

**10**  
years  
2012 – 2022



Ronald McDonald  
House Charities®  
Newfoundland & Labrador

Red Shoe Crew  
**Walk**  
for Families



Make your steps  
count for families

**2023 Participant Guide**

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



# WHY WE WALK FOR FAMILIES

"We **WALK** for Families each September because 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**



"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** 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**



"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** 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 fell 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**



## 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 wash-rooms and fully stocked with linens and towels
- Laundry Facilities
- Resource Center
- Children play areas
- Family Time Movie Theatre
- Home Office
- Access to Wireless Internet
- Wheelchair accessible
- Non-Smoking/Scent Free
- Room Fee \$15/night/family
- Family Time Park

# 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 2023**



**Ronald McDonald House Charities®**  
Newfoundland & Labrador

The annual **Red Shoe Crew-Walk for Families** raises 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 online or receive an event pledge sheet. 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.**

An anniversary celebration that is unique to the community will follow the walk. This is the chance to celebrate 11 years of RMHC in NL, 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*



## Special Incentives for YOU

### Raise \$25

RMHC NL  
Zipper Pull



### Raise \$50

**NEW in 2023**

RMHC NL  
Red Sunglasses



### Every \$100 Raised

Entry ballot for  
\$500 Gift Card



### NEW in 2023 • Gift Cards

Amazon • McDonald's • WalMart

Amount Raised	Gift Card Value
\$250+	\$25 Gift Card
\$500+	\$50 Gift Card
\$750+	\$75 Gift Card
\$1000+	\$100 Gift Card
\$2500+	\$250 Gift Card
\$5000+	\$500 Gift Card

- Participants have the option to choose between a gift card for Amazon, McDonald's, or WalMart
- Participants have the option to waive their gift card incentive to have the value donated back to RMHC NL.
- Gift Card incentives are not cumulative.
- Gift Cards will be processed and mailed to individuals within 4-6 weeks of Funds Raised returned to RMHC NL

### Top 3 Fundraisers

Keepsake Medal PLUS  
Name on RMHC NL



**Red Shoe  
Crew  
Leaders**

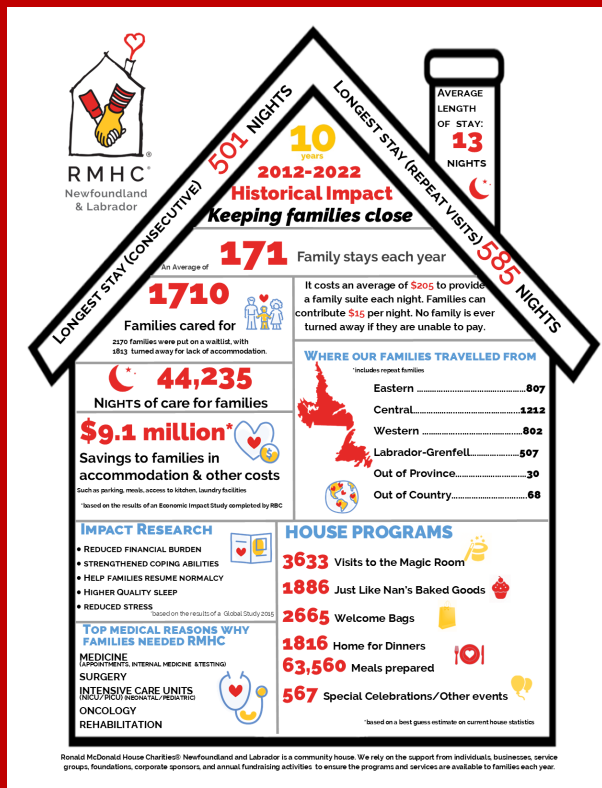


## SETTING GOALS

### Make your goals meaningful

Perhaps your goal is a personal milestone, 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 goal of **\$239** which covers the cost for RMHC to host a family with a sick child for one night. You will also earn an RMHC NL wristband or zipper pull + sunglasses + 2 Grand Prize Ballots!

### 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.



Ronald McDonald  
House Charities  
Newfoundland & Labrador

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





### 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 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 could be light music playing along with a warm up, children's activities, announcements, RMHC information and if possible a 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, accessible, 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.

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

**Can't find a walk near you? Why not host one!**

For details, contact Heather Butler, CFRE  
[heatherbutler@rmhcnl.ca](mailto:heatherbutler@rmhcnl.ca) or (709) 733-5073





**RMHC**  
Newfoundland  
& Labrador



It costs an average of **\$239** to care for a family each night. Families can contribute **\$15** per night. No family is ever turned away if they are unable to pay.

## **This is the impact of your donation in providing programs and services at RMHC NL**

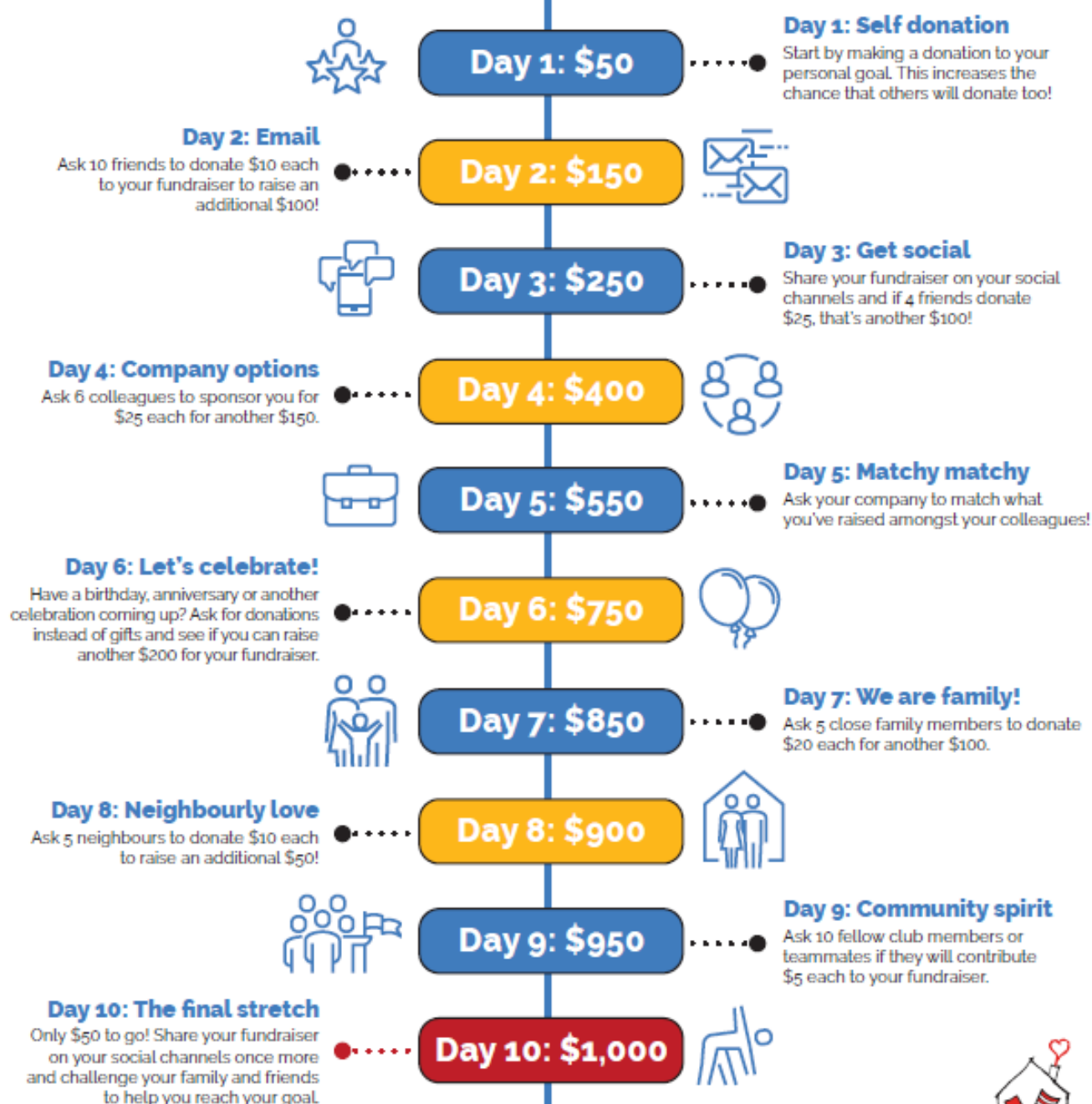
- \$27** Could help provide a **meal** for a family in at the end of a long day
- \$51** Could help provide a family with **quality time** watching a movie
- \$83** Could help stock the playroom with **toys** and **games**
- \$127** Could help stock the **kitchen pantry** with all the cooking essentials

- \$239** Could cover the cost to care for a family for **one night**
  - \$478** Could cover the cost to care for a family for a **two nights**
  - \$1,673** Could cover the cost to care for a family for **one week**
  - \$3,346** Could cover the cost to care for a family for **two weeks**
- \*Average stay

- \$7,269** Could cover the cost to care for a family for **one month**
- \$21,808** Could cover the cost to care for a family for **three months**
- \$43,617** Could cover the cost to care for a family for **six months**
- \$65,426** Could cover the cost to care for a family for **nine months**
- \$87,235** Could cover the cost to care for family for **one year**

# How to Raise \$1000 in 10 days!

You've set up your fundraiser – congrats! Now the fun begins!  
Here are **10 easy steps** to help you get on a fundraising roll and help keep more families together and close to their sick child in hospital.



**Done! You've Raised \$1,000.**





# SHARE YOUR HEART Challenge



**WIN a \$100 Mystery Gift Card Package**



## HERE IS HOW...

- Take a photo while walking in September with a heart shaped sign "I'm Making my Steps count for Families". Download one on [WalkForFamilies.ca](http://WalkForFamilies.ca) or make your own heart shaped sign.
- Post your photo on Facebook or Instagram, tag #RedShoeCrew2023 in the post (make sure your post is public so we can find it!)
- In your post - Challenge 3 friends to do the same.
- You can accumulate one entry per day, per photo that you walk in September. Walk one day or every day - maximum of 30 entries per registered walker (one per day September 1 - 30)

### To be Eligible you must also:

- Be registered for the event online or have received an official pledge sheet
- Raise a minimum of \$25 AND submit by September 30

Prizes will be announced during the

## **Final Step Event**

Friday October 6, 2023 at 11am at RMHC

150 Clinch Crescent (Facebook Live)





# SHARE YOUR HEART

## Business Challenge



**Earn special recognition on social media for participating and provincial level bragging rights for having the most hearts sold!**

## HERE IS HOW...

- Request hearts from RMHC - [info@rmhcnl.ca](mailto:info@rmhcnl.ca)
- Sell to your customers \$1 each August/September
- Proudly display in your store front
- Submit your total fundraising amount to RMHC by October 1 - [info@rmhcnl.ca](mailto:info@rmhcnl.ca)
- Submit funds raised no later than October 16

**Top 3 businesses** will be announced  
during the **Final Step Event**  
Friday October 6, 2023 at 11am at  
RMHC 150 Clinch Crescent  
(Facebook Live)



**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**





## 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

**WESTJET**   
**Cares for Kids**

**One round trip flight for two  
guests, to any regularly  
scheduled WestJet destination  
\$2 each - 15,000 tickets  
printed**

**To be drawn October 6th at  
Ronald McDonald House,  
150 Clinch Crescent &  
LIVE on Facebook!**

## 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

### 2023 Red Shoe Crew-Walk for Families






Together we are raising funds for RMHC Newfoundland & Labrador.

Ends: October 15, 2023

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, fundraise and then walk or run for fun, prizes and ultimately to help sick children and their families be close to each other and the medical care and resources they need.

Donate to this campaign

Share   

Together we have raised \$0 of our combined goal

Would you like to become a part of this campaign and join it with your own fundraiser?

[Join this fundraiser](#)

Teams participating in this Fundraiser

2023 Red Shoe Crew-Walk for Families raised \$0

1. **Visit [rmhc.ca](http://rmhc.ca)** Click on fundraising, then active fundraisers. Find "2023 Red Shoe Crew-Walk for Families!" 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!**





# 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** ([www.WalkForFamilies.ca](http://www.WalkForFamilies.ca)) 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 share information with 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! Contact us at (709) 738-0000 to get your copy!

**Young Heroes Tool Kit** is full of creative fundraising ideas and free downloadable ([www.RMHCNL.ca](http://www.RMHCNL.ca)) resources for kids to get started!

## Ideas to Support Fundraising Online or in Person

- 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.
- Neighborly Love – Stick a flyer in their mail-boxes explaining why you're raising money and ask them to donate.

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

## 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
- Ask 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.
- 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
- ☒ 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
- ☒ Send thank you notes to all donors letting them know how the event went and how much money you raised.
- ☒ Include photos 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.

Visit [www.WalkForFamilies.ca](http://www.WalkForFamilies.ca)

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