

SOCK IT

for *sick kids*
& their families

2023



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 44,000 nights of accommodations to more than 1800 families with a sick or injured child traveling to St. John's for medical reasons – it is estimated that Ronald McDonald House has saved these families more than \$9M.



44,000

Nights of comfort and care
provided to families



1,800

Families

15 NIGHTS

Average length of stay



\$9 Million

Savings to families

WHAT IS SOCK IT?

Sock it for sick kids and their families on November 17th, 2023

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!

ONLINE TODAY!!

Order your merchandise at

<https://rmhcnl.ca/community-events/sock-it/>



HOW TO SOCK IT!

SOCK IT! Anytime, Anywhere...

At work | At play | At school

HOW TO #SOCKITFORSICKKIDS

1. Get your SockIt items **ONLINE** at <http://rmhcnl.ca/events/community-events/sock-it/socks>, local volunteer contacts, or visit pop up at the Avalon Mall, Corner Brook Plaza, and other malls around the province - stay tuned for more details.
2. Raise extra funds! Collect donations from friends and family, organize an activity such as a bake sale or casual day. Then on November 17th, 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 17th, join us online, 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 it helped Owen and Noah get stronger 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. 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.

Being pregnant with multiples doesn't necessarily mean that your pregnancy will be problematic. However, women carrying multiples do have a higher chance of developing complications such as high blood pressure and preterm labor. For this reason, all multiple pregnancies are considered high-risk.

Natasha Bailey and Grant Strong of Shoal Harbour, NL were expecting twins but complications meant an early hospitalization in St. John's 200km from home. A few weeks later they discovered that one of the two babies, would require surgery as soon as he was born as his stomach was not attached to his bowels. This meant an extended stay in St. John's until the boys were due four months later.

"It was terrifying. Nothing was going as planned. The boys were going to require an extensive stay in the NICU." Natasha said.

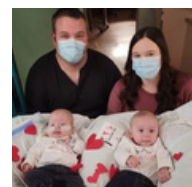
It was then that the doctors at the hospital referred the family to the programs and services offered at Ronald McDonald House. "I had heard about it before but we were uncertain the house was going to be right for us. We were unsure how we felt about common spaces in the house and if this was really where he wanted to stay for such an extensive period of time. But the care from the stay and the supports from other families in the house that were also dealing with a sick child made supporting our children so much easier. They became family and a familiar face at the end of the day. Every single program provided by Ronald McDonald House made the experience that much easier. The Home for Dinner program allowed us to not have to worry about what we were going to cook for supper. We could spend more time with Noah or Owen. It freed up time for us where we were needed the most." **Natasha continued.**

"Noah and Owen were born early at 28 weeks and we spent Christmas at Ronald McDonald House. It was hard but waking up in the morning to a visit from "Santa" was heart warming. It wasn't about the gifts. It was just the thought behind it. The boys had been given Christmas Eve pajamas and we were able to get pictures of them in at the NICU. This just added to the special memories of our first Christmas together and it is one that we will never forget."

Owen spent an additional nine months in intensive care after he was born and had four surgeries: two g-tube insertions, duodenal atresia repair and reflux repair. Owen was also diagnosed with Down Syndrome. The family require frequent trips to St. John's for medical appointments for both boys, at least once a month. Owen has a long road ahead of him filled with medical appointments and treatment that will last his lifetime. With the family living more than 200km away from our provinces' only pediatric hospital, they have come to rely on the programs and services at Ronald McDonald House to keep their family together and near the medical care and resources Owen needs.



[Read More](#)



The Strong Family
Grant, Natasha, Owen & Noah
of Shoal Harbour, NL

ORDER SOCK IT ITEMS ONLINE

ONLY WHILE QUANTITIES LAST!



\$12

Signature Stripped Socks



\$10

Baby/Toddler Socks



\$20

2023 'Eddie' The Elephant
DELIVERY STARTS SEPTEMBER 2023



\$20

Heart Mittens



\$20

Striped Mittens



\$20

Beanie

SOCK IT FOR SICK KIDS POP-UP SHOPS WILL BE POPPING UP AT THE **AVALON MALL** FROM NOVEMBER 1ST— 17TH & THE **CORNER BROOK PLAZA** ON NOVEMBER 2-4, NOVEMBER 9-11 AND NOVEMBER 16-17.



For more information about volunteering with your team at a POP UP shop or to purchase merchandise - contact Robyn Horwood, Development Officer.

E. robynhorwood@rmhcnl.ca T. 738-0000 ext. 0

#SockItForSickKids MERCHANDISE ORDER FORM 2023

Company Name: _____

Mailing Address: _____

City: _____ Postal Code: _____

Telephone: _____ Email: _____

Contact Name: _____

Quantity	Description	Unit price	Total Price
	Red and White Striped Socks	\$12	\$
	Baby/Toddler Striped Socks	\$10	\$
	Heart Mittens	\$20	\$
	Striped Mittens	\$20	\$
	Striped Beanie	\$20	\$
	Eddie the Elephant *Only available for Pick up- no shipping.	\$20	\$
	Shipping (per item- excluding Eddie)	\$2	\$
TOTAL			\$

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



#SockIt2022 Highlights

