These aren't necessarily the big bucks donors, says executive director Pam Buckley, but they are those that can always be counted upon to make a small but consistent donation. Some make very significant donations through this direct mail campaign.

The springtime campaign fills a gap in the fundraising schedule where the Chapter doesn't have any other solicitations going on. The Chapter began the promotion five years ago, and gets at least a \$10,000 return. And, says Pam, it couldn't be easier. "All we have to do is come up with a warm and thoughtful card. It's so simple for us."

Included within the card, featuring a drawing or photo of mother and child, are several small cards to give to a mother—the donors' own mother, or any other mother they might want to honor. These cards can be signed and given to the mother, letting her know that a gift has been made in her name. "After the first mailing, people contacted us asking for more gift cards," Pam notes. "Now we include four or five in the mailing and we've seen an increase in revenue. There are many repeat donors from year to year."

— Pam's advice —

Send the appeal about five to six weeks before Mother's Day

The appeal should have a strong emotional connection, mother to mother



Artist Romualdo Rivera held an exhibition of his work and donated a portion of the proceeds to RMHC Puerto Rico.

# Noche de arte a beneficio de la Fundacion Infantil Ronald McDonald

**Night of art benefits RMHC Puerto Rico**

*Romualdo Rivera, an acclaimed Puerto Rican artist, presented his new work at the Ballajá Ward (Fourth) in Old San Juan, Puerto Rico. Long before the exhibit of 18 oil paintings, Romualdo committed to donating a portion of the sales to RMHC Puerto Rico.*

The exhibit was widely promoted, as was the work of RMHC Puerto Rico. More than 100 guests turned out for the exhibit, and the painting sales raised more than \$8,000 for the Chapter.

"Romualdo Rivera is an incredibly talented artist who just wanted to give. His generosity is typical of the people who support our Ronald McDonald House," says Brandi Hale, executive director, RMHC Puerto Rico. "From the child who puts his change into a canister at a McDonald's restaurant, to the retired widow who spends her evenings answering the phone at the House, to a corporation that believes in us, and to the families staying at the House who care so much for each other...the size of their hearts knows no limits."

# Love among the onions

Valentine's Day at the **Philadelphia Ronald McDonald House** made mouths water and hearts lighter. It was all in the onions. Culinary students from the Art Institute of Philadelphia used their skills in a competition to create sublime desserts for House guests.

Here's the hitch: every dessert was made with OSO sweet onions from Chile. These onions are guaranteed not to spoil a kissable breath (an important consideration for Valentine's Day) or make eyes tear. Before the event, banners were placed in local stores with suggestions for how customers could stir up those recipes for their own special Valentines. Anyone making at least a \$15 donation to the House would receive a copy of the recipes. Similar cook-offs were held in Chicago and New York to benefit the Ronald McDonald House programs there.

A renowned local chef, a cook book author and the Chapter Board president judged the irresistible results. And House families, volunteers, staff and the local media ate them up. The folks at the Philadelphia House won't promise that sweet onions can make someone fall in love. But they swear that, with the help of OSO onions, Cupid can serve up a Valentine's dinner—and a fundraiser—unlike any other.



The ride was arduous, but these cyclists were buoyed by support of townspeople along the route who helped them raise money for Ronald McDonald House in the Hunter.

## Fortunate fathers ride for sick kids

*With a lot of effort and abundant rain, the second annual Hadley Cycles Fortunate Fathers Riding for Less Fortunate Kids Charity Ride raised more than AUD\$110,000 (US\$83,000) for the Ronald McDonald House in the Hunter.*

About 20 riders and crew took various legs of the seven-day, 750 km trip down the Pacific coast from Ballina to the Ronald McDonald House in the Hunter. They included House CEO Ross Bingham, event organizers and cycling enthusiasts Tony Baj and Phil Jobling (both McDonald's employees), other McDonald's staff and eight McDonald's Owner/Operators from northern New South Wales. Riding with the dads was one female rider, a McDonald's employee who obtained a AUD\$10,000 sponsorship to join the ride.

It was a grueling ride, with several bike mishaps and pouring rain the first four days. In fact, the area recorded record rainfall. The riders were greeted in towns along the coast where local support staff and McDonald's Owner/Operators hosted community fundraising events, including dinners, auctions and barbecues. The sun came out on the fifth day and followed the riders all the way to the Ronald McDonald House in the Hunter. They arrived on Father's Day (the first Sunday in September) to a triumphant reception by families at the House.

"The great thing about the ride was that it was through the area of our state that uses our Ronald McDonald House," Ross says. "Every town we rode into was incredibly supportive, and you could feel the synergy with the local people."

Donated television, radio and newspaper advertisements generated a lot of talk about the event. The cyclists maintained a daily Web blog on the event web site, [www.rideforsickkids.org](http://www.rideforsickkids.org). The blog was so successful that Ross anticipates it will be a key tool to raise awareness and funds in future years.

The Ronald McDonald House in the Hunter recently completed expansion, adding six more bedrooms so it can accommodate 18 families each night. Opened in 1991, the House has provided more than 88,500 bed nights of accommodation. Funds raised through the ride will enable the House to build a playground and landscape the gardens for the new units.

## Zusammenarbeit mit Freunden hilft den Bekanntheitsgrad zu steigern

### Collaboration between friends helps raise awareness

When **RMHC France** created a television spot several years ago to increase awareness about the Chapter's programs, the results were terrific.

So when **RMHC Switzerland** planned to embark on a year-long strategic awareness initiative, they first asked the advice of their neighbor to the north.

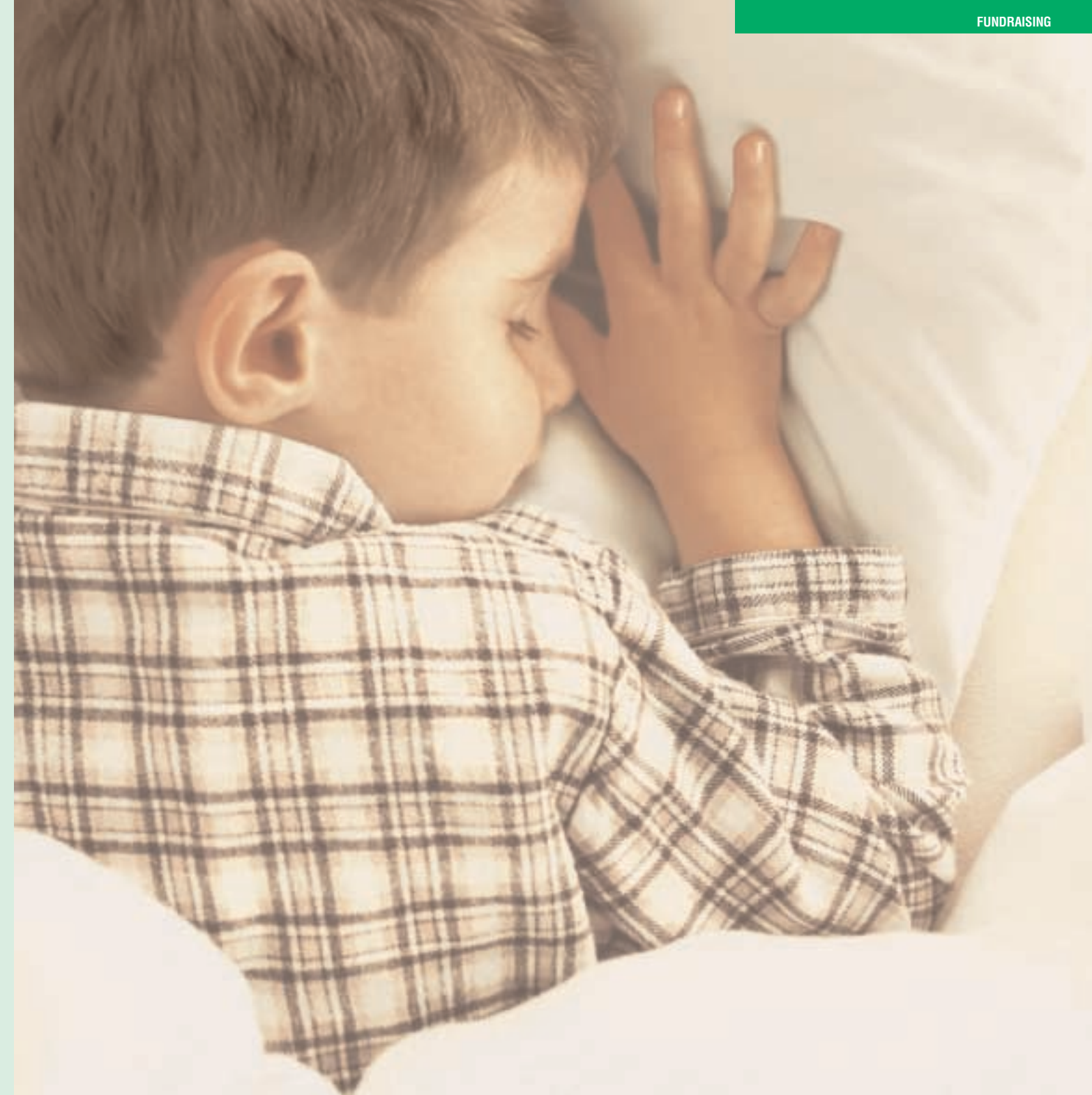
"RMHC Switzerland was not very well known. And among the people who had heard of our Charity, many did not understand what we actually do," explains Nicole Schöwel, executive director of RMHC Switzerland. The goals of the campaign were to increase awareness of the Chapter's work, facilitate fundraising and demonstrate social responsibility.

RMHC France generously lent its television spot, which the Swiss Chapter adapted for its specific needs and translated into three languages. This beautiful advertisement shows a child in a hospital bed, holding the hand of his little sister. It evokes a strong emotional reaction, no matter what the language. It ran as a public service announcement on TV stations and in movie cinemas throughout the country from May through December this year. The Chapter obtained approximately CHF280,000 (US\$221,000) in media value.

In addition, RMHC Switzerland obtained free billboard sites all over the country and launched an extensive billboard campaign in November. The RMHC Switzerland Web page was redesigned, with bright, fresh colors, lots of photographs and new content with success stories and examples of how donations are put to use. The Chapter also appointed an official ambassador, Maria Walliser, a nationally renowned former snow ski star in Switzerland. She will represent the Chapter at events and speaking engagements, helping generate additional awareness.

RMHC Switzerland has three Ronald McDonald Houses, and hopes to open a fourth in Basel by 2008. The Chapter also supports a Ronald McDonald Family Room in Aigle, and helps fund projects of other nonprofit organizations that champion children's causes.

► *Billboard text: Closeness helps healing!  
Parents of seriously ill children find a home in our Ronald McDonald Houses in Bern, Geneva, St. Gallen*



## Nähe hilft heilen.

In den drei Ronald McDonald Häusern finden Eltern in der Nähe ihrer schwer kranken Kinder ein Zuhause auf Zeit.

• Genf • Bern • St. Gallen

[www.ronaldmcdonald-house.ch](http://www.ronaldmcdonald-house.ch)



When Jeff Lawhorne, Business Development Leader, McDonald's Division at The Coca-Cola Company, showed up to prepare dinner at the Ronald McDonald House in Galveston, executive director Margie Chavarria led him to one of the guest rooms.



Jeff and night manager Maria Gleason cook up some treats for House guests.

"Jeff," she told him. "This is Room 18." "Okay, great," Jeff replied. "We've dedicated this room to the Coca-Cola Company in thanks for everything you do for us," Margie announced, showing him the plaque.

"That really touched my heart strings," acknowledges Jeff. RMHC has been firmly entrenched in Jeff's heart for more than eight years. He frequently brings fellow Coca-Cola employees, McDonald's Owner/Operators and others to prepare dinners at the Ronald McDonald House in Galveston, Texas. Whether a Fourth of July cookout or a Hawaiian luau, it's always a fun occasion, and the finale is guaranteed to be Jeff's signature Coke floats. "Jeff is typical of the Coca-Cola culture," says Margie. "He goes so far beyond in his support and dedication. He loves the mission of this House, and it shows in everything he does." Jeff (center) is pictured here at the room dedication with Margie and Dave Newman, past Board president.

Jeff (center) is pictured here at the room dedication with Margie and Dave Newman, past Board president.



Alberto de la Cruz, president of Coca-Cola Puerto Rico Bottlers and RMHC Global trustee, always makes time for a visit with kids at Ronald McDonald House.

"A check to Ronald McDonald House Charities is always nice, but the giving of time, energy and of your heart makes the financial support go much further."

Mike Slocum, senior director of Customer Relationships and Coca-Cola national liaison to RMHC



As president of the McDonald's Group at The Coca-Cola Company, Mark O'Shaughnessy was instrumental in creating the Coca-Cola/RMHC partnership. But Mark believed that this commitment didn't begin and end with writing a check. "Mark was intensely involved himself, serving on our Board and volunteering at the House and for events. He made a personal commitment to RMHC, and encouraged the rest of his company to do the same," says Linda Morris, executive director, Atlanta Ronald McDonald House Charities. Mark passed away November 2005, but his passion for RMHC continues. Employees and The Coca-Cola Foundation established a memorial fund to build the Mark O'Shaughnessy Family Welcome Center in the new 50-bedroom Atlanta Ronald McDonald House, which broke ground in November.

Celebrating the announcement of the Welcome Center are, from left: Coca-Cola senior director of Customer Relationships and ARMHC Advisory Board member Mike Slocum; executive director of ARMHC Linda Morris; Mark's wife Nancy O'Shaughnessy and son Cole; The McDonald's Group president Jerry Wilson; ARMHC chairman Bob Ward; and ARMHC capital campaign chair Bob Morrison.



When Atlanta RMHC held its first Porsche raffle about eight years ago, The Coca-Cola Company declared an RMHC Day at Coca-Cola. This festive annual event not only sells hundreds of raffle tickets, it generates lots of awareness, many new RMHC volunteers and an awful lot of fun. This year's annual RMHC Day at Coca-Cola, held October 13, promoted ARMHC's Mercedes raffle, and Coke employees sponsored a garage sale of Coke memorabilia, with all proceeds going to the Chapter.

Enjoying the festivities with Ronald McDonald are Jerry Wilson, president of McDonald's Division, The Coca-Cola Company; Ann Hurley, manager of National Supply Chain, McDonald's Group, dedicated volunteer and weekend manager at the Atlanta Ronald McDonald House; and ARMHC executive director Linda Morris.

## Coke extends a helping hand worldwide

In 1905, The Coca-Cola Company's advertising slogan was "Wherever you go...you will find Coca-Cola." More than a century later, Ronald McDonald House Charities and its global network of Chapters can attest to the enduring legacy of that promise.

*The Coca-Cola Company* has been our great friend since the first Ronald McDonald House opened in 1974. As RMHC expanded, Coca-Cola provided a free Coca-Cola vending machine and product to stock it for every Ronald McDonald House in the world. Houses can resell the product at a nominal fee, raising money for operating expenses. The company has provided millions of dollars in grants to RMHC Global and is a

major sponsor of local fundraising events to benefit RMHC Chapters and Houses.

But people of The Coca-Cola Company give so much more. They give wholeheartedly of their time and their hearts to their local RMHC Chapters and Houses. You'll find Coke folks on RMHC Boards, volunteering for fundraisers and helping with capital campaigns. They clean House, prepare meals, do yard work, and donate tickets for sporting and other events to kids and families at the House. They enlist and energize their co-workers, families and friends to be part of the cause they believe in so deeply. The people of Coca-Cola don't view this as a corporate obligation. They believe it is a personal responsibility.

Atlanta Ronald McDonald House Charities reaps the benefit of sharing a hometown with Coca-Cola headquarters. "I think of Coca-Cola like McDonald's, as our most valued partners, because of their tremendous involvement worldwide at every level of our Charity," says ARMHC executive director Linda Morris. "They feel such ownership and pride in our Charity."

Linda can instantly reel off the names of dozens and dozens of Coca-Cola employees who make the Charity their personal passion. And it starts right at the top, with Jerry Wilson, president of McDonald's Division, who serves on the ARMHC Board.

Brandi Hale, executive director of **RMHC Puerto Rico**, says the Chapter's Ronald McDonald House wouldn't have

happened without the help of Alberto de la Cruz, president of Coca-Cola Puerto Rico Bottlers. Alberto served both on the Chapter's Board, as well as the Board of San Jorge Children's Foundation, the local children's hospital. "The biggest hurdle for our House was finding property close to the hospital," Brandi recalls. "With a phone call from Alberto, we had our Ronald McDonald House. Behind the scenes, it was probably more complicated, but Alberto made it look easy. He is the kind of guy who makes big commitments and gets the job done." Alberto has expanded his commitment, now serving on the RMHC Global Board of Trustees.

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Dan Harbaugh, executive director of **RMHC of Metro St. Louis**, calls Rick Mauger “the ultimate Coke guy.” Rick is Business Development Leader of Coca-Cola’s McDonald’s Division. He served on the Chapter’s Board and is involved with numerous committees and fundraising events. Rick and his



Dan Harbaugh and Rick Mauger enjoy a little golf while raising funds to benefit RMHC of Metro St. Louis.

family and friends frequently prepare meals at the House—in fact, they’ve been serving Thanksgiving dinner for more than a decade. “Rick is always asking what Coca-Cola can do to make things even better for us,” Dan says. “That’s what you get with Coca-Cola. They are all first-class people.”

Pat Belinski, also a Business Development Leader for McDonald’s Division, served on the Board of **RMHC of Northern California** and now is on

the Board of **RMHC of the Bay Area**. He helps out with fundraisers from galas to golf, gets involved in holiday events and holds Coke float nights at local Ronald McDonald Houses. The father of four young girls, Pat experienced first-hand the anxiety of having a hospitalized child. “That gave me a strong connection with the mission of the Ronald McDonald House right away,” Pat says. “I wanted to personally help these families in need.”

“Our involvement with Ronald McDonald House Charities began and is built upon our business partnership with McDonald’s,” says Mike Slocum, senior director of Customer Relationships and Coca-Cola national liaison to RMHC. “But through the years, Coca-Cola people from all over the world have embraced this great charity in a very personal, very committed and altruistic way.”



Pat Belinski is instrumental in raising funds and support for RMHC of the Bay Area’s RMHC US Scholarship program. He is pictured here (top left corner) with graduating high school seniors who received scholarships in 2006.



Amanda Cole, Amber Ivins and Kaitlyn Bailey prepare dinner during one of the Omicron chapter’s weekly visits to the Durham Ronald McDonald House.

## ADPi women roll up their sleeves for RMHC

Over its 25 year relationship with RMHC, the **Alpha Delta Pi** (ADPi) collegians and alumni have raised almost \$2.5 million for their local RMHC Chapters and Ronald McDonald Houses. In the past year alone, ADPi contributed close to \$300,000 for

Ronald McDonald Houses and local RMHC programs. While the monetary donations are invaluable, the women of ADPi put their muscle behind their monetary might. They have provided thousands upon thousands of hours—too many to count—helping their local Chapters and Houses with spring and fall cleaning, decorating Houses for the holidays, preparing meals, hosting clambakes, carving pumpkins with kids, holding fundraisers...their philanthropic spirit is limited only by their imaginations.

The University of South Carolina ADPi women raised more than \$11,000 for **RMHC of Columbia** with their “Hoops and Hogs Basketball Tournament.” University of Kentucky ADPi women donated more than 1,500 volunteer hours, including a fun “kitchen shower” for **RMHC of the Bluegrass’s** Ronald McDonald House in Lexington. A small group of the Greater Fort Lauderdale Alumnae Association made a big impact. In partnership with the **RMHC of South Florida** Board of Directors, the members raised more than \$12,000 for the first annual Holiday Open House. And the Memphis Alumnae Association raised more than \$23,000 from its annual golf tournament to benefit **RMHC of Memphis**.

The Alpha Delta Pi Foundation recently completed a three year \$150,000 grant to support operations of **RMHC of Eastern New England’s** Ronald McDonald Care Mobile program. The ADPi women of University of Alabama conducted a letter writing campaign to raise \$1,300 for the program. A golf tournament organized by the ADPi women of the Pee Dee Area (South Carolina) Alumnae Association and the small ADPi chapter at Francis Marion University raised \$4,000 to benefit the program.

“Alpha Delta Pi was founded in 1851 based on the principles of scholarship, leadership, sisterhood and service to others. We incorporate our motto, ‘We live for each other,’ into our daily lives,” says Anne Gross, trustee, Alpha Delta Pi Foundation. “Working with Ronald McDonald House Charities is a great way for us to live for children and families that are so in need of tender care.”

## Select Comfort offers the chance to sleep like a star

In celebration of the fifth anniversary of the RMHC/**Select Comfort** relationship, the company held a month-long series of events to help raise funds and awareness of RMHC and its programs. A highlight of the October promotion was the eBay



auction of more than 25 Sleep Number Beds autographed by celebrities such as Hilary Swank,

Randy Jackson and Jennifer Beals. Bidding was competitive for these exclusive collector’s items designed to provide “star quality” sleep. The auction raised more than \$35,000 for Ronald McDonald House Charities (100 percent of the proceeds).

Select Comfort is the leading bed retailer in the US. Throughout October, the company held in-store promotions at its 429 US retail stores to benefit RMHC. Select Comfort donated a monetary gift, pillows and bed sheets to RMHC based on the number of in-store sales in October. Customers could also “round up” their purchase, with the additional amount donated to RMHC, and they were encouraged to volunteer at their local Ronald McDonald House.

But Select Comfort didn’t stop there. On October 19, the company held a “North American Donation Blitz,” donating nearly 400 Sleep Number beds to 15 Ronald McDonald Houses in the US and Canada. The Donation Blitz was highlighted by the roll-out of Select Comfort’s donation program for Canadian Houses, with beds being delivered to eight Canadian Ronald McDonald Houses. The single-day donation marked the 4,000th bed donated since Select Comfort joined forces with RMHC in 2001. Select Comfort employees were on hand at every location to help deliver and set up the beds. Many stayed to prepare meals for families at the House.

Select Comfort employees often volunteer at their local Ronald McDonald House, help with local fundraisers and participate in a payroll deduction program to support the Charity. Now in its fifth year as “Official Bed Provider” for Ronald McDonald House Charities, the company has donated more than \$4 million in goods, services and cash contributions. Charitable efforts include 5,700 employee volunteer hours and \$640,000 in

contributions from employee payroll deductions, retail promotions and other fundraising.

“Through our support of Ronald McDonald Houses, we hope to help families with sick children get a better night’s sleep so they have the energy they need during the day to be strong and supportive,” said Doug Collier, senior vice president and chief marketing officer for Select Comfort.

## BrandSource equips US Houses

When **BrandSource** wanted to make a difference in the communities that support its business, the company didn’t have to look too far for a perfect fit. One of the leading US retailers of major appliances and home electronics, BrandSource has



more than 2,200 licensed dealers across the country, many in the same communities as RMHC Chapters with Ronald McDonald House programs. BrandSource selected RMHC as its primary charity in 2004.

Since then, BrandSource has annually donated thousands of large home appliances and home electronics to nearly every Ronald McDonald House and Ronald McDonald camp program in the United States. These include new washing machines, dryers, dishwashers, refrigerators, televisions and basic home stereo equipment.

“When we were looking for a charity to partner with, we wanted one that was recognizable, highly credible, professional and worthy. Ronald McDonald House Charities is all of these things,” says Bob Lawrence, BrandSource CEO. “We believe that every dollar and every product we donate to RMHC is a great contribution to the children, to our community, and to our partner charity.”

Over the past two years, BrandSource has donated more than \$1 million through in-kind product donation and cash contributions. Company employees give of their time and their hearts by volunteering at local Ronald McDonald Houses and other RMHC programs.



## Angels in New Orleans

**When the Ronald McDonald House in New Orleans was destroyed by Hurricane Katrina, BrandSource and Select Comfort contacted Lynn Giuffria, executive director, RMHC of Greater New Orleans, to ask how their companies could help. All of the furnishings and appliances were lost in the hurricane. The House reopened less than a year after the storm, outfitted with two new washers, two dryers and four refrigerators, all donated by BrandSource. “I was ecstatic! Because of BrandSource’s donation, I was able to concentrate on construction of the House and had eight less big things to worry about,” says Lynn. House guests were welcomed back with 28 Select Comfort Sleep Number Beds, the ultimate in a good night’s rest. On top of that, Select Comfort made a large donation for the House’s rebuilding effort. “Just**

**knowing that our families would come back to the House for a restful night’s sleep meant so much. But when they told me about the extra donation, I just started to cry,” Lynn recalls. “The generosity of our donors is monumental. They are our angels.”**



The Loyola Ronald McDonald House had plenty of turkey for Thanksgiving, thanks to Cargill Meat Solutions.

## A turkey on every table

Families staying at US Ronald McDonald Houses were treated to an abundant Thanksgiving Day feast, with the help of RMHC donor Cargill Meat Solutions. The company made sure that each of the 157 US Houses had plenty of turkey for the holiday, donating more than 20,000 pounds of its premium Honeysuckle White turkeys. Cargill also generously donated gift certificates to each of the 12 Ronald McDonald Houses in Canada.

"Families with hospitalized children can feel very alone during the holidays," says Andi Wadas, manager of the Loyola Ronald McDonald House program of **RMHC of Chicagoland and North-west Indiana**. "Through the generosity of Cargill Meat Solutions, our families shared great food and new friendships. It was a very festive occasion."

Cargill Meat Solutions, a division of Cargill, is a leading processor and distributor of fresh beef, pork and poultry products. Cargill contributes more than \$36 million annually to civic and charitable organizations in communities around the world where its employees live and work.



Foresters volunteers staff the celebrity silent auction at the annual Wango Tango Music Festival in Los Angeles.

## Foresters delivers funds...and a vast volunteer force

In a great example of synergy, RMHC donors **Foresters** and **Clear Channel** team up to raise funds and awareness for **RMHC of Southern California**.

KIIS-FM/Clear Channel Radio Los Angeles sponsors Wango Tango Music Festival, the largest outdoor rock concert in the US. The annual event in LA draws more than 100,000 music fans. Since both companies share an interest in RMHC, five years ago they decided to partner by adding a silent celebrity auction to Wango Tango, with all proceeds benefiting RMHCSC. Clear Channel donates fantastic items; the 2006 event included a guitar autographed by pop star James Blunt and a private meet-and-greet with Mariah Carey. Foresters brings about 100 volunteers to organize this enormous auction. On top of that, Foresters branches then match the donations received. This year's auction raised about \$40,000 for RMHC of Southern California.

"It's a terrific fundraiser, but even more than that is the visibility this event raises for our Charity," says Nicole Rubin, RMHC of Southern California CEO. "We have 100,000 or more people learning about the work of Ronald McDonald House Charities."

Unlike other financial services companies, Foresters operates in the US as a nonprofit organization and puts its profits right back into the community. Foresters' customers become members in the organization and are encouraged to become active community volunteers.

"Our mission is to give back to the community, and our primary focus is organizations that help children and families. The RMHC mission aligns perfectly with our values," explains Army Bereson, regional director of Fraternal Foresters for the southwestern US.

Foresters began supporting the Ronald McDonald House program in Loma Linda, California, about 15 years ago, and has been steadily expanding its work with RMHC Chapters around

the US and Canada. The company donates money, but—with about one million members worldwide—also delivers an immense volunteer force. You'll find Forester members preparing meals for families at the **Ronald McDonald House of Toronto**, Canada, and selling raffle tickets to benefit the **Ronald McDonald House in Dallas**, Texas.

Vince Bryson, executive director of the Los Angeles Ronald McDonald House program of RMHC of Southern California, relies heavily on Foresters volunteers for Mac Tonight, the annual gala to benefit the LA House program. Almost 60 Foresters members were involved with the September event from set-up to clean-up—even running the entire silent auction.

"They are so professional, so generous and so genuinely interested in supporting Ronald McDonald House Charities," says Vince.



Kids around the world helped make teddy bears for sick children.

## Beary big hugs

Amidst the CT scans and IV lines, the chemo-therapy and blood transfusions, **Build-A-Bear-Workshop** understands that sometimes a teddy bear hug can be the best medicine of all.

That's why kids were hard at work on May 20 in every Build-A-Bear Workshop store in the U.S., Canada, Europe, Asia and Australia. The first 200 guests at each store were invited to make a bear for free. The bears made on "Stuffed with Hugs: Hugs Away from Home" day were then given to children

at Ronald McDonald Houses and Ronald McDonald Family Rooms around the world. More than 240 stores participated and approximately 55,000 bears were donated.

Tennis star Serena Williams kicked off the event with media activities in New York City, including a visit to NBC's Today Show, where she distributed bears to the crowd gathered outside the studio. Serena built bears with a class of third graders at a Manhattan Build-A-Bear-Workshop, then delivered the bears to the **Ronald McDonald House of New York City**. Media coverage was extensive, resulting in several million impressions.

"We take pride in being a company with heart," says Maxine Clark, founder and Chief Executive Bear of Build-A-Bear-Workshop. "Stuffed with Hugs is the perfect backdrop for showing our young guests that a simple act like making a bear for a child in need of a hug is an easy way to give to others from your heart."

## Cincinnati Chapter named nonprofit of the year

Congratulations to **RMHC of Greater Cincinnati**, named non-profit organization of the year by the Cincinnati USA Regional Chamber. The Chamber received a record number of applicants in 2006, so the Chapter had some strong competition. The Cincinnati Business Courier profiled the Chapter and other finalists.

### welcome to the family

RMHC Chapter

**RMHC China**

Ronald McDonald House

**Northwick Park, England, UK**  
**Tochigi, Japan**  
**Honolulu, Hawaii (#2)**

Ronald McDonald Family Room

**Singapore at KK Woman and Children's Hospital**  
**Odessa, Texas, US**  
**Lubbock, Texas, US**  
**Lubbock, Texas, US**  
**Orenburg, Russia**  
**Cheboksary, Russia**

Ronald McDonald Care Mobile

**Albany, New York, US**  
**Providence, Rhode Island, US**

## Let's hear from you

Please continue to share information with us about your special events, fundraising campaigns, grants and unique, interesting stories. Send your materials for our next issue no later than March 1, 2007 to:

Janet Burton  
Ronald McDonald House Charities  
One Kroc Drive  
Oak Brook, IL 60523  
email: janet.burton@us.mcd.com

Photo, page 14 (left), courtesy of Wendy Castle, n media group

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