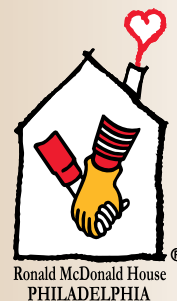


MESSAGES OF HOPE

VOL. 3 2014



A New Beginning - Cheyenne's Story

Nine-year-old Cheyenne was just like most kids her age, enjoying the thrills of childhood, attending elementary school, dreaming of the day when she will become both a chef *and* a magician, and spending time with her beloved family—until life took an unexpected turn.

Over the course of several months, Cheyenne's parents, Demetris and Stacy Moses, noticed their daughter was rapidly losing weight, appeared lethargic, and eventually stopped speaking and eating. "Her spirit was gone...her personality was gone," says her father. Worried about the well-being of their daughter, Cheyenne's parents took her to their local hospital to seek medical advice. It was discovered that Cheyenne's blood sugar levels were dangerously low, so low in fact, that she was rushed to Children's National Hospital in Washington D.C., where doctors performed a CT scan and discovered a large mass on her pituitary gland, known as a germinoma. This type of tumor commonly affects young patients, 90% of which are younger than 20 at the time of their diagnosis.

"It's our home away from home, and it's great for Cheyenne because she doesn't have to worry. It relieves us as parents because we don't have to worry about our child when she's here."

After months of uncertainty, Cheyenne and her family finally had an answer to their medical mystery and worked with doctors to implement an aggressive treatment plan. Cheyenne underwent a biopsy and it was determined that doctors could treat her condition with chemotherapy in order to avoid invasive surgery and permanent nerve damage. One week post biopsy, Cheyenne started chemotherapy and immediately began to experience the difficult side effects of treatment. After several bouts of diabetes insipidus, difficulty eating, and loss of energy, Cheyenne was able to return home to be with her family.

One week after returning home, Cheyenne's health worsened and she was rushed back to the hospital, where doctors discovered that her white blood cell count was extremely low. After another week of treatment, she was able to return home once again. On June 15, 2014, Cheyenne celebrated the end of her chemotherapy treatment and on June 24, 2014, accompanied by her mother, Cheyenne began radiation at The Children's Hospital of Philadelphia (CHOP) and came to stay at the Philadelphia Ronald McDonald House on Chestnut Street. "CHOP explained the Philadelphia Ronald McDonald House to us as a resort for kids," says Stacy. "In person the House is amazing and you don't miss your home as much because you feel like you're home when you're at the Ronald McDonald House."



Cheyenne (center) with her father and mother, Demetris and Stacy Moses

As Cheyenne undergoes radiation, the House provides a place of solace for both her and her parents as they take the final step towards complete recovery. The Moses family has greatly benefitted from the daily interactions they have with the other families staying at the House, staff, and volunteers. The activities provided for families to enjoy such as meals, arts and crafts, and Cheyenne's personal favorite—visits from the therapy dogs, serve as much-needed diversion from everyday stressors. "The House keeps your mind off of what's really going on," says Cheyenne's father. "It's our home away from home, and it's great for Cheyenne because she doesn't have to worry. It relieves us as parents because we don't have to worry about our child when she's here."

From transportation, to nutritious home-cooked meals, to friendship, and assistance navigating the often difficult world of healthcare, the Philadelphia Ronald McDonald House takes great pride in ensuring that every family has the support they need to see their loved ones through their toughest days. Cheyenne is on the fast track to recovery and as her family expressed, it is due in large part to the support they have received during their stay at the House. "The Philadelphia Ronald McDonald House is something for Cheyenne to look forward to every day. The environment has helped her a lot on this journey," says her parents.

On November 27th, Cheyenne will celebrate her tenth birthday, exactly two months after her last radiation treatment. This birthday is a milestone that both her and her family looks forward to as it signifies a new beginning. The Philadelphia Ronald McDonald House congratulates Cheyenne on her "new beginning" as she returns to her hometown; but as her mother explains with a voice full of gratitude, "while you're here, the Ronald McDonald House will take care of you... and that's *just* what you need."

Message From The President



Marlene Weinberg,
President of the Board

“ On October 15, 1974 the first House in the world opened right here in Philadelphia at 4032 Spruce Street. And so starts the incredible journey of a home away from home, which now numbers 338 houses in 36 countries. ”

Dear Friends,

In 1973, after dreaming of a place where families could stay while their children were receiving life-saving medical treatment, Dr. Audrey Evans along with her social worker, Gini Peltz, began their search for a house to fulfill a vision that was years in the making. During this time, Fred Hill, a former tight end with the Philadelphia Eagles, found out that his daughter, Kim, had leukemia and needed treatment at St. Christopher's Hospital for Children.

The entire Eagles team, led by then owner Leonard Tose, banded around Fred Hill and his family during this challenging time—fundraising through Eagles Fly for Leukemia. When the Eagles' General Manager, Jimmy Murray, approached St. Christopher's Hospital about making a donation, Dr. Lawrence Naiman, one of Kim's physicians, suggested there was an even greater need for funds resting with Dr. Evans.

Leonard Tose and Jimmy Murray met with Dr. Evans and pledged a million dollars towards the new oncology wing at The Children's Hospital of Philadelphia. When Jimmy handed Dr. Evans a check for over \$100,000 towards the Eagles' pledge, Dr. Evans looked him straight in his eyes and said, "I need another \$33,000 to buy a House."

Jimmy then contacted Stan Elkman and Don Tuckerman from Elkman Advertising Agency and Ed Rensi who was the head of the McDonald's Philadelphia Region and asked if a percentage of the proceeds of the annual Shamrock Shake promotion could be used to purchase the House. McDonald's offered to give all of the proceeds if the House could be named the Ronald McDonald House.

On October 15, 1974 the first House in the world opened right here in Philadelphia at 4032 Spruce Street. And so starts the incredible journey of a home away from home, which now numbers 338 houses in 36 countries. Thank you to everyone who helped make Dr. Evan's vision a reality 40 years ago—we could not have done it without you.

On October 17, we celebrated our 40th anniversary as the world's first Ronald McDonald House with a wonderful evening complete with friends, great food, and entertainment. It was a night of joyous celebration for a most noteworthy cause. Thank you to everyone who has supported us over the last 40 years and we hope you will continue to support us into the future. Finally, thank you to our 40th committee members who worked so hard to make our 40th Anniversary Celebration so special.

Best Regards,

Eagles Care Partner

We are excited to announce that the Philadelphia Ronald McDonald House has been chosen as an Eagles Care partner of the Philadelphia Eagles for 2014. As proud Philadelphians who take their commitment to the community seriously, the Philadelphia Eagles believe there is no off-season to good citizenship. Through Eagles Care, the team partners with local non-profits to provide assets to their organization and the constituencies they serve which strengthen and support their growth because they believe strong non-profits build strong communities.

To read more about what this partnership means to the Philadelphia Ronald McDonald House, visit www.philadelphiaeagles.com/community.



Board Spotlight: John Maris, M.D.

Board Member Dr. John Maris first learned about the Ronald McDonald House after graduating college and moving to Philadelphia to join a research program directed by Dr. Audrey Evans, co-founder and visionary of the Philadelphia Ronald McDonald House. It was this research program that began a mentorship between Dr. Evans and a future Dr. Maris, which evolved into a lifelong friendship, and the very reason why Dr. Maris became a pediatric oncologist. "Dr. Evans was one of the first people I met when I moved to Philadelphia after completing my undergraduate degree," says Dr. Maris. "Her dedication to her work and the families she served instilled a profound sense of inspiration in me to do the same work, so I went to medical school."

Dr. Maris attended the University of Pennsylvania School of Medicine and completed his Residency in Pediatrics and Fellowship in Hematology/Oncology at The Children's Hospital of Philadelphia (CHOP). He now serves as the Giulio D'Angio Endowed Professor of Pediatrics at the University of Pennsylvania and directs a large research operation at the hospital. He is an internationally known expert in neuroblastoma genetics and the development of new pediatric cancer therapies.

In 2012, Dr. Evans nominated Dr. Maris for the Board of Directors at the Philadelphia Ronald McDonald House. "Dr. Evans is not your average Board Member—she brings medical insight and knows the struggles that patients and their families face when confronted with a life-threatening illness," says Dr. Maris. "I feel that I can continue that legacy of providing clinical knowledge and first-hand experience with patients to the House and contribute towards our expansion."

Expansion is on the forefront of Dr. Maris' mind when discussing his goals for this year. He is the first to say how impactful the House is for the families he serves at CHOP and emphasizes the delight of families he provides care for who travel from outside of the country. However, Dr. Maris is also acutely aware of the families who are turned away each day because the House is not large enough to accommodate everyone who needs it. "Upon becoming a Board Member, I was enthusiastic about the Board's plans for expansion and ready to join their efforts," says Dr. Maris. "I look forward to the day when we can say 'yes' to every family that requests a room at the Ronald McDonald House—that will be exciting."

Since becoming a Board Member, Dr. Maris has had the opportunity to experience the community spirit of the House. "As a physician, I wasn't on the 'inside' and becoming a Board Member has allowed me to see the dinners and special events at the House, the families being families—outside of the hospital, and the fervent service of our volunteers and staff," says Dr. Maris. "It has been a wonderful organization to be involved with."



As the House celebrates its 40th anniversary this year, Dr. Maris is prepared for the Board to make great strides in their plans to continue increasing the organization's capacity for families. The 40th Anniversary was a celebration of the families and children who have called the House home, as well as our donors, volunteers, and visionary founders who have made it all possible.

Dr. Audrey Evans presented the Dr. Audrey E. Evans Award of Excellence recognizing individuals who have made significant contributions to the health and well-being of children. The award recipients are Carl H. June, M.D.; Stephan Grupp, M.D.; Ph.D.; Bruce Levine, Ph.D.; and David L. Porter, M.D. When asked about the recipients of the award, Dr. Maris states, "I am very well-acquainted with this group of physicians and they are a wonderful choice to co-receive this award. Together, they have demonstrated how far one can get towards curing the incurable not only with intellectual drive, but also by collaborating as a group. They have made unprecedented improvements in how we treat and hopefully cure leukemia. Leukemia was the basis for the initial fundraising for the Philadelphia Ronald McDonald House, so it is especially fitting to recognize these professionals."

Dr. Maris encourages anyone who is considering volunteering their skills and expertise to do so with the Philadelphia Ronald McDonald House. "This organization does wonderful work to help people in their greatest time of need. It's that simple...you can never go wrong helping others."

The Dr. Audrey E. Evans Award of Excellence

This award recognizes individuals who have made significant contributions to the health and well-being of children. Carl H. June, M.D.; Stephan Grupp, M.D.; Ph.D.; Bruce Levine, Ph.D.; and David L. Porter, M.D. the recipients of the Dr. Audrey E. Evans Award, are being recognized for their groundbreaking immune therapy work using genetically engineered, cancer-fighting T cells to treat an aggressive form of childhood leukemia, acute lymphoblastic leukemia (ALL). Last year their work—conducted in partnership between The Children's Hospital of Philadelphia and the University of Pennsylvania—led to dramatic, extraordinary results published in *The New England Journal of Medicine*. Congratulations to this group of wonderful professionals and thank you for your commitment towards bettering the lives of children.



Bruce Levine



Stephan Grupp



David Porter



Carl June

Then & Now

Featuring personal experiences and history from Judy Blore, the Philadelphia Ronald McDonald House's first Resident Manager who helped open the House in 1974.

Then

Then: The original Ronald McDonald House, located on Spruce Street in West Philadelphia, had seven bedrooms and operated under the name of Children's Oncology Services, Inc. Our mission was to serve the housing needs of pediatric oncology patients first; then, as room permitted, families facing other serious health challenges were welcomed.

Now: Today, we have grown into two Ronald McDonald Houses that together serve up to 65 families each night. The original House moved a few blocks over to Chestnut Street in 1981 and now has a total of 45 bedrooms. In 2008, we opened our second Ronald McDonald House, located at Front & Erie in North Philadelphia, which has 20 bedrooms. We serve families whose children are receiving care in oncology, orthopedics, cardiology, and neonatology, among others.

We have also extended our support into the hospital and today offer two Ronald McDonald Family Rooms in the Oncology and Cardiac units at The Children's Hospital of Philadelphia and a Hospitality Kiosk in the critical care units at St. Christopher's Hospital for Children. Additionally, we offer a one-week getaway each August for children with cancer and their siblings at Ronald McDonald Camp in the Pocono Mountains.



Judy Blore (left) in 1974

Then: For the first several years, we didn't have volunteers supporting the day-to-day operations of the House. Instead, there were volunteers who served for Board activities or for special events at or for the House. Groups began to come to either serve meals or to provide entertainment for the families. When we moved to the larger Chestnut Street House location in 1981, we began a much more organized volunteer operation.

Now: Today, we rely on our large volunteer corps to ensure the successful operation of our programs and truly view our volunteers as the heart of the House. Regularly scheduled volunteers staff the front desk, provide tours, drive our shuttle vans, assist with thank you letters, help in the kitchen, complete maintenance tasks, and support the House and families in a variety of other ways. In addition, volunteers prepare and serve breakfast and dinner to our families as part of our Guest Chef program which operates 365 days a year.



Original House on Spruce Street

Then: In 1974, our goal was to make the House a welcoming, home away from home for families facing the stress and uncertainty of their child's serious illness and treatment. Staff dedicated themselves to listening to families, trying to meet their needs, and creating a warm and supportive environment. I remember many nights spent in the common lounge, listening to the families' stories of home and their concerns about the present. Many families would have found it very frightening and challenging to travel to Philadelphia without the support of the House so, for them, the House was a refuge in many ways—a safe place where they could always find a friendly face.

Now: Today, the goal of the Philadelphia Ronald McDonald House continues to support families of seriously ill children by creating a community of comfort and hope. While the size of our Houses, the scope of our programs, and the number of families we serve has grown, our central mission has not changed since our inception and is still reflected in all that we do.



Judy Blore today

Now

14th Annual Hit 'Em for the House Golf & Tennis Outing

We would like to thank all of our spirited participants who joined us for the 14th Annual Hit 'Em for the House Golf & Tennis Outing. This two-day event was action-packed with a golf tournament, card games, and tennis. Thanks to the generosity of our event sponsors, donors, and supporters, we raised over \$170,000 to support the families we serve, making this another successful Hit 'Em for the House event!

We would like to thank our generous presenting sponsor: The Ron Krancer Family, and our exclusive Golf and Tennis sponsors: Crowley Chemical Company, Inc. & Permalith Plastics, LLC., and The Rittenhouse Estates & Walnut Estates.



All Fore the Philadelphia Ronald McDonald House

It was an incredible spring and summer filled with golf outings benefitting the House and the thousands of families we serve each year. Thank you to everyone who participated in a golf tournament for your generosity and belief in our mission of supporting families of seriously ill children by creating a community of comfort and hope.



Audi Quattro Cup



Sean M. Morris Memorial Tournament



Richie Nelson Golf Outing



Keenan Auto Body Golf Outing



CJR Memorial Foundation Golf Invitational



Mike Missinelli Golf Outing

Guest Chef Spotlight: Merck & Co., Inc.

Thank you to the Merck & Co., Inc. Customer Engagement Team for taking the time to prepare and serve our families a delicious dinner on August 19. Merck & Co. Inc., an international developer, manufacturer and distributor of pharmaceuticals, started an initiative called Colleagues that Care with the goal for employees around the globe to log a total of 100,000 hours of service to local charities within the span of several months. We appreciate your enthusiasm and dedication to serving Philadelphia Ronald McDonald House families in their greatest time of need.

If you are interested in becoming a Guest Chef, please visit www.philarmh.org/guestchef.



We're So Thankful For...

1 6th Annual Plane Pull

Thank you to everyone who participated in the 6th Annual Plane Pull at Atlantic Aviation on Saturday, May 3. It was another wonderful event filled with tons of action and competitive spirit for a great cause. This year, thanks to you, we raised nearly \$126,000 for the families staying at the Philadelphia Ronald McDonald House. Congratulations to the 2014 Plane Pull Champions, Team RCOP/Ronald's Big Tow. Way to go!



2 Phillies Games

Thank you to everyone who purchased tickets to the Phillies games this past spring. A portion of the proceeds from each ticket sold went towards supporting our families and raised over \$21,000. We hope you had a great time at the ball games—Go Phillies!



3 Mercer High School Softball Game

This year marked the 8th annual Hamilton Township Police vs. Mercer High School Student/Staff Charity Softball Game. The event, held at Mercer High School on June 4, raised over \$4,000 in support of our Family Rooms at The Children's Hospital of Philadelphia. A very special thank you goes out to everyone who contributed to the event and helped support our families.

4 RMC Paint Nite

We would like to give a very heartfelt thank you to everyone who supported the RMC Paint Nite in memory of Brayden Chandler on June 5. Brayden bravely fought cancer and was deeply loved by his family. All funds raised from this event went towards sending kids to Ronald McDonald Camp in honor of Brayden. His spirit will live at Camp one week each year through the fund in his name.



5 American Red Cross Blood Drive

Did you know that more than 41,000 blood donations are needed every day in the U.S.? On Friday, June 13, we hosted an American Red Cross Blood Drive and had a great turnout. Thank you to everyone who donated blood to save lives in Philadelphia and beyond.

6 3rd Annual Lend A Hand for Olivia Fundraiser

Three years ago, the Russell family stayed at the Philadelphia Ronald McDonald House when newborn daughter, Olivia, was receiving medical treatment. Olivia is now a very happy and healthy little girl and to show the family's appreciation of the House, they host an annual kid-friendly fundraiser complete with live music, a moon bounce, food, and games. Thank you to everyone who supported this wonderful event on June 18.



7 Harley Davidson Raffle

We thank our friends from the Harley-Davidson of Long Branch for hosting a motorcycle raffle to benefit Camp and also thank Jersey Shore H.O.G. for hosting multiple fundraisers throughout the year which collectively raised over \$35,000.

8 Philalypmics

On Thursday, July 17, we held our second annual Philalypmics at the Wells Fargo Center. Top companies from around Philadelphia competed in Philadelphia-themed competitions to win the title of Philadelphia's "phunniest" company. With 16 companies and upwards of 300 in attendance, this event raised over \$30,000 to support the families we serve. Thank you to all of our event sponsors and to our participants for their support and enthusiasm. Congratulations to Capital One 360 for being crowned the "phunniest" company in Philly!



Donations From The Heart (4/1/2014 to 6/30/2014)

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The Children's Hospital of Philadelphia
Mr. Ron Krancer & Family
McDonald's Faro Blanco Invitational
Tournament
2015 Richie Nelson Golf Outing
W.W. Smith Charitable Trust

\$10,000 to \$24,999

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PGA President's Cup
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\$2,500 to \$4,999

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“The Philadelphia Ronald McDonald House is something for Cheyenne to look forward to every day. The environment has helped her a lot on this journey,” says her parents.

Continue reading on the front cover...



Cheyenne Moses

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