

MESSAGES of HOPE

2008 Volume 4

First Annual Faces of Hope Luncheon a Success

Over 250 new supporters joined PRMH for the First Annual Faces of Hope Luncheon at the Hilton Inn at Penn on October 13, 2008. This unique, invitation-only fundraiser had current PRMH supporters each fill a table at the event with friends and colleagues who they believe have the heart to join them in supporting the Philadelphia Ronald McDonald House.

Guests learned about the history and the mission of the House from PRMH Co-Founders Jimmy Murray, former General Manager of the Philadelphia Eagles, and Dr. Audrey Evans, Pediatric Oncologist at The Children's Hospital of Philadelphia.

Rhonda Cataldo and her daughters Sarah and Samantha addressed the crowd about their experience at the House in 2006 after Sarah received a heart transplant on her eighth birthday. Volunteer and donor Tom Mann also

shared his story of staying at the House while his daughter Megan was receiving treatment for Guillain-Barre, an autoimmune disease affecting the nervous system. He called on attendees to get involved in whatever capacity they can; guests answered that call and were inspired to donate over \$22,000 to the House at the event.

Thank you to the University of Pennsylvania and the Hilton Inn at Penn for their generosity in sponsoring this event. Special thanks to Sebastien Gressier, Hilton Inn at Penn Food and Beverage Manager. Also, thank you to the Girard Academic Music Program Jazz Combo and A Fresh Focus Photography for donating their services. Finally, thank you to Michele Lloyd, Faces of Hope Chairperson, and to our committed table captains who made the event possible by bringing their friends and colleagues to be inspired by the stories of PRMH.



The Girard Academic Music Program Jazz Combo performs at the luncheon.



Co-Founders of the Philadelphia Ronald McDonald House Jimmy Murray and Dr. Audrey Evans.

Excerpt from Rhonda Cataldo's Speech

Two years ago, life was really good. We just did not know how good life was. [My daughters] Sarah, Samantha, and I had taken a trip in March of 2006 to North Carolina to visit some family. I learned Sarah was very sick. I knew she was very sick because we didn't have to wait in the Emergency Room. Her lips were blue. After twenty minutes, the pediatrician came in to speak to me. I knew things were bad because she was in tears. At that time she said they were transporting Sarah to Duke. Sarah was in complete heart failure.

From there, we were transported to CHOP. Sarah, who was a very fortunate child, received a heart transplant on July 27 which was her eighth birthday. After sitting for four months in CHOP, I got very comfortable. But, they said it is time to go home, but you are not going home: you are going to the Ronald McDonald House for three months post-transplant.

I have to tell you, it really was like being at home. It was just wonderful. We met wonderful families that will be our friends for life. You don't have to take my word about PRMH, about how wonderful it is. If you are ever having a bad week, it is a very humbling experience; I invite you all to come and visit the place, because you think you are having a bad day and when you come there you realize just how good life is and how happy all these children are.



The Cataldo Family. Front: Rhonda Cataldo. Middle (left to right): Samantha and Sarah Cataldo. Back: Gerald Cataldo

Excerpt from Tom Mann's Speech



Megan and Tom Mann.

Upon completing the admitting process and getting my daughter Megan settled into her room [at CHOP], the Social Worker asked us where we would be staying. They suggested we speak to PRMH. Now imagine your mental state. Your twelve year old daughter is paralyzed from the waist down. The paralysis is progressing upwards through her body. You can see it affecting her hands and her facial expressions. You spent the last four months sleeping on a chair bed. You're now a hundred miles from home, with limited resources.

Well, enter the Philadelphia Ronald McDonald House. We were given a room, told the meal arrangements, transportation opportunities, and other social activities. It is encouraging to families. They were there as much as you needed them or as little as you wanted them to be. You stayed with families experiencing similar challenges. The Philadelphia Ronald McDonald House provided the physical and emotional support that made a bad situation better, not just for us but for every family we met there.

Message from the Executive Director



As this year comes to a close, I want to express how grateful we are for all the monetary and volunteer support we received during this year of operational growth. Our needs doubled this year: volunteers to staff two houses, two guest chef programs, and additional monies to support the operation of a new House. The community has embraced this challenge and has helped us to serve additional families this year. Thank you.

We hope that you will consider assisting us in one final challenge for the year: a successful annual Share A Night campaign. We know that individuals and businesses are experiencing difficult economic times. As a result, this is a time that our organization and families need your support more than ever because of the rising costs of utilities, gas, and other maintenance and security services necessary to keep our Houses safe and clean.

We never turn a family away for their inability to pay the nominal nightly fee of \$15, and over half of our families cannot afford this modest amount. The actual cost to operate a room each night is **over \$75**. With households facing an increase in monthly expenses, the added cost associated with caring for a critically ill child, often for long periods of time, becomes insurmountable.

The impact of your gift is eloquently described by Rhonda Cataldo:

We spent three months at the Philadelphia Ronald McDonald House and it was good for many reasons. I have to tell you we were emotionally drained and we were financially drained. When I started checking into hotels in the Philadelphia area for what it would have cost us for the three

months stay – and I believe I am being very conservative here – it would have cost \$27,000. And they did not take Blue Cross/Blue Shield. So that was a little bit overwhelming and it made the stay all the better because we really needed it.


For every \$30 donation, you will offset what we ask a family to contribute each night at our *two* Houses. Your gift is a great way to demonstrate your company's appreciation of your employees, customers, or clients for their service or business this year. It is also a meaningful holiday gift to give to your friends, family, or co-workers. To represent your gift in helping our families through the most difficult times in their lives, a light will be lit in honor of you or your loved ones on the exterior of both of our Houses during the month of December.

To make your gift today, simply return the enclosed envelope with your donation, or go online to www.philarmh.org and donate in just a few easy steps.

On behalf of the Board of Directors and staff of the Philadelphia Ronald McDonald House, we wish you and your family a healthy new year.

Susan Campbell
Executive Director
The Philadelphia Ronald McDonald House

Two Houses. One Community.
To provide the homes
To cook the meals
To comfort the families
To dry the tears



This is the House that love built.

Penne Restaurant and Wine Bar Dinner and Cooking Demonstration



Dine out for a good cause this holiday season at Penne Restaurant and Wine Bar. On Thursday, December 18, award-winning Chef Roberta Adamo, shown, will offer guests a four-course meal, complete with her homemade pasta. Dinner also includes a cooking demonstration from Chef Adamo where you can watch and learn as she handcrafts her original pasta creations. Penne features

innovative, regional Italian cuisine made from the freshest ingredients and won "Dish of the Year" at Philly Cooks!® 2006 and "Best Pasta" at Philly Cooks!® 2005.

If you love good food and wine, please join us for this special evening. Tickets are just \$55, including wine pairings, plus tax and gratuity, and proceeds benefit the families of the Philadelphia Ronald McDonald House. Reserve your space today online at www.pennerestaurant.com or by calling 215.823.6222. Penne Restaurant is located at the Hilton Inn at Penn, 3600 Sansom Street, Philadelphia, PA 19104.

New Staff



We welcome
University of
Pennsylvania
Work-Study student
Mavis Snelson
to PRMH.



Tara Christie has
joined our staff as
our Social Worker
at Front and Erie.



We welcome Drexel University Interns
Lauren Herb, Sylvia Magos, and Sunny Kaur
to our team.



Suzie Norvilas
has joined
PRMH as the
Family Room
Coordinator.



Dear Friends,

Thank you for donating to Ronald McDonald Camp. If it weren't for caring people like you, we wouldn't be having so much fun right now! We are lucky enough to forget about our worries for a week and laugh, play, and have fun thanks to you!

Thank you,
Tara, Age 15



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The Friends of The Philadelphia Ronald McDonald House

friends *What Have The Friends Been Doing?*

- The Friends were an integral part of *Philadelphia* magazine Design Home 2008® and helped make it a huge success. Many of the Friends volunteered their time during the month as tour guides, helped to solicit and package raffle items and giveaways, and assisted with the Design Home special events. *Philadelphia* magazine was so pleased with this partnership that they have named PRMH as the beneficiary for Design Home 2009.
- Under the leadership of JoAnn Friedman and her committee, the Friends Council put together a once-a-month cooking program for both the Cardiac Ronald McDonald Family Room at The Children's Hospital of Philadelphia and the new Philadelphia Ronald McDonald House at Front and Erie. These meals provide tremendous comfort and support to the families staying at both places.
- On Monday, October 3, The Friends Council had their monthly meeting at PRMH at Front and Erie. The Friends cooked dinner for the families who were staying there that evening and stocked the cabinets with pantry food items and snacks.
- Anyone interested in cooking a meal, donating a meal, or bringing pantry supplies for the Cardiac Ronald McDonald Family Room at CHOP, please contact JoAnn Friedman at 215.628.8810 or jgfdesigns@aol.com.
- If you are interested in becoming a Friend or simply volunteering at one of our events, please get in touch with Judy Brown at jbrown7779@comcast.net or Annemarie Cutler at accutler@comcast.net.

We wish you and your families a very happy, healthy, and peaceful holiday season and thank our donors for their continuing support.



Stephen and Salli Mickelberg (left) with Dena and Morey Goldberg at the Design Home Patron Party.

Connie Willson, Design Home Committee Chairperson (left) with Mindy Wilson, Annemarie Cutler, and Abbie Hoffman as they take a break from volunteering to relax in the backyard of the Design Home.



The Friends prepare to make dinner for the families at Front and Erie as part of their once-a-month cooking program. Many Friends members also volunteer individually to cook dinner at our Houses with their family and friends.

We are happy to announce
Annemarie Cutler
has joined Judy Brown
as Co-President of the
Friends Council of the Philadelphia
Ronald McDonald House.



Mark your calendars for *Philadelphia* magazine's Philly Cooks! 2009. The event kicks off with a closed competition on February 23 featuring fifty of Philadelphia's best chefs competing for the honor of winning Dish of the Year, Best Entree, Best Appetizer, and Best Dessert. The competition will be judged by an array of experts from the culinary world. Last year's winners included Little Fish, Tavern 17, Continental Midtown, and Sole Food.

Then, join the chefs of Philly Cooks! in their restaurants as they offer unique pre-fixed tasting menus for two, including wine pairings, Monday, February 23 through Friday, February 27. For a special dining experience, purchase tickets at the Chef's Table, and enjoy a meal designed, prepared, and presented by the chefs themselves. All proceeds from the Chef's Tables benefit the Philadelphia Ronald McDonald House and tickets will be available at www.philarmh.org. Check out www.phillymag.com and the February issue of *Philadelphia* magazine for more information about Philly Cooks! 2009 and for detailed profiles of the participating chefs and restaurants.



**Philadelphia magazine's
DESIGN
HOME 2008**

Philadelphia magazine's Design Home 2008® Breaks Attendance Record

Philadelphia magazine's Design Home 2008® concluded on Sunday, October 5, 2008 with record attendance. 4,282 guests toured the Design Home and another 1,005 guests attended sponsor parties and special events. The Philadelphia Ronald McDonald House is the beneficiary of the over \$85,000 earned in ticket sales.

Thanks go out to the over 350 volunteers who were on-site over the twenty four days of the event. They sold tickets, welcomed guests, answered questions, filled and handed out gift bags, and sold raffle tickets. Volunteers joined us from local businesses and corporations, the Friends of the Philadelphia Ronald McDonald House, and the regular PRMH volunteer crews (plus their family and friends). Together, they contributed to the successful outcome of the Design Home.

On the heels of this success, Philadelphia magazine has asked the Philadelphia Ronald McDonald House to participate as the beneficiary of Philadelphia magazine's Design Home 2009®. This project will include 2 side-by-side carriage homes, each depicting two different home styles: traditional and contemporary.

The Goldenberg Group and Guidi Homes, Inc., both of Blue Bell, PA, have partnered to build the carriage homes at Haverford Reserve, a new residential lifestyle community located on the Main Line in Haverford, PA. Mark your calendars for September 2009 to see this community and support the Philadelphia Ronald McDonald House.



Brad Guidi of Guidi Homes discusses the creation of the Design Home with a guest at the Meet the Design Home Team event on September 18. Scott McIntyre and Tom Weston of McIntyre Capron and Associates, along with Lisa Stanley of Key Interiors, attended as well.



The members of the Philadelphia magazine Design Home 2008® Committee at the Design Home Patron Party.



Employees from Bristol-Myers Squibb, pictured, were one of the many groups to volunteer their time at the Design Home.



Left to right: Susan Campbell, PRMH Executive Director; Lisa Stanley, Key Interiors Designer; Joan Emmi, Past PRMH Board President; and Connie Willson, Design Home Committee Chairperson at the Design Home Patron Party on September 9.



Tom Rhoads of Rhoads Garden explains the landscaping of the Design Home at a special Improve Your Curb Appeal event on September 11.



The team from Fleming's Prime Steakhouse in Radnor cooked up a delicious steak and eggs breakfast in the Design Home's outdoor kitchen at a special cooking seminar on September 25.

We are thankful to the additional donors to the Design Home:

- | | |
|--------------------------------------|---------------------------------|
| The Academy of Music | The Franklin Institute |
| The Academy of Natural Sciences | The Garces Restaurant Group |
| The Act II Playhouse | Le Bec-Fin |
| Nick and Trinda Bernardo | National Liberty Museum |
| Rose Bernardo | Normandy Farm Hotel |
| Blue Bell Country Club | Montblanc |
| Brynwood Partners | Omni Hotel at Independence Park |
| Dave & Buster's Plymouth Meeting | Rhoads Garden |
| Embassy Suites Philadelphia | Van Cleve Collection |
| Fleming's Prime Steakhouse in Radnor | |

Congratulations to our lucky Design Home raffle package winners:

- Nicki Thol of Lansdowne, PA
- Jill Murray of Collegeville, PA
- Kathy Donnelly of West Chester, PA
- Marna Delfiner of Fort Washington, PA
- The Berlingers of Fort Washington, PA
- Nancy Rabik of Philadelphia, PA

If you and your friends and colleagues enjoyed supporting the Philadelphia Ronald McDonald House by visiting or volunteering at the Design Home, why not lend a hand this holiday season by gift wrapping at The Shoppes at Liberty Place in Philadelphia from December 15 to December 24! Contact Linda Parry at lindap@philarmh.org to sign up today.

We're so thankful for...



The Philadelphia 76ers visited the Philadelphia Ronald McDonald House on September 10 to unveil a special mosaic by local artist Jonathan Mandell. General Manager Ed Stefanski, player Marreese Speights, and Director of Radio Broadcasting Tom McGinnis, along with KIA Motors Corporation representatives Jason Lewis and George Karas, joined Mandell to present the piece, created from art drawn by the children of the Philadelphia Ronald McDonald House. The mosaic was assembled at the 76ers Summer Beach Bash, sponsored by Kia.



Sarah and Scott Sliwinski of Reed Technologies hang holiday lights in preparation for our Share A Night Celebration at Chestnut Street. We are so thankful for the community service groups from local companies that help with special projects at our Houses. In addition to Reed Technologies, teams from Prudential Fox & Roach, GlaxoSmithKline, Rohm & Haas, Cigna, and Frito Lay have served at PRMH recently. If your company would like to get involved, contact Linda Parry at lindap@philarmh.org.



Robert Weinstock signs a copy of his book *Giant Meatball* for Ceil Blumenthal and her granddaughter Eve Rosenstein at the Barnes and Noble Bookfair and Storytime to benefit PRMH, held at the Rittenhouse Square location on September 21. Thank you to Robert, Judie, and Bennett Weinstock; Salli Mickelberg; and Barnes and Noble for their generous support in making the event a success.



Zac Koerber, age 16 (right), and Facilities Manager Barry Owen pose next to our new carseat storage container that Zac designed and built for his Boy Scout Eagle Project. Zac stayed at PRMH in 2006 after an allergic reaction sent him into kidney failure. "I decided the Philadelphia Ronald McDonald House would be a great place to do my Eagle Project," Zac says. "It is a place that made me feel better and I wanted to give back." Thank you, Zac, for your gift to PRMH.



Kelly Vrooman and sidekick Chica the Chicken from Sprout's 24-hour preschool channel, shown with guest Robert Dalzell, made a special visit to the Philadelphia Ronald McDonald House on August 14. They did a special book reading with our families and all children received coloring pages designed just for PRMH.



The Philadelphia Zoo returned to PRMH on September 24 bringing an assortment of live animals, including rabbit Lady Gray, pictured, through the Zoo on Wheels. The artists of Stacey's Face Painting transformed the children at the House into animals themselves and the Zoo Docents provided a delicious dinner. This is the second of the three PRMH visits by the Philadelphia Zoo as part of our ongoing partnership. The Zoo provides complimentary tickets to our families thanks to the generosity of an anonymous donor.

Donations from the Heart



7/1/08 – 9/30/08

\$100,000 and above

Friends of Philadelphia Ronald McDonald House

\$49,999 - \$10,000

Estate of Barbara P. Gebhardt
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Ms. Ann Roberts
Ronald McDonald House Charities of the Philadelphia Region
Mr. and Mrs. Mark Turner
United Way of Southeastern Pennsylvania

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Mr. Bill Roberson
Tour of Pennsylvania Cycling Welcome Reception
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\$4,999 - \$1000

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The Wharton School of the University of Pennsylvania

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Tenet Healthcare Foundation
Matthew Thorsen Memorial Fund
Jonah Tullman Memorial Fund
Mrs. Marlene Weinberg

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



Volunteer Spotlight – Finding Meaning at PRMH



As a sophomore in college, I still hadn't quite been able to find my niche. Lost in the shuffle at the University of Pennsylvania, I was searching for some way to make my time in Philadelphia significant. It was with this goal in mind that I first pushed on the green gate at 3925 Chestnut Street two years ago. I have been coming back to the Philadelphia Ronald McDonald House every week since then. I now have a sense of pride each time I press that intercom button to say, "Hi, it's Lauren, I'm a volunteer!"

It's easy for us college students to be self consumed, blind to the reality that exists outside our bubble. My short time at the House has been an immeasurable learning experience; volunteering here truly puts life into perspective for me. A stressful night of studying becomes so utterly insignificant compared to the struggles of a child fighting a terminal illness. I've learned from the dedicated staff, I've learned from other loyal volunteers, but most importantly I've grown as a person because of the resilient families and patients with whom I've come into contact. I'll never forget meeting a girl my age who, despite having brain cancer, lit up a room with her laughter and trickster ways, or the father who had lost his baby but still managed to smile as he shared photos of his son with us. I know I'm not alone in this sentiment; it is the strength of the families we serve that inspires us as volunteers.

People often ask me what I do from 1pm to 6pm every Friday afternoon at the House. "Well," I say, "I answer the phone, check families in, empty dishwashers, and today, I alphabetized the extensive collection of DVDs!" The reason I love volunteering at the House is that all of these small contributions truly do make a difference. By eliminating one stress for a family or making it easier for a child to find his or her favorite movie, we all leave our mark.

In return, the House has left its mark on me.

Lauren Talman,
PRMH Volunteer

Guest Chefs 7/1/08 – 9/30/08

A Team
Abner's
Academy of the New Church
Alicea Family
Alpha Pi Lamda
Arnold Communications
Beta Delta Chapter of Beta Phi Omega
Sorority, Inc.
The Boreham Family
Building with Books
Camp Counselors
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CATP & Friends
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Chris and Friends
Class Family and Friends
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Commerce Bank Audit Department
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Dena and Friends
Drexel Against Cancer
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Dr. Audrey Evans
Falls Presbyterian Church
Lisa Fetick and Friends
Fire Department Engine 61
Gemina Alumni Chapter
Gerry's Gang
GlaxoSmithKline
Glory Mentorship Institute
Goldenberg Rosenthal LLP
Goldman Sachs
Graham Company
Greater Eon Youth Ministry
Greater Philadelphia PCMA
HR Block
Hymie's Deli
IBC
Institute for Continuing Healthcare Education
Keenan Auto Body
Koerner Family
KPMG
La Famiglia De Fratelli
Leahman Brothers
Lehigh County Farm Bureau Women
Committee
Lockheed Martin - King of Prussia
Lockheed Martin - Moorestown, NJ
Long Family



M&M
Marla, Barbara, and Jan
Martin Family
Melissa and Friends
Merrill Lynch
New Church Live
NICU Nurses - St. Christopher's Hospital
Notre Dame Club
Bill Parks Friends and Family
Penn Post Bac Program
Philadelphia Cares
Philadelphia Zoo Tuesday Docents and Friends
Pitman Garden Club
PJM Interconnections
Plate Restaurant
Popular Financial Holdings Risk Management
Powelton Pizza
Roy's Restaurant
Residents of St. Christopher's Hospital
SAP - Newton Square
Sharon Shapiro Friends and Family
ShIPLEY School
Siemens
Simon Family
Society of Marketing Professionals
Southampton Kiwanis Guest Chef
Springfield High School
SRM Entertainment



St. Dorothy Youth Group
St. John's Lutheran Church
St. Rose Lima Youth Group
Stagecrafter's of Chestnut Hill
Steinberg Family
Sunday Volunteers
Sysco Food Service of Philadelphia
Tatlow Family
Taylor-Allen Family
Gerri Toscano & Friends
Traffic.com
Trinity St. Patrick's Church
Tuesday Volunteers
University City Kiwanis Club
US Airways Do Crew
USP Greek Life
Villanova University
West Council Pioneers
Yoshimura Family



*Thank you to all who
contributed meals to our
Chestnut Street House,
Front and Erie House, and
our Family Rooms.*



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Upcoming Events - Proceeds Benefit PRMH

Visit www.philarmh.org for details.

November 27 - December 24

Christmas Village in Philadelphia

Visit Santa's House in the Christmas Village outdoor holiday market at Dilworth Plaza next to City Hall to have your photo taken with Santa by Firefly Photography. A portion of the proceeds benefit PRMH. 11am to 9pm daily.

December 18

Four-Course Dinner and Cooking Demonstration at Penne Restaurant and Wine Bar

Learn more on page 2.

February 23 - February 27

Philadelphia magazine's Philly Cooks! 2009

Learn more on page 4.



Throughout the month of December, both of our Houses will be illuminated with a dazzling display of lights, each representing a donation from friends like you. Visit our website at www.philarmh.org today, or simply return the enclosed envelope, to light a light in honor of a family member, friend, or colleague, and help us shine even brighter for our families.

PRMH Holiday Wish List

This year, why not add something for the Philadelphia Ronald McDonald House to your holiday shopping list! We are very much in need of the following items for our families and you can make a big difference. Looking for a change from the usual gift exchange at your office? Conduct a PRMH Wish List drive and help our families have all of the comforts of home this season. Contact Kelly Hays at kelly@philarmh.org for more details.

- Long distance phone cards
- Gift Cards (\$10-\$25 increments)
 - Target
 - Kmart
 - CVS
 - RiteAid
 - Wawa
 - Grocery store gift cards (Superfresh)
 - Staples
 - Home Depot
- Getty, Sunoco, or Amoco gasoline cards in \$20 or \$25 increments
- Self-stick \$.42 stamps (or Forever Stamps)
- SEPTA tokens
- Disposable cameras
- Batteries – Size D, AA, AAA
- Copy paper: all colors in 8.5x11 and 8.5x14
- Polaroid 600 film
- Pack and Play sheets
- Aerobeds – twin size
- DVD player
- Clock radio w/alarm
- DVD movies – G, PG, or PG-13 rating
- Non-violent Play Station 3, Xbox, and Game Cube games (Ratings EC, E, E 10+, T)
- Toddler car seat (20-40 lbs. capacity)
- Booster car seat
- Crock Pot
- Canned fruit
- Breakfast cereal
- Individually packed snack items
- Extra large Tupperware containers



PHILADELPHIA
Ronald McDonald House