

## SockIt! 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



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!





# Socklt for Sick Kids and their Families Friday October 11, 2019

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 Follow us on Instagram @rmhc\_nl

With just one pair you will be raising funds and awareness for RMHC.

Together, we are helping families stay close to each other and the medical care and resources they need, when they need it 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 Clarke Family of Victoria, NL 21 stays totaling 197 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 30,241 nights of accommodations to more than 1300 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 \$4.8 M.

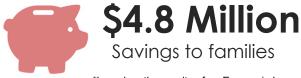


\*Historical 6 year period stats as of December 31, 2018



13 NIGHTS

Average length of stay



\*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!**

- 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. Raise extra funds! Wear your socks on Fridays and collect \$2, collect pledges from friends and family, or host a bake sale. Then on October 11th, present your donation to Ronald McDonald House.
- Recognize your efforts and create awareness with a picture of your group in your socks. 3.
- 4. Then on October 11, 2019, share your pictures with us on Facebook @rmhnl, Twitter @OurHouseNL, and Instagram @rmhc nl with #SockItforSickKids.

## **SOCK IT! At Work**

Collect donations

Sock IT Day each Friday

leading up to SOCK IT!

**Employee Payroll Deduction** 



### **SOCK IT! At Play**

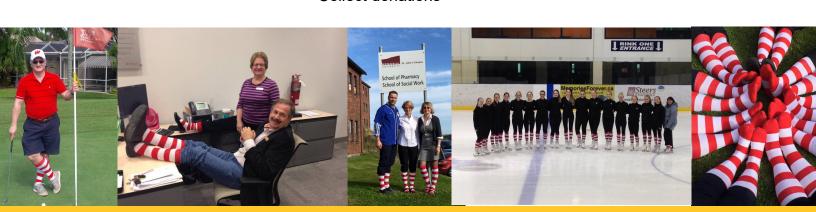


- Baseball/ Softball Teams
- Soccer Teams
- **Basketball Teams**
- **Bowling Teams**
- Collect donations

#### **SOCK IT! At School**



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





# MEET SCARLETTE FIFIELD AND HER FAMILY OF PILLEY'S ISLAND

It is hard to put into words how a parent feels when their child is born with serious medical issues and the possibility of life-long disabilities. It has to be one of the most stressful words a parent can hear. 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.

On November 21, 2013, Randi Fifield of Pilley's Island delivered a beautiful baby girl she named Scarlette in St. John's, 542km from home. It was a beautiful experience too hard to put in words. For the first few hours, everything was perfect! Then suddenly, something changed. Scarlette crashed and needed immediate attention from the medical team. Her joy turned to fear in an instant.

"The next three minutes felt like hours. Thankfully, the doctors were able to stabilize her. They rushed her to the Neonatal Intensive Care Unit. We soon learned that she was visually impaired due to Bilateral Optic Nerve Hypoplasia, she had a cleft lip and palate, a growth defect and she was missing the structure that would affect her equilibrium. One of the worst things any parent can endure is the news that your child has a lifelong illness and disabilities. The emotional stress is overwhelming. We knew it would be weeks or months before we would be able to return home to Pilley's Island and we may not even get home for the holidays" - Randi Fifield

It was then that the family was introduced to the programs and services of Ronald McDonald House.

The doctors didn't know what to expect. One thing they did know was that she would be completely blind and they had no hope that she would ever walk or talk.

Over the next four years, during numerous appointments and surgeries, the family have stayed at Ronald McDonald House on 15 occasions totalling 66 nights.

"The support at Ronald McDonald House is an experience like no other. We love our "other house". We have an amazing bond with the staff and volunteers. It is always nice to know that they remember you and that you have a special place in their heart." - Randi Fifield

Scarlette has exceeded her doctor's expectations. She can now talk, a lot. She can walk by herself and she can even spell words and count numbers.

"We believe that Scarlette has beaten the odds because





Keeping families close



While Scarlette's journey is far from over, the Fifield Family have come to rely on Ronald McDonald House to be there for their family.



# SOCK IT! Registration FORM





# We want to register for SOCK IT!

-				
Contact Person:				
Mailing Address:				
Courier Address:				
Гelephone:				
E-mail:				
□ We are ready to	Sock It—we	e already have	our socks.	
☐ We need to orde	er Socks:			
Number of Socks	X \$10.00	Total	Supplies Requested	#
	X \$10.00		Sock It Stickers	
			Sock It Posters	
Shipping and handling is extra.			Sock It Posters  Sock It Donation Cans	
Shipping and handling is extra.  Payment:				
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