



RMHC keeps families with sick children close to each other and the care and resources they need, when they need it most.

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.



**Make a difference in the lives of sick children and their families. Volunteer in your community today!**



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Make your steps  
count for families

Presenting Sponsor



**#KeepingFamiliesClose**



## #KeepingFamiliesClose

...one step at a time



### Red Shoe Crew—Walk for Families Held Annually in the month of September

The annual Red Shoe Crew—Walk for Families helps raise funds and awareness to keep families with a sick or injured child close to each other and the care and resources they need. Hosted by volunteers in communities throughout Newfoundland and Labrador during the month of September, this event coincides with the anniversary of the opening of Our House in September 2012.

Individuals, groups, businesses, or organizations register for **pledge sheets** or **online fundraising**, fundraise and then come together on a designated day to walk or run for fun, exercise, prizes and ultimately to **celebrate families and their strength in healing a sick child**.

A celebration that is unique to the community will follow the event. This is a celebration of **Strength in Numbers, Strength in Families**, and the power of a united community in supporting a family with a sick or injured child.



Ronald McDonald  
House Charities®  
Newfoundland & Labrador

### Organize your own Red Shoe Crew— Walk for Families event in your community *Make a difference and help families in your community. Hosting the event is easy:*

- Register your community or school by contacting Ronald McDonald House
- Gather a CREW to help organize
- Find a location
- Set goals—events are all sizes (10 or 100+ participants)
- RMHC with supply everything you need (posters, pledge sheets)
- Get people involved
- Enjoy the event and celebrate success!

### Participating in an existing Red Shoe Crew— Walk for Families event in your community

Check [www.RMHCNL.ca](http://www.RMHCNL.ca) for a full list of locations and local contact information. In 2016 thousands of individuals took part in Ronald McDonald House's Red Shoe Crew—Walk for Families in **43 communities** throughout the province. These events, held throughout the month of September, raised a record amount totaling more than **\$250,000**. The funds will support programs and services offered at Ronald McDonald House while accommodating sick or injured children and their families each year. That's a five year total of more than \$1.1M!



### Support Provided

- Crew organizing manual
- Pledge sheets (numbered)
- Solicitation letters
- Lottery Licenses (as needed)
- Cut Outs (sold and displayed in businesses)
- RMHC information and facts
- Conference calls with all crew leaders and organizers
- Advice from professional staff
- Coin Rolls
- Donation cans
- Posters
- Provincial Advertising—Radio, TV, Social Media & Newspaper
- Incentive items: Laces, wristbands, T-Shirts and other items
- Other Prizes—Trip for two with WestJet and Trip for two with PAL airlines
- Event Banner
- Stickers/Bookmarks/Brochures/Balloons/ Coloring Sheets
- Thank you certificates and cards
- Invitation to annual volunteer gather in St. John's

