



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.
Participate in your community today!



Ronald McDonald House Charities®
Newfoundland & Labrador



Red Shoe Crew
Walk
FOR Families



RMHC®
Newfoundland & Labrador

Participate



Make your steps count for families

Ronald McDonald House Charities®
Newfoundland and Labrador

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Presenting Sponsor



#KeepingFamiliesClose



#KeepingFamiliesClose

...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.

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!**



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Participate in a Red Shoe Crew—Walk for Families event in your community

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.

Incentive Prizes

Raise \$25

Receive RMHC Zipper Pull or RMHC bracelet

Raise \$50

Receive an event t-shirt and RMHC Zipper Pull or RMHC bracelet

Raise \$100

Receive a ballot for the Grand Prize Draw of a trip for two anywhere Pal Airlines Flies, an event t-shirt, and red laces or RMHC bracelet

Prize for the participant that raises the most money in NL!

\$250 Gas Card

Check www.RMHCNL.ca for a full list of locations and local contact information

Fundraising Tips - In Person and Online

- **Ask Everyone!** Use your pledge sheet or online fundraising page to get family, friends, coworkers, neighbors, etc. to donate!
- **Recruit!** Ask close family and friends to take your pledge sheet and ask for donations or share you online fundraising page!
- **Use Social Media!** Post your online fundraising page on social media pages such as Facebook or Twitter! Social media can be very powerful!

Fundraising Tips - At the office/school

- **"Casual Fridays"** get coworkers to wear jeans (or our signature socks) and make a donation for participating!
- Host a **Bake Sale**
- Put a **donation can** up in the office or classroom (we can provide the can)

