

# SOCK IT



Ronald McDonald  
House Charities®  
Newfoundland & Labrador

for *sick kids*  
& *their families*



RMHC®  
Newfoundland  
& Labrador

## **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

# SOCK IT

for

*sick kids  
& their families*

# What is SOCK IT!



Ronald McDonald  
House Charities®  
Newfoundland & Labrador



## **Socket for Sick Kids and their Families Friday November 20, 2020**

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.



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## Why SOCK IT!



Ronald McDonald  
House Charities®  
Newfoundland & Labrador



**The Skinner Family  
of Massey Drive, NL  
278 nights over 5 stays  
in 1 year**

### 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 35,026 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 \$205/night in St. John's – it is estimated that Ronald McDonald House has saved these families more than \$7.1 M.



**35,026**

nights of comfort and care  
provided to families

\*Historical 7 year period stats as  
of December 31, 2019

**1423**



**14 NIGHTS**

Average length of stay



**\$7.1 Million**

Savings to families

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

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# How to SOCK IT!



Ronald McDonald  
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## SOCK IT! Anytime, Anywhere...

### 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](mailto:info@rrmhcnl.ca), or order them online at <http://rmhcnl.ca/events/community-events/sock-it/socks>.
2. Raise extra funds! Collect donations from friends and family, organize an activity such as a bake sale or casual day. Then on November 20th, 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 November 20th, 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 JOSHUA SKINNER AND HIS FAMILY OF MASSEY DRIVE, NL

It is hard to put into words how a parent feels when their child is diagnosed with cancer. 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.

In March of 2019, 17-year-old Joshua Skinner noticed a mass on his body and without hesitation told his parents. At first, it was thought to be an infection and was treated with antibiotics, but the mass didn't go away. Following surgery at Western Memorial hospital in Corner Brook the family were told the mass showed signs of cancer. After multiple tests, it was determined Joshua had embryonal rhabdomyosarcoma (em-bry-o-nal rab-do-my-o-sar-coma) a **soft tissue cancer** that would require a long treatment schedule. For the family, Joshua and his parents Brian and Krista, that meant relocating on a semi-permanent basis more than 7 hours away from home to St. John's. It was then that the family was introduced to the programs and services of Ronald McDonald House.

*"When we first found out about Josh's illness it was like our lives were turned upside down. It's something you never want to hear, especially for your child. We first thought we would be away from home for only a few days but later learned he would need to have a number of surgeries and treatment and we would have to stay for approximately 10 months or longer. This was definitely a shock to us at first, but we felt that it didn't matter how long it was going to take as long as Josh was going to be ok." Brian Skinner*

Since July 2019, The Skinner Family have been guests at Ronald McDonald House. Joshua has also been warmly welcomed at Holy Heart School in St. John's so he can continue his studies in his last year of high school.

While their journey is far from over, with treatments expected to continue into June of 2020, the Skinner Family are grateful to everyone that supports Ronald McDonald House.

*"RMHC NL supported us during one of the toughest experiences of our lives. We are so thankful for Ronald McDonald House for making us feel at home and thankful for the many new friends we have met here too." - Krista Skinner*



Ronald McDonald  
House Charities®  
Newfoundland & Labrador

Keeping families close



### The Skinner Family

*"Ronald McDonald House has gone above and beyond to make us feel at home here and have become a part of our extended family. We couldn't ask for a better place to stay as we continue to go through this tough journey together." - Brian Skinner*

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# SOCK IT! Registration



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## We want to register for SOCK IT!

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Courier Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

### We would like to order Socks:

Number of Socks	X \$10.00	Total
# _____	X \$10.00	
Shipping and handling	X \$2.00 per pair	

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

### Payment:

Please indicate your preferred method of payment

Cheque enclosed

Please Invoice

Credit Card



Card Number

Expiry Date

Name on Card

Signature

