

# Ronald McDonald House of Memphis



RONALD McDONALD  
HOUSE CHARITIES  
MEMPHIS

[WWW.RMHMEMPHIS.ORG](http://WWW.RMHMEMPHIS.ORG)

JANUARY 2012



## Kaden's Story

Kaden has never been a rambunctious child.

So when he complained that his wrist was bothering him at the beginning of one week, I told him that if it was still hurting in a couple of days, I would take him to the doctor. That Wednesday, Kaden reminded me of my promise. By this time, his wrist was swollen and warm to the touch. I scheduled an appointment with our pediatrician for the following day.

On April 15, 2011, we received the news that Kaden's lab results had confirmed that he had Leukemia.

The doctor explained to us that kids who have Leukemia usually have a certain type called B or Pre B ALL. But Kaden has a form of Leukemia called ETP-ALL, a more high-risk form.

It took five months before he went into a forced remission and was able to have a bone marrow transplant. The doctors are thrilled with the results so far and, fortunately, he does not have to undergo any chemotherapy right now.

As a mother of five kids who home schools, I am used to being with my kids 24/7, but I have had to leave them in order to take care of Kaden. It's been hard, but staying at Ronald McDonald House® of Memphis has made things easier for both of us. I can't imagine having to go through those first few months without this community, the other families, the concern and the support.

I don't think people on the outside truly understand how special this

place is. The kids here all have cancer, they don't have anything else. The families here are all cancer families, they're all St. Jude families. We walk the same halls. We do pretty much the same things. Treatments are a little bit different, but we all live in the same world – the world of having a child with cancer.

This isn't just a place where I come over and sleep and then leave. We watch TV here, we play here, we swing outside together here, and we cook together here. This is our Home and this makes some semblance of normalcy for us.

When we were done at the hospital with our appointments, and our chemo, or our physical therapies – whatever it was – at the end of it, we would say....

**Let's go Home.  
For us, "Home" is  
Ronald McDonald House  
of Memphis.**

Jeanne (Kaden's mom)

# Around the House

There are some traditions that we just can't imagine not being part of Ronald McDonald House®. The Ronald McDonald House® Radiothon is one of them. This year, we move forward with the Radiothon with very heavy hearts, but with the renewed spirit of determination that the best way to remember our friend, John "Bad Dog" McCormack, is to continue the tradition of the Radiothon he worked so hard to build.

To see Bad Dog work the Radiothon, while battling through the pain and fatigue of cancer, was to witness courage in action. I see that every day in the toddlers, the little kids, and the teenagers who stay at Ronald McDonald House while they're being treated for cancer. I'm always amazed to see the kids find the energy and the strength to run and jump and play. I'm always amazed to see how full of joy and laughter they are.

Bad Dog called the kids at Ronald McDonald House, his heroes. He fought through last year's Radiothon because he wanted to do it for them - the families at Ronald McDonald House. It meant just that much to him.

The Ronald McDonald House Radiothon will never be the same without Bad Dog at the mic. But we'll continue the tradition because we owe that to him. This year, more than 500 families will stay at Ronald McDonald House while they fight for their children's lives. We'll continue the tradition because we owe it to them.



Caron Byrd | Executive Director

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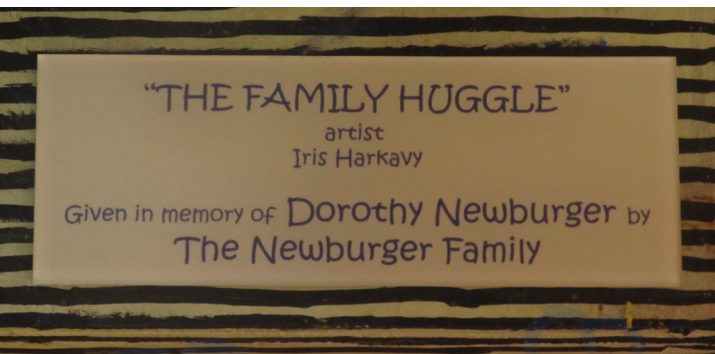
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# Hal and Ronna Newburger: A Story of Hope & Home



Over the years,  
**Hal and Ronna**  
have developed  
meaningful connections with  
Ronald McDonald House families and  
**dedicated their time**  
to serving them.



Iris Harkavy had a sculpture that needed the right home. Meanwhile, Ronna and Hal Newburger were looking for something that would make the families staying at Ronald McDonald House® feel at Home.

Some may find this coincidental, but ask the Newburgers, and they will tell you that it was simply meant to be.

Ronna and Hal have been around since the very beginnings of Ronald McDonald House® of Memphis. Hal's own father battled Leukemia, and the lack of hospitality housing available at that time gave him a deep understanding of the importance of such a facility for patients and their families.

Over the years, Hal and Ronna have developed meaningful connections with Ronald McDonald House® families and dedicated their time to serving them. When it came time to do something in memory of Hal's mother, both he and Ronna decided they wanted to contribute something that would capture the spirit of Ronald McDonald House.

That's where Iris Harkavy came in. In her studio stood "The Family Huggle," a powerful testament to the power that love and family can have in the healing process. Today, that sculpture stands in the lobby, greeting hundreds of new families each year with a sense of warmth and hope. Families often drop their bags upon entering the House to take pictures with the sculpture.

"To me, the support of family and love that you have at a Ronald McDonald House® is imperative to getting well. If you look at that statue, that's the type of emotion you have— of family, love, and warmth. To have the comfort of being around other people who are going through the same thing is a blessing, and that's how I see that sculpture," said Hal.



# Upcoming Events: Oscar Night® America 2012

And the winner is...YOU!

Enjoy an enchanted evening filled with glamour, fun, and food at the only official Oscar® party in Memphis.

The stage is being set and our local producers are eagerly preparing for the eleventh annual Oscar Night® America, a black-tie gala event which will be held Sunday, February 26, 2012 at Minglewood Hall (1555 Madison Ave) from 6 p.m. to 11 p.m. Oscar Night® America is exclusive – it's one of only 52 Oscar® parties in the country that is officially sanctioned by the Academy of Motion Picture Arts and Sciences.

All proceeds raised from Oscar Night® America benefit Ronald McDonald House Charities® of Memphis.

Join us for a night of exclusive Hollywood glamour and be a celebrity for the evening. Oscar Night® America attendees will enjoy champagne upon arrival and indulge themselves in gourmet food from many of the Mid-South's finest restaurants, competing to win the coveted "Food Star Award." Attendees may bid in both silent and live auctions, dance the night away to live music, and watch the Oscars® in style from our private viewing room.

General Admission tickets are \$125 and are available at Ronald McDonald House® of Memphis. They can also be purchased online at [www.rmhc-memphis.org](http://www.rmhc-memphis.org).

FOR MORE INFORMATION ON OSCAR NIGHT® AMERICA PLEASE CONTACT  
Special Events Coordinator: Keaton Frick at (901) 312-7479 or via e-mail at [Keaton@rmhc-memphis.org](mailto:Keaton@rmhc-memphis.org).

We look forward to seeing you there!



# save the date

February 9-10, 2012

PRESENTING SPONSOR



Memphis Fire Fighters Association



Ronald McDonald House of Memphis

**ROCK 103** RADIOTHON

2012

1-800-230-KIDS (5437)

To learn more about the  
2012 Radiothon, visit  
[www.rmhc-memphis.org](http://www.rmhc-memphis.org)

## John "Bad Dog" McCormack...A Legacy Lives On

John "Bad Dog" McCormack was not only a beloved voice for the city of Memphis, but also a founder of the Ronald McDonald House® Radiothon 21 years ago. When diagnosed with leukemia, he managed to keep his humor intact and continued to share his voice on air up until his final days. In February 2011, Bad Dog hosted his final Ronald McDonald House® Radiothon. The bitter sweet irony of Bad Dog interviewing children who were also battling cancer was nothing but touching and honest. Close friend of "Bad Dog", Ken VanVranken said "Bad Dog told me on numerous occasions that his cancer was a blessing. Having done the Radiothon for so long and having spent so much time at the Ronald McDonald House, he said he really thought that he knew what these babies were going through. Once he was diagnosed, he said that he saw cancer through their eyes." A philanthropist and a friend to many, "Bad Dog" is truly missed but his legacy lives on through the Ronald McDonald House of Memphis.



JOIN US FOR **BAD DOG  
TRIBUTE  
NIGHT**



Jan. 31, 2012

6 p.m. - 9 p.m.

Mellow Mushroom

9155 Highway 72, Germantown, TN

Come celebrate the life of

**John  
"Bad Dog"  
McCormack**

Enjoy live music, great  
pizza and beer specials  
while helping raise funds  
for the cause that he loved  
the most, Ronald McDonald  
House® of Memphis!

Ronald McDonald House of Memphis

**ROCK 103** RADIOTHON

2012

# Sponsor Highlight

The Memphis Fire Fighters Association has been a Ronald McDonald House® Radiothon sponsor for the past four years. However, this year, they took their commitment to the next level as the 2012 Ronald McDonald House® Radiothon Presenting Sponsor. They not only support us financially, but also they come to Ronald McDonald House® on many occasions to serve dinner to the families and provide pantry items as well.



*In addition to the Fire Fighters Association, we would like to give a very special THANK YOU to all of our sponsors!*



## Rock the House Online Auction

Begins February 2nd at 12am and ends February 10th at 7pm

Go to [www.rmhc-memphis.org](http://www.rmhc-memphis.org) and click on the Rock the House Online Auction link to check out and bid on hundreds of great items with proceeds benefitting Ronald McDonald House Charities of Memphis.

**For more information on Ronald McDonald House® Radiothon pre-events and activities, go to [www.rmhc-memphis.org/events](http://www.rmhc-memphis.org/events) or check us out on Facebook and Twitter.**

## Volunteer Spotlight



Julie Cameron & Jennifer Presley have been Ronald McDonald House® Radiothon volunteers through their employment with ServiceMaster and American Home Shield since 2007. They are there from sun up to sun down. During the 2011 Ronald McDonald House® Radiothon, Memphis was hit with an unexpected ice storm, but they stayed the night at the call center to “hold down the fort” when others could not journey the icy roads. Ronald McDonald House® Radiothon is just one way they support Ronald McDonald House® of Memphis so that families can focus on what’s really important—the health and well-being of their children. We are grateful to have dedicated friends like Jennifer and Julie to help us weather the storm.

## Volunteer for the 2012 Radiothon

Join us and answer phones at the Ronald McDonald House® Radiothon Call Center (ServiceMaster 6399 Shelby View Drive, Memphis, TN 38134) from 6 a.m. to 7 p.m.

To volunteer, contact Volunteer Coordinator Sarah Lacy with your preferred shift at 901-312-7478 or email [Sarah@rmhc-memphis.org](mailto:Sarah@rmhc-memphis.org). Groups should include the names, phone numbers, and email addresses of each person.

**Thank you!**

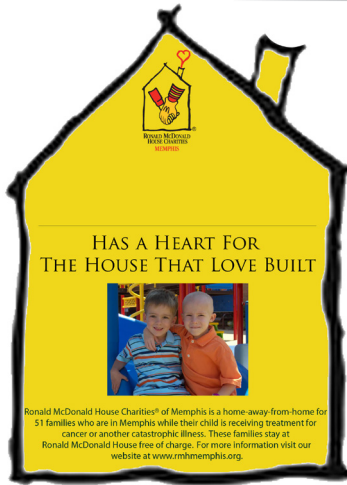
### RADIOTHON CALL CENTER:

The available shifts are as follows:

**THURSDAY,  
FEBRUARY 9TH:**  
5:45 a.m. - 9 a.m.  
8:45 a.m. - 12 p.m.  
11:45 a.m. - 3 p.m.  
2:45 p.m. - 7 p.m.

**FRIDAY,  
FEBRUARY 10TH:**  
5:45 a.m. - 9 a.m.  
8:45 a.m. - 12 p.m.  
11:45 a.m. - 3 p.m.  
2:45 p.m. - 7 p.m.

# Houses for Hope Challenge



The Houses for Hope Challenge is a fun and easy way for companies to support Ronald McDonald House. The cut-out, paper “Houses” can be sold for a donation and displayed inside your business to show your support. This year, we’re putting a new twist on the competition. The business that raises the most money will be announced on air Friday, February 10th, as the “Houses for Hope Challenge Winner”!

If you or your company is interested in participating in our Houses for Hope Challenge, contact Taler Kane at 901-312-7471 or [taler@rmhc-memphis.org](mailto:taler@rmhc-memphis.org)

## Donation Levels

For a donation of \$20-\$149 you will receive:

- 2012 Radiothon T-shirt

For a donation of \$150-\$299 you will receive:

- 2012 Radiothon T-shirt and 2012 Radiothon Baseball Cap

For a donation of \$300 and above you will receive:

- 2012 Radiothon T-shirt and 2012 Radiothon Baseball Cap
- 2012 Radiothon Jacket

*This year's jacket is a premium textured soft shell jacket in black.*



## 21st Annual Ronald McDonald House Radiothon Merchandise

***Make your donation TODAY!***

***And be one of the first to have the official merchandise of the 2012 Radiothon!***

Please check your selection, clip this panel and mail it back in the envelope provided inside the Newsletter



- For a donation of \$20-\$149 you will receive a Radiothon T-shirt
- For a donation of \$150-\$299 you will receive a Radiothon T-shirt and Baseball Cap
- For a donation of \$300 and above you will receive all of the above, plus the 2012 Radiothon Jacket



Ronald McDonald House of Memphis  
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 Memphis, TN 38105  
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- Please change my address.
- Please remove me from your mailing list.
- I received more than one newsletter.
- Please email me the newsletter at:

Clip and mail this panel to us. Thank you!



Message & Data Rates May Apply.

There's a new texting term in town. We know "LOL," "TTYL," "BTW," "BRB." Well now, there is "RMH"! This year, you can give with just the click of a few buttons. Join us in our text campaign to help raise money for Ronald McDonald House Charities® of Memphis. Simply text "RMH" to 20222 to donate \$10 to Ronald McDonald House® of Memphis. You will receive a confirmation text back that you simply respond "Yes" to and your gift is made. Then you will see a \$10 donation on your phone bill at the end of the month. You can text up to three times a day. It's that easy to help Ronald McDonald House® families!

Be sure to group text all of your friends to let them know about this exciting and easy way to help Ronald McDonald House® of Memphis.

**DOUBLE YOUR DONATION!**

Did you know that you have the potential to **DOUBLE** your Ronald McDonald House® Radiothon donation? Ask your Human Resources officer if your company offers a matching gift program for employees' charitable donations.