

# SOCK IT

for *sick kids*  
& their families

## 2022



10  
years

2012—2022



RMHC  
Newfoundland  
& Labrador



# SOCK IT

for

*sick kids  
& their families*

## WHY SOCK IT!

### 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 40,000 nights of accommodations to more than 1600 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 \$8.3M.



## 40,000

nights of comfort and care  
provided to families

## 1600

Families



## 15 NIGHTS

Average length of stay



## \$8.3 Million

Savings to families

# SOCK IT

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**WE HAVE EXTENDED OUR COLLECTION!**



**\$12**

**Signature Socks**



**\$20**

**Signature Beanie**



**\$8**

**Baby/Toddler Socks**



**\$20**

**Heart Mittens**



**\$20**

**Gem the Giraffe— 1st in the Limited Edition  
RMHC NL Plush Collection**



**\$20**

**Striped Mittens**

\* Due to high cost of shipping, Gem will be available for purchase at regional locations, RHC NL, or The Avalon Mall Pop-Up Shop November 1-18th 2022. Contact us to find the location near you.

**SOCK IT FOR SICK KIDS POP UP SHOP AT  
THE AVALON MALL FROM NOVEMBER 1ST—18TH!**



For more information about volunteering with your team at the pop up shop or to purchase merchandise — Contact Heidi Smith, Development Coordinator. [heidismith@rmhcnl.ca](mailto:heidismith@rmhcnl.ca) or 733-5075

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## WHAT IS SOCK IT!

**SOCK IT FOR SICK KIDS AND THEIR FAMILIES**

**FRIDAY, NOVEMBER 18TH, 2022**

A fun day of wearing signature red and white striped merchandise, 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**



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 merchandise at [HTTP://RMHCNL.CA/EVENTS/SIGNATURE-EVENTS/SOCK-IT/](http://rmhcnl.ca/events/signature-events/sock-it/) with the registration form. Also available within this package.





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## How to SOCK IT!

**SOCK IT! ANYTIME, ANYWHERE... AT WORK | AT PLAY | AT SCHOOL**

### HOW TO #SOCKITFORSICKKIDS

1. Get your SockIt items at Ronald McDonald House, The Avalon mall (Nov 1 -18th), contact us at 709-738-0000 ext 0 or [heidismith@rmhcnl.ca](mailto:heidismith@rmhcnl.ca), or order 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 18th, present your donation to Ronald McDonald House.
3. Recognize your efforts and create awareness with a picture of your group in your sock it items!
4. Then on November 18th, join us at the Avalon Mall, or 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



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





## Family is medicine, and right now it's helping 12-year-old Connor Butt of Stephenville fight cancer at Ronald McDonald House

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 medical 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 January 2021, Connor Butt, eleven at the time, was experiencing pain on the left side of his back and was treated for a kidney infection. In May, the pain returned this time with a fever. His parents, Nadine and Chris, were pretty concerned. It was the day following Mother's Day, that an ultrasound discovered a tumor, later diagnosed as Wilms Tumor. Also known as nephroblastoma, Wilms tumor can affect both kidneys, but usually develops in just one. Treatment usually involves surgery and chemotherapy, and sometimes radiation therapy. To get the medical care Connor needs meant relocating from their home, family and friends in Stephenville to St. John's nearly 800km away.

For the Butt Family, Nadine, Chris, Connor and his older sister Hope, this was going to be a challenging road ahead in a city far from home. This is something no family could prepare for. They worried about numerous things, even the simple things, like where they would stay. Shortly after the Butt Family arrived in St. John's, they were introduced to the programs and services of Ronald McDonald House.

"We initially heard of RMHC on TV and with the fire department where Chris works. They have volunteered as a group for McHappy Day in our hometown at McDonald's in Stephenville. We also heard about Ronald McDonald previously as we have friends that stayed there before. When we found out we could stay there it was such a relief." - Nadine Butt

One of the biggest advantages for families staying at Ronald McDonald House is being so close to the hospital. Nothing is as frightening for a parent or for a child as hospitalization. Ronald McDonald House is just steps away from our province's children's hospital which means that Nadine and Chris could take turns staying with Connor overnight while he was admitted in the hospital. Taking care of a sick child is one of the most draining and difficult tasks a parent can face. Beyond handling physical challenges and medical needs, parents also have to deal with their child's emotional needs and the impact that a prolonged illness can have on the entire family. Luckily, this tough balancing act doesn't have to be done alone. Families find support with other families staying at Ronald McDonald House.

"When Connor's two-week visit became an eight week stay, Ronald McDonald House became a second home for our family, and its spaghetti-making, birthday cake-baking staff and volunteers became our family who went above and beyond to make a this situation not just bearable, but even enjoyable."

Nadine added, "You truly don't understand the value of RMHC until you stay there. Honestly, it's a place that you don't actually want to go to but it's the most comforting place that I can ever think of being during a situation like this. Interacting with other families in similar circumstances is very helpful. At the beginning of our stay I wasn't up to interacting with anyone and became closed off but once I opened up and spoke with another mom of a sick child it was so comforting. We became friends and could help support each other. As family is medicine, so are friends, especially ones who know what you're going through. Interacting with the other families, volunteers and staff is something we look forward to. We are very social people and seeing the same friendly faces on a daily basis became part of our healing and we take comfort in knowing that our RMHC Family is there for us."

While Connor's journey is far from over, with treatments expected to continue into 2022, the Butt Family have found strength together at Ronald McDonald House and have come to rely on the vital programs and services offered.

As of September 2021, 4 stays 64 nights at RMHC NL



Ronald McDonald  
House Charities®  
Newfoundland & Labrador



**The Butt Family**  
Hope, Chris, Connor and Nadine  
of Stephenville

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Order Date: \_\_\_\_\_

Taken By: \_\_\_\_\_

Order online or for corporate orders contact  
Heidi Smith, Development Coordinator  
heidismith@rmhcnl.ca or call 738-0000

## #SOCKITFORSICKKIDS MERCHANDISE ORDER FORM 2022

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

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

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

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Contact Name : \_\_\_\_\_

Quantity	Description	Unit price	Total Price
	Gem the Giraffe <b>*Only available for Pick up- no shipping.</b>	\$20	\$
	Heart Mittens	\$20	\$
	Striped Mittens	\$20	\$
	Striped Beanie	\$20	\$
	Red and White Striped Socks	\$12	\$
	Baby/Toddler Striped Socks	\$8	\$
	Shipping <b>(per item- excluding Gem)</b>	\$2	\$
<b>TOTAL</b>			\$

Please indicate your preferred method of payment:

☐ Cheque enclosed

☐ Please Invoice

☐ Credit Card



Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature \_\_\_\_\_

## SockIt! For sick kids and their families

Ronald McDonald House Charities® Newfoundland and Labrador

P.O. Box 28091, St. John's, NL A1B 4J8

info@rmhcnl.ca RMHCNL.ca 1-855-955-HOME (4663)

Charitable Registration # 85050 2865 RR0001



