



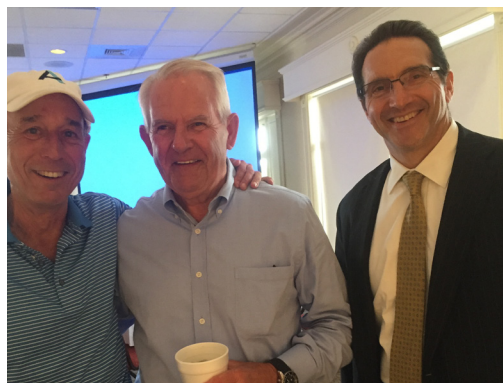
Ronald McDonald  
House Charities®  
Madison

May 2021

# HEARTLINE



Mary Basel and team



Steve Neas, Bill Kennedy, Jasper Vaccaro



Jerry Brown and team



Chuck Elliott

## When “I” is Replaced with “We” Illness turns into Wellness!

*By Deborah Still, Director of Development*

While I cannot take credit for coining that phrase, it certainly speaks to the core of our mission. RMHC-Madison is a small but mighty chapter, relying on the generous spirit of more than 100 volunteers to keep our core programs running smoothly. We know what our volunteer’s presence means to families. They are the Heart of the House for many reasons, but why do they continue to serve?

To answer that question, we asked volunteers who may not be familiar faces to guest families but who invest countless hours and have a profound impact on the services we provide. These are committee members, who for decades, have kept our doors open through two major golf outings.

Before a shovel hit the ground to build the Ronald McDonald House in Madison more than 27 years ago, an ambitious team of volunteers earnestly raised dollars to make that dream a reality. M&I Bank and dedicated friends recruited golfers, sponsors, and auction items to establish what is now the 32<sup>nd</sup> Annual RMHC Golf Classic. We owe them and Blackhawk Country Club a debt of gratitude for their vision and perseverance.

This year also marks the 25<sup>th</sup> Anniversary of the Rock Valley Golf Classic, which rotates venues between the Janesville Country Club and Beloit Club. With visionary leaders like David Cullen, Erik Dahlberg, Chuck Elliott, and others, they understood the impact RMHC would have on families from the Janesville, Beloit, and Rockford areas. Since then, the Ronald McDonald Care Mobile was instated, providing free wellness checks and immunizations to under-served children in that area. It just goes to show that the dedication and passion of a few can make a tremendous difference to many.

Fundraisers provide nearly a quarter of our \$1.3 million annual operating budget. As the pandemic continues to challenge fundraising efforts, these incredible teams provide the connections and long hours to make events successful.

With Mother’s Day on the horizon, we often talk about the role women play within our organization. Yet to be fair, we also have incredibly dedicated fathers, grandfathers, husbands, and true servant leaders who understand our mission in the most compassionate way. It is truly a privilege to be surrounded by this caring community and know that support emanates to families every day.

*Hear from these wonderful volunteers on page 4.*



Our Mission

The mission of RMHC is to create, find and support programs that directly improve the health and well-being of children and their families. RMHC-Madison supports the critical needs of children through three core programs: Ronald McDonald House, Ronald McDonald Family Room and Ronald McDonald Care Mobile.

2021 Board of Directors

- Board President:  
Nick Shutwell
- Board Vice-President:  
Shawn Arneson
- Board Treasurer:  
Jason Speich
- Board Secretary:  
Kathy Kostrivas, RNC-OB, MBA
- Mary Basel
- Amber Bucciferro
- Shannon Dean, MD
- Wendy Lommen
- Kyle Nondorf
- JoAnne Vaccaro

Wish List

Gift cards

Restaurants in our neighborhood (McDonald’s, Subway, DQ, Panera, Noodles and Company, QDOBA, Pizza Hut, Sa-Bai Thong, Novanta Neapolitan Pizzeria, Glass Nickel Pizza, La Brioche)  
Target  
Local gas stations  
Walgreens  
Amazon

Augie’s Lunches with Love

Individual serving sized bagged chips or pretzels  
Individual serving sized fruit cups or applesauce  
Individual serving sized pudding and jello cups

Cleaning Supplies

Disinfectant Wipes  
Paper Towel Rolls  
Liquid or Pod Laundry Detergent  
Vinyl-Powder Free Gloves (Med/Lg Size)  
Dishwashing Detergent (Finish Brand)  
Foaming Glass Cleaner (Aerosol Can)  
55 Gallon Heavy Duty Trash Bags  
Boxed Kleenex  
Gallon/Quart Sized Ziploc Bags

Pantry Items

Assorted Ind. Boxed Cereal	Spaghetti O’s/Ravioli
Microwavable Soup Bowls	Planters NUT-rition Snack Packs
Kraft Easy Mac	Salty/Sweet Snack Packs
Ground Decaf and Regular Coffee	Jiff Peanut Butter On The Go
Granola Bars/Breakfast Bars	Individual serving cups
Kraft Macaroni and Cheese	

Travel Size Family Amenities

Deodorant	Q-Tips
Toothpaste	Combs/Brushes
Floss	Hand Sanitizer
Kleenex	Shampoo and Conditioner

Please deliver donated items to:  
Ronald McDonald House, 2716 Marshall Court, Madison, WI 53705

Please Note

Items in red are most needed. Individual serving sized pantry food items are welcome and appreciated in our communal environment. Keeping families healthy and safe from cross contamination is important.

All donations must be new and in the original packaging. We cannot accept used or expired items. If you have a donation other than what is currently listed, please inquire before purchasing or donating by contacting us at 608-232-4660.



FAMILY STORY

Moments to Cherish

By Shauna Thayer, Director of Marketing & Communications

Like many 10-year-olds, Frankie is an energetic kid who loves to dance, swim, ride horses, ice skate and play with her dog. In June 2020, Frankie started complaining about her right cheek hurting and numbness in her mouth. Her parents took her to the doctor thinking she might have a sinus infection. After multiple doctor visits, an X-ray showed a large mass in her right cheek. She underwent a biopsy surgery which determined it was cancer.

She was referred to the American Family Children’s Hospital in Madison where they were told it was a rare type of cancer that forms in soft tissue called Alveolar Rhabdomyosarcoma which could not just be taken out. Frankie would need 34 to 66 weeks of chemo and radiation. Frankie and her mom, Jaime, stayed at the Ronald McDonald House during the week, where Frankie also virtually attended 4<sup>th</sup> grade. They drove home to Antigo, Wisconsin to see her dad and brother, Evan, on weekends when Frankie felt well enough. Because of COVID-19 restrictions, siblings are not currently able to stay at the House. This separation has been hard on the family.

When Frankie realized she would be in Madison during the holidays, she wrote a letter to the Henry Villas Zoo asking if they would be having a holiday light display. Due to the pandemic, the zoo had canceled the traditional zoo lights experience for 2020 but offered a private night to Ronald McDonald House families after receiving Frankie’s request. Frankie and her family were able to enjoy a safe, magical night at the zoo!

We are happy to share that Frankie’s most recent scans were clear and she was able to go home after spending 301 nights at the Ronald McDonald House.

“Thank God for the Ronald McDonald House. It is such a relief knowing we have a nice, safe place to stay next to the hospital. We are so grateful. If I have learned anything, it is not to take anything for granted and cherish every moment with your family,” said Jaime, Frankie’s mom.



# Remarks from Committee Volunteers

## Chuck Elliott: Serving his passion for more than 25 years

Ask Rock Valley Golf Classic co-founder Chuck Elliott why he continues to champion our cause robustly. He says, “Quite simply, it’s always about the people. People who have children in need. Doctors, nurses, and medical professionals who are committed to healing children. Dedicated, loving employees and volunteers assisting those who care for children. And golfers who love their game, and willing to use that game and passion to support families.”

“It really is that simple yet so important. We raise dollars to support all those wonderful people and services to help sick children. The people coming together all have one purpose, helping families! So, what continues to drive me is also simple, my love for people.” As we celebrate the 25<sup>th</sup> Anniversary of the Rock Valley Golf Classic, we toast Chuck Elliott, and his wife Pat, for their unwavering commitment and positive spirit, which knows no end.

## Jerry Brown: Bringing “Aloha” spirit to families in need

Anyone on the greens during the RMHC-Madison Golf Classic over the last decade knows that during the cold winter months preceding the event, Jerry Brown is not only knocking on doors to solicit golfers and sponsors, but he is looking for the perfect outfit! His infectious spirit is seen on and off the course, having also served on the RMHC-Madison Board of Directors.

When asked why he serves in so many capacities, Jerry says, “Prior to being on the RMHC-Madison Board of Directors, M3 was asked to lead the Annual Golf Classic after 21 years with M&I Bank running it. Talk about BIG shoes to fill! Until then, I had not been exposed to the House, nor really had a full understanding of the purpose of its mission. Wow, were my eyes opened to an incredible cause!! From the beginning, M3 and I were ‘hooked’ and could not be prouder to be a part of this incredible mission and family for the last ten years. Knowing I am a very small part of such an AMAZING program that touches so many families every day brings an amount of joy that I cannot even begin to express.”

## Brian Flad: The heart of the House is in his blood

The Flad Family are no strangers to RMHC-Madison. Indeed, Brian’s parents were co-founders of the original House and co-chaired our recent expansion. So as Brian and his young family returned to their roots, giving back was a simple decision. They recently joined the RMHC-Madison Golf Classic committee bringing new energy and ambassadors during a critical time. He says, “Clichés aside, RMHC-Madison is truly a place that embodies the saying, ‘in a world where you can be anything, be kind.’ Kindness, compassion, and empathy are hallmarks of the Ronald McDonald House, and our volunteers are true leaders in those categories. Ronald McDonald House volunteers practice servant leadership, often without even knowing it. For them, it’s about the families that are under that roof, far away from their home, their support network, their everyday... all while staying strong for a sick kid and other family members. Our volunteers put those families first.”

“What we might view as ‘little’ when it comes to a volunteer act can mean the world or bring a smile or sense of hope to a family member staying at the Ronald McDonald House. It’s in those little, quiet moments that we – as volunteers – receive so much in return, and it means so much more to us because we were never looking or expecting anything in return. RMHC-Madison is a community of committed stewards of kindness and selflessness, and no matter what you may bring as a volunteer from the outside world. When you enter those doors, I guarantee your heart is ten times more full upon your departure! Simply being there for others, offering a sympathetic ear, providing a warm meal, or helping a family take it one day at a time is so important. Our kindness can lift those families up, and, in turn, we find that it lifts us up too.”



## Hands that Serve and Hearts that Care

Our volunteers come in all forms, each playing essential roles in providing a “home away from home” for our families. The day begins and ends with volunteers generously giving their time, compassion, encouragement, and skills. They are the heart and soul of our programs, and the pandemic provided a deep appreciation for those who give their time and talents freely to serve our families.

Thank you to all of our volunteers! We genuinely appreciate and value your commitment and support of RMHC.

## Remarks from Returning Volunteers

“Gratitude is the word I associate with being an RMHC volunteer. As a volunteer, our focus is on the families. Providing a big welcome, a clean place to rest and relax as well as easy access to nourishment. When COVID-19 hit, and we could not be at the House, it felt as though I was cut off from yet another family member. Returning to the House as a volunteer was a big step. I feel gratitude for the privilege of being there to help the families in any way possible, that’s the best!”  
– Carolyn, House Volunteer

“Being able to return to the Ronald McDonald Family Room is a great feeling. I am very happy that I am able to help provide assistance for parents who use it.” – Janet, Family Room Volunteer

“I love being back at the Ronald McDonald House. I missed everyone... families, staff, and volunteers. The feeling of giving back again after this LONG pandemic is awesome! Even if it is only emptying trash. I have been very blessed in my life and hope that my short shift helps a little with the families dealing with sick children.” – Judy, House Volunteer

“We are happy to be back volunteering in the Ronald McDonald Family Room. To know that you give support to families who have the tiniest patients with such great needs. Volunteering is a way of life that we are proud to be part of.” – Jim & Helen, Family Room Volunteers

“For me, volunteering weekly brings a sense of routine and normality to my life, in a year (and counting) where so many things have been disrupted. I look forward to seeing the families, and to getting back to a routine - and seeing my co-volunteers again! My co-volunteer Hannah and I have shared a shift for three years. It will be great to share a shift again.”  
– Christine, House Volunteer





## Ronald McDonald House Charities® of Madison

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our mission and kids like Shyla by  
donating, volunteering, or joining our  
online community.



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### Celebrating *Mothers*

This Mother's Day, honor your mother,  
sister, friend, or colleague who has  
shown true strength during this  
challenging year with a **gift** to mothers  
at RMHC-Madison who need community  
now more than ever.

#### How does my gift help?

Every donation, whether big or small, keeps  
families together when it matters most. Have  
you ever wondered how these gifts are used?



**\$35** PROVIDES AUGIE'S  
LUNCHES WITH LOVE  
FOR ONE DAY



**\$50** COVERS THE COST  
OF HEAT AND WATER  
FOR ONE DAY



**\$100** PROVIDES  
LAUNDRY AND LINEN  
SERVICE FOR ONE DAY



**\$135** IS THE COST  
TO OPERATE A GUEST  
ROOM FOR ONE NIGHT



**\$250** PROVIDES  
LINENS, BLANKETS AND  
TOWELS FOR ONE ROOM



**\$500** COVERS DINNER  
FOR 50 PEOPLE

Thank you!



**DONATE**  
Scan with  
phone camera