

SOCK IT



Ronald McDonald
House Charities®
Newfoundland & Labrador

for *sick kids
& their families*

#SockItForSickKids



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*



Ronald McDonald
House Charities®
Newfoundland & Labrador

#SockItForSickKids



SockIt for Sick Kids and their Families

Friday November 19, 2021

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

Tag us using #SockItForSickKids

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.



SOCK IT

for

*sick kids
& their families*

Why SOCK IT!



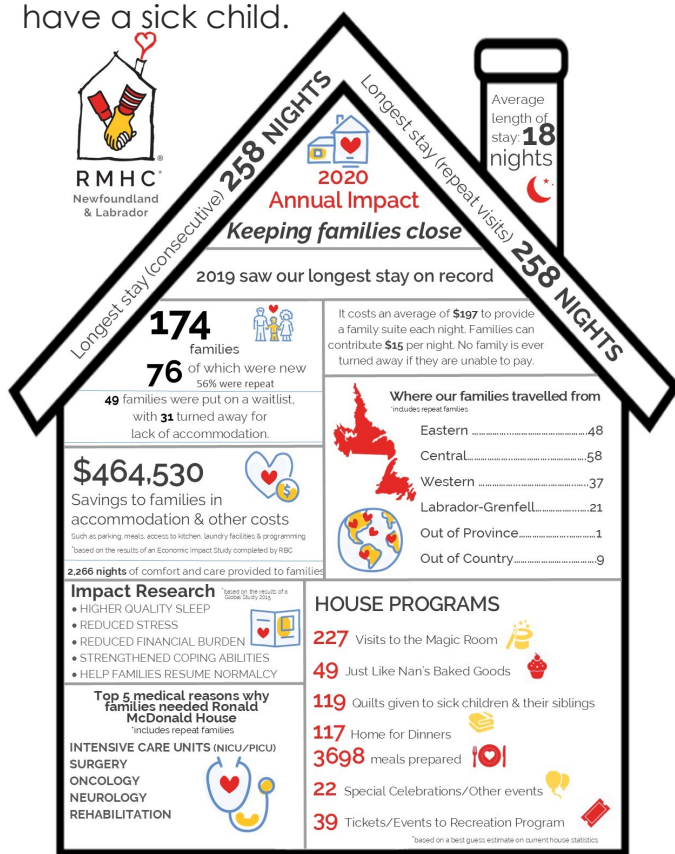
Ronald McDonald House Charities®
Newfoundland & Labrador



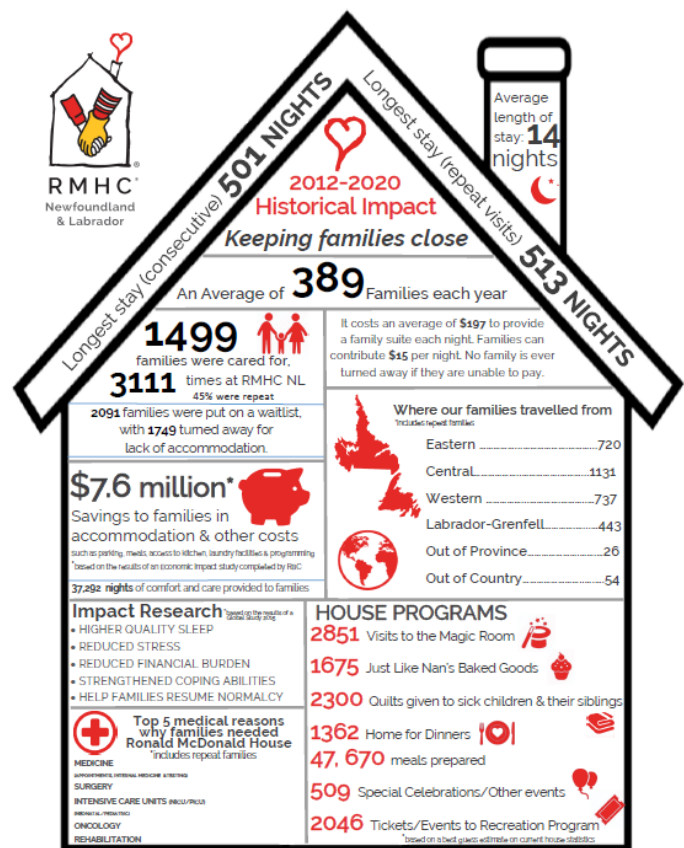
**Aiden O'Keefe and his
sisters Ellie & Kacie
of Happy Valley- Goose
Bay, NL
256 nights since
December 2020**

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.



Ronald McDonald House Charities® Newfoundland and Labrador is a community house. We rely on the support from individuals, businesses, service groups, foundations, corporate sponsors, and annual fundraising activities to ensure the programs and services are available to families each year.



Ronald McDonald House Charities® Newfoundland and Labrador is a community house. We rely on the support from individuals, businesses, service groups, foundations, corporate sponsors, and annual fundraising activities to ensure the programs and services are available to families each year.

SOCK IT

for

*sick kids
& their families*

How to SOCK IT!



Ronald McDonald
House Charities®
Newfoundland & Labrador

SOCK IT! Anytime, Anywhere...

HOW TO #SockItForSickKids

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@rmhcnl.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 19th, present your donation to Ronald McDonald House. [Fundraise online](#)
3. Recognize your efforts and create awareness with a picture of your group in your socks.
4. Then on November 19th, share your pictures with us on Facebook @rmhnl, Twitter @OurHouseNL, and Instagram @rmhc_nl Tag us using **#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 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, at 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."



Keeping families close



The O'Keefe family

Donalda, Ellie, Aiden, Kacie, Gary

#SockIt+2021



Registration Form



Ronald McDonald
House Charities®
Newfoundland & Labrador

We want to register for #SockIt+forSickKids happening on

November 19, 2021

Company: _____

Contact Person: _____

Mailing Address: _____

Courier Address: _____

City: _____ Postal Code: _____

Telephone: _____ Fax: _____

E-mail: _____

☐ We need our order shipped

☐ We will pick up our order

Item	Price	Total
	Socks X \$10.00 per pair	
	Beanie X \$20.00 per beanie	
	X \$2.00 Shipping & Handling per pair/per beanie	
TOTAL		

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



Please indicate your preferred method of payment

☐ Cheque enclosed ☐ Please Invoice

☐ Credit Card



Card Number

Expiry Date

Name on Card

Signature

☐ Order is filled _____

