



Ronald McDonald House Charities®
Newfoundland & Labrador

RMHC keeps families with sick children close to each other and the care and resources they need, when they need it most.

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.



Make a difference in the lives of sick children and their families. Volunteer in your community today!



Ronald McDonald House Charities®
Newfoundland & Labrador



Red Shoe Crew
Walk
for Families



RMHC®
Newfoundland & Labrador

Host an Event



Ronald McDonald House Charities®
Newfoundland and Labrador

P.O. Box 28091
150 Clinch Crescent
St. John's, NL A1B 1X0
Phone 709-738-0000

info@rmhcnl.ca
www.RMHCNL.ca/red-shoe-crew

Presenting Sponsor



#KeepingFamiliesClose



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...one step at a time



Red Shoe Crew—Walk for Families Held Annually in the month of September

The annual Red Shoe Crew—Walk for Families helps raise funds and awareness to keep families with a sick or injured child close to each other and the care and resources they need. Hosted by volunteers in communities throughout Newfoundland and Labrador during the month of September, this event coincides with the anniversary of the opening of Our House in September 2012.

Individuals, groups, businesses, or organizations register for **pledge sheets** or **online fundraising**, fundraise and then come together on a designated day to walk or run for fun, exercise, prizes and ultimately to **celebrate families and their strength in healing a sick child**.

A celebration that is unique to the community will follow the event. This is a celebration of **Strength in Numbers, Strength in Families**, and the power of a united community in supporting a family with a sick or injured child.



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Organize your own Red Shoe Crew— Walk for Families event in your community *Make a difference and help families in your community. Hosting the event is easy:*

- Register your community or school by contacting Ronald McDonald House
- Find a location that is well known in your community
- Gather a CREW to help organize
- Set goals—events are all sizes (10 or 100+ participants)
- RMHC will supply everything you need (posters, pledge sheets)
- Get people involved
- Enjoy the event and celebrate your community and your success!



In 2017, thousands of individuals took part in Ronald McDonald House's Red Shoe Crew—Walk for Families in **43 communities** throughout the province. These events, held throughout the month of September, raised a record amount totaling more than **\$245,000**. The funds will support programs and services offered at Ronald McDonald House while accommodating sick or injured children and their families each year. That's a six year total of more than \$1.3M!

Support Provided by RMHC

- Crew organizing manual
- Pledge sheets (numbered)
- Posters
- Solicitation letters
- Lottery Licenses (as needed)
- Cut Outs (sold and displayed in businesses)
- Donation cans
- Event Banners
- Incentive items: Laces, wristbands, T-Shirts and other items
- Other Prizes—Trip for two with WestJet and Trip for two with PAL airlines
- Stickers/Bookmarks/Brochures/Balloons/ Coloring Sheets
- Thank you certificates and cards
- Provincial Advertising—Radio, TV, Social Media & Newspaper
- Conference calls with all crew leaders and organizers
- RMHC information and facts

We have an International Award Winning Volunteer Program at RMHC that includes invitation to the annual RMHC NL Volunteer Gathering in St. John's and many other awards and recognition.

