The Lipsman Sisters

In July of 2010, when Anna Lipsman was just nine years old, she was diagnosed with childhood acute lymphoblastic leukemia (ALL). The news terrified the Lipsman family and left them uncertain of their daughter’s future. The Lipsman family – from West Chester, PA – sought treatment at The Children's Hospital of Philadelphia and as they learned that Anna’s prognosis was good, they found reprieve. However, they knew the treatment process would take a toll on their family life and that Anna’s road to recovery would be a trying one.

“Treatments were difficult. Anna often had trouble sleeping, her emotions were all over the place, and the medication she was on was changing her looks. This was especially difficult for Anna because she had a healthy twin sister to compare herself to,” says Anna’s mom, Elaine. Anna and Leah’s sisterly bond remained strong and throughout Anna’s medical journey, Leah was always by her side. “She was really cute when she was all drowsy after treatment,” Leah says.

It was during Anna’s treatment at The Children’s Hospital of Philadelphia that Elaine first heard about Ronald McDonald Camp. Although Anna was still undergoing treatment at the time, her mom knew that a week away with children just like her was an opportunity she couldn’t pass up. Leah was looking forward to meeting other siblings and Anna was looking forward to a week of summer camp, but not without some reservation. “The first year we were worried about being away from our parents and worried that we would get no sleep in a new place, but camp was so much fun and we were so tired from the activities that we had no trouble sleeping,” says Anna. Their mom, on the other hand, was worry-free. “When I told my co-workers that I had just dropped the girls off at camp for the week, they asked if I was worried. I just laughed and explained that I had just turned her over to her doctor, who I would call if she was home and there was an issue anyway. At Camp I know she is in good hands and is being monitored by those who know exactly what she needs and what she’s going through,” says Elaine.

Ronald McDonald Camp provides the full sleepaway camp experience while taking into account the needs of children who are at different stages of treatment, in remission, and the siblings’ needs as well – both medical and psychosocial. “Camp is one of very few places that you can go where you may have lost your hair or look sick during recovery and everyone knows what it’s like. There are no curious looks or questions, just a common understanding and a whole lot of fun,” says Elaine.

Anna and Leah enjoy many of the activities Camp has to offer. “The lake is our favorite,” says Leah. The girls also enjoy the ropes course and look forward to when they are in senior camp and can participate in the more advanced course and ride the high zip line.

The girls have been attending camp since 2011 and look forward to returning in August of 2014. When asked how long they would like to be involved with Camp, they both replied: “As long as we can! We would love to become counselors someday.”

You too can become a part of the magic of Ronald McDonald Camp. Find out how at www.philarmh.org/Camp.
Dear Friends,

I hope you are enjoying these beautiful summer months and that you and your family have had an opportunity to relax and spend some quality time together. I always look forward to this time of the year because it means that Ronald McDonald Camp is right around the corner.

This summer, Ronald McDonald Camp will welcome the largest numbers of campers since its inception 28 years ago. On August 17, over 200 children will arrive in the Pocono Mountains for a week of growth within an atmosphere of friendship, caring, and sharing. It’s exactly that reason, the sharing, that all of the programs of the Philadelphia Ronald McDonald House are so important. Camp, our two Houses, our two Family Rooms, and our Hospitality Kiosk are all places where children and families can share their experiences and truly feel that they are not alone. The most amazing part is that we welcome so many people, from so many different cultures, and they communicate with one another seamlessly.

At Camp, I have often seen campers discussing their illnesses openly and giving strength to one another. At the Houses, parents sit down to share a meal with other families and relate to having a very sick child. It’s this support and the act of sharing that truly helps the children and families we serve get through each day a little easier. The comfort and warmth from these conversations become the medicine that the Philadelphia Ronald McDonald House provides.

I’m so fortunate to have the opportunity to see firsthand the great work of the Philadelphia Ronald McDonald House programs and the outstanding impact they have on so many. The work that we do would not be possible without the amazing staff, volunteers, Board of Directors, and of course, you. Please continue your support by visiting us online at www.philarmh.org.

I hope you have a very happy and safe summer.

Best Regards,

Marlene Weinberg, President of the Board

…over 200 children will arrive in the Pocono Mountains for a week of growth within an atmosphere of friendship, caring, and sharing.

Philadelphia Ronald McDonald House 40th Anniversary Celebration

Join us for a celebration of the families and children who have called our House home, of the generous donors and tireless volunteers who have provided for those families, and of the visionary founders without whose compassion and commitment the last forty years would not have been possible.

Entertainment by THE MIDTOWN MEN
Four Stars from the original Cast of Jersey Boys*

Presentation of the 2014 Dr. Audrey E. Evans Award of Excellence
Honoring Carl H. June, M.D., Stephan Grupp, M.D., Ph.D, Bruce Levine, Ph.D, and David L. Porter, M.D.

www.philarmh.org/40Years

*Not a performance of. Not affiliated with the show Jersey Boys.

October 17, 2014
7:00pm Cocktail Reception
8:00pm Dinner
On-site parking
Simeone Automotive Museum
6825-31 Norwitch Drive
Philadelphia, PA 19153
Board Spotlight: Cindy Keaveney

Board member Cindy Keaveney’s involvement with the Ronald McDonald House community started long before she joined the board of the Philadelphia House. In the late 1990s, a colleague introduced Cindy, who was living in Minnesota, to the board of the Ronald McDonald House of the Twin Cities. Cindy was drawn to the organization’s mission of supporting children—an interest inspired by her mother. “She always did volunteer and board work for disadvantaged children or children in need,” explains Cindy. “My interest was a carry over from seeing her, admiring the work that she did, and wanting to follow in her footsteps.”

When Cindy moved to Philadelphia, she met former PRMH board member Judy Boreham, who started the process of getting Cindy involved here. In 2012, Cindy joined the PRMH board, where she brings her extensive experience as a human capital executive to her roles as chair of the Human Resources Committee and member of the Development Committee.

As a board member, Cindy is struck by the courage of the children and families who stay with us. “Every time I walk into the House, I am really in awe of the bravery of the kids and families who are here,” says Cindy. “It puts a lot of life into perspective when you see someone who is fighting the way they do. It is very humbling and very rewarding.”

The most memorable aspect of her board service so far was her first visit to Ronald McDonald Camp in the Poconos. “One of the things that struck me most was the way in which kids just want to be kids and, in the environment of camp, they were allowed to be kids,” says Cindy. “At camp, you don’t get the feeling that it is a group of sick kids; it is a group of kids enjoying playing and experiencing, doing arts and crafts, and putting on shows—all of those things that kids love to do. At their core, no matter what kids are going through, they deserve the right to be kids. Camp creates that for them.”

Being a part of the board also enables Cindy to truly see the mission of the House in action. “I think the tagline ‘home away from home’ sounds good and intriguing and warm and as a board member you really get to experience that and get a feel for what that means for the families,” says Cindy. Making dinner for the families as part of the board’s Guest Chef team was an especially effective way to see this impact firsthand. “Serving a meal last year with several board members and seeing the families sitting together talking, seeing the kids interacting together, and seeing the kids playing in the playroom together—you see the family environment that’s created come to life,” Cindy says.

Through her board service, Cindy is also able to witness the critical role that volunteers play at the House. “Being involved you see the incredible impact that the volunteer group has on the day-to-day operations and the running of the House and how powerful their service is to fulfilling the mission,” she says.

For those considering volunteering or serving on the board, Cindy suggests giving it a try. “There is probably not much else out there that will bring the personal rewards and perspective that the Ronald McDonald House does,” says Cindy. “Not only is it a rewarding experience that is so, so needed but also to be involved and see Executive Director Susan Campbell and Board President Marlene Weinberg with the leadership skills they have—it is a phenomenal opportunity to be a part of a very well-led operation.”

Fifth Annual “Change the Luck of a Child” Phone Bank

On Tuesday, March 25 from 6:00 am to 8:00 pm, CBS 3 and CW Philly partnered with the Ronald McDonald House Charities of the Philadelphia Region for the Fifth Annual “Change the Luck of a Child” Phone Bank. We had an amazing response from the community and raised over $1,000,000 to directly support the programs of the Philadelphia Ronald McDonald House and the Ronald McDonald Houses of Delaware and Southern New Jersey.

Thank you to all of the callers and supporters, and a very special thank you to our valued partners who sponsored the 2014 Phone Bank.

We would also like to extend a special thank you to Di Bruno Bros. for donating a delicious selection of food for our sponsors and volunteers, and to Coca-Cola and Yards Brewing Co. for donating all of the event’s beverages.

To see more photos from throughout the day, visit www.philarmh.org/phonebank
Thank You to our 2014 Adopt A Room Donors

The generosity of our Adopt A Room donors allows us to create a community of comfort and hope for our families.

- The 1830 Family Foundation
- Aberdeen Asset Management Inc.
- Aramark Conference Centers
- In Loving Memory of Alexa C. Artis
- The Arora Family
- Donna Calvert & Family In Honor of Stephen Calvert
- Cancer Center at The Children’s Hospital of Philadelphia
- CJR Memorial Foundation
- The Stephen Colbert Americone Dream Fund
- CSL Behring
- Joel & Matthew Damron
- Di Bruno Bros.
- DoubleTree by Hilton Hotel Philadelphia Center City
- ERT
- In Honor of Whitney Fox
- Gemini Bakery Equipment
- In Loving Memory of Carl A. Goldenberg From Family & Friends
- The Goldenberg Group & People Helping People Foundation
- The Goldstein & Liss Families
- The Greene & Schaefer Families
- Guidi Homes, Inc.
- I.B.E.W. Local Union 98
- Innovative Print & Media Group
- J&J Snack Foods Corp
- Jonathan Grant Meyers Legacy Foundation, Ltd
- The Katie Kirlin Fund
- Katie’s Krusaders
- Cindy Keaveney
- KlingStubbins
- La-Z-Boy of Philadelphia
- Suzi & Scott Lustgarten Family Foundation
- Maiden Re
- Marsh
- McGladrey LLP
- Medical ID MarketPlace by Hope Paige
- Jill and Alan Miller
- The Montufar Family
- Denny Parisan & the County Corvette Toy Drive
- Pennsylvania Farm Bureau
- The Persinger Cookie Throwdown
- Philadelphia Business Travel Association
- Construction Financial Management Association - Philadelphia Chapter
- Philadelphia Marketplace Food & Shops at the Philadelphia International Airport
- Pilot Freight Services
- Pine Forest Camp, Lake Owego Camp & Camp Timber Tops
- The Joseph Plumenthal Memorial Foundation
- Reed Smith
- Neil Reiff and Jill Snyder
- Richie Nelson Celebration of Life Golf Outing
- Shari & Mark Rosenberg
- Paul Sabelli Family
- Salli & Stephen
- The Brian Seibert Memorial Fund
- Shelly Electric Co., Inc.
- Torcon, Inc.
- Turner Investments, Inc.
- UAS
- Van Aken Family Foundation
- ViroPharma, Inc.
- Howard & Eva Wertman
- Wylie’s Day Foundation
- Yards Brewing Company
- The Young Lawyers’ Section of the Delaware County Bar Association

For more information on becoming an Adopt A Room sponsor in 2015, visit www.philarmh.org/AAR.

“Dear Adopt A Room Donor,
Thank you for being so generous and helping me and my family - and so many who have come before me and the many who will come after. You have brought love, comfort, and hope to a very desperate and vulnerable time in our lives.

With sincere gratitude,
The Denkowitch Family
New Hartford, NY, Room 124”
Finding Respite In The Hospital Setting

It was late Monday afternoon, shortly after Julianna’s six-month checkup, that her mom, Enza Gatinelli, noticed a fever coming on. Her doctor told her that low-grade fevers are normal after children receive shots and instructed Enza to keep her hydrated. The following Sunday, Enza was changing Julianna’s diaper when her husband, Frank, and four-year-old son, Frankie, walked into the room. Frank was shocked by Julianna’s paleness and knew something wasn’t right. They immediately rushed Julianna to her local hospital in Washington Township, New Jersey.

Shortly after arriving at the hospital, Julianna started to go into respiratory distress and was immediately transported to The Children’s Hospital of Philadelphia (CHOP). At this point Enza believed it was pneumonia.

“Once CHOP’s medical team arrived, they were like angels in the sky. Everyone moved out of their way, no one spoke, no one asked questions,” said Enza. She found out later it was because they knew every moment counted for Julianna’s life. Julianna was diagnosed with Acute Myeloid Leukemia (AML) – a form of cancer that starts in the bone marrow and in most cases moves into the bloodstream. It often spreads to other parts of the body, in Julianna’s case, the liver. “With cancer, it’s just that you always know somebody, who knows somebody, and it’s always in your circle it seems. You just never think it will happen to you,” said Enza.

“From there it was forty-seven up and down days in the Pediatric Intensive Care Unit (PICU),” said Enza. On the forty-seventh day the family finally made it to the Oncology floor, where Julianna made a slow recovery. Once on the Oncology floor, Enza began using the Philadelphia Ronald McDonald Family Room. “I am beyond grateful for the people who volunteer their time in the Family Room and all of the people who bring in hot, homemade meals. Having the food and coffee available really made it one less thing to think about. It helped the days go by,” said Enza.

The family spent five months on the Oncology floor, until December 28 when Julianna was finally able to go back to her home in New Jersey. Julianna and her mother Enza return to the hospital once a month for blood work and bring Frankie to visit the Family Room. “The Family Room really makes you appreciate the little things in life. It makes you want to do more for others. When I go to the store to grab a box of cookies I think, why not grab a second box for someone else? It’s just important to recognize people’s generosity and to pay it forward,” says Enza.

To learn more about the Ronald McDonald Family Room programs, and find out how you can get involved, visit www.philarmh.org/FamilyRoom today.

Celebrating Service: Volunteer Appreciation 2014

Each April, we come together to celebrate the heart of our House – our wonderful volunteers! This year, over 200 House volunteers and their guests gathered at the Inn at Penn for the annual volunteer appreciation celebration to enjoy cocktails, dinner, live music, dancing, and friendly gaming. During a special program, our volunteers were recognized for their service and dedication to the families they support throughout the year.

We would like to thank the Inn at Penn for hosting, staffing, and providing the delicious food for the evening’s festivities. A very special thank you to all of our dedicated volunteers who truly are the heart of our organization! Photos courtesy of a fresh focus photography.
1 Read for Ronald
We would like to extend a special thank you to all of the students who read throughout the month of February to support the House in this year’s 76ers Read for Ronald program. We would also like to thank all of the participating schools, parents, teachers, school staff, and volunteers, along with the 76ers organization, for their continued support in making this program such a success and raising over $80,000 for the families we serve.

2 Pennsylvania Farm Bureau - Food Checkout Day
Each year local farmers in our area gather food and monetary contributions to make sure our families have fresh, nutritious food throughout the year. This February, members of the PA Farm Bureau came together and generously donated over $20,000 to support our families.

3 Zumba Fundraiser
On March 22, the Arrowhead Newspaper of Souderton Area High School hosted their 4th Annual Zumba Fundraiser event to benefit Ronald McDonald Camp. This fun-filled, high energy event raised over $3,600 and will help send seven campers to RMC this summer.

4 Neiman Marcus Fashion Show
On March 12, guests gathered to celebrate spring at a fashion show in support of the House and helped raise over $9,000 for our families. This event would not have been possible without the support of our fabulous event organizers Jane Sutow and Shella Zamkoff. Thank you also to Neiman Marcus for being such a generous host.

5 The Container Store Grand Opening Partnership
The Container Store designated 10% of Grand Opening weekend sales from their new King of Prussia store to be donated to support our programs. Thank you to everyone who attended the weekend celebrations and came out to shop in support of our families. 10% of total sales yielded an outstanding $20,000 donation.

6 “Flick for Farouk” Movie Night Fundraiser
East Ward Elementary School in Downingtown rallied together to host a movie night fundraiser for eight-year-old Farouk Alazzam, whose family stayed at the Chestnut St. House while he was receiving treatment at The Children’s Hospital of Philadelphia. Following the “Flick for Farouk” fundraiser, Farouk presented our organization with a check for $18,000. We would like to extend a big thank you to Farouk, his family, and the community for their very generous support.

7 Chant, Chai, & Charity
On April 27, friends and supporters joined together for a Chant, Chai, and Charity community event to benefit Ronald McDonald Camp. Many thanks to Steven Groff, the creator of Chant, Chai, and Charity, and to his bandmates Mira Newman, Mary Ann Sutin, Randy Sutin, and Sarah Halley for creating the beautiful music for this event. We would also like to extend thanks to Alison Sobel and Focus Fitness Main Line for generously hosting our group.

8 Hot Chocolate 15/5K
In April, we were so grateful to be the beneficiary of the 2014 Hot Chocolate 15/5K, organized by RAM Racing. Thank you to all of the participants and volunteers who showed a tremendous amount of support at this first year event. We would also like to extend a very special thank you to the volunteers with the Kohl’s Associates in Action program from the Flemington, NJ, Center Square, PA, and Bensalem, PA stores.
A special thank you to all of the schools that participated in our 20th Annual Read for Ronald program

Belmont Hills Elementary School  
Chester M. Stephens Elementary School  
Cole Manor Elementary School  
Cornwells Elementary School  
E.M. Stanton Elementary School  
Erdenehlem Elementary School  
Florence V. Evans Elementary School  
Fox Chase Elementary School  
Francis Hopkinson Elementary School  
Friends’ Central Lower School  
Girard College  
H.A. Brown Elementary School  
Ithman Elementary School  
John Marshall Elementary School  
P.S. 16 The Leonard Dunkly School  
in memory of Aubrey Renny  
Penn Wynne Elementary School  
Perelman Jewish Day School  
Prince Hall School  
Radnor Elementary School  
Rose Tree Elementary School  
Russell Byers Charter School  
Samuel K Faust Elementary School  
Springside Chestnut Hill Academy  
Lower School for Girls  
Springside Chestnut Hill Academy  
Middle School for Boys  
Springside Chestnut Hill Academy  
Middle School for Girls  
St. Francis of Assisi School  
St. James School  
St. Peters School  
The Agnes Irwin School  
The Baldwin School  
The Wyndcroft School  
Upper Merion Area Middle School  
Vare Washington Elementary School  
Wayne Elementary School  
Whitehall Elementary School  
Whitemarsh Elementary School  
William Loesche Elementary School  
Wrightstown Elementary School

Donations From The Heart (1/1/2014 - 3/31/2014)

*$5,000 and above  
Ronald McDonald House Charities of the Philadelphia Region  
Kim Weinberg Memorial

*$10,000 to $24,999  
Aberdeen Asset Management Inc.  
The Container Store  
- Grand Opening Event  
CSL Behring LLC  
Firsttrust  
The Mark David and Anne Kuperberg  
Pepper Family Foundation  
St. Christopher’s Hospital for Children

*$5,000 to $9,999  
AmeriHealth Caritas  
Anthony Sylvan Pools  
Bucks County Farm Bureau  
Dr. Pepper Snapple Group  
Elliott-Lewis Corporation  
Ms. Denise Burne Fein  
Dr. Harold Fein Memorial  
I.B.E.W. Local Union 98  
Anonymous  
Katie’s Krusaders  
Keystone Foods Corporation  
PBMG  
Kramer Kirsh Insurance Group/Allstate Insurance Kramer Insurance Center  
The Montufar Family  
Philadelphia Business Travel Association  
Philadelphia Insurance Companies  
Philadelphia magazine  
The Prudential Foundation  
Ronald McDonald House Charities  
Turner Investments  
Wills Eye Institute  
United Way of Greater Philadelphia and Southern New Jersey

*$2,500 to $4,999  
Bakers Club of Philadelphia  
Comcast Spectactor  
Construction Financial Management Association  
Mr. and Mrs. Bharat Masrani  
Mr. and Mrs. Michael McAlee  
McDonald’s Corporation  
2013 Ronald Cup  
Mr. and Mrs. Charles Montufar  
Mr. and Mrs. Milton Schneider  
Mr. Michael S. Tornval  
The William Penn Foundation  
In Honor of Howard Wertman’s Retirement  
Yards Brewing Company

*$1,000 to $2,499  
Mr. Richard J. Adelizzi  
Allstate Foundation  
Alpha Delta Pi, Albright College  
Mr. William R. Araskog  
Association of Pediatric Hematology Oncology Nurses  
The Benevity Community Impact Foundation  
In Honor of Audrey Carnevale’s Birthday  
Mr. and Mrs. Robert Carnevale  
Cornwells Elementary School  
Di Bruno Bros.  
Mr. and Mrs. Joseph N. DiBello Jr.  
Mr. and Mrs. Mike Ferro  
Mr. and Mrs. David O. Fink  
Mr. Troy Franzen  
Warren Gillard Memorial  
Mr. and Mrs. Paul S. Grossman  
Mr. and Mrs. Richard C. Hachoose  
Heidel Hollow Farm, Inc.  
Mr. Robert Hertlein  
Hope Brings Strength Campaign  
The JennJoe Fund of the Community Foundation of New Jersey

*$500 to $999  
Advertising Specialty Institute  
The Angeletti Group, LLC  
Joseph Belinski Charitable Trust  
Mr. and Mrs. Mitchell Black  
Employees Community Fund of The Boeing Company  
Mr. and Mrs. Richard J. Breiten  
In Honor of Dr. David Bressler, Dr. Josh Bressler and Dr. Jason Bressler  
Dr. and Mrs. David A. Bresler  
Mr. and Mrs. James F. Brose  
Ms. Barbara Y. Camp  
Comcast Corporation  
Comfort Temp Inc.

*$50 to $999  
AmeriHealth Caritas  
Anthony Sylvan Pools  
Bucks County Farm Bureau  
Dr. Pepper Snapple Group  
Elliott-Lewis Corporation  
Ms. Denise Burne Fein  
Dr. Harold Fein Memorial  
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The Montufar Family  
Philadelphia Business Travel Association  
Philadelphia Insurance Companies  
Philadelphia magazine  
The Prudential Foundation  
Ronald McDonald House Charities  
Turner Investments  
Wills Eye Institute  
United Way of Greater Philadelphia and Southern New Jersey

Guest Chef Spotlight: Klein Hersh International

In addition to volunteering their time to prepare a delicious meal for our families, the employees of Klein Hersh International also contributed as a top fundraising team in our 6th Annual Plane Pull this spring. We would like to thank this wonderful company for their support of the families we serve!

If you are interested in becoming a Guest Chef, please visit www.philarmh.org/guestchef.
“The first year we were worried about being away from our parents and worried that we would get no sleep in a new place, but camp was so much fun and we were so tired from the activities that we had no trouble sleeping,” says Anna.

Continue reading on the front cover...