



*straight from the*

# HEART

NEWSLETTER FROM RONALD MCDONALD HOUSE CHARITIES OF CENTRAL AND NORTHERN ARIZONA

## A Second Home: Karin's Story

**A**t age four, Karin from Chino Valley, Arizona was diagnosed with a genetic deletion and duplication in her DNA. The one-in-a-million diagnosis has since resulted in countless trips to Phoenix for

medical appointments. After well over 200 visits to the House in a span of 11 years, Karin, now 15-years-old, considers Ronald McDonald House her second home.

The family first discovered the House when a nurse found Karin's parents sleeping in the hospital room. "We were amazed by this place," mom Brandi said. "We couldn't believe it existed." Through the years, the House has served as a constant ally to Karin's family. "We just feel safe here," said Brandi. "When you have a procedure and your kid gets sick afterwards or there's a complication, home is 110 miles away. But being able to stay close by at the House takes a lot of worry off you."

It's much more than just a place to rest and recover. Karen and her mom have built lasting friendships during their stays – including creating a strong bond with another family who makes frequent trips to the House. While their moms bond

over their experiences, Karin and her friend play basketball and hide-and-seek. "They laugh about things and can get on each other's level," Brandi said. "They can just be kids and not worry about what is wrong with them."

Another friend at the House helps bring a comforting atmosphere to their "home-away-from-home." When you ask Karin what her favorite part of the House is, the answer is simple – Smokey the House cat. "I can't see my dog, so I like having Smokey here," she said.

Since 1985, Ronald McDonald House has provided the comfort, hope and courage families like Karin's need during their journey. For Karin and her family, it means more than just a place they visit twice a month.

"It's peaceful. It eases my mind," said Brandi. "There's something very special about the House."



*"It's peaceful. It eases my mind. There's something very special about the House."*

– Brandi, Karin's mom

**Special Announcement Inside!**

Top: Karin with House cat, Smokey. Bottom: Karin with her mom, Brandi.

# A Letter from the Chief Executive Officer

In June of 2008, we opened our second Ronald McDonald House located on the campus of Phoenix Children's Hospital (PCH). Right after we opened that House, another hospital partner, Banner Health, approached us about opening a House on the campus of their new children's hospital, Cardon Children's Medical Center in Mesa. At that point we had just wrapped up a \$6.8 million capital campaign and built not only the new house at PCH, but had expanded our original house in Phoenix. We were proud of our expansion, but we knew that the families going to Cardon Children's Medical Center needed our services, too.

In 2009, after finally deciding to embark on a third house, I clearly remember our board president, Rob Leslie, saying that if we wanted to open a house outside of Phoenix we would have to change our name, which at the time was Ronald McDonald House Charities of Phoenix. We didn't move

immediately on that idea but pondered it for several years. Two years ago, we tried to change our name, but the board could not come to consensus on what the name should be. Last year we proposed "Ronald McDonald House Charities of Central and Northern Arizona" and it passed the board with flying colors. After considering many choices, we felt like this new name would more closely reflect the families that we serve and where they come from. In 2017, 90% of the families we served came from the state of Arizona, mostly from the central and northern part. Many families from Southern Arizona are served by the great Ronald McDonald House Charities of Southern Arizona in Tucson.

As we have been notifying the community of the name change, I can tell you that everyone I have talked to has responded in the most positive way. I love the new slogan and hashtag we have adopted –

#SameMissionBiggerName. As you become accustomed to the new name, please remember we have the same mission of serving families when they travel from home to get medical care for their children. Now our name better represents the breadth of the area we serve.

I kept thinking that I needed to tell Rob that he was right about the name change, but never got the chance. Our really good friend, Rob Leslie, passed away in March. This is an incredible loss not only for his immediate family, but for our Ronald McDonald House family, and for our nonprofit community in general. He will be missed.

**Nancy Roach, CPA**  
*Chief Executive Officer,  
Ronald McDonald House Charities  
of Central and Northern Arizona*

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## 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.



RMHC Central and Northern Arizona was named a Four-Star Charity by Charity Navigator for the fourth year in a row. Only twelve percent of all charities rated received this honor for four consecutive years.

# Community Support

## Same Mission, Bigger Name

We started off 2018 with an exciting announcement: we modified our name to better reflect the Arizona communities we serve. Although we will now be known as Ronald McDonald House Charities of Central and Northern Arizona, our mission remains the same - to provide temporary housing and support services to families who must travel to the Valley for pediatric care.

Your donations will continue to go toward providing a home environment for sick children and their families, the majority of whom come from central and northern Arizona. In 2017, 90% of families who stayed at RMHC were from the state of Arizona, and most of the families we serve travel from Mohave, Navajo, Yavapai and Yuma counties to obtain medical care that isn't available to them in their home communities.

What started in 1985 as a single, 16-room Ronald McDonald House, has now grown into RMHC of Central and Northern Arizona with three houses total. They have the capacity to welcome up to 78 families per night during their greatest time of need.



For more information on the House and our name change, visit our new website at [rmhccnaz.org/namechange](http://rmhccnaz.org/namechange).

## THANK YOU to our Generous Donors Who Make Our Mission Possible

### Community Grants

Thunderbirds Charities .....	\$ 25,000
General Mills Foundation.....	\$ 18,000
Corwin Charitable Foundation .....	\$ 15,000
Season for Sharing.....	\$ 15,000
Arizona Cardinals Charities .....	\$ 10,000
Yuma Community Foundation .....	\$ 5,250
Capstone Health Fund .....	\$ 5,000
Gagnon Charitable Trust.....	\$ 5,000
Phoenix Suns Charities .....	\$ 5,000
Wells Fargo Foundation .....	\$ 5,000
Chris Calegar Memorial Fund.....	\$ 4,000
APS .....	\$ 2,500
Children's Cancer Network.....	\$ 2,500
Toyota Financial Services .....	\$ 2,500
Executive Council Charities .....	\$ 2,000
DeBusk Family Making Smiles Foundation....	\$ 1,500
Carroll Family Fund.....	\$ 1,000
Paul and Buena Craig Memorial Fund.....	\$ 1,000

### Community Fundraisers

Operation Santa Claus.....	\$ 77,500
ACN Fall Conference.....	\$ 41,150
Troon Tackles Cancer.....	\$ 41,000
Mikey's Board Day of Service.....	\$ 9,645
Bashas' Charity of the Month.....	\$ 6,577
The Shops on Camelback .....	\$ 3,369
DaVita Kidney Care.....	\$ 3,000
Toll Brothers Community .....	\$ 2,100
Arrow Electronics Day of Service .....	\$ 1,740
Silicon Valley Bank .....	\$ 1,620
Hot Chocolate 15k/5k.....	\$ 1,573
Simple Creations Team Builder .....	\$ 1,500
Cadillac LaSalle Club Car Show .....	\$ 1,400

## Third Party Fundraisers

Thanks to the incredible generosity of companies and community groups who host activities and events to raise awareness and funds in support of our mission, RMHC is able to keep hundreds of families close to the medical resources they need each year. Whether it's a special sales promotion, food festival, office event, car show, or golf tournament, there are countless ways you or a group can raise funds to help RMHC provide a "home-away-from-home" for every family who needs us.

If you are interested in hosting a 3rd Party Community Fundraiser as a special way to fundraise for the House at your business, school, organization or church, contact Leslie Religioso at **602.798.5097** or [leslie@rmhccnaz.org](mailto:leslie@rmhccnaz.org).



# Get Involved



## JOIN US!

### 4<sup>TH</sup> ANNUAL RONALD MCDONALD HOUSE GREATER PHOENIX PRO-AM GOLF TOURNAMENT

**May 2, 2018 | 9 a.m. shotgun start**

**We're growing to two courses at Grayhawk Golf Club!**

Ronald McDonald House Charities of Central and Northern Arizona will hold its fourth annual Pro-Am Golf Tournament on May 2, 2018 at Grayhawk Golf Club. Presented by La-Z-Boy Furniture Galleries of Arizona, the tournament features an exciting swag bag, awards luncheon, and fantastic auction.

This exhilarating day of golf also holds the opportunity to play with local pros and golf greats including Pat Bradley, Jan Stephenson, Tom Purtzer, and Howard Twitty.

We can't wait to see you on the green! Playing spots are still available! Purchase your individual spot or foursome at [rmhccnaz.org/golf](http://rmhccnaz.org/golf).

For questions, please contact Jerry Diaz at [jerry@rmhccnaz.org](mailto:jerry@rmhccnaz.org) or 602.798.5092.

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## ADOPT-A-ROOM SPONSORS PROVIDE A FRESH LOOK

Ronald McDonald Houses feel different from a hotel because of the home-like qualities spread throughout each room. These details are showcased through our Adopt-A-Room program, which invites the community to uniquely decorate rooms that bring the comforts of home to families during their stay. Our most recent Adopt-A-Room renovations came courtesy of USAA and XOXO Stabler Foundation. Both groups made huge transformations on their space that will be enjoyed by many families who call the House a "home-away-from-home."



XOXO Stabler Foundation room



USAA apartment bedroom



USAA apartment living room

# How You Can Help

## VOLUNTEER SPOTLIGHT:

### Shining the light on SRP's Christopher Rodriguez

SRP's Christopher Rodriguez is a volunteer dynamo who has made a sizeable impact at the House.

"Chris is a confident volunteer who conveys with his actions his remarkably heartfelt commitment to community through supporting our families during a most difficult time," beamed RMHC Volunteer Manager Helain Day when asked to share a little about Chris. For over a year, Chris has worked tirelessly to advance our mission both at the House and in the community. So much so that Chris won SRP's highest volunteer achievement award for his service in 2017! This speaks volumes about his dedication to giving back. In addition to his recognition,

Chris was given the opportunity to donate \$2,500 to one of the charities he volunteers with – an honor that he passed on to RMHC of Central and Northern Arizona. Chris expressed his deeply rooted motivation to volunteer sharing "I became involved as a way to give back, but also as a way to remember my cousin. This is my way of keeping her tradition of giving back alive." Chris generously shares his time and talents with the House in a way that always leaves those around him feeling the same positive spirit he radiates. We are very grateful to Chris and the many other volunteers who share their hearts in service to the House and the families we serve.



#### FOR MORE INFORMATION

on how to get involved visit us online at [rmhccnaz.org](http://rmhccnaz.org) or contact Helain Day at [hday@rmhccnaz.org](mailto:hday@rmhccnaz.org).

## 2017 Volunteer Statistics

**23,517**

**211**

Number of individual volunteers

Total number of volunteer hours donated

**663**

Number of volunteer groups

TOTAL VALUE OF VOLUNTEER TIME DONATED

**\$567,700**

Value of time is calculated based on the 2017 national average of \$24.14 per hour

**On behalf of the entire RMHC staff, board and guest families – thank you for all that you do all year long!**

## FROM THE HEARTS OF OUR VOLUNTEERS



"I love volunteering with the Ronald McDonald House because it gives me the opportunity to truly make a difference in the lives of people as they're going through a difficult time. I'm able to interact with people on a human level and offer comfort through both conversations and the work I do."

– Isabella Horning, Youth Intern from Bioscience High School

"Life Challenge enjoys volunteering at RMHC because it is a fun and friendly place where we can give back to the community. Many of our program participants consider volunteering to be their jobs. Community partners like RMHC play an indispensable role in making what we do at Life Challenge possible."

– Mike Beram, Life Challenge

## Local McDonald's® Continue to Help Our Families

We really 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."

### Canisters

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

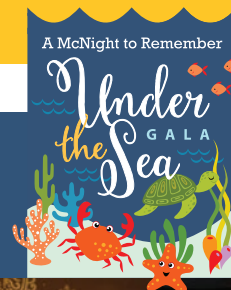
### Happy Meals

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

### Newspapers

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





## A MCNIGHT TO REMEMBER: UNDER THE SEA GALA

Ronald McDonald House Gala honors Nancy Lewis and La-Z-Boy Furniture Galleries of Arizona



*Left: Emcees extraordinaire Marty Manning and Connie Colla. Middle: The table settings designed by Brian Vetter, Christie Cothrun, and the Arizona State Florists Association. Right: Jennifer Santee and Lindsey Sopa with Gala Co-Chairs Christine Sopa and Katy Forseth.*

RMHC's Under the Sea-themed signature Gala – A McNight to Remember – was a terrific success thanks to the more than 660 guests who attended the annual giving celebration at the J.W. Marriott Desert Ridge Resort on Saturday, November 11, 2017. Valued sponsors including presenting sponsor SRP, dedicated committee members led by Chairs Katy Forseth and Christine Sopa, hard-working volunteers and everyone in attendance, all contributed to a truly amazing evening that raised more than \$550,000 to provide families with a “home-away-from-home” at the Ronald McDonald Houses!

Upon arriving at the Gala, guests “dove under the sea” where they met storybook friends, the Seawitch and the Little Mermaid. The atmosphere in the silent auction room was “bubbling with energy” as guests placed bids to win splashy packages from the treasure trove of auction items! Ronald McDonald, who's always ready for an aquatic adventure, was of course on hand for photo-ops and “selfies.”

Guests were then led to the main ballroom which was transformed into a “fin”tastic underwater world, where they were welcomed by emcees Connie Colla and Marty Manning!

An always exciting and heart-warming point of the evening is the Live Auction and Help-A-Family Appeal. Auctioneer Jennie Heal got the crowd's attention auctioning experience packages, including a four-night cruise getaway, a private dinner for 10 at The Henry Test Kitchen, an iHeart Radio Music Festival package, a ski resort vacation to the luxurious Montage Deer Valley, an Ultimate Sports Package that included a chance to play on the Arizona Diamondbacks Fantasy Team, and back-by-popular demand the “Everyday

Heroes: First Responders” experience to go behind-the-scenes for a first-hand, exclusive look at public safety, generously donated by the Department of Public Safety (DPS), City of Phoenix Fire Department, City of Phoenix Police Department, and U.S. Marshals Service.

Guests showed an overwhelming expression of support with “donation bids” to sponsor nights for families at Ronald McDonald House totaling more than \$125,000 – the most-ever raised during the Help-A-Family Appeal.

The night would not be complete without taking a moment to recognize RMHC's Heart of the House honorees: Nancy Lewis and La-Z-Boy Furniture Galleries of Arizona. Both of our honorees are prime examples of what it means to be a champion for Ronald McDonald House. Their numerous gifts and contributions to the cause have made a tangible difference and it was an honor to bring focus to the impact they make on the Ronald McDonald House mission.

The party didn't stop once the gala ended! The Off the Hook After Party hosted by Red Shoe Society kept the good times rolling with music, dancing, entertainment, late-night desserts and the very popular Mystery Box Prize Raffle!

**Thank you to everyone who made a difference in the lives of RMHC families through their thoughtful and kind gestures of support at the McNight Gala!**



# McNight Recap



Top: Heart of the House Honoree Nancy Lewis with husband Ted, daughter Corey Brand and son Casey Lewis.

Bottom: Chief Executive Officer Ed Breunig, III accepting the Heart of the House Award on behalf of La-Z-Boy Furniture Galleries of Arizona.

## BEAUTY & THE BEAST GALA

### SAVE THE DATE

**Saturday, November 10, 2018**

J.W. Marriott Camelback Inn

We look forward to another enchanted Gala this year, as we explore the pages of the storybook, *Beauty and the Beast*. We hope you will join us and our **2018 Gala Co-Chairs Chiko Swiney and Kerry Schulman!** If you are interested in joining the McNight Gala Planning Committee, becoming a sponsor or donating to the auction, please contact Leslie Religioso at **602.798.5097** or **leslie@rmhccnaz.org**.



### JOIN THE McNIGHT EVENT COMMITTEE

Are you looking for a new and exciting way to help Ronald McDonald House Charities? Joining the McNight to Remember Gala is a great way to show your passion for the mission of RMHC. If you would like to join a committee this year, please email **development@rmhccnaz.org**. We can't wait for you to join the team!

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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 one of our three  
Houses in the Valley**

We're so glad you stay connected through our newsletters. If you haven't been to the House, or if it's been a while, we'd love to give you a tour (and your friends, too) 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 Helain Day at **hday@rmhccnaz.org**.