

# 2020 Participate Guide



*Red Shoe Crew*  
**Walk**  
*FOR Families*  
**Your Walk Your Way**



**RMHC®**  
Newfoundland  
& Labrador



# WHY WE WALK FOR FAMILIES

**"I WALK** so that families in my community see Ronald McDonald House as a place for **every** family, no matter your economic status or the medical matter."

I was a family who was afraid to ask or accept the help from Ronald McDonald House when I needed it most. My son was born at 27 weeks in Edmonton and when asked about the RMHC I didn't know that a home such as this was for me to use. I was a working parent, I feel into the category of **"not knowing"** which in turn caused many bills to occur for our family, as we stayed in hotels for the next 73 nights. It is my hope and passion that we can continue to raise money for the RMHC, so that more families can avail of the programs and services in times of need and that we can continue to build and expand. "

**- Tanya Barron, Placentia, NL**



**"I WALK** to help families be able to have not only a home away from home close to the hospital while having a sick child, but to have a large support system of staff and volunteers who become family when you are so far away from your own."

**Nyiehsa Short,  
Anchor Point, NL**



**"I WALK** for the love of children, especially those affected by illness. Living far from the children's hospital, I can appreciate that it must be difficult for families. I walk to make sure that sick children have their families by their side. "

**Annette Bishop-Higdon,  
New Harbour, NL**



**"There's a few reasons WE WALK** for families, but mostly what comes to mind is that RMHC was there for us when we needed it. We didn't have to ask... they were just there :)"

**Cindy Wells  
Irishtown-Summerside**



**"I walk** because every time I volunteer as a family service volunteer I see the impact and support RMHC NL provides to each family.

**Stephen Patten,  
St. John's**



**"I WALK** to help keep sick children and their families close"

**Krista Andrews,  
La Scie, NL**

**"We WALK** for Families! In the spring of 2016 our daughter required surgery and we needed to stay close to the children's hospital. Thankfully Ronald McDonald House (RMHC) was there for our family. It provided us all the comforts of home while allowing us to care for our recovering daughter. This house is a Home for many families who need to concentrate on nothing more than their child's health. We walk annually to help provide support for this amazing House so it can continue to be there for other families when they need it most. We walk to teach our daughter what it means to be kind and give unconditionally to others. RMHC is much more than a building next to the hospital. It is a loving, caring, supportive group of staff, volunteers, and families that come together during a family's time of need. By joining the annual Walk for Families event you are helping ensure that this Home is there for families."

**Sherry, Stephen & Emma King,  
Victoria, NL**



## Who can stay at RMHC NL?

- Family members whose child/patient is receiving treatment (regardless of medical condition) at the children's hospital or another medical facility in the St. John's area.
- The child/family must live at least 80 kilometers away from Ronald McDonald House.
- All individuals staying at RMHC must be actively involved in the child's hospital routine unless they are other children in the family.

## What can families expect at RMHC?

- Conveniently located next to the Janeway children's hospital in St. John's
- 24-7 Operational front desk
- Communal Living Environment
- Family Support Programs
- A Fully equipped kitchen with plenty of space for preparing meals
- 15 Family Suites, each with 2 queen size beds, private washrooms and fully stocked with linens and towels
- Laundry Facilities
- Resource Center
- Children play areas
- Movie Room
- Home Office
- Access to Wireless Internet
- Wheelchair accessible
- Non-Smoking/Scent Free
- Room Fee \$15/night/family

## Ronald McDonald House Charities NL

### Keeping Families Close

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.**

## Red Shoe Crew-Walk for Families

**September 2020**

**Walk When you Want, Where you Want**

**In the month of September**

The annual **Red Shoe Crew-Walk for Families** helps raise awareness and funds to provide programs and services for sick children and their families when they need it most. This event is hosted by volunteers and held in September in communities throughout Newfoundland and Labrador. The event coincides with the anniversary of the opening of Ronald McDonald House and is the largest annual fundraising event. Participants register to receive an event pledge sheet or set up it up online, By **MAKING YOUR STEPS COUNT FOR FAMILIES** and with every dollar raised participants are **helping keep sick children and their families close to each other and the medical care and resources they need, when they need it the most..**

Given the Public Health Restrictions this year, this event will have more flexibility for participants to Walk When they Want, Where they Want in the month of September.

Should Public Health Restrictions allow it, a celebration that is unique to the community will follow the walk. This is the chance to recognize participants, sponsors, volunteers, and donors. It is also a time to give out prizes, play games, enjoy snacks, and celebrate families, and the power of your united community !



Make your steps  
count for families





# INTRODUCTION



## WHAT IS WALK FOR FAMILIES?

This event is hosted by volunteers and held annually in September in communities throughout Newfoundland and Labrador. The event coincides with the anniversary of the opening of Ronald McDonald House and is the largest annual fundraising event. By **MAKING YOUR STEPS COUNT FOR FAMILIES** and with every dollar raised, participants are **helping keep sick children and their families close to each other and the medical care and resources they need, when they need it the most..**

## HERE IS WHAT TO EXPECT

1. Planning begins well before Walk day. To have a successful Walk, we ask all of our participants to register online and begin fundraising as early as possible Register at [www.WALKFORFAMILIES.CA](http://www.WALKFORFAMILIES.CA)
2. Arriving on Walk Day you will go through our registration area. Here you can check in or register, receive your I Walk Because Red Heart and pick up your incentives based on fundraising level attained). At this time, you have an opportunity to make/turn in any additional donations.
3. During the registration period there may be light music playing along with a warm up, there will be announcements, RMHC information and if possible Corporate Sponsor area. This is really a time for you and your team members to join together and celebrate the reason you are making your steps count for families.
4. Most Walk routes are short and all are family-friendly and non-competitive so you can walk as little or as much as you wish!
5. When you return from walking, depending on locations, there will be additional family activities, snacks, prizes and awards.

**Should there be public health restrictions in effect due to COVID-19 in September, there will be no public gatherings. Participants will still be encouraged to still fundraise and walk *When they Want and Where they Want* in the month of September.**

Check website for location details  
[www.WalkForFamilies.ca](http://www.WalkForFamilies.ca)

## Special Incentives for YOU

**Raise \$25**

RMHC  
Wristband



**Raise \$50**

RMHC  
Zipper Pull



**Raise \$100**

RMHC  
Water Bottle



**Raise \$500**

RMHC  
Signature  
Beanie



**Raise \$750**

RMHC Ball Hat



**Raise \$1000**

RMHC Jacket



**A Ballot for  
every \$100  
Raised**



**Top  
Fundraiser**



**\$500  
Gift card**

**Red Shoe  
Crew  
Leaders**



### Make your goals meaningful

Perhaps your goal is a personal milestone, your birthday or in honor of a person or family you are walking for. For past walkers your goal might be to exceed your past fundraising goal. There are lots of different ways to have fun setting your goal. We encourage each person to strive for a minimum of **\$500** which earns you an exclusive *RMHC Signature Red and White Stripped Beanie* and a ballot for the trip for 2 on PAL. It also covers the cost for RMHC to host a family with a sick child for 3 nights.

### Some STEPS for setting GOALS

**Lead by example.** Making the first donation towards your goal helps set the bar. By making a personal donation you show your donors and teammates how important this cause is to you.

**Your goal should be realistic but significant.** When people work hard to reach a strong goal they feel a real sense of accomplishment when they succeed!

**Share your goal with everyone,** put it on your individual fundraising page, in your emails, on social media posts and in your fundraising appeal letter. Sharing your goal lets others see your commitment.

**What does your donation  
mean to one family at  
Ronald McDonald House?**

<b>\$27</b>	Could provide a <b>meal</b> for a family in at the end of a long day
<b>\$51</b>	Could provide a family with <b>quality time</b> watching a movie
<b>\$83</b>	Could stock the playroom with <b>toys and games</b>
<b>\$127</b>	Could stock the <b>kitchen pantry</b> with all the cooking essentials
<b>\$197</b>	Could cover the cost to host a family for <b>one night</b>
<b>\$591</b>	Could cover the cost to host a family for a <b>weekend</b>
<b>\$1,379</b>	Could cover the cost to host a family for a <b>week</b>
<b>\$2,758</b>	Could cover the cost to host a family for <b>two weeks</b>
<b>\$5,576</b>	Could cover the cost to host a family for a <b>month</b>
<b>\$17,730</b>	Could cover the cost to host a family for <b>three months</b>
<b>\$35,460</b>	Could cover the cost to host a family for <b>six months</b>
<b>\$53,190</b>	Could cover the cost to host a family for <b>nine months</b>
<b>\$71,905</b>	Could cover the cost to host a family for a <b>year</b>



Red Shoe Crew  
**Walk**  
Families  
Your Walk Your Way



# SHARE YOUR HEART Challenge

Red Shoe Crew  
**Walk**  
Families

**WIN a \$500 Mystery Gift Card Package  
& other great consolation prizes**

Walk When you Want, Where you Want  
**in the month of September**

## HERE IS HOW...



- Take a photo while walking with a heart shaped sign "I'm Making my Steps count for Families " Download it on [walkforfamilies.ca](http://walkforfamilies.ca) or make your own heart shaped sign,
- Post it on Facebook —tag #RedShoeCrew2020 in the post , your community (make sure its public so we had find it!)
- In your post—Challenge 3 others to do the same.
- You can accumulate one entry per day that you walk in September. Walk one day or everyday—maximum of 30 entries per registered walker (one per day September 1—30, 2020)

### To be Eligible you must also:

- Be registered for the event online or have received an official pledge sheet
- Raise a minimum of \$100 AND submit by September 30, 2020

Prizes will be announced during the

## **Final Step Event**

Thursday October 8, 2020 at 11am at  
RMHC 150 Clinch Crescent (Facebook Live)



## PLEDGE SHEETS

If online fundraising isn't for you, we do have offline pledge sheets available. Visit [www.WalkForFamilies.ca](http://www.WalkForFamilies.ca) and sign up. You will be given a link to download and print or We can mail as many as you need to your address.

## SEND EMAILS

Sending emails to family and friends is one of the most successful ways to fundraise. Pick from one of our email templates (or create your own), select your recipients, and send. It's that easy! You'll be able to send more emails (and raise more money!) than ever before!

## PROVINCIAL LOTTERY

# 50/50

## WIN up to \$10,000 CASH

**\$5 each—only 4000  
tickets printed**

**[WalkForFamilies.ca](http://WalkForFamilies.ca)**

**To be drawn October 8th at  
Ronald McDonald House**

## ONLINE FUNDRAISING—Fast & Easy

We have taken great steps to improve the online fundraising process. From the moment you first log in, you'll be able to start fundraising quick and easy!

This new approach will make it simple to update your personal page, manage your contacts and team, ask for donations, and invite friends and family to join your team or donate

## INSTRUCTIONS

The screenshot shows the RMHC Canada website. At the top is a navigation bar with links: Why RMHC, Our Impact, McDonald's, Our Partners, Find a Location, Donate, and Fundraising. The main heading is "2020 Red Shoe Crew-Walk for Families - Your Walk, Your Way!". Below this, a campaign goal bar shows "\$36,500" raised out of a "\$250,000" goal. A photo shows a group of people walking. To the right, there's a "Donate to this campaign" button, social media share icons, and a text box stating: "Together we have raised \$36,500 of our combined \$250,000 goal. Would you like to become a part of this campaign and join it with your own fundraiser?" Below this is a "Create your fundraiser" button, which is highlighted by an arrow.

1. **Visit [rmhc.ca](http://rmhc.ca)** Click on fundraising, then active fundraisers. Find "2020 Red Shoe Crew-Walk for Families - Your Walk, Your Way!" and click on it
2. Click on "Create Your Fundraiser", make an account and sign in
3. Fill out the four sections:
  - **Step 1:** Fundraiser Details: Your Fundraiser name (your name, your community's name), your goal, fundraiser description, whether or not you are hosting an event. \*\*Information such as which RMHC Chapter you are supporting and fundraiser end date will be pre-filled with our event info and cannot be changed.
  - **Step 2:** Upload an eye-catching image or video to your campaign. Perhaps a photo of why you are walking or one from a past walk in your community
  - **Step 3:** There isn't anything needed here as you are making a campaign under the main campaign, proceed to step 4
  - **Step 4:** Review. Make sure all the information is correct and that everything looks good. You are ready to publish your fundraiser and start raising funds!

**Once your fundraiser is live, start sharing it around  
and raise as much as you can!**





## Ideas to Support

### Online Fundraising Efforts

- Personalize your online fundraising page
- Share why you are raising money for Ronald McDonald House through social media and by using the #WalkForFamilies.
- Add a photo of yourself or the person you are honoring.
- Share a video talking about why you are walking for families
- Email friends and family to ask for donations.

### Fundraising Ideas

- BBQ - Celebrate the beginning of summer with a BBQ event selling hot dogs and hamburgers.
- Bake or Craft Sale - Sell baked goods or crafts by setting up a table at fairs or local mall.
- Garage Sale - A rummage sale with odds and ends that you no longer need or want.
- Online Auction - Auction off items online. Online auctions come in many different formats,
- Recycling Drive - Raise money (and help the environment) by collecting beverage container donations in your community.
- Keep the Change – Turn your small change into additional dollars for your fundraising efforts.
- Happy Hour Party – Invite all your friends (and their friends) to a happy hour and charge a small cover fee. Invite them to join your team or give additional donations. Birthday Celebration– Instead of gifts have your friends and family donate to RMHC on your behalf.

\*Be sure to obtain necessary approvals prior to implementation when appropriate

# FUNDRAISING

## Using Social Media to Promote Your Fundraising Efforts

Talk about your fundraising on social platforms like Facebook, Instagram and Twitter. Use our **downloadable social media tools** to help promote the Walk for Families and your fundraising as well.

## Other Fundraising Ideas

Ronald McDonald House has created a variety of fundraising resources to help you to outreach to your employer, your child's school, local restaurants and businesses.

**Community Fundraising Tool Kit** offers all the resources you need to engage in a fun and "comfortable" way for businesses and employees to raise funds for Ronald McDonald House!

**Young Heroes Tool Kit** is full of creative fundraising ideas and free downloadable resources for kids to get started!

## Make a List of those to DIRECTLY ask for support :

- If you have participated before—contact those that supported you last year
- Family, friends, and co-workers
- Your gym, doctor, dentist, teacher, coach, hair stylist, etc., to write a check for you instead of the other way around!
- Schools – Get your child's classroom or school to help you fundraise. Check out our Kids and Coins Tool Kit
- Schools, Colleges, and Universities
- Local McDonald's Staff
- Beavers, Scouts, Girl Guides
- Local Service Groups (Knights of Columbus, Church Groups, Lions Clubs, Rotary Clubs, Royal Canadian Legions, Cadets, to your local Knights of Columbus, Lions Club, Rotary Club, Kiwanis, etc. They support individuals in their communities.
- Fire Department, Police Departments
- Hospitals, Doctor's Offices, Clinics
- Walking and running groups, Sports Teams
- Municipality council members and staff, local Politicians, MHA's, & MP's
- Senior Citizen and Nursing Homes
- Alumni Organizations – Ask your own college or university to make a donation or place an ad in their alumni newsletter about your philanthropic efforts.
- Businesses in the area and their employees
- Gyms, Recreation Facilities, and Daycares
- Media

**Ask for the Right Amount – Don't miss the opportunity to increase your "ask" to a larger pledge when you think it is appropriate**





# PARTICIPANT CHECKLIST



## Participant Checklist:

- ☒ Ensure that all of your donors have submitted their donations either online or to you directly
- ☒ Ensure you have names and addresses of all donors requesting tax receipts for amounts \$20 or more
- ☒ Complete all online fundraising by September 30, 2020
- ☒ If you have an on offline pledge sheet, please ensure it includes your full name, address, email and signature to receive incentives
- ☒ Submit offline pledge sheet by September 30, 2020
- ☒ Send thank you notes to all donors letting them know how the event went and how much money you raised.
- ☒ Include photo from the event in your thank you notes and emails.

**Thank you** for helping keep families with sick children close to each other and the medical care and resources they need at Ronald McDonald House

**Interested** in getting even more **involved** in a Red Shoe Crew-Walk for Families event

in your **community**?

Consider joining your local Red Shoe Crew Committee!

Contact your local Red Shoe Crew or Ronald McDonald House for more information.

**Ronald McDonald House Charities NL**  
**P.O. Box 28091, 150 Clinch Crescent**  
**St. John's A1B 4J8**  
**1-855-955-HOME (4663)**  
**RMHCNL.ca WalkForFamilies.ca**