

**Ronald McDonald House of New York  
March 2006 Wrapping Paper Appeal**

Outer Envelope	9 x 12 white window envelope Name and address upper left corner in green Image of flowers with teaser copy in green: Your special gift enclosed! Please do not bend
Letter	One-sheet two page 8 1/2 x 14 letter with tear off reply form.
Inserts	3 various gift wrapping paper (balloon, flowers and stripes) and matching gift tags.

Ronald McDonald House logo

Mr. John Q. Sample  
123 Any Street  
Anytown, US 12345-1234

March 2006

Dear Supporter,

Enclosed with my letter are wrapping paper and gift tags that come with my deepest appreciation for your support. They might seem unlikely gifts to come in your mailbox, but here is why it's important for me to send them to you...

Your generosity helps the Ronald McDonald House of New York provide a "home away from home" for over 25,000 children and their families since we opened our doors in 1978. And, who needs the comfort and support of a place to call home more than a child fighting cancer?

I'm hoping that when you use this paper to wrap a gift for someone close to you that you'll remember what your gift to Ronald McDonald House has done.

Because of you, there have been birthdays to cherish that may otherwise have never been. Because of you, some fortunate parents and children hear the words "cancer remission." And, because of you, a few lucky children have been able to return home to embrace life again – happy and healthy. Thank you!

Families referred to New York's world-class cancer treatment centers need to be close to their child's doctors and hospitals. Treatment plans often require daily trips back and forth because pediatric cancer therapies are most frequently administered on an outpatient basis.

Finding affordable accommodations for such long-term stays can be an impossible task. Parents, desperate for a cure for their child, will do anything without question. But, the lodging, meals and transportation costs add up as the days, and weeks go by ... and the burden becomes completely overwhelming. On average, cancer treatments last nine months or more.

That's why the facilities at Ronald McDonald House are so important. We address the specific needs of families in ways that expensive hotels and eating at restaurants never could.

The families referred to us breathe a sigh of relief when they realize that lodging at the house is \$20 a night, instead of the \$200 (or higher) cost of a hotel. And, if a family can't afford it, even that fee is waived. Knowing they can cook their own meals at the House, and save even more, is yet another blessing. But, the actual costs to house a family at Ronald McDonald House each night is \$140 ... obviously much more than the small fee we charge.

I recently spoke with one mother, Therese, who has been at the House for 20 long months while her 16 year old daughter, Kelly receives treatment for Chronic Myelogenous Leukemia. She told me,

**“The house has been my lifesaver! Being close to Kelly’s doctors and hospital has given me peace of mind. I can’t thank someone enough for that.”**

As you know, the House calendar is full of fun activities and the playroom stocked with games, books and more. We want every child to be able to make the most of the “good days” during treatment. And, on the not-so-good days, they can count our caring staff and volunteers to help them through.

Children embarrassed at losing their hair during chemotherapy can feel “normal” in our playroom – where so many of the children look just like they do. Parents can reach out to each other and share their own emotions about the terrifying journeys that have caused their paths to cross.

I wish I could say that researchers have cured all the frightening pediatric cancers and childhood diseases children like Kelly face. But that is not the case. This year, the parents of 8,000 children will hear the terrible words, “Your child has cancer.”

Some of those parents will soon be calling Ronald McDonald House. Their children will be the unlucky ones who have cancers so rare or so aggressive, that the treatments they need are not yet available where they live. Over 75% of the families who stay with us can only receive treatment at New York’s renowned cancer research medical centers.

The need is so great that, even as the largest facility of its kind in the world, the House is filled to capacity almost every night with 80 families.

Will you please help us make sure that Ronald McDonald House is “a lifesaver” for other parents like it has been for Therese? Your generous contribution of \$40, \$60 or \$140 – the full cost of one night’s stay at the House – is needed, and truly appreciated.

Thank you for continuing to support Ronald McDonald House. Long after you’ve thrown my letter away, perhaps when you’re wrapping a special present for a loved one, please remember the important gift you sent today ... and the celebrations you helped make possible for our Ronald McDonald House families.

Sincerely,

William T. Sullivan  
President & Chief Executive Officer

P.S. The enclosed wrapping paper and gift tags are my gift to you – without obligation – with my thanks for your continued support. I hope they will also inspire you to make a special contribution today. Thank you.

**Tear of Reply Form:**  
**RMDH logo**

### **Delivery Receipt Form**

[  ] Yes, I received my wrapping paper and gift tags and am glad to know that my support of Ronald McDonald House has made such a difference! I want to help even more children and families as they fight their battle against cancer. Enclosed is my gift of:

[laser ask line based on most recent contribution]

Mr. John Q. Sample  
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