

PROUDLY SUPPORTING

SOCK IT

for *sick kids*
& *their families*



#sockitforsickkids



Ronald McDonald
House Charities
Newfoundland & Labrador



RMHC

Newfoundland & Labrador

Keeping families close

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



**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!



SockIt 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

 **30,241**
nights of comfort and care
provided to families

1313 

13 NIGHTS
Average length of stay



\$4.8 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. 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.
3. Recognize your efforts and create awareness with a picture of your group in your socks.
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



- 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 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 life-long 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.



RMHC
Newfoundland & Labrador
Keeping families close



SOCK IT!

Registration FORM

We want to register for SOCK IT!

Company: _____

Contact Person: _____

Mailing Address: _____

Courier Address: _____

City: _____ Postal Code: _____

Telephone: _____ Fax: _____

E-mail: _____

☐ We are ready to Sock It—we already have our socks.

☐ **We need to order Socks:**

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

* Shipping and handling is extra.

Payment:

Please indicate your preferred method of payment

☐ Cheque enclosed

☐ Please Invoice

☐ Credit Card



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

Card Number

Expiry Date

Name on Card

Signature

