



straight from the

HEART

NEWSLETTER FROM RONALD MCDONALD HOUSE CHARITIES OF CENTRAL AND NORTHERN ARIZONA

THE STRENGTH OF A FAMILY: BREIA'S STORY

"She has a twinkle in her eye, like she just wants to tell you something," Marlana says of her newborn daughter, Breia. "She has Dad wrapped around her finger already." Besides appreciating her sassy personality, Breia's family has also quickly learned one of her greatest qualities – her perseverance.

After being born at 32 weeks and weighing 2 pounds, 3 ounces, Breia has already gone through many medical procedures, including a blood transfusion. Through it all, she has shown great strength. "She's only three weeks old, but she's just showing us she's strong," Marlana said.

While Breia is embracing her inner strength and growing every day, Marlana, her dad, Terrance, and brothers Makaio and George are finding theirs just steps away at the Ronald McDonald House. Away from their home in Whiteriver, Arizona, the family cherishes the proximity to their newest addition. "I'm glad we could stay at Ronald McDonald House," Marlana said. "I know that we're just a short distance away from my daughter. Breia needs us here."

Beyond ensuring that the family is never far from Breia's bedside, the House is also a place for them to find family time outside

of the hospital. While her brothers enjoy playing on the playground at the House, they also make sure her presence is known at their "home-away-from-home." "When Makaio comes, the first thing he notices is the Ronald McDonald on the bench," Marlana shares. "Every day we would come sit by Ronald and he would say, 'Hi! Breia is doing good.'"

The daily updates to Ronald also serve as a reminder to Marlana of just how much togetherness means for her family right now. "Just having her brothers here with us is something special because they get to see her and talk to her, just being able to be beside her bedside with us," Marlana said. "I'm glad I have their support."

And Ronald McDonald House is also there to support the family on their journey.

MISSION STATEMENT

Ronald McDonald House

Charities of Central
and Northern Arizona

is a welcoming

"home-away-from-home"

for families with

children facing medical

challenges, providing an

atmosphere of comfort,

hope and courage.



Top: Breia
Bottom: Dad Terrance, brother George,
and mom Marlana

"I know that we're just a short distance away from my daughter. Breia needs us here."

– Marlana, Breia's mom



A Letter from the CEO



Life is funny. And interesting. And sometimes the paths you least expect to go down are the ones that take you exactly where you ought to be. Here I am, and I am enormously grateful and humbled by the opportunity to serve as the Chief Executive Officer of the Ronald McDonald House Charities of Central and Northern Arizona.

My career path has been varied, with each experience building on the one before. I thought that path had culminated some years ago when I was given the honor of

being a McDonald's owner/operator, running my own business, working with great and loyal team members and interacting directly with the people my business was serving. Those same descriptions apply to Ronald McDonald House Charities of Central and Northern Arizona, but in a much more profound way (at least for me). And the opportunity proved too enticing to pass up. I've previously been a member of the Board of Directors for the House, have seen the positive – and yes – sometimes life-changing impact the House has on those we are privileged to serve. I am moved and motivated every day by the heroic families who come through our doors and am driven to provide the highest level of comfort and support to all those heroes – particularly the little ones who are receiving medical care.

I have finally found where I am truly meant to be and inspired by where we can go. While honoring its past, the transition into the CEO role provides a vital opportunity to move the organization forward with a fresh perspective. We will take what is good, and with the right infusion of new ideas, sound judgment, and inspirational leadership, allow Ronald McDonald House Charities of Central and Northern Arizona to achieve its full potential. With a solid financial foundation, a dedicated Board of Directors and passionate employees who drive our mission forward every day, our future is bright!

You, the Board, our staff and our families can be assured that you will have the full measure of my commitment, focus and enthusiasm, and I am energized by the potential for us, together, to fulfill the promise that the House offers.

In partnership and with gratitude,

Kerry Schulman
Chief Executive Officer

2019 Board of Directors

Board Chair

Scott Harris, CFP
Principal Financial Group

Board Vice Chair

Chris Bates
La-Z-Boy Arizona

Treasurer

Sara Grisham
VEREIT

Secretary

Ronen Aviram
Hotel Valley Ho

Member-at-Large

Sebastien Reyes
AMERCO/U-Haul International

2019 Members-at-Large

Julia Acken
Jennings, Strouss & Salmon, PLC

Dave Allazetta
Community Champion

Rob Caldwell
Crescent Crown Distributing

Chris Carney
CC Restaurants dba McDonald's

Mike Cardoso
Service1st Arizona

Craig Crosby
Phoenix Children's Hospital

Alexander Falkenstein
Northern Trust Bank

Katy Forseth
Blue Cross Blue Shield of Arizona

Patty Frankenfield
Arizona Coyotes

Rick Goldenson
Integrated Healthcare Strategies

Tony Hammond
Arizona Bank & Trust

Jill Hanks
Arizona Public Service (APS)

Pat Irvine
Fennemore Craig

Myles Johnson
Garzella Group

James Kerr, III
BMO Harris Bank

John Kresevic
JFQ Lending

Anne Maiden, DO
Valle del Sol Community Health

Chad Mead
Southwest Airlines

Jeff Moore
American Technologies, Inc. (ATT)

David Moromisato, MD
Cardon Children's Medical Center

Lynn Pellistri
LM Pellistri Video, LLC

Dawn Peters
Mayo Clinic Hospital

Kevin Robinson
Arizona State University

Jim Pr Pratt
SRP

Carrie Pixler Ryerson, Past Chair
Shamrock Foods Company

Wayne Stingley
Stingley Management dba
McDonald's

Chiko Swiney
CopperPoint Insurance
Companies

Steve Weddell
Leslie's Pool Supplies

House Staff

Kerry Schulman
Chief Executive Officer

Jerry Diaz, CFRE
Chief Development and Marketing
Officer

Mariann Barsolo
Grants Manager

Beverly Burns
Guest Services Coordinator

Jami Carlson
Community Engagement Manager

Elkin Diaz
Facilities Manager

Coral Griswold
House Manager – Roanoke

Laura Hallstrom
Development and Marketing
Manager and Straight from
the Heart Editor

Nate Harat
House Manager – Cambridge

David McMillan
House Manager – Dobson

Rogelio Montelongo
Guest Services

Sheilah Pelletier
Accountant

Leslie Religioso
Director of Special Events

Sherri Schwindt
Administrative Manager

Adam Smith
Volunteer Manager

Peggy Soto
Billing Manager

Community Support

THANK YOU to Our Generous Donors Who Make Our Mission Possible

COMMUNITY GRANTS

Northern Arizona Healthcare Foundation	\$25,000
Interest Ministries.....	\$20,000
USAA.....	\$16,000
Macy's.....	\$10,000
APS	\$6,300
Becton, Dickinson & Company	\$5,000
Sundt Corp.	\$4,000
Executive Council Charities	\$3,000

COMMUNITY FUNDRAISERS

Village Green Splash Day	\$15,664
Facebook Fundraisers	\$6,918
Bashas' Charity of the Month.....	\$4,440
Boot Dr. "Riding for Charity"	\$4,250
Passport Fundraiser	
Executive Council Charities Support	\$4,000
Arizona Youth (SAY) Campaign	
David Weekley Homes Showcase.....	\$3,480
CRC Group	\$3,000
Healthcare Performance Group.....	\$3,000
Pima Pavilions Car Shows.....	\$2,650
Arizona Coyotes Foundation 50/50 Raffle	\$2,350
Thunderbirds Charities - Birdies for Charity	\$1,974
The Hillman Group	\$1,850
Alpha Delta Pi Foundation.....	\$1,752
Kendra Scott	\$1,616
Sunland Springs Village.....	\$1,600
Federated Insurance	\$1,000
NHL On-Ice Hat Trick Donated by	\$1,000
Vinnie Hinostroza	
Protective Life Insurance	\$892
Northwest Christian School	\$650
Great American Title Agency, Inc	\$647
Fry's Community Rewards	\$608
Thrivent Financial.....	\$508



RAISING LOVE

For RMHC Board Member Mike Cardoso, using his favorite hobby to help families seemed like an easy fit.

As an avid motorcycle rider, Mike spends many weekends cruising the diverse roads of Arizona on his bike, making stops at his favorite restaurants with his buddies along the way.

Knowing that members of his community liked giving back the same way he did, Mike took advantage of the opportunity to support RMHC by creating the Boot Dr. Charity Stops Passport. Recruiting businesses throughout the state to sponsor an official "stop," he put together an event similar to a scavenger hunt where participants earn points for each location they visit. Riders have the opportunity to win prizes, including an RMHC patch for their jackets, or donate right to the House.

Mike is an example of how you can use your time and talents to give back to the families RMHC serves. Whether it's shooting baskets or baking cookies, you can make a difference.

For more information on how to get started with your fundraiser, please contact
Community Engagement Manager
Jami Carlson at jcarlson@rmhccnaz.org.

You're Invited!

Join us for an adventurous evening at the annual A McNight to Remember Around the World in 80 Days Gala and After Party



November 2, 2019 at 6:00pm

Hosted at J.W. Marriott Camelback Inn Resort
5402 E. Lincoln Dr. Scottsdale, AZ 85253

PRESENTED BY

L A Z B O Y®

HONORING

Marty Manning &



GALA CO-CHAIRS

Chris Bates & Sebastien Reyes

MASTER OF CEREMONIES

Susan Casper, Sonoran Living and
Community Connections, ABC15 Arizona

AUCTIONEER

Jennie Heal

EVENT ACTIVITIES

Hosted Cocktail Reception • Silent Auctions • Raffle • Dinner
Live Auction • Help-A-Family Appeal • Heart of the House Awards
*Immediately followed by the "Passport to Party After Party"
hosted by The Red Shoe Society*

TICKETS

Gala Tickets **\$300** • After Party Only Tickets **\$50**
Sponsorships and Tables Available!

GET INVOLVED

Attend the Gala • Become a Sponsor
Donate an Auction Item • Volunteer

Visit rmhccnaz.org/gala or call **Leslie Religioso,**
Director of Special Events at 602-798-5097 to learn more.



Event Raffle

One lucky winner will select one of
four fantastic vacation prize packages
and create memories to last a lifetime!



RAFFLE DETAILS

Only 2,500 tickets will be sold!
\$20 per ticket • \$100 per 6-ticket pack

*Drawing will be held November 2, 2019, at the Ronald McDonald
House Gala - need not be present to win!*

AROUND THE WORLD DESTINATION VACATION

- 7-night stay for 2 at your choice of participating luxury Fairmont and Swissotel properties in Thailand, Singapore, Indonesia, China, Japan, Australia, India, Kenya, Dubai, Scotland, Spain, Switzerland, or Peru!
- Daily breakfast for 2
- \$500 Fairmont gift card for dining and other activities
- \$1,500 gift card toward airfare/travel costs

CANADIAN FAIRMONT RESORT GETAWAY

- 4-night stay for 2 in a Junior Suite at your choice of Fairmont Resorts in Banff or Lake Louise, Alberta
- 2-night stay for 2 in a Junior Suite at the Fairmont Palliser in Calgary, Alberta
- Daily breakfast for 2
- Round-trip coach class airfare for 2 to Calgary, Canada

SPELLBOUND NEW YORK! HARRY POTTER ON BROADWAY

- 5-night stay in a standard guest room at a Hilton, Hyatt or comparable hotel
- 2 orchestra/dress circle tickets to "Harry Potter and the Cursed Child: Part 1 and 2" at the Lyric Theatre (Recommended for children ages 10 and up)
- Round-trip coach class airfare for 2 to New York, NY

FLORIDA KENNEDY SPACE CENTER ASTRONAUT TRAINING

- 4-night stay in one standard guest room at Hyatt Place Orlando/Universal
- Kennedy Space Center Bus Tour for 4
- Lunch with an Astronaut!
- 2-Day Visitor Complex Admission for 4
- Round-trip coach class airfare for 4 to Orlando, FL

PURCHASE YOUR TICKETS TODAY!

Visit rmhccnaz.org/gala for additional details
and rules or call **602-798-5097**.

HEART OF THE HOUSE



Individual Heart of the House Honoree
Marty Manning



Corporate Heart of the House Honoree

The Heart of the House Awards are RMHC's most significant community awards presented to individuals and organizations who have made a lasting impact on the organization. They exemplify the spirit of philanthropy and community service.

This year at the annual McNight to Remember Gala, we are delighted to recognize Marty Manning and Thunderbirds Charities who both are deeply supportive of RMHC and are champions of many non-profits within the community.

Marty Manning has always been a friend of RMHC, willing to lend his time and talent to broadcast - literally and figuratively - the mission of RMHC. His iconic voice is known to countless Arizonans through the radio and his public appearances for 99.9 KEZ, but he's known to the RMHC family as a master of ceremonies at more than a dozen McNight Galas and special events. A profound storyteller, Marty also hosted and produced the Valley Views public affairs program where he conducted approximately 750 interviews with local organizations, including RMHC, providing an uplifting platform for many of the Valley's non-profits to share their important work of making a difference in the Valley.

This past June, Marty retired from an impressive radio career spanning 50 years and more than 30 years with 99.9KEZ, and he was inducted into the Arizona Broadcasters Association Hall of Fame

in September. We look forward to adding to his accolades by presenting him with the Heart of the House Award!

Thunderbirds Charities, whose mission is to help children and families and improve the quality of life in our community, has made a tremendous philanthropic footprint at RMHC. Through grants and other support, including capital expansion gifts, contributions through their Birdies for Charity program, and in-kind donations to Gala auction packages, Thunderbirds Charities have helped bring comfort and care to thousands of RMHC families and children over the years. Their continued generosity inspires others to give and demonstrates a long-standing commitment to helping the community at-large, as evidenced by their support of hundreds of Arizona non-profits. RMHC's success in helping children and families in the past and in the future is because of corporate/foundation heroes like Thunderbirds Charities.

Join us at the McNight to Remember Gala on November 2nd to shine a bright light on our two highly deserving Heart of the House Honorees!

CO-CHAIR SPOTLIGHT

Our annual McNight to Remember Gala is our largest fundraising event every year thanks in part to the amazing leadership of our event co-chairs. This year, we are proud to welcome **Chris Bates** and **Sebastien Reyes** as the leading champions of our Around the World in 80 Days Gala.

Both Chris and Sebastien serve as members of the RMHC Board of Directors and bring their exceptional skills, both professionally and personally, to the table. Chris said, "When they asked us to take up the helm of RMHC's signature event the answer was quick and easy... YES!" With a strong committee and board behind them, the November 2nd gala is sure to be an adventurous and memorable evening.

If you're interested in joining next year's gala committee, please contact **Leslie Religioso** at leslie@rmhccnaz.org.



Pro-Am Golf Tournament



Swinging "Fore" the Houses!

1st Place Team: Jay Swansson, Ajae Slayton,
CJ Weston, Jack Weston

RMHC held its 5th Annual Greater Phoenix Pro-Am Golf Tournament on May 16, 2019 at Grayhawk Golf Club.

The tournament welcomed 141 golfers, six Champion Tour Pros, and 29 local pros to raise over \$194,700 in support of RMHC's mission.

Proceeds from the tournament support the mission and services at the Valley's three Ronald McDonald Houses, allowing families to stay together while seeking pediatric care for their children. Thank you to event chair Kevin Robinson, the golf committee, and our generous sponsors for making the tournament a "swinging" success for the families that call the House their "home-away-from-home."

Save the Date

We are excited to announce that the RMHC Pro-Am Tournament will be back on May 14, 2020! To learn more, email leslie@rmhccnaz.org or visit rmhccnaz.org/golf

Thank you to our presenting sponsor

L A Z B O Y



RMHC Board Member Chris Bates, Walter Oliver, Golf Chair Kevin Robinson, and Jerry Diaz



La-Z-Boy team - Bernie Smith, Frank Neal, Cisco Serrano, Pro Pomp Braswell, and Joel Pasinski



Allazetta Team - Pro Toph Peterson, Dave Allazetta, Ron Simon, Desi Allazetta, and Jake Logan



Garzella Group Team - Brent Schlater, Myles Johnson, Pro Scott Frisch, Nic DiLucci, and Stephen Timmer

Local McDonald's® Continue to Help Our Families

We appreciate our local McDonald's® restaurants for continually raising money and awareness for Ronald McDonald House Charities of Central and Northern Arizona throughout the year. Here is how you can help next time you stop by a McDonald's® to support the families who travel to the Valley and call RMHC their "home-away-from-home."

Happy Meals

A portion of each Happy Meal sold is donated to RMHC.

Round-Up for RMHC

At select McDonald's you can now choose to "round-up" your order total to the nearest dollar. That extra change will be donated to RMHC.

Canisters

Diners can donate directly to RMHC by depositing money in the canisters at their local restaurant.

Newspapers

A portion of *USA Today* and *Arizona Republic* newspaper sales at McDonald's® restaurants are donated to RMHC.

Making a Difference

Give the Gift of **Togetherness**

In 2018, Ronald McDonald House Charities of Central and Northern Arizona provided 17,566 nights of rest for the 1,046 families who called our House their "home-away-from-home." This holiday season, you can help give even more families the gift of togetherness by making a year-end gift. Even better yet, your contribution to House is tax deductible!

Your contribution helps families during a time when they need it most. Thank you for your generosity! Donating to RMHC is as easy as 1, 2, 3!

1. Choose your donation amount

Reduce your direct state tax liability by \$800 per couple or \$400 per individual. RMHC qualifies through the Arizona Credit for Donations Made to Qualifying Charitable Organizations in Arizona.

2. Mail in your donation or donate online at rmhccnaz.org by December 31st!

3. Benefit from a dollar-for-dollar tax credit

This credit is in addition to those you can receive for private school tuition and public school extra-curricular activities. You don't need to itemize your deductions to benefit from the credit!

Use QCO code 20400 when claiming your donation to RMHC on your state taxes.

Consult your tax advisor for details and advice on your specific situation.

MAKE DONATING AUTOMATIC WITH WORKPLACE GIVING

Workplace giving campaigns empower you to help your community by automatically deducting donations from your payroll on a one-time or recurring basis. It's a great way to support the House year-round!

RMHC of Central and Northern Arizona currently participates in the following campaigns:

- United Way: ID# 0008
- Combined Federal Campaign: ID# 75292
- State of Arizona Employee Charitable Campaign: ID# ST730
- Maricopa County Combined Charitable Campaign
- SRP Boosters

To find out if your employer participates in a workplace giving campaign, contact your organization's Human Resources Department.

DILLARD'S COOKBOOK | All proceeds benefit RMHC



Pick up your 2019 edition of Southern Living Christmas Cookbook at your local Dillard's today! Featuring over 175 all-new recipes along with dozens of decorating ideas for year-round holidays, it is a perfect resource as we welcome the season of celebrations!

From the Heart of RMHC Families...

"At the hospital our family would come and go. But at the House they could spend days with us. **It was a place where we could still be a family.**"

-Mother of child receiving cancer treatment

"It is a community of other parents and other families who **understand what you're going through.**"

-Mother of infant recovering from surgery

Our 35th Anniversary is Coming!

Ronald McDonald House Charities of Central and Northern Arizona will celebrate a milestone anniversary on May 15, 2020, marking 35 years of providing togetherness for families who travel to the Valley for medical care for their children. Be sure to subscribe to our monthly e-news and follow us on social media to stay on top of all of our celebrations!

▶ Do you have a House story from the past 35 years? We'd love to hear it! **Email Development and Marketing Manager Laura Hallstrom at lhallstrom@rmhccnaz.org to share your story!**





**Ronald McDonald House Charities
of Central and Northern Arizona**

501 East Roanoke Avenue
Phoenix, AZ 85004

Non-Profit Org.
U.S. Postage
PAID
Phoenix, AZ
Permit No. 2426

Connect with us on social media!



Stay up-to-date on the latest House happenings!

Facebook: *Ronald McDonald House Charities
of Central and Northern Arizona*

Twitter: @RMHCPhoenix

Instagram: @RMHCPhoenix

YouTube: /RMHCPhoenix

Flickr: /RMHCPhoenix

Keeping Families Close®

0.5%

SUPPORT RONALD MCDONALD HOUSE CHARITIES WHILE YOU SHOP!

Amazon will donate 0.5% of all eligible purchases to Ronald McDonald House Charities of Central and Northern Arizona when you register with AmazonSmile.

Visit **smile.amazon.com** to
designate RMHC CNAZ today!



Use Your Fry's V.I.P. Card TO SUPPORT RMHC!



Did you know you can help RMHC of Central and Northern Arizona keep families close just by grocery shopping?

Earn donations by registering your Fry's VIP card today at FrysCommunityRewards.com using Ronald McDonald House Charities of Central and Northern Arizona's ID **#XA822**.

Please help keep our mailing information current!

Check any of the following
that apply:

- ☐ My name is misspelled
- ☐ My address is incorrect
- ☐ I received more than one copy
- ☐ I wish to unsubscribe

Please clip and return your
request in the enclosed envelope,
or email your change to
development@rmhccnaz.org.

If you would rather receive e-mail
updates about what's happening
at the House, please send an email
to **development@rmhccnaz.org** or
sign up for our e-news updates online
at **rmhccnaz.org**.

Sign up for a tour of RMHC of Central and Northern Arizona

We're so glad you stay connected through our newsletters. If you have never been to a House, or if it's been a while, we'd love to give you (and your friends, too) a tour of any of our three Houses.

If you're interested in getting involved, taking a tour and learning more about Ronald McDonald House Charities, contact **Volunteer Manager Adam Smith** at asmith@rmhccnaz.org.