

Messages of Hope

2008 Volume 3

Ellie's Gift



Ellie photographed by Kristine Ryan Photography.

Nicole Koerner was on the way to pick up wrapping paper when she got her daughter Ellie's test results. It was just days before Christmas, and the seemingly healthy four-year-old had developed what looked like a rash on her entire body. Hours later, Ellie was being transported to The Children's Hospital of Philadelphia to begin treatment for Acute Lymphoblastic Leukemia (ALL). "The world comes to a screeching halt really quickly," Nicole says. "It took me a week to accept that the tests weren't wrong, and that there wasn't some mistake."

There was no mistake, and Ellie began chemotherapy on Christmas Day. "It's definitely not the Christmas you expect as a parent," says Nicole, as husband Dave and three-year-old son Matthew joined her and Ellie to spend the holiday at the hospital. "The Children's Hospital did an amazing job making us feel at home that day, and a big part of that was the Ronald McDonald Family Room. We had a nice home-cooked dinner on Christmas night," Nicole says. "It's the little things like that you take for granted, that take your mind off of cancer for 5 minutes."

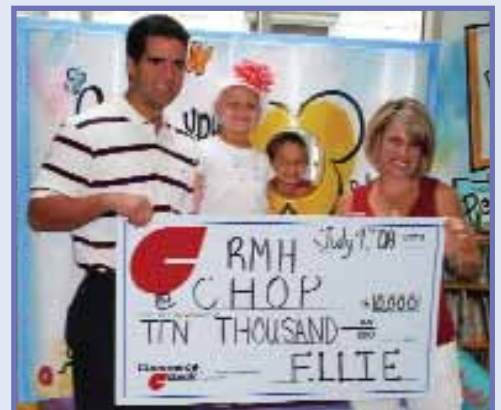
As Ellie spent the next month in the hospital, Nicole rarely was out of her site except to visit the Family Room. "I'd go just to have a change of scenery, a homemade meal, see other families. Otherwise, it's just easy to shut the door and feel sorry for yourself."

Ellie responded very well to her treatment, and the Koerner family knew that they wanted to help support fellow families just like others had helped them. In March, when over 600 of their friends and family attended a benefit for Ellie at Dave & Buster's, they had their opportunity. After covering Ellie's medical bills, the Koerners used the donated funds to establish the Ellie Koerner Leukemia Foundation to help families while their children are being treated for pediatric cancer.

Through Ellie's foundation, the Koerner family gave \$10,000 to the Philadelphia Ronald McDonald House to establish a meal program at the Oncology Family Room. Families will now be treated to Sunday brunches twice a month. "It is so important to us to have a direct impact on families and caregivers. If this program makes someone else smile or feel good, then we have accomplished our mission," Nicole says.

To kick off this partnership, the Koerners hosted a picnic lunch at the Family Room on the Fourth of July – Ellie's fifth birthday. "When this all started, we never envisioned such a happy birthday in a million years," Nicole says. "We are so happy to be able to see the good in all of this, and to be able to teach both of our children about giving in the process." It is a lesson that Ellie will be able to take with her to her first day of school when she starts kindergarten this fall.

The Koerners' goal is to continue the meal program through at least 2010, when Ellie is due to finish her treatments. "The gratitude we feel just goes beyond words. We hope this can show how grateful we are, both saying thank you and supporting families at the same time." If you would like to learn more about Ellie and her foundation, please visit www.onetuffgirl.com.



Dave, Ellie, Matthew, and Nicole Koerner celebrate Ellie's birthday with a special gift to PRMH.

A Special Thank You

Everybody can be great. Because anybody can serve. You don't have to have a college degree to serve. You don't have to make your subject and your verb agree to serve.... You don't have to know the second theory of thermodynamics in physics to serve. You only need a heart full of grace. A soul generated by love. ~Martin Luther King, Jr.

PRMH offers a very special thank you to our Board members who retired in June. Together, they have almost 100 years of combined volunteer Board service with our organization. Whether they were greeting a family, making crafts with the children, attending Ronald McDonald Camp, fundraising, implementing new programs, or analyzing financial statements, we are truly grateful for these graceful hearts.

Gini Peltz*	34 years of service
Suzanne Root*	22 years of service
Carole Gleklen	16 years of service
Lynn Deming	11 years of service
Wilson Braun	7 years of service
Jim Kepple	5 years of service

*Former Board Presidents



Drawing by Jessica O'Halleran, age 12



PRMH is proud to support the internship programs of local Philadelphia colleges and universities. Each year, a Social Work Intern from

the University of Pennsylvania School of Social Policy and Practice shadows our Social Worker Helen Reese for the academic year. This year, we are pleased to welcome Tai Meisel, pictured, to our team.

Meet the New President of the PRMH Board

On July 1, 2008, Bradley K. Moss was elected to a two-year term as the President of the Board of the Philadelphia Ronald McDonald House. Brad joined the Board in 1993. He has served as the Board's secretary and vice president and has chaired a number of committees.

Brad is a graduate of Chestnut Hill Academy, Wesleyan University, and The Dickinson School of Law. Prior to being appointed by Governor Rendell as a judge on the Court of Common Pleas of Philadelphia County, he was a partner at Mesirov Gelman Jaffe Cramer & Jamieson and at Schnader Harrison Segal & Lewis. He also practiced law at White and Williams. In 1996, Brad was elected as a judge on the Philadelphia Municipal Court, where he currently serves as the supervising judge of the Court's civil division.

Brad is married and is the father of two teenage boys. His appreciation of the House's important mission and his many years of devoted service as a member of the Board will serve him well during his term. We extend our warmest welcome to Brad as he begins his tenure as our newest Board President.



Ronald McDonald Camp Update

Dear Camp Friends,

With August behind us, our campers and counselors have returned home with a week full of fond memories and new experiences. It is my pleasure to say that RMC 2008 was a huge success. Our t-shirts were tie-dye, and our theme was Mardi Gras which made for some very colorful pictures. Look for the photos in our next issue. In the meantime, here are a few interesting tidbits about RMC 2008:

- 175 campers joined us in the Poconos this year.
- 125 were returning campers.
- 93 campers were male and 82 were female.
- 99 staff members helped our campers have a safe, fun, and very memorable week.
- The same 99 staff members left with memories that will last a lifetime.

Carolann Costa
Director of Camp Operations





Philadelphia magazine's
DESIGN HOME 2008

The Philadelphia Ronald McDonald House Committee for *Philadelphia* magazine's Design Home 2008® thank all who visit and hope that you enjoy exploring the house and its many amenities. Tickets are on sale now at www.philarmh.org and all proceeds benefit the

Philadelphia Ronald McDonald House and its mission of serving families whose children are receiving treatment at area hospitals.

Our participation is the result of the organization and planning efforts of Sherry Litwer, Project Manager for *Philadelphia* magazine; Brad Guidi, Guidi Homes; and our own PRMH Design Home Planning Committee. This team effort brought together the many faces of PRMH representing staff, volunteers, the Board of Directors, The Friends of The Philadelphia Ronald McDonald House, and the Weekend Managers. Thanks to all for their tireless dedication to making *Philadelphia* magazine's Design Home 2008® a success!



Philadelphia magazine's Design Home 2008® Patrons

The Philadelphia Ronald McDonald House Committee for Philadelphia magazine's Design Home 2008® thanks the wonderful patrons who made our participation possible.

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- Incomplete listing of in-kind donors.*

Restaurant Partners

Make a day out of the Design Home! The following restaurants are offering special deals and discounts to visitors of Philadelphia magazine's Design Home 2008®. Visit www.philarmh.org for more details.



Spring House Tavern
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521 Plymouth Road
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215.646.9912



The William Penn Inn
Rte. 202 and Sumneytown Pike
Gwynedd, PA 19436
215.699.9272

A special thank you to Connie Willson for her outstanding hard work and dedication as the PRMH Event Chairperson of Philadelphia magazine's Design Home 2008®. Connie was supported by the Design Home Committee including members: Judy Brown, Annemarie Cutler, Joan Emmi, Rita Gock, Juan Guerra, Kelly Hays, Abbie Hoffman, Linda Parry, Pat Rosle, Ellie Thompson, and Mindy Wilson.



8th Annual Hit 'Em for the House



Hit 'Em for the House Breaks Fundraising Record

After a day of rousing competition, an overwhelming spirit of philanthropy, and remarkable generosity, The Friends of the Philadelphia Ronald McDonald House raised a record \$265,000 at its 8th Annual Hit 'Em for the House.

The Friends proudly hosted 160 golfers and 70 tennis players at the Philadelphia Cricket Club on June 2 in an event that culminated with an awards dinner. Pat Ciarrocchi of CBS 3 served as emcee to a dynamic crowd of over 200 guests. The dinner included live and silent auctions, raffle drawings, and an awards presentation to this year's presenting sponsors Evie and Ron Krancer. The evening concluded with a live auction when Harvey Ostroff encouraged the crowd to give big for the House. The auction included a trip for two to Los Angeles to see Jay Leno's final performance, the chance to be a USA Air Combat fighter pilot for a day, a trip to NY Fashion Week, a 50" plasma HDTV from Bob & Ron's Worldwide Stereo, a stunning canary crystal and diamond Judith Ripka ring, and much more!

The Friends have earmarked these funds for various charitable commitments to the House, which include operating expenses, the Friends Family Emergency Fund, the H.O.P.E. Award, the second House at Front & Erie, and the Cardiac Family Room at The Children's Hospital of Philadelphia.

The Friends Council continues to grow and welcomes the interest of those who would like to participate. For more information, please contact Friends' Co-Presidents Judy Brown at jbrown7779@comcast.net or Annemarie Cutler at accutler@comcast.net.



Left to right: Event Co-Chairs Erica Peruzzi and Lisa Ostroff, Pat Ciarrocchi of CBS 3, and Friends President Judy Brown



PRMH Board Member Michele Lloyd and Golf Chair Annemarie Cutler



Marc Glass inspects a football signed by 17 of the Philadelphia Eagles, an autographed Mike Richards jersey, and an autographed Brad Lidge hat.



Left to right: Co-Chair Erica Peruzzi, Event Sponsor Ron Krancer, Co-Chair Lisa Ostroff, and Event Sponsor Evie Krancer



Golfers enjoy lunch before teeing off.



Left to right: Mindy Wilson, Abbie Hoffman, and Judy Brown



Presenting Sponsor

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Jane Sutow and Terese Zatzoff, Tennis Co-Chairs



Raffle Co-Chairs Susan Raynor and Rose Bernardo, and Committee Member Veronica Gintel



Auctioneer Harvey Ostroff



Salli Mickelberg and Suzanne Root

We're so thankful for...



The music of emerging harpist Bridget Kibbey filled the air of PRMH in May when Astral Artists held a concert at the Chestnut Street House. Astral Artists is a non-profit organization in Philadelphia dedicated to promoting and developing the most promising classical musicians in the country.



Comcast SportsNet employees pose for a photo after dropping off books for the new reading corner at Front & Erie. The book drive was part of Comcast Cares Day, Comcast's national, company-wide day of service in which tens of thousands of Comcast employees, along with their families, friends, and community partners worked together to make a difference in hundreds of communities across the country.



Local team PA Lighting, shown with Ronald McDonald, along with teams from all over the world joined PRMH and Pro Cycling Tour to kick off the Tour of Pennsylvania Cycling Race with a welcoming reception on June 23.

Thank you to our donors for this event: Taylor Rental Media/All Event Party Rental.com, Affairs To Be Remembered, A Fresh Focus Photography, Estate 12 Vineyards and Winery, Victory Brewing Company, Coca-Cola, Sweet Lucy's Smokehouse, Chili's Grill and Bar, A Full Plate Café, The Double Tree Hotel, Rita's Water Ice, PSAR, and the Philadelphia Fancy Brigades.



Brie Carroll, one of our oncology campers, held her third annual Brie's Buddies Golf Tournament to support Ronald McDonald Camp this year. A special thanks goes to the Richie Nelson Celebration of Life Golf Committee, Keenan's Auto Body, and Beiler-Campbell Realtors for also hosting golf tournaments to benefit all of our programs.



Over 3,200 PRMH supporters came out for Share A Night at the Phillies on May 30. The Phillies generously donated \$11.50 to the House for every ticket sold. Thank you to our sponsors for this event: Double Sponsor - KPMG. Line Drive Sponsors - Aramark, Chadwick Service Company, Cottman Auto, Joan and Mike Emmi, Michele Lloyd, Lor-Mar Mechanical, Munters, Sysco Food Services of Philadelphia, and Tierney Communications.



Representatives from St. Luke's Church, shown here, cooked a delicious dinner for our families at our Chestnut Street House as part of the Guest Chef Program. Every day of the year, groups volunteer to prepare a home-cooked meal for our guests. If you would like to make our families' days a little brighter by providing dinner in the evenings, or breakfast on the weekends, contact Linda Parry at lindap@philarmh.org.

Donations from the Heart



5/1/08 - 6/30/08

\$100,000 and above

St. Christopher's Foundation for Children

\$99,999 - \$50,000

Richie Nelson Celebration of Life Golf Outing

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\$999 - \$500

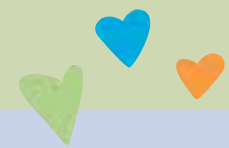
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Due to space limitations, we are unable to list donations of less than \$500.



The Art of Healing

Over the course of the last year, there has been a call out to local artists to help us create a warm and welcoming place for families to return to after long and stressful days at the hospital. We received a heartfelt response and are excited to share photographs of a variety of beautiful pieces that were generously donated by artists to brighten the empty walls of our new House at Front & Erie. Many of these artists personally helped to identify the perfect location for their piece and some even assisted in hanging them. In addition, we received generous donations of prints by the Sande Webster Gallery, Turak Gallery, and the Art Partnership. As a result, we are well on our way to creating a calm and nurturing environment for our families within our dining, playroom, and lounge areas at our new home. If you are interested in donating a piece of art for one of our homes, please contact Kelly Hays at kelly@philarmh.org.



Mandala
created by Julian Canuso



Repose by Val Rossman



Yellow Bowl by Nancy Tabas



Riviera Villa with Sail Boats
by Leslie Ehrin



Tapestry
by Robert Haynes



Photography gallery donated by Etta Winograd in memory of Dr. Allen J. Winograd, who created these photographs.



Metamorphosis
by Deb K. Simon



New Day Glass Panel
by Rachel Shoham



Dandelion Fairies
by Lois G. Ehrin

Guest Chefs 5/1/08 – 6/30/08

Abner's
Amy and Friends
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Blum Family
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Building with Books
Camp Counselors
Carol, Joan, and Esther
CATP and Friends
Cheltenham High School Cross Country Team
Chili's Restaurant
Chris and Friends
Barbara Conroy
Cornwells Elementary
Culinary Crossing
Dimensions Data
Cel Drum and Family
Eble Family



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Lisa Fetick and Friends
Friends Select Lower School Committee
Gerry's Gang
Elaine Goldberg
Goldman Family and Pearson Education
Goldman Sachs
Graham Company
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H and R Block
Hatboro Horsham High School
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Hirtle, Callaghan and Company
Holy Innocents St Paul's Church
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Alan Howard and Friends
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IPMA
Judy and Maggi
Alan Kober with Family and Friends
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Nole's Friends
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Troise Family and Friends
True Light Fellowship Church
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Upcoming Events - Proceeds Benefit PRMH

Visit www.philarmh.org for details.

September 4 - October 5

Philadelphia magazine Design Home 2008®

Tickets on sale now! More on page 3.

September 21

Barnes and Noble Bookfair and Storytime

Join Robert Weinstock, author of *Giant Meatball*, for a special reading at the Rittenhouse Square location from 2 p.m. to 4 p.m.

September 29

Katie's Crusaders Annual Golf Outing and Auction

Medford Village Country Club, Medford, NJ.

Call 856.985.5017 to register.

October 20

10th Annual George E. Hess Golf Outing

Sponsored by the Graphic Arts Association.

Spring Mill Country Club, Ivyland, PA.

Call 215.396.2300 to register.

October 23

Bloomingdale's The Shopping Benefit

Purchase your \$10 ticket from PRMH to receive 15-20% off at area Bloomingdale's.



PHILADELPHIA
Ronald McDonald House

Reflections from a Long-Term Volunteer

Believe it or not, I just eclipsed my 25th year at the Philadelphia Ronald McDonald House. No need for celebration, but some reflection is appropriate. When I first began, all volunteers were multi-functional; at two per shift you had to be, even though we were "only" covering a maximum of nineteen families in the House. The outside parking lot accommodated seven cars, if they were strategically placed.

We all took phone calls, did desk duty, checked families in, and assisted in any way we could to make our guests comfortable. There were no vans, so we cautiously took guests to The Children's Hospital in our personal cars on a basis of urgency. Male volunteers were definitely in the minority. Guests used common facilities including bathrooms and the two TV sets and generally hung out in the playroom which was also the kitchen.

I became the Thursday night storyteller to all of the children who would put up with my reading. We also played hide and seek, Nerf basketball, had Pac Man contests (when the machine worked) and played other games. Gradually, I specialized in entertaining the children.

The saddest time I can remember was when one of our 17-year-old guests passed away Memorial Day weekend of 1989 after spending most of her life in and out of PRMH. I'll never forget our last conversation when she told me that she did not mind dying, but didn't want to go through the process. Sage thoughts from a teen. I still get choked up thinking about it.

We were thrilled to learn of the House expansion in 1994 as we were always full and often turning families away. With its completion, we began evening shifts of six or more volunteers, and most rooms have bathrooms now. How things have changed!

Gary Clemente
PRMH Volunteer for 25 Years