



RONALD McDONALD  
HOUSE CHARITIES™  
ROCHESTER, NY

# Heartbeats



Summer 2016

## Ronald McDonald Family Room Celebrates First Birthday!



Our Ronald McDonald Family Room, located inside the new Golisano Children's Hospital, just celebrated its first birthday in July. On average, the family room sees 100 guests per day, and provides them with snacks and beverages, laundry, showers, and a comfy, home-like setting.

We asked several people to share their thoughts on the impact the Family Room has had in its first year. Here's what they had to say.

### From The Baker Family:

Sean, whose medical condition requires frequent hospital stays, and his mom **Sarah Baker** appreciate visiting the Family Room as a change of pace from their hospital room. Sarah says...

"The Family Room to me means one on one time with my little man. I can connect with friends over a nice hot, much needed cup of coffee. I love talking with the amazing volunteers who are always willing to lend a listening ear or give a hug just when you need one."



### From Golisano Children's Hospital Pediatric Social Worker, Lori Snyder:

The RMH Family Room is an invaluable resource for families and patients during their stay here at the hospital. The Family Room provides a welcome change from hospital routines and procedures for both families and patients who are able to leave their room. It becomes a stress reducing adventure for each member of the family including visiting siblings. Families frequently remark about the friendliness of RMH staff towards them. It's also helpful for families to have access to free laundry especially for those with unexpected admissions or when "favorite blankey" needs cleaning! I'm not sure how we operated as a pediatric hospital before this wonderful resource!



### From RMHC Family Room Volunteer, Joanne Clements:

"Over the past year, the Ronald McDonald Family Room has become an important adjunct to the resources provided to patients and families of the Golisano Children's Hospital. I regularly hear from families how much they appreciate the services and support we provide. As a volunteer, I've learned the importance of being sensitive to the individual needs of parents and families on any given day, whether that means providing the basics like food or laundry facilities, or providing emotional support, companionship or a quiet, calm place for reflection. I feel privileged to be part of the team and am inspired by the parents and families I meet every day."

## 2016 Gala Sponsors

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Wegmans

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# Under the Sea



April 23, 2016

The Red Tie Gala...Under The Sea...was held at the Joseph A. Floreano Rochester Riverside Convention Center. Over 800 guests bid on auction items, dined on delicious food, and danced the night away to the music of Nik & The Nice Guys.

The 2016 Loving Hands Award was presented to Wegmans, and the 2016 Crystal Heart Award was presented to Brian Dwyer.

Special thanks to our 2016 Gala Co-Chairs, Lauren Dixon and Mike Schwabl.

Our Presenting Sponsors were Baldwin Richardson Foods Co. and Dixon Schwabl. Our Platinum Level Sponsors were M&T Bank, McDonald's Owner Operators of Greater Rochester, Merrill Lynch GSLC Group/David Guadagnino, Radec, Red Tie Society, Wilmington Trust and Windstream.



**Seen at the Gala ...Top:** Left to right, RMHC Board Chair Pete Van Putte, President, Carol DeMoulin and Brian Dwyer (2016 Crystal Heart Recipient). **Bottom:** Left to right, Scott and Carol DeMoulin, Lauren Dixon and Mike Schwabl (2016 Gala Chairs).



# the RED TIE society

RONALD MCDONALD HOUSE CHARITIES OF ROCHESTER, NY

The Red Tie Society is a group of young leaders who devote their time, talent, and energy to promoting and supporting the mission of Ronald McDonald House Charities of Rochester, NY, Inc. (RMHC). As an extension of the RMHC team, the Red Tie Society members raise awareness about Ronald McDonald House programs, volunteer at the House and for special events and help raise funds that support the mission. Red Tie Society members are most motivated when they become directly involved with RMHC and the families that we serve! Often, the Red Tie Society also nurtures emerging young leaders for the RMHC Board of Directors and Committees.

Volunteering at the House and for special events is a key activity for Red Tie Society members. Once a month, RTS members rotate for a regular Sunday evening shift at the Westmoreland House, helping with cleaning, laundry and making up rooms. The Red Tie Society also annually hosts our December Holiday Party, providing dinner and activities for our families and volunteers, and gifts for the kids who attend!

Another commitment that the Red Tie Society fulfills is an annual financial pledge to support RMH programs. The group hosts fundraising events throughout the year, including the annual Volley for a Cause in January, held at Hot Shots in Rochester. The 2016 volleyball tournament raised over \$3,000!

On June 20, they hosted their first ever Red Tie Classic Golf Tournament at Irondequoit Country Club. With 128 golfers, on what seemed to be the hottest day in June, the event topped \$16,000! Everyone had a great time. Special thanks go to first year sponsors: Baldwin Richard Foods, McDonald's Owner/Operators, B&L Wholesale Supply, Visit Rochester, Coca-Cola, P3, Advantage Federal Credit Union, Lou Bouchard – Wells Fargo, Cooper/Haims Advisors, Joseph Floreano Rochester Riverside Convention Center, Sons Bakery, Team FSI, Waterford Group and YourCare Health Plan A Monroe Plan.

Save the Date for The Red Tie Classic in 2017 - Monday, June 19th at the Irondequoit Country Club!

Red Tie Society members are also ambassadors for Ronald McDonald House, helping to build awareness in the community about our vital programs as well as spreading the word to other young professionals on who we are and what we do. Thank you Red Tie Society!



*Current Red Tie Society Co-Chairs, Jenna Rosati and Connor Dixon-Schwabl.*



*Good times were had by all at the first annual Red Tie Classic, held at Irondequoit Country Club on June 20.*



## Looking Back ...2015

With the spring and summer months come flowers blooming in the garden, grilling out on the deck, and, sometimes, a little slower pace. While our Ronald McDonald House families don't often feel that slower pace, we do all we can to provide that feeling of "home", keeping families close to their loved ones, during difficult times.

In this issue of Heartbeats, you will get a glimpse of lots of our activities as well as a report of our 2015 results...we had a great year! Here are some of our highlights:

- At the Westmoreland address, over 900 families were served. Average length of stay per family is 11 nights.
- At the House Within the Hospital, almost 370 families were served. Average length of stay per family is 4 nights.
- An additional 1,100 families utilized the Day Pass program at Golisano Children's Hospital. This program allows parents to use the HWTH during the day, giving them access to the stocked kitchen, laundry room and lounge area.
- From January through June 2015, we served almost 3,500 families with our Coffee Cart in the hospital.
- From July through the end of the year, we have provided respite to almost 12,000 families at our Family Room on the lobby floor at the Golisano Children's Hospital.

2016 brings continued growth for our programs and opportunities for us to serve more families than ever before.

With all of our growth, and a new database package, we are reassessing how to format our newsletters and keep our information accurate. To that end, we are not including donor lists in this newsletter. We are evaluating the best way to share those important lists with our closest friends and the community. We will be providing a list of our donors annually on our website once we are done with our database conversion. Thank you for your patience.

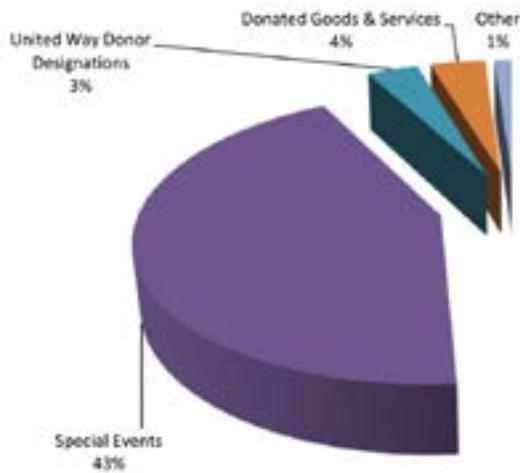


Our gardens are bursting with blooms! If you are in our neighborhood, please stop by for a visit and see all the work we have done to keep our House a beautiful home for our families!

Carol Anne DeMoulin  
President



## 2015 Financial Snapshot

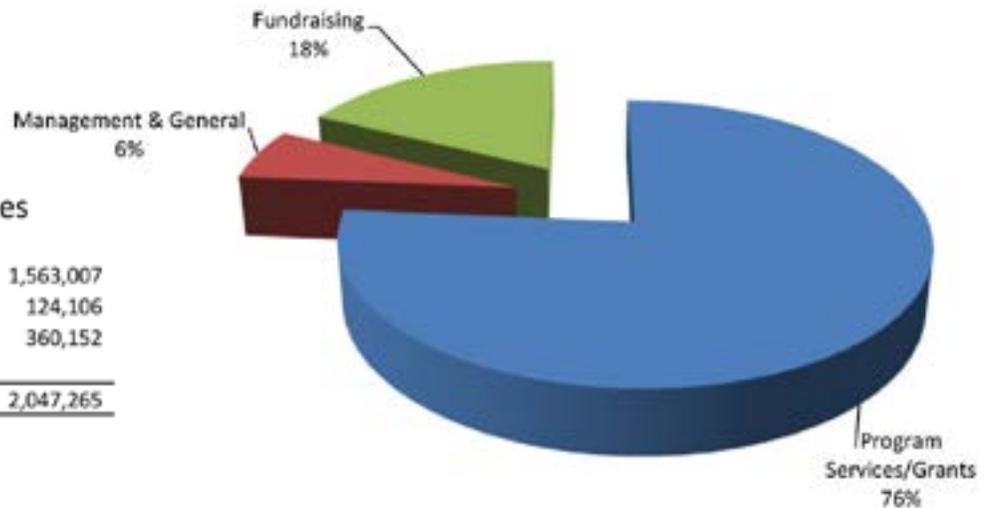


### 2015 Sources of Support & Revenue

Donated Public Support	\$	1,199,608
Special Events	\$	1,069,967
United Way Donor Designations	\$	80,048
Donated Goods & Services	\$	86,210
Other	\$	27,451
	<b>\$</b>	<b>2,463,284</b>

### 2015 Operating Expenses

Program Services/Grants	\$	1,563,007
Management & General	\$	124,106
Fundraising	\$	360,152
	<b>\$</b>	<b>2,047,265</b>



### The Value Of Our Volunteers...

Location	Volunteers
Westmoreland House	250
House Within The Hospital	55
Family Room	35
Special Events	340
Household Sale	400
<b>Total Volunteers</b>	<b>1080</b>

Our 1,080 volunteers worked approximately 89,000 hours in 2015. Using the national average rate for volunteers (\$23.07 per hour), this equates to over \$2,000,000 in savings to RMHC!

# ABOUT

## Ronald McDonald House Charities of Rochester NY, Inc.

The mission of Ronald McDonald House Charities of Rochester, NY is to create, find, and support programs that directly improve the health and well being of children.

### The Ronald McDonald House at 333 Westmoreland Drive:

The House accommodates up to 24 families whose children are being treated at area medical facilities. Laundry, kitchen facilities, and van transportation are provided for guests' convenience.

### Ronald McDonald "House within the Hospital" (HWTH):

The "House within the Hospital", located at Golisano Children's Hospital at Strong, provides on-site lodging for the families of the most critically ill children. The "House within the Hospital" can accommodate seven families, and is available to both local and out-of-town guests.

### The Ronald McDonald Family Room

Located at Golisano Children's Hospital, the Family Room welcomes all pediatric patients and their families from 9am to 9pm daily and offers complimentary beverages, snacks, laundry and shower facilities.

### The RMHC Grantmaking Program:

Our Grants Program supports projects and programs that improve the physical and behavioral health of this community's children. A committee of volunteers reviews grant applications three times a year.

A copy of the most recent financial report for Ronald McDonald House Charities is filed with the Secretary of State. It is available on our website, [www.rmhcrochester.org](http://www.rmhcrochester.org). A complete listing of our staff and members of the Board of Directors is also available there.

~ Welcome New Board Members! ~

We would like to welcome the following new members to our  
Board of Directors:

Dan Pluta  
Fernando Santiago  
Judy Seil  
David Siegel  
Brian Tomeny  
Michelle Westrich

A complete listing of the Board of Directors is available on our website.

A nice tax deduction could  
be rolling your way.



Donate your vehicle and help us  
help families.

It's a child's play to help the families of hospitalized, seriously ill children. We'll pick up your car, truck, RV or boat free of charge and steer you through the paperwork. Then, we get the proceeds from the sale of your vehicle, while a hefty tax deduction rolls your way. Call or visit our website for more information.

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## News From The Household Sale

The Household Sale has an amazing story. Since its beginning in 1990 as a garage sale fundraiser for the Ronald McDonald House raising a few thousand dollars, to the twice a year enterprise it is today raising over \$453,000 this May. The heartbeat of the Sale, what keeps it alive, are the 500-plus volunteers who make it possible, the donors who generously give us their items to sell, and the shoppers who spend their money, all to help a worthy cause. Each item donated has its own story, many of which we never learn, but every so often the rare opportunity arises that brings the Sale full circle.

This year's story begins with one of the volunteers, Nancy Thomas, who lends her time and expertise in the Fine Art department of the Boutique. Nancy sees many beautiful pieces pass through the doors at the Sale but this spring, three particular panels got her attention. Being a member of the Weaver's Guild, these fiber art pieces were especially interesting to her and seemed familiar from local Clothesline Art Shows. She found the artist's name and dug a little deeper. After some research and contacting the artist, Lucretia Chase, she found the pieces were privately commissioned to be donated to another charity with an estimated value of \$15,000. Even more interesting is that her son works often with the Household Sale as an estate manager! Nancy was beyond excited about this incredible donation to the Ronald McDonald House and was able to sell them immediately for over \$4,500. She has kept in touch with the artist who did some research on the Household Sale and was very impressed by what she saw. This is just one of the many examples of the treasures you can find at the Sale- not only treasures you can purchase but also those who make the Sale possible.

The Fall Household Sale will be held October 12 - 15, with the donor pre-sale on October 11. Donations will be accepted at our Sale site September 8 - 10.

**Learn more at [www.thehouseholdsale.com](http://www.thehouseholdsale.com)**



*Top: Cars lining up in the rain during our curbside donation drop off days. Center: Volunteers getting ready to take care of customers shopping in the Decorative Arts Department. Bottom: Fall decor available in our Holiday Department.*

# Save The Date!

## Fall 2016 Household Sale

Donation Drop Offs at Rochester Tech Park

September 8, 10am - 7pm

September 9, 10am - 5pm

September 10, 10am - 3pm

Shop The Sale, October 12 - 15

"Wear Your Stripes To Show You Care"

February 1 - 14, 2017

## 2017 Red Tie Gala

Saturday, April 22

Joseph A. Floreano

Rochester Riverside Convention Center



Learn more at [www.rmhcrochester.org](http://www.rmhcrochester.org)



Keeping families close

