



FAMILY CONNECTIONS

KEEPING FAMILIES CLOSE

A Message from Board Chair, Erin Tolefrees



KELLY McCORMICK-SULLIVAN

I am thrilled to announce that **Kelly McCormick-Sullivan** has joined Ronald McDonald House Charities of Rochester as our new president.

Kelly is a seasoned senior executive with a track record of visionary leadership, commitment to our community, and a passion for organizations with a mission of serving others. Under Kelly's leadership, RMHC will continue to advance its mission and build on the exciting work that has already begun during her 6-month tenure as Interim President.

Kelly comes to RMHC with extensive experience in non-profit and healthcare management, change management,

human resources, strategic planning, and executive coaching. Most recently, she was the founder and president of CommuniCare Partners where she worked with dozens of nonprofits across our community. Prior, Kelly served as the president & CEO of Pluta Cancer Center, an independently licensed \$15M+ operation—bringing the organization through multiple change initiatives, strategic implementations and engagement strategies. She also served in leadership roles at Carestream Health and Rochester Gas & Electric, and was a full-time faculty member in the Department of Media and Communication at St. John Fisher College.

"RMHC is about people — a dedicated team of staff and volunteers — supporting families. I am honored to join the RMHC Family, to expand our mission, and to live our values in all we do."

She holds a M.A. in public communication from American University, a M.S in health systems administration from the Rochester Institute of Technology, a M.A certificate in human resources from Cornell University, and a B.A. in politics from the Catholic University of America.

Please join us in officially welcoming Kelly, her husband Dan, and their three children, Jack, Maeve and Brynn, to the Ronald McDonald House Family.

MISSION

To provide a supportive "home-away-from-home" for families of children receiving healthcare in the Rochester community, and to support related efforts that improve the health and well-being of children.

VISION

Every family and child in our region who is facing a challenging health care situation is supported through a community of care, comfort, and compassion.



A Legacy of Giving; A Life of Love

DEE KAMP



**Devoted. Determined. Passionate. Persistent.
Loving. Tough as nails — with a heart of gold.**

These are the words RMHC team members and volunteers shared when asked to describe long-time RMHC volunteer **Dee Kamp**. She passed away on September 17, 2017. Dee was a loyal supporter of the House for decades; she was a tireless “gardener extraordinaire;” and she was a passionate advocate for our mission and our families.

Dee moved to Rochester in 1968 from Germany as a single mom with two young kids. She found a community that welcomed her warmly—helping with the many basics they lacked. She

made a vow that one day she would give back—a vow she proved to fulfill tirelessly. She dedicated her life to helping others, and touched thousands of lives through her volunteerism not only at RMHC but at the Rochester Friendship Council, Meals On Wheels and Geva Theatre to name a few.

Dee got involved with RMHC over 30 years ago when her daughter, Cornelia, and son-in-law Arc, were hired as the first resident managers at Westmoreland House. Dee started signing up for her own volunteer shifts—often

*“Love cannot remain
by itself —
it has no meaning.
Love has to be put into
action, and that action
is service.”*

— MOTHER TERESA

covering holiday weekends so others could be with their families. Dee was passionate about the RMHC gardens—always wanting to make sure the families saw “lots of color” as they walked into Westmoreland House. Just a few weeks ago, at the age of 80, with end-stage cancer, in the summer heat, Dee was outside making sure the flower beds were meticulous. And of course, Dee was a volunteer “fixture” at the Household Sale as well as the pack-up team. She loved finding the perfect “bric-a-brac” to give out to other volunteers as acknowledgements at the special post-sale-thank-you dinner. Her volunteerism extended to Radio-thon, the air show, the PGA, as well as the House Within the Hospital, Family Room and all areas of Westmoreland.

In short, over the last 30 years, Dee donated thousands of hours, advocated fiercely for our families, and shared her love for all that we do. We are planning a special way to honor Dee in the coming weeks—it will no doubt reflect Dee’s spirit of hard work, volunteerism, RMHC love... and maybe some gardening.

Please join our RMHC Team in keeping Dee’s family and friends in your thoughts.

Kelly
RMHC PRESIDENT

Our Team

Our RMHC Team is the backbone—and the heart—of all we do for families. Their job descriptions include things like “perform regular household duties, ensure the cleanliness of our facilities, stock the pantry, and provide meals for families.” They do all of these very important tasks—yet so much more. How do you capture the gratitude



a family shares after experiencing their worst nightmare? How do you quantify the relief a mom feels when she gets an all-encompassing hug at just the right moment? How do you explain the look from a frightened grandmother who now knows it is OK to cry—to simply cry? We cannot answer. But, our families do...

“How do we ever thank the people who cared for us during our greatest time of need, during such tragedy? You offered more than a meal, a drink or a place to rest our head. You gave us normalcy and a family! It was a joy to come back to RMHC because we knew you cared, and treated us like family. You became our greatest support system, and made it your job to look out for us, to encourage us—so we could do the same for our daughter. There are not enough words to explain the impact you had, or to thank you all.”

This is our RMHC Team—staff and volunteers working together. We are proud. We are grateful. Thank you.

RMHC VALUES

FAMILY: We treat our families and our team members with respect, kindness and compassion. We serve our families with acceptance and inclusion, and people are at the heart of everything we do.

INTEGRITY: We do what we say. We are honest and transparent in our communications. We hold one another accountable for building an environment reflective of our mission.

TEAMWORK: We are one team serving our families and our community. We are “all hands on deck” and ready to roll up our sleeves to help our families and one another.

RMHC Team

PRESIDENT

Kelly McCormick-Sullivan

VICE PRESIDENT, OPERATIONS

Barbara Cutrona

EXECUTIVE ASSISTANT

Kathy Campbell

DIRECTOR, FINANCE

Jeanine Battermann

DIRECTOR, DEVELOPMENT & MARKETING

Jackie Crego

DIRECTOR, HOUSEHOLD SALE

Mike Evans

DIRECTOR, VOLUNTEERS

Stefanie Szwejbka

DIRECTOR, PROGRAMS & FACILITIES

Danielle Howard

MANAGER, WESTMORELAND HOUSE

Lisa Boyer

MANAGER, HOSPITAL PROGRAMS

Jack Keck

ASSISTANT MANAGER, WESTMORELAND HOUSE

Bonnie Hendryx

ASSISTANT MANAGER, HOUSE WITHIN THE HOSPITAL

Carol Reynolds

ASSISTANT MANAGER, HOUSE WITHIN THE HOSPITAL

Erin Deuel

GUEST SERVICES SPECIALIST/OVERNIGHT, WESTMORELAND HOUSE

Deborah Penepent

GUEST SERVICES SPECIALIST/OVERNIGHT, HOUSE WITHIN THE HOSPITAL

Rocco Mastrangioli

GUEST SERVICES SPECIALIST, HOUSE WITHIN THE HOSPITAL

Sandi Nettleford

ACCOUNTING SPECIALIST

Lindsay Messner

DATABASE & ACCOUNTING SPECIALIST

Lisa Vent

GUEST SPECIALISTS

Erica Blaho-Gnam

Kim Catalino

Heather Dresser

Barb Pragle-Jankovics

Judy Robertson

Darlene Steele

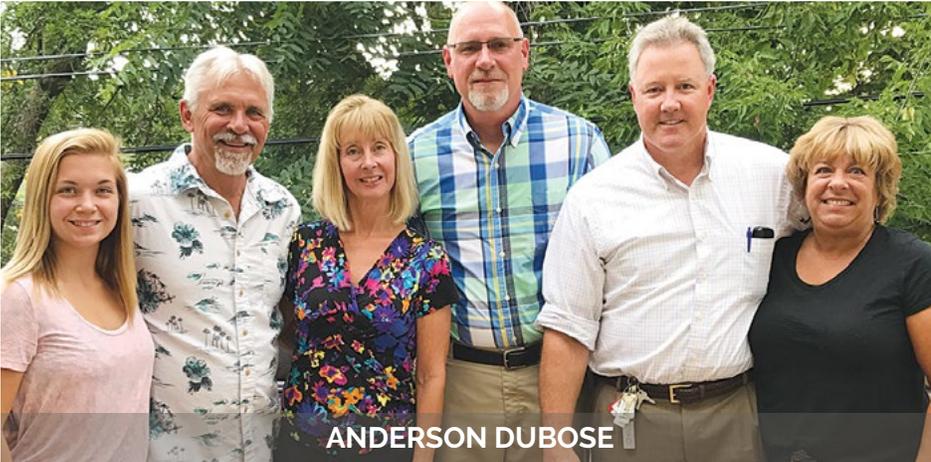
Helen Warnick

Keeping Families Close



AVNET

MAKE-A-MEAL AT RMHC



ANDERSON DUBOSE

Nothing says "home" more than a home-cooked meal, especially after a long day at the hospital. There is a different atmosphere in the House when meals are provided. More people gather, and support one another. Our families appreciate the comfort provided by community members preparing a meal. You don't need to be a professional chef — you just need to want to provide an invaluable service that has a direct impact on families.



PERINTON McDONALDS

Some things to note:

- All food needs to be prepared in our kitchen.
- Plan to serve between 30-40 people.
- A maximum of 8 people preparing a meal is best for our space.
- Please plan to serve: breakfast between 8:00 am and 8:30 am, and dinner between 6:00 pm and 6:30 pm.

To learn more, visit our website at:
www.rmhcrochester.org/get-involved/make-a-meal

Become a Pantry Partner

We are looking for local businesses and organizations to adopt our Pantry for a month.

See page 8 for details.

WE ♥ OUR

COMMUNITY FUNDRAISERS



RAIDER NATION ROCHESTER BOOSTER CLUB HOSTED AN EVENT TO RAISE FUNDS FOR RMHC.



THE LITTLE ITALY FESTIVAL NAMED RMHC AS THE CHARITY TO RECEIVE THEIR PROCEEDS.



THE TEAM DYNASTY SOFTBALL TOURNAMENT WAS HELD IN HONOR OF OWEN EMERY WITH PROCEEDS BENEFITING RMHC.

COMMUNITY OUTREACH



COGNIZANT VOLUNTEERS HELPED AT OUR FALL HOUSEHOLD SALE DROP OFF DAY.



LYNN & NATALIE MADE HOMEMADE COOKIES FOR OUR FAMILIES.



KIDS FROM MENDON HOSTED A LEMONADE STAND TO BENEFIT RMHC.



RUTHIE & GABE COLLECTED WISH LIST ITEMS FOR THE HOUSE IN LIEU OF BIRTHDAY PRESENTS.



CORNING AREA WOMEN'S CLUB MADE BLANKETS TO DONATE TO CHILDREN WHICH THEY HAVE BEEN DOING FOR OVER 10 YEARS.

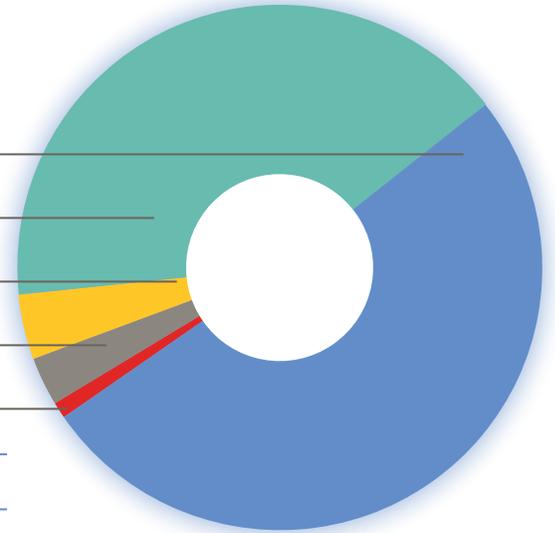
OTHER WAYS TO GIVE BACK

COMMUNITY!

2016 Financial Summary

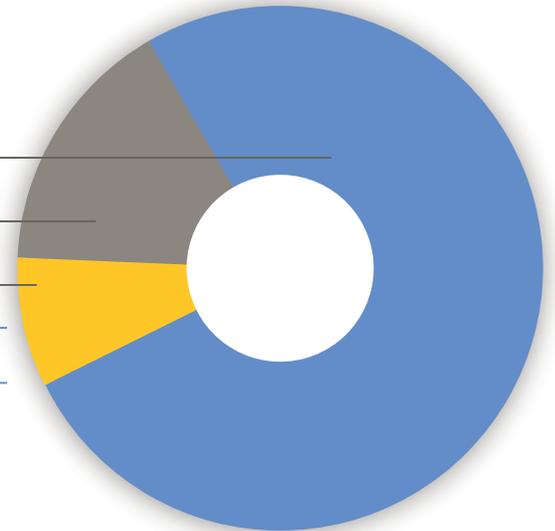
Operating Income

| | | |
|-------------------------------|---------------------|-------------|
| Special Events | \$ 1,302,972 | 51% |
| Donated Public Support | \$ 1,040,557 | 41% |
| Donated Goods & Services | \$ 98,457 | 4% |
| United Way Donor Designations | \$ 83,285 | 3% |
| Other | \$ 37,253 | 1% |
| Total | \$ 2,562,524 | 100% |



Operating Expenses

| | | |
|-------------------------|---------------------|-------------|
| Program Services/Grants | \$ 1,848,378 | 76% |
| Fundraising | \$ 392,633 | 16% |
| Management & General | \$ 193,873 | 8% |
| Total | \$ 2,434,884 | 100% |



RMHC Volunteers & Hours At A Glance... We Are So Grateful!

| Location | Volunteers | Hours |
|-----------------------------|--------------|----------------|
| Westmoreland House | 184 | 16,094 |
| House Within The Hospital | 20 | 2,025 |
| Ronald McDonald Family Room | 24 | 2,024 |
| Special Events | 84 | 2,625 |
| Household Sale | 1,110 | 80,000 |
| Total Volunteers | 1,422 | 102,768 |

Become a Volunteer

DISCOVER WHERE YOU FIT INTO OUR FAMILY!

Whether it's cooking meals, cleaning and preparing rooms for families, helping in the office, or driving our van, the time you give makes it possible for our families to be with their children during a very difficult time.

We rely on hundreds of volunteers each month to keep our programs running for our families 365 days a year, 24 hours a day. If you are an individual looking for an ongoing opportunity or part of a group looking for a short-term project, there's a place for you!

Making a home inviting and comfortable for guests takes time and effort and our volunteers take pride in making sure we have an environment that is welcoming for every guest.

Just a few hours is all it takes to make a difference in the lives of our families. Volunteers donate their time and energy during three or four-hour shifts weekly, biweekly or monthly. Join the Ronald McDonald House volunteer family. If you have a talent or skill or

interest, we have a place for you or your group.

Volunteers at the House located on Westmoreland Drive prepare rooms for families, clean common areas, drive our vans, maintain our kitchen, spruce up the gardens, and other important tasks. Volunteers at Westmoreland House must be at least 16 years of age or older

to volunteer. An adult must supervise children under the age of 16 who accompany volunteers. Each adult may supervise no more than two children.

For more information on becoming a part of our volunteer family, contact Stefanie Szwejbka at stefanies@rmhcrochester.org.

Our 2017 Volunteer Appreciation Picnic!



This holiday season, help us fill our pantry!



We are looking for groups, organizations, or families to join our 2017 Holiday House Drive!

Here's how it works: We will send you a "Ronald McDonald House" with (10) cut-out windows and doors. Behind each window/door will reveal a gift that will benefit our families. No gift will exceed \$25. You can put the House on display and collect the ten gifts by December 1. Once collected, you can deliver them to our Westmoreland House. You can make a difference in our community.

Contact Jackie Crego at jackiec@rmhcrochester.org to get your Holiday House today!



2017 Fall Household Sale

Ronald McDonald House Charities of Rochester's Household Sale began as a small, volunteer-driven undertaking almost 30 years ago. Today, the biannual Sale spans over 75,000 square feet filled with donated treasures.

Last week's Sale included impressive numbers: over one million donated items, hundreds of volunteers, 19,000 shoppers. It is hard to quantify how the Sale has grown into a vibrant, committed community of support — from our volunteers and donors to our shoppers and staff. This year, the Sale will support over \$600,000 in programming as we fulfill our mission of providing a supportive "home-away-from-home" for families of kids receiving healthcare in Rochester.

Thank you to the Rochester community. On behalf of the RMHC family, we greatly appreciate your ongoing commitment to our mission of supporting families.

Stay tuned for the 2018 Sale dates and new location. More to come!



VOLUNTEERS HELP UNLOAD CARS AT OUR 2017 FALL HOUSEHOLD SALE DROP OFF DAY.

Pantry Partners

We are looking for local businesses and organizations to adopt our Pantry for a month. Organizations can pick a month and sponsor supplying pantry items, perishable items and days without dinners to our families at Ronald McDonald House Charities.

Companies that would like to participate will commit to a donation equal to \$1,000. This can be through House Wish List Items, donated gift cards, signing up to Make Meal or through a cash donation.

Companies that commit to a month will be recognized at all of our program sites as well as on our social media outlets. We will add your company logo and website to our website as a thank you!

Interested in learning more? Contact Jackie Crego at jackiec@rmhcrochester.org.

SAVE THE DATE



RED TIE GALA
Saturday, April 21, 2018

RMHC Board of Directors

2017-2018

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Baldwin Richardson Foods

Tom Rogers..... Vice-Chair
ESL Federal Credit Union

Kristen Duckles..... Treasurer
Broadstone Homes

Mark Shortino..... Secretary
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Joseph A. Floreano Rochester Riverside Convention Center

Megan Broomfield
Mengel Metzger Barr & Co. LLP

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