

Kilometers for Kids 2021



Ronald McDonald
House Charities®
Newfoundland & Labrador

About Event

Kilometers for Kids is a group of parents on a mission to raise funds and awareness for Ronald McDonald House. In 2020, they collectively road their bicycles more than 2054km during the months of June and July, raising more than \$16,000 for Ronald McDonald House.

Kilometers for Kids 2021 will see the team once again bicycle for Ronald McDonald House. But this time, 7 riders and 5 support volunteers will bicycle 1000 km from the Northwest tip of Newfoundland, all the way to Ronald McDonald House in St. John's on the far east coast, in a relay-style bike ride fundraiser. They will also be accompanied by a support team for added safety.

This team understands how difficult the added challenge of distance is to a family with a sick child in Newfoundland and Labrador. They will therefore challenge themselves physically to ultimately go this distance by bicycle to raise funds to keep families sick children together and near the medical care and resources they need at Ronald McDonald House.

The team will stop at a different location towards the end of each day to rest for the night and prepare for the upcoming ride. You can find a complete schedule of all stops on page 5.

"Gerri-Lynn and April, along with their small boys started this idea as their way of supporting a charity that is near and dear to their hearts. As word and excitement grew, the team has expanded to include myself—Kim Hartery, Michelle Turpin and Kayla Edwards. RMHC is near and dear to the hearts of all here in Labrador West. We all know of someone that has had to spend a night or many of nights at this home away from home. A place that offers comfort to families in their most trying times. We cant thank you enough for supporting us and this amazing charity!!"

Kim Hartery,

Founding Member of Momma's Dream Team



Photo taken in 2020.

About RMHC NL

RMHC keeps families with sick children together and near the medical care and resources they need, when they need it most.

When faced with a child's illness regular 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's 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 costs, and being far from family and friends. These are extra burdens no family should have to experience.

Help even more families stay close during the biggest challenge of their lives. Together, we can do big things.

Ronald McDonald House was built on the simple idea that nothing else should matter when a family is focused on the health of their child – not where they can afford to stay, where they will get their next meal or where they will lay their head at night to rest. We believe that when a child is sick or injured, the love and support of family is as powerful as the strongest medicine prescribed. We have trained staff and dedicated volunteers who are committed to providing comfort and care of the families, so they can focus on healing their sick child.

Allow Families to Face the Weight of Illness Together

Families are stronger when they are together. By staying at Ronald McDonald House, parents can better communicate with their child's medical team and keep up with complicated treatment plans when needed. They can also focus on the health of their child, rather than grocery shopping, cleaning or cooking meals.

Allow Children to Get the Best Care

When your child is sick, you want the best care possible – even if it is hundreds of kilometers away. Ronald McDonald House allows families to access specialized medical treatment by providing a place to stay within a five-minute walk to the Janeway Children's Health and Rehabilitation Center.

By reducing travel time to and from the hospital, Ronald McDonald House allows families to spend more time together and, as has been proven, children recover faster when their families are close by. Being near the children's medical facilities also allows families to make timely decisions alongside medical teams that can be critical to their child's treatment. There is only a charge of a nominal fee to stay at Ronald McDonald House, relieving the financial pressure of keeping up with lodging and transportation costs.



MEET AIDEN O'KEEFE OF GOOSE BAY

It is hard to put into words how a parent feels when their child has been diagnosed with a serious illness. It has to be one of the most difficult experiences for a family. 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 November 2020, 11-year-old Aiden O'Keefe experienced upper leg pain. It coincidentally happened in the early hours after a regular hockey practice so at first it was thought to be an injury from the game. As time went on the pain got worse and Aiden had to use crutches. Aiden had several medical tests over the coming weeks, but it wasn't until December when he was taken to the hospital emergency in Goose Bay that they discovered irregularities in his blood that was considered suspicious for leukemia.

"It was extremely hard finding out Aiden had leukemia. No parent wants to hear their child has cancer. Cancer is scary. My mind was racing, I could barely speak, I was shaking. Then, seeing Aiden, and how well he was coping, I honestly told myself to smarten up and toughen up. I couldn't show weakness around my 11 year old son. He sees me as his strength. Little did he know, his strength is what gave me strength. Finding out we would have to be away from home for so long was really hard as well, because we also have two small girls, seven year old Ellie and Kacie who is just 18 months old." said Donalda, Aiden's mom.

Aiden was listed as critical and transferred immediately to the Janeway Children's Hospital in St. John's, NL, more than 1600km from his home, school, friends and family. It was then that they were introduced to the programs and services at Ronald McDonald House. Donalda and her husband Gary said that Ronald McDonald House didn't even cross their minds until the social worker at the hospital mentioned it to them. They always knew, however, that Ronald McDonald House was a special house for families who have a sick child at the hospital, but didn't understand the its extreme importance until they too became one of those families on December 17, 2020.

Donalda continued, "Staying here at the RMHC is absolutely and positively making supporting Aiden easier. Not only a little bit either. It's making it so much easier. RMHC is super close to the hospital. When Aiden is admitted, we are only across the parking lot and can be there in a flash if something were to happen. Likewise, when Aiden is with us at Ronald McDonald House if there is an emergency the hospital isn't far. I also don't have worry about cooking and cleaning (for the most part). All our attention and time is spent focusing and taking care of Aiden. Like I said this organization is by far the best there is."

Aiden's treatment plan will extend over the course of the next two years with the first 6-9 months in St. John's and the remaining treatments in Goose Bay. For the family, travelling back and forth to Goose Bay is simply not an option. The O'Keefe Family are very grateful to everyone that supports Ronald McDonald House.

"Thank you RMHC, for keeping our family together during a very difficult and stressful time." The O'Keefe Family.



Ronald McDonald
House Charities®
Newfoundland & Labrador

Keeping families close



The O'Keefe family

Donalda, Ellie, Aiden, Kacie, Gary

Schedule

July 9—16, 2021

| Date | Starting Location | Distance Travelled | Ending Location |
|---------|---------------------|--------------------|---------------------|
| July 9 | St. Barbe | 144 Km | Daniel's Harbour |
| July 10 | Daniel's Harbour | 155 Km | Deer Lake |
| July 11 | Deer Lake | 128 Km | Springdale |
| July 12 | Springdale | 106 Km | Grand Falls-Windsor |
| July 13 | Grand Falls-Windsor | 60 Km | Gander |
| July 14 | Gander | 146 Km | Clareville |
| July 15 | Clareville | 106 Km | Whitbourne |
| July 16 | Whitbourne | 90 km | St. John's |



2021 Team

| Riders | Support |
|--------------------|---------------|
| Kim Hartery | Kayla Edwards |
| Tina Ralph | Danny Stevens |
| Michelle Turpin | Mike Turpin |
| Gerri Lynn Stevens | Andy Kelloway |
| April Richards | Cory Waterman |
| Lori Butt | |
| Shawn Arnold | |



2021 Team



Kim Hartery

Trepassey, NL Age: 42 Rider

"Living in Labrador West and raising three children has raised my appreciation of a place like Ronald McDonald House. Almost everything kids need medically families have to travel to St Johns for. Thankfully there is a place like Ronald McDonald House that allows families to remain together and next to their child. It offers some sort of a normal life in what most times is a very stressful and trying time. Places like the Ronald McDonald house are a safe haven and we are very fortunate to have one in our province. It is my privilege to be able to help support such a worthy charity."



Gerri-Lynn Stevens

Traytown, NL Age: 30 Rider

"Many friends and family members of mine have availed of the Ronald McDonald House and from their stories of their amazing stay it has inspired me to help aid in any way I can. RMHC has been a home away from home for so many families and I love how it helps ease and comfort so many people in time of need. The stories, friendships & the smiles while their stay says it all, it's very heartwarming to see."



Tina Ralph

Labrador City, NL Age: 50 Rider

"There are a lot of people in this province that cannot live close to specialized medical services and will need to travel if a child is ill. RMHC helps to provide invaluable support and lodging for families during a time of great uncertainty and stress in their lives. I want to help them accomplish that mission."



Michelle Turpin

Labrador City, NL Age: 39 Rider

"RMHC gave my family what seemed like the most precious gift of all, to spend time with our loved one while receiving the treatments needed. I want to help give other families this opportunity."

2021 Team



Lori Butt

St. John's, NL Age: 51 Rider

"Having a child with an illness, I understand the importance of raising funds to help charities such as Ronald McDonald House. I, personally, am very fortunate to say that I never had to avail of Ronald McDonald House, however, I know plenty of parents and children who have. I've heard the stories of their stays at Ronald McDonald House and how it was a home away from home. I am so proud to be a part of this team of such amazing strong women! I know the journey is going to be hard but never as hard as the struggle of the children we are supporting."



Shawn Arnold

Traytown, NL Age: 43 Rider

"Ronald McDonald House plays a vital role in keeping families close to their sick children and providing various support programs and services to those in need."

April Richards

Labrador City, NL Age: 30 Rider

"After having my 2 little boys, living in our beautiful but remote little community, I have realized the importance of health care being available for us. Living here gives us the added stress of having to travel to St. John's for any medical reason, added expenses and being away from home, and being away from our families. Having a safe place at the Ronald McDonald house available to keep families together, during their most trying times in their lives is comforting for everyone who lives here. For myself, fundraising for RMHC NL is not only a means of raising money, it's also a way for me to do a small part to promote the message and the goals of the Ronald McDonald House, which is to provide a safe and caring home for families who need to be close together and close to the resources they need when they need it most."



Kayla Edwards

Labrador City, NL Age: 33 Support

"The Ronald McDonald House provides a home away from home for families during their most trying and difficult times. I've had a number of friends who have availed of Ronald McDonald House and the impact that it has had on them was incalculable. Knowing they had a safe, welcoming place to return to at the end of the day meant so much. As a mother, the importance of having a space like this, is not lost on me. Your first priority is always your children - their health and safety. Having the Ronald McDonald House there if needed, is comforting. This is why I support it, for those families who have stayed there and those will stay there in the future."



2021 Team



Danny Stevens

Main Book, NL Age: 44 Support

"RMHC is a place where families can go when life throws them a curve ball and turns everything upside down, RMHC give those families a place to stay to relive financial pressure and a place to share a common space with other families who are going through similar battles so they can bond and share stories and create new friendships that help fight each individual battle being faced."



Mike Turpin

Labrador City, NL Age: 38 Support

"Everything happens for a reason. I truly believe that! The Ronald McDonald House helped us and our family have more precious time with our sweet boy and be extremely close to him in both our time and his time of need. We'll be forever grateful for the service and care that the RMHC has provided to us and others, in so many ways in both this great province and this beautiful country. It really is a home away from home! We will always be advocates and teammates with this amazing organization. Proud supporter of The Momma's Dream Team! Way to go Ladies."



Andy Kelloway

Steady Brook, NL Age: 47 Support

"In 2006, my son Carson became ill with a kidney disease. He spent almost a year in the Janeway receiving treatment. At that time, the Ronald McDonald House was not there and only for having family in St. John's, the cost of me staying with my son would have been very expensive. Having a facility, like Ronald McDonald House, will help a lot of families with sick kids and take a lot of stress off them in their time of need."



Cory Waterman

Labrador City, NL Age: 42 Support

"We all either have our own experience, or know of someone that has needed and used the RMHC at some point or another. Stories where the RMHC has helped reduce the pressures and burdens that families face during trying times."

What these ladies are doing is showing that because RMHC is there for every one of us, and we want to show that we support them as well. They are showing their strength and determination to travel over 900 km to knock on the door of our RMHC and thank them for everything they do!"

Get Involved

DONATE NOW

www.RMHCNL.ca/donate

Or you can make a donation online now at the Kilometers for Kids fundraising page <https://www.rmhccanada.ca/fundraisers/kilometers-for-kids-bike-tour-across-nl>



GET INVOLVED

Request a Team Meeting/Donation Presentation

Do you have a donation to make and want to meet the team?

Want to arrange a quick photo with the team?

Do you want to provide an evening meal and host the members of Momma's Dream Team along the route?



CONTACT US

We can definitely make arrangements to meet the team. **Contact James Reid, Community Relations Coordinator at jamesreid@rmhcnl.ca or 709-733-5073 to discuss arrangements.**

**THANK YOU EVERYONE
FOR YOUR GENEROUS SUPPORT!**



*Momma's
Dream Team*

KILOMETERS FOR KIDS



Ronald McDonald
House Charities®
Newfoundland & Labrador

**Riding for
Ronald McDonald
House**

Sponsorships

| Sponsorship Level | Presenting Sponsor \$5000 (1) | Silver Sponsor \$2500 (3) | Bronze Sponsor \$1000 |
|---|----------------------------------|------------------------------|--------------------------|
| Event naming as "Your Company" proudly presents Kilometer for Kids | ✓ | | |
| Recognition during all interviews with Media | ✓ | | |
| Speaking Opportunity at the Finish Line event. | ✓ | | |
| Company Logo on the Support Vehicle | ✓ | | |
| Company Logo on Team Wear | ✓ | ✓ | |
| Opportunity to set-up booth for on-site product sampling demonstrations and/or corporate display at Finish Line Event | ✓ | ✓ | |
| Promotional Product for give aways to donors/ supporters along the route | ✓ | ✓ | |
| Social Media Tagged Posts | 16 | 8 | 2 |
| Company Logo on Event Banner | ✓ | ✓ | ✓ |
| Invitation to participate in the Finish Line Event at Ronald McDonald House | ✓ | ✓ | ✓ |
| Special Recognition at the Finish Line | ✓ | ✓ | ✓ |
| Opportunity for employees to meet Team along the route | ✓ | ✓ | ✓ |
| Link to your company website added to RMHC NL webpage | ✓ | ✓ | ✓ |
| Opportunity for first right of refusal in the following year | ✓ | ✓ | ✓ |

Deadline for sponsorship is April 30, 2021 — there isn't much time left, so make sure to get in touch now!

2021 Sponsorship Form

We want to be a Sponsor the Kilometers for Kids Event!

Company: _____

Contact Person: _____

Mailing Address: _____

Courier Address: _____

City: _____ Postal Code: _____

Telephone: _____ Fax: _____

E-mail: _____

Choose your Sponsorship Level:

Presenting Sponsor ☐ \$5000

Silver Sponsor ☐ \$2500

Bronze Sponsor ☐ \$1000



Payment:

Please complete and return the enclosed application form by **FILL**

Cash ☐ Send Invoice ☐ Credit Card ☐



Card Number

Expiry Date

Name on Card

Signature

Deadline for sponsorship is April 30, 2021

Contact: Christine Morgan, Director, Development and Communications

Email: christinemorgan@rmhcnl.ca | Phone: 709-733-5071 | Fax: 747-1270

P.O. Box 28091, 150 Clinch Crescent, St. John's , A1B 4J8