



Celebrating 40 Years of Serving Families

2019 is Ronald McDonald House New York's 40th Anniversary. Since our founding, our mission has been simple: to keep families close to the care they need. The House has remained a beacon of hope and a source of dependability through unpredictable moments for over 35,000 families since our doors opened in 1979.

Supporting Families for the Next 40 Years

Cancer care has changed dramatically in 40 years, and with the growth of cancer science, the makeup of our families continues to grow and change. With this change, the House must adapt to how we provide housing, programming and other services to our families.

During our anniversary period, we are focusing on:

- ✓ **Renovating our Playroom and Capital Improvements:** Reimagining and redesigning a space for children in treatment and their siblings to play, connect and heal.
- ✓ **Expanding Program Opportunities and Meeting the Diverse Needs of our Growing Global Population:** Allowing families to make lasting memories during this challenging time in their lives is a core pillar of our work, and we are adapting how we offer programming and services to accommodate their needs.
- ✓ **Strengthening and Expanding our Presence:** In 2017, we opened our first Family Room at NYC Health + Hospitals/Kings County. The expansion of our family room program will allow us to bring RMH-NY programming and hospitality to more underserved populations in NYC.
- ✓ **"Adopting" the House :** Adopting the House is a means to support the refurbishment, furnishing and expansion of projects at the House. This program offers a unique way to be recognized by families for years to come during this special anniversary year.

The Opportunity

In recognition of 40 years of keeping thousands of families close, we are forming a special contingent of 40 donors that will support the needs of our next generation of families. We hope you will consider being a part of our special anniversary contingent of 40 donors by supporting an opportunity below.

How to Get Involved

We hope you will consider committing to a special, one-time gift to honor our 40th anniversary. If you are interested in giving a gift between \$10,000-\$1M, we would welcome the opportunity to discuss our anniversary recognition program: "*40 gifts for 40 years.*" Gifts of \$25,000+ will be eligible for a naming opportunity at our House on East 73rd Street.

A generous donor to the House has pledged \$1M as a matching gift to encourage others to give generously this year. Because of this, all gifts to our anniversary of \$10,000+ will be doubled, up to \$1M.

Recognition for our 40 gifts includes:

1. A prominent plaque at the House recognizing our 40 donors, sorted by giving level
2. The donors will be thanked at all 40th Anniversary events through 2019
3. Recognition in special event materials, as appropriate

*Gifts of \$25,000 and above include a naming opportunity at the House

** Pledges made during the anniversary period are payable up to 5 years.

We hope you will consider supporting Ronald McDonald House New York by becoming one of our "40 Gifts for 40 Years."

Thank you for your consideration.