

PROUDLY SUPPORTING

SOCK IT

for *sick kids*
& *their families*



#sockitforsickkids



Ronald McDonald
House Charities
Newfoundland & Labrador



RMHC

Newfoundland & Labrador

Keeping families close

Socket! For sick kids and their families

Ronald McDonald House Charities® Newfoundland and Labrador

P.O. Box 28091, St. John's, NL A1B 1X0

info@rmhcnl.ca RMHCNL.ca 1-855-955-HOME (4663)

Charitable Registration # 85050 2865 RR0001



**Ronald McDonald
House Charities®**
Newfoundland & Labrador

Keeping families close

MISSION

Ronald McDonald House Newfoundland and Labrador provides sick children and their families with a comfortable home, where they can stay together in an atmosphere of caring, compassion and support.

VISION

Positively impact the health and lives of sick children, their families and their communities.

VALUES

Caring • Inclusion • Inspiration • Quality • Teamwork • Trust and Integrity

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What is SOCK IT!



Socket for Sick Kids and their Families Friday October 12, 2018

A fun day of wearing signature red and white striped socks, combined with fundraising efforts and social media sharing.

Find us on Facebook @rmhnl

Follow us on Twitter @ourhousenl

With just one pair you will be raising funds and awareness for RMHC. Together you are helping families stay close when it matters the most!

Register Today!!

Register and order your socks at <http://rmhcnl.ca/events/signature-events/sock-it/> with the registration form. Also available within this package.





Why SOCK IT!



The Carroll Family
of Labrador City
11 stays totaling 391 nights

RONALD McDONALD HOUSE CHARITIES (RMHC)

When faced with a child's illness life stops in an instant and parents enter a world of fear and worry. For parents who don't live close to the medical care their child needs, there is an added stress, distance. Most families have to travel hours for treatment. Living expenses quickly add up. Families become stressed from long drives, lost jobs, worried siblings, hotel expenses and being far from family and friends. These are extra burdens no family should have to experience. This is where Ronald McDonald House can help. RMHC programs and services keep families together and near the care and resources they need, when they have a sick child.

KEEPING FAMILIES CLOSE

Since opening in September 2012, Ronald McDonald House has provided more than 25,482 nights of accommodations to more than 1132 families with a sick or injured child traveling to St. John's for medical reasons*. With the estimated cost of hotels nearing \$165/night in St. John's – it is estimated that Ronald McDonald House has saved these families more than \$4 M.

*Historical 5 year period stats as of December 31, 2017

 **25,482**
nights of comfort and care
provided to families

1132 

13 NIGHTS
Average length of stay

 **\$4 Million**
Savings to families

*based on the results of an Economic Impact Study by RBC



How to SOCK IT!

SOCK IT! Anytime, Anywhere...

At work | At play | At school

HOW TO SOCK IT!

1. Get your Signature Striped Socks for \$10 at Ronald McDonald House, order your socks by contacting us at 1-855-955-HOME (4663) or info@rrmhcnl.ca, or order them online at <http://rmhcnl.ca/events/community-events/sock-it/socks>.
2. Fundraise to raise extra funds! Then on October 12, 2018, present your donation to Ronald McDonald House!
3. Recognize your efforts and create awareness with a picture of your group in your socks.
4. Then on October 12, 2018, share your pictures with us on Facebook [@rmhnl](https://www.facebook.com/rmhnl) and Twitter [@OurHouseNL](https://twitter.com/OurHouseNL) with [#SockItforSickKids](https://twitter.com/OurHouseNL).

SOCK IT! At Work



- Sock IT Day each Friday leading up to SOCK IT!
- Employee Payroll Deduction
- Collect donations

SOCK IT! At Play



- Baseball/ Softball Teams
- Soccer Teams
- Basketball Teams
- Bowling Teams
- Collect donations

SOCK IT! At School



- BBQ
- Bake Sale
- Craft Sale
- Family Sports/Fun Day
- Collect donations



MEET AILISH SLANEY AND HER FAMILY FROM ST. LAWRENCE

It is hard to put into words how a parent feels when their child has been diagnosed with a cancerous brain tumor. It has to be one of the darkest places a parent can go. And for families who don't live close to the care and resources they need, there is an added stress, distance. RMHC gives families with a sick child what they need most – each other.

At the young age of seven, Ailish Slaney of St. Lawrence was diagnosed with Medulloblastoma, a cancerous brain tumor. For the Slaney family, parents Rodney and Cathy and big sister Abigail, they were now faced with a challenging road ahead. One filled with long drives, hospital stays, chemotherapy and radiation treatments. Something no parent can prepare for. They worried about numerous things, even the simple things, like where they would stay. Shortly after Ailish's diagnosis the family were introduced to the programs and services of Ronald McDonald House.

"It was certainly a bright light in a world that was surrounded by darkness. From the very first day during our tour, our family started to feel the sense that all was not lost and that things were going to be alright." Rodney Slaney

At first Ailish's treatments were long, then, after a few weeks, the hospital granted them a weekend to return home to St. Lawrence - nearly a four hour drive away. However, when they arrived home, it wasn't the relief they expected.

"Once we arrived to our own home in St. Lawrence we quickly realized we had made a mistake. We all missed the sense of security and hope that we felt at the Ronald McDonald House. That weekend we decided that we would stay at Ronald McDonald House for the duration of Ailish's treatments simply because of the close proximity to the hospital and the feelings of hope we felt while we were there. We have no doubt that Ronald McDonald House was a major contributor in Ailish's recovery. We were better rested and able to fully support Ailish. While staying at RMHC we felt emotional support from other families staying there, the staff and the many volunteers." Rodney Slaney

While Ailish's journey was difficult for the entire family, the Slaney Family has found strength at Ronald McDonald House.

"Everything we experienced at Ronald McDonald House was above and beyond any expectations we had at the time. The Home for Dinner program, the Magic Room and the Quilt programs were definitely three of our favorites. To see a sick child's eyes fill with delight as they receive a new quilt or a gift from the magic room truly did our heart a world of good."

Rodney Slaney



Keeping families close



SOCK IT!

Registration FORM



RMHC®
Newfoundland & Labrador

Keeping families close



We want to register for SOCK IT!

Company: _____

Contact Person: _____

Mailing Address: _____

Courier Address: _____

City: _____ Postal Code: _____

Telephone: _____ Fax: _____

E-mail: _____

We need to order Socks:

Number of Socks	X \$10.00	Total
	X \$10.00	

Supplies Requested	#
Sock It Stickers	
Sock It Posters	
Sock It Donation Cans	
Sock It Pledge Sheets	

* Shipping and handling is extra.

Payment:

Please indicate your preferred method of payment

Cheque enclosed Please Invoice

Credit Card



Card Number

Expiry Date

Name on Card

Signature

