

Step Up for Families

May 1 - 31, 2021



Families who stay at Ronald McDonald House BC & Yukon come from over 200 different communities when they must unexpectedly travel to Vancouver for their child's urgent medical care. Every year, our incredible community of fundraisers, donors and supporters help to raise awareness and funds for these families, allowing us to provide a comforting home-away-from-home when families need it most.



Take a House tour!

About the Campaign

This **May**, virtually assemble your squad of family, friends, classmates or co-workers to move a total of **73 km** while raising awareness and funds for the 2,000 families a year who can stay at RMH BC's 73 bedroom House and Family Room.

No matter where you live, you can participate by **walking, running or moving in your favourite way!** We're excited to bring our community together for an impactful event that can take place from the comfort of your home and at a safe social distance.



How to Get Started

1. Recruit your team virtually by sharing this toolkit with friends and family. You can also take on the challenge on your own!
2. Visit give.rmhbc.ca/stepupforfamilies to register for FREE and set-up your team or individual fundraising page. Share your link for your squad to join!
3. Pledge to make a difference to RMHBC families by choosing an impactful fundraising target.
4. Conquer the 73 km in the month of May and collect donations along the way!



Visit give.rmhbc.ca/stepupforfamilies to register!



#STEP UP FOR FAMILIES

The Impact of your Support

- \$125** gifts 1 night of comfort to a family
- \$220** provides groceries for a week
- \$875** covers the cost for a 1 week stay
- \$1,500** provides a Family Meal for the House
- \$3,125** supports a family for an average stay

There are some exciting prizes to be won by participating and fundraising!

Last year



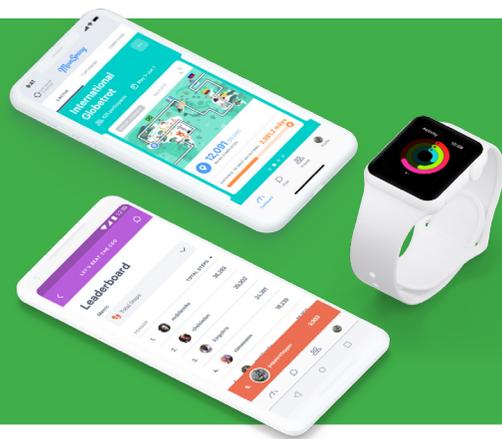
The average length of stay by families was **25** nights

222 healthy sublings were able to stay close to their brother or sister who was in the hospital



15,120 fresh and frozen meals were enjoyed by families at the House

113 families stayed at the Surrey Family Room to be close to their sick child



Tracking your Distances

This year, we are excited to partner with a fun, interactive app called **MoveSpring**! Simply download the app*, connect your fitness tracker and your distances will be automatically updated. Distances can also be entered manually. **View the distance leaderboard in real-time and see where you or your teammates stand in the challenge!**

*You will receive a link to join the Step Up challenge on MoveSpring once you have completed your registration.

Share Your Challenge!

The best way to conquer your fundraising goals and make an incredible impact on RMH BC families is to share your Step Up journey with your supportive network. Here are a few tips when sharing:

- Take a selfie while you move and share your reason for stepping up.
- Use a fun Step Up for Families Instagram sticker by searching for "RMH" on the sticker page.
- Use one of our example posts and social media images. Don't forget to share a link to your fundraising page in your posts!
- Tag us **@RMHBC** and use **#stepupforfamilies** so that we can re-share your post.



Questions?

Visit give.rmhbc.ca/stepupforfamilies or contact us at community@rmhbc.ca

Partner with Step Up for Families

For information on opportunities to associate your organization with Step Up for Families, please contact Sarah Luong at sluong@rmhbc.ca

We look forward to cheering you on!



#STEP UP FOR FAMILIES

Social Media Posts

Example Short Posts

Individual or Team:

This May, I'm going the (social) distance **[with Team name/solo]** to **#StepUpForFamilies** in support of **@RMHBC**! **[We're/I'm]** taking the challenge to move 73 km in support of up to 73 families that can stay at the House each night. Support my challenge or join me by walking, rolling or getting active in your favourite way: **[your page link]**.

Family:

This May, our family is banding together and getting active for **#StepUpForFamilies**! We've taken on the challenge to conquer 73km in support of the 73 families that can stay at **@RMHBC** each night. Join us or support our challenge: **[your page link]**.

Volunteer:

Before COVID-19, I volunteered at **@RMHBC** and **[share your experience]**. I miss volunteering in the House, but this May, I am so excited to join **#StepUpForFamilies** and support the House from a distance! I'll be moving 73 km in support of the 73 families that can stay at the House each night and I'd love for you to support my challenge or join me by walking, rolling or getting active in your favourite way: **[your page link]**.

Personal Motivation:

Go Team **[name]**! This May, I'm proud to **#StepUpForFamilies** because **[reason]**. You can join me by walking, rolling or getting active in your favourite way. Together, we'll move 73 km in support of the 73 families that can stay at **@RMHBC** each night. I'm challenging: **[@name, @name, @name]**. Join me or support my journey: **[your page link]**.

Example Long Post

I'll be powering down Zoom game nights for the month of May to **#StepUpForFamilies** in support of **@RMHBC**. I'm taking the challenge to **[walk/run/roll/other activity]** 73 km in support of the 73 families that can stay at the House each night.

RMH BC serves families from over 200 communities throughout BC and the Yukon. When a child is critically ill, their health is the ultimate priority – lifesaving treatment often means hours of travel, uncertainty, and an unexpected financial toll. At the House, families can breathe a bit easier, knowing they will have a safe place to sleep, eat, and connect. Supporting the House means giving hope and familiarity, 365 days a year, keeping families close together during extremely challenging times.

The challenge begins May 1! Join my team, create your own, or be a powerhouse of one by going the (social) distance to help families who need it most. It's easy: walk, roll, or move your body whatever way feels best for a total of 73 km and collect donations along the way. Your impact extends long after the challenge finishes!

To sign up or support my challenge visit: **[your page link]**.

Download our Step Up for Families social media images:
rmhbc.ca/step-up-resources/