



**Canadian Hospice Palliative Care Association**

**Association canadienne de soins palliatifs**



## **2008 HIKE FOR HOSPICE PALLIATIVE CARE**

### **FINAL REPORT**



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## **Introduction**

The purpose of this report is to provide comprehensive details regarding the 2008 Hike for Hospice Palliative Care. Conclusions of this report are based on a survey that was provided to host sites after the Hike for Hospice Palliative Care and from internal observations of operations and administration of the project.

2008 represented the sixth year for Hike for Hospice Palliative Care and to date was the most successful ever from a participatory, monetary and organizational level.

## **Organizational Summary**

The Canadian Hospice Palliative Care Association (CHPCA) is the national voice for hospice palliative care in Canada. It is a bilingual, national charitable non-profit association whose mission is the pursuit of excellence in care for persons approaching death so that the burdens of suffering, loneliness and grief are lessened.

CHPCA strives to achieve its mission through:

- collaboration and representation;
- increased awareness, knowledge and skills related to hospice palliative care of the public, health care providers and volunteers;
- development of national norms of practice for hospice palliative care in Canada;
- support of research on hospice palliative care; and
- advocacy for improved hospice palliative care policy, resource allocation and supports for caregivers.

CHPCA works in close partnership with other national organizations and will continue to move forward with the goal of ensuring that all Canadians, regardless of where they may live, have equal access to quality hospice palliative care services for themselves and their family.

CHPCA's membership, of more than 3,000, is comprised of individuals (professionals, formal, informal, family caregivers and volunteers) as well as hospice palliative care programs and services from every province and territory. The CHPCA represents more than 450 hospice palliative care programs or services in Canada who employ tens-of thousands of paid and volunteer staff working in home care programs, nursing homes, free-standing hospices, long-term care centres, and hospitals. The CHPCA's voluntary Board of Directors is made up of representation from each of the 11 provincial hospice palliative care associations as well as five at-large positions.

## The Project

The purpose of the Hike is not only to raise much needed funds for hospice palliative care in Canada, but also to raise awareness of the many challenges faced by hospice palliative care and to promote the phenomenal work that all volunteers and professionals in the field perform daily. Funds raised through the Hike can ensure that more Canadians receive the end-of-life care they wish for. Thanks to sponsorship for administrative costs 100% of the funds raised in each community remain in that community. This is thanks to Founding Sponsor The GlaxoSmithKline Foundation, Bayshore Home Health and this year's new sponsor Wyeth.

The money raised through the Hike is utilized in a diversity of ways such as providing expert medical care to help with pain and other symptoms, providing information about financial and legal services, planning with loved ones for a team approach to care, telephone counseling in crisis situations, respite care to give at-home caregivers a break and ongoing bereavement support after the death of a loved one.

2008 was the first year of the Hike's new online fundraising website which allowed registrants to collect donations on-line. CHPCA signed up with Cornerstone to develop and manage the Hike for Hospice Palliative Care online fundraising website. The online fundraising website allowed hike coordinators to see who was planning on walking/hiking, manage their online donations, and provided the hikers with an incentive to raise funds as they created their own fundraising page and set their goals. Using an online fundraising website is a great way to increase funds and awareness for hospice palliative care.

All of the resources available to the hike coordinators were bilingual. In addition, all of the resources were electronic with the exception of the hike posters that were mailed out to all the hike sites. Included in the resources was a media package for hike sites to assist in promoting their hike.

Sunday, May 4<sup>th</sup>, 2008 marked the sixth Hike for Hospice Palliative Care across Canada. Thousands of Canadians in 97 sites across Canada together raised over \$1,000,000.00 in the 6<sup>th</sup> Annual Hike for Hospice Palliative Care – an increase of more than \$200,000 over last year.

The Hike was coordinated by a Project Coordinator who functioned under the direct supervision of the Administrative Coordinator. Priorities were determined by the Executive Director in consultation with the Administrative Coordinator and the Project Coordinator. The Project Coordinator was empowered with decision-making authority with respect to the duties and objectives assigned and made such decisions in consultation with the Administrative Coordinator when appropriate. The Project Coordinator was the point of contact between CHPCA and each host site.

The Project Coordinator's responsibilities included the following:

- Coordinate the tendering process and work of contracted services not provided in-house (print material, posters, fundraising website, T-shirts and translation)
- Coordinating and managing a national hike on-line fundraising website for local Hike Sites
- Maintain control of expenditures in consultation with the Executive Director
- Coordinate the creation of materials
- Distribute materials as per agreed upon timelines
- Provide support to host organizations and sponsors
- Document planning and implementation
- Provide necessary information and resources to Host Sites
- Update the administrative materials for the Host Sites
- Write articles for the CHPCA newsletter (AVISIO) and Web Sites advertising the event
- Register each Host Site
- Liaise between the CHPCA and individual Hike sites
- Coordinate the content posted on the CHPCA web site
- Coordinate the distribution of print materials to individual Host Sites
- Provide progress reports to the Administrative Coordinator
- Evaluate the event
- Prepare the final report
- Submit the final report to Administrative Coordinator prior to submission to the Executive Director and event sponsors
- Liaison with the National Hike Advisory Committee who represent viewpoints from across Canada. The Advisory Committee provides direction to the CHPCA with regard to evaluating hike materials, promotional materials, building partnerships, and assisting in developing new and exciting Hike ideas.

### **Hike Sites – 2008**

There were 97 hike sites that participated this year raising over \$1,000,000.00 in the 6<sup>th</sup> Annual Hike for Hospice Palliative Care – an increase of more than \$200,000 from last years hike.

New Brunswick had two new hike sites this year. However, Saskatchewan, Nunavut, Yukon, and Northwest Territories did not have any hike sites. A recruitment plan for 2009 will continue to be a focus in raising awareness and funds all across Canada.

Quebec had two registered sites; however there were five additional groups that participated with the Council on Palliative Care hike site.

Overall hike sites were satisfied with their hike results this year in raising funds and awareness for Hospice Palliative Care in their community. Hike sites hosted a variety of

events which generated positive energy within their communities. The list of hike sites that participated is below.

### Hike Sites 2008

Province	Organization	Amount Raised
<b>YK</b>		
	<b>No Hike Sites</b>	
<b>NWT</b>		
	<b>No Hike Sites</b>	
<b>NT</b>		
	<b>No Hike Sites</b>	
<b>BC</b>	<b>19 Hike Sites</b>	
	Alberni Valley Hospice Society	\$ 2,900.00
	Nanaimo Community Hospice Society	amount unavailable
	Crossroads Hospice Society times 3 sites	\$ 48,906.38
	Central Okanagan Hospice Association	\$ 85,524.00
	Oceanside Hospice Society	amount unavailable
	Squamish Hospice Society	\$ 4,800.00
	Eastshore Hospice	\$ 1,600.00
	Desert Valley Hospice Society	\$ 10,000.00
	Castlegar Hospice Society	amount not available
	Burnaby Hospice Society	amount not available
	Richmond Hospice Association	amount not available
	Quesnel District Palliative Care Association	\$ 5,514.61
	North Okanagan Hospice Society	\$ 15,722.87
	Shuswap Hospice Society	\$ 1,200.00

	Fort Nelson Hospice Palliative Care Support Group Society	\$ 1,400.00
	Revelstoke Hospice Society	\$ 50.00
	Hornby Denman Community Health Care Society	\$ 600.00
<b>AB</b>	<b>4-sites</b>	
	Pilgrims Hospice	\$ 11,390.00
	Red Deer Hospice Society	\$ 18,000.00
	Hospice Calgary Society	\$ 20,000.00
	High Prairie Palliative Care Society	\$ 6,807.78
<b>MB</b>	<b>17-sites</b>	
	Southwest District Palliative Care, Inc.	\$ 6,100.00
	Hospice and Palliative Care Manitoba	\$ 28,000.00
	Riverdale Palliative Care	\$ 7,000.00
	Southeast Palliative Care, Interlake Regional	amount not available
	North East Interlake Palliative Care Program times 5 sites	\$ 15,399.03
	Killarney Palliative and Betty Sorensen	amount not available
	Carberry and District Palliative Care	\$ 1,450.00
	Deloraine and Area Palliative Care Committee	\$ 3,529.00
	Boissevain Communities Palliative	\$ 1,827.65
	South Eastman Palliative Care Program	\$ 8,718.00
	Glenboro Palliative Care	amount not available
	Russell and Area Palliative Care Program	amount not available
	The Health Corner	\$ 7,000.00
<b>SK</b>	<b>No hike sites</b>	
<b>ON</b>	<b>46-sites</b>	
	Matthews Hospice House	\$ 6,510.00

	Hospice Simcoe	\$ 25,000.00
	Niagara West Community Hospice - McNally	\$ 7,300.00
	Carefor Health and Community Services	\$ 17,059.50
	Maison "La Paix" House	\$ 46,747.80
	VON Oxford/Sakura House	\$ 60,000.00
	Hospice Peterborough	\$ 37,173.00
	Dorothy Ley Hospice	\$ 30,000.00
	Hospice Niagara	\$ 24,500.00
	Serenity House Hospice Inc.	\$ 5,000.00
	Hospice Toronto	\$ 23,000.00
	Hospice Huronia	\$ 12,550.00
	Hospice of Peel	\$ 15,562.00
	Hospice Kawartha Lakes	\$ 14,000.00
	Stedman Community Hospice/St. Joseph's Lifecare Foundation	\$ 88,374.43
	The Hospice at Maycourt	\$ 63,000.00
	Huron Hospice Volunteer Service times 3 sites	\$ 6,500.00
	Hospice Georgina	amount not available
	Friends of Hospice Ottawa times 2 sites	\$ 30,000.00
	Evergreen Hospice	amount not available
	Palcare Network times 3 sites	amount not available
	Alliance Hospice	\$ 28,049.00
	Hospice West Parry Sound	amount not available
	Casey House	\$ 16,000.00
	Hospice Renfrew Inc.	\$ 29,625.00
	Palliative Care Campbellford	amount not available



	Hospice Wellington	\$ 4,325.00
	VON Perth Huron	amount not available
	Hospice Muskoka	\$ 11,200.00
	Dr. Bob Kemp Hospice	amount not available
	The Heart of Hastings Hospice	amount not available
	Kendra/Rainy River District Palliative Care Volunteer Program	amount not available
	Perram House Hospice	\$ 5,417.00
	SIRCH Community Services and Consulting	\$ 9,000.00
	Grey Bruce Palliative Care Hospice Association	\$ 1,698.95
	Hospice Richmond Hill	\$ 4,770.83
	Hill House	amount not available
	St. Joseph's Hospice	\$ 10,336.00
	Centre de services Guigues	\$ 2,000.00
	Community Home Support Lanark County	amount not available
	Hospice Palliative Care	\$ 2,800.00
<b>QC</b>	<b>2-sites</b>	
	Council on Palliative Care	\$ 4,800.00
	Maison de la Source Gabriel	\$ 10,375.00
<b>NB</b>	<b>3-site</b>	
	Restigouche Community Breavement Program	\$ 1,300.60
	Hospice Greater Saint John	\$ 13,675.00
	Palliative Care Resource Network Inc. (PalNET)	\$ 9,217.98
<b>NS</b>	<b>4-sites</b>	
	Hospice Society of Greater Halifax	\$ 14,700.00
	Hospice Society Colchester East Hants times 2 sites	amount not available

<b>PEI</b>	<b>1-site</b>	
	Hospice Palliative Care Association of P.E.I	\$ 5,819.00
<b>NL</b>	<b>1-site</b>	
	Carbonear General Hospital, Rural Avalon	\$ 2,000.00
<b>Total</b>	<b>97-sites</b>	\$ 1,012,825.30

### **Hike Sites that raised \$10,000 or more:**

1. Stedman Community Hospice/St. Josephs Lifecare Foundation	\$88,374
2. Central Okanagan Hospice Association, British Columbia	\$85,524
3. Hospice of Maycourt, Ontario	\$63,000
4. VON Oxford/Sakura House, Ontario	\$60,000
5. Crossroads, British Columbia	\$48,906
6. Maison “La Paix” House, Ontario	\$46,747
7. Hospice Peterborough, Ontario	\$37,173
8. Friends of Hospice, Ontario	\$30,000
9. Dorothy Ley Hospice, Ontario	\$30,000
10. Hospice Renfrew Inc. Ontario	\$29,625
11. Alliance Hospice, Ontario	\$28,049
12. Hospice and Palliative Care Manitoba	\$28,000
13. Hospice Simcoe, Ontario	\$25,000
14. Hospice Niagara, Ontario	\$24,500
15. Hospice Toronto, Ontario	\$23,000
16. Hospice Calgary Society, Alberta	\$20,000
17. Nanaimo Community Hospice Society, British Columbia	\$20,000
18. Red Deer Hospice Society, Alberta	\$18,000
19. Casey House, Ontario	\$16,000
20. Carefor Health ad Community Services-Eastern Counties, Ontario	\$17,059
21. North Okanagan Hospice Society, British Columbia	\$15,722
22. Hospice of Peel , Ontario	\$15,562
23. North East Interlake Palliative Care Program, Manitoba	\$15,399
24. Hospice Kawartha Lakes, Ontario	\$14,000

25. Hospice Society of Greater Halifax, Nova Scotia	\$14,700
26. Hospice Greater Saint John, New Brunswick	\$13,675
27. Hospice Huronia	\$12,550
28. Pilgrims Hospice, Alberta	\$11,390
29. Hospice Muskoka, Ontario	\$11,200
30. Maison de la Source Gabriel	\$10,375
31. St. Joseph's Hospice, Ontario	\$10,336
32. Desert Valley Hospice Society, British Columbia	\$10,000

Once again Bayshore Home Health branches participated with local hike sites by fundraising with their branches. Some Bayshore branches participated with the on-line fundraising website. Please see the complete list of participating branches below.

<b>Branch Name</b>	<b>Total \$ Raised for Hike for Hospice</b>	<b>Cheque Payable to:</b>
<b>Cornwall</b>	<b>\$1,695.00</b>	<b>Care for Eastern Counties</b>
<b>Mississauga</b>	<b>\$540.00</b>	<b>Hospice of Peel</b>
<b>Niagara</b>	<b>\$1,040.00</b>	<b>The Stabler Centre</b>
<b>Ottawa</b>	<b>\$3,200.00</b>	<b>Hospice at Maycourt</b>
<b>Sarnia</b>	<b>\$4,105.00</b>	<b>St. Joseph's Hospice Resource Centre</b>
<b>Simcoe</b>	<b>\$9,847.50</b>	<b>Hospice Simcoe</b>
<b>Smiths Falls</b>	<b>\$3,905.00</b>	<b>Lanark County Volunteer Visiting Hospice</b>
<b>Sudbury</b>	<b>\$3,012.50</b>	<b>Sudbury Hospice</b>
<b>Timmins</b>	<b>\$390.00</b>	<b>Timmins &amp; District Action Team</b>
<b>Toronto</b>	<b>\$255.00</b>	<b>Casey House</b>
<b>Wellington-Dufferin</b>	<b>\$1,720.00</b>	<b>Hospice Wellington</b>

<b>Windsor</b>	<b>\$1,922.50</b>	<b>Hospice of Windsor Essex County</b>
<b>Montreal</b>	<b>\$355.00</b>	<b>Jewish General Hospital Palliative Care</b>
<b>Fredericton</b>	<b>\$1,450.00</b>	<b>Palliative Care Resource Network Inc.</b>
<b>Saint John</b>	<b>\$11,959.85</b>	<b>Hospice of Greater Saint John</b>
<b>Halifax</b>	<b>\$684.95</b>	<b>Hospice Society of Greater Halifax</b>
<b>Charlottetown</b>	<b>\$979.00</b>	<b>Hospice Palliative Care Association of PEI</b>
<b>Winnipeg</b>	<b>\$2,645.00</b>	<b>Hospice and Palliative Care Manitoba</b>
<b>Calgary</b>	<b>\$1,890.00</b>	<b>Hospice Calgary</b>
<b>Edmonton</b>	<b>\$7,965.00</b>	<b>Pilgrims Hospice</b>
<b>Vancouver Govt.</b>	<b>\$1,125.00</b>	<b>Crossroads Hospice</b>
<b>Kelowna</b>	<b>\$455.00</b>	<b>Central Okanagan Hospice Association</b>
<b>NSC</b>	<b>\$2,960.00</b>	<b>Dorothy Ley Hospice</b>

## **Resources and Feedback**

(See appendices for the list of electronic resources)

### **Hike Posters**

The hike printed poster was the most valuable resource in addition to the electronic hike posters.

#### **Recommendation:**

Continue producing the printed hike poster and electronic hike posters in the different sizes, and colour, (black and white and editable formats).

### **Media Package**

Overall hike sites found the media package very valuable with the press release template ranking highest. CHPCA had a series of teleconference calls with all the provinces in March to discuss the media package and the outcome of the calls resulted in positive feedback to all the media resources.

#### **Recommendation**

Continue to provide all the resources in the media package. On the teleconference calls with the provinces they voiced that they would benefit from networking with other hike sites in regards to media promotion of the hike. Provincial hike sites would like to see CHPCA set up a method whereby hike sites can exchange media ideas, tool and resources. CHPCA will research different avenues into how to provide hike sites a way to exchange media ideas, tools and resources.

Hike sites would like CHPCA to secure media sponsorship for the public service announcement CHPCA provides in order to ensure that all hike sites receive air time for the advertisement. The media group Corus Entertainment was brought forward as a possible sponsor. CHPCA will bring this forward to the fundraising officer.

### **Pledge form**

The pledge form was used by most hike sites. There was a bilingual pledge form created this year.

#### **Recommendation**

CHPCA to create bilingual pledge form on 8.5 X 14" paper in order to allow for more space on the form to include email addresses as well as give hike sites the opportunity to include more information about their organization on the back of the form.

Hike sites expressed the desire to have CHPCA find sponsorship and have the pledge forms printed and include pledge form holders for hike sites. CHPCA will bring this forward to the fundraising officer.

## **Templates**

Overall most of the templates were used by various hike sites. Newer hike sites reported higher use of the templates.

### **Recommendation**

Continue providing the templates for hike sites.

## **Shipment of printed posters**

Overall hike sites felt that 11 weeks was enough time to promote their hike with the printed posters. However, some hike sites recommend sending the posters 14 to 16 weeks before the hike.

### **Recommendation**

The project coordinator will make all efforts to try and have the posters mailed out between 14 to 16 weeks prior to the hike date.

## **CHPCA Hike website pages**

Overall hike sites found the CHPCA hike website pages easy to navigate.

### **Recommendation**

CHPCA will look into the possibility of posting all the electronic resources on the CHPCA hike web pages in order for registered hike sites to access resources directly on CHPCA hike website.

## **Support from CHPCA and the Project Coordinator**

The hike sites reported that the process in registering for the hike was an easy process and they provided positive feedback in regards to the project coordinators role in the coordination of the hike.

### **Recommendation**

Hike sites would like to see CHPCA secure more funding to help promote the hike at a national level through the media.

## **List Serve for hike sites**

Hike sites would like to have a tool where they can network with other hike sites, share ideas and ask question to other hike sites.

### **Recommendation**

A list serve can be created for hike sites to use as a networking space. The project coordinator will investigate other possibilities as well for Hike 2009.

## **T-shirts**

T-shirts were \$5.00 + taxes (each) for a minimum order of 24. Shipping was free. Long sleeve shirts were \$7.00 + taxes (each) for a minimum order of 24. Shipping was free. T- shirt supplier once again was Colortex; contact was Peter Borutskie, 613-748-0770, website: [www.colortex.ca](http://www.colortex.ca).

### **Feedback**

Some hike sites were satisfied with the t-shirt ordering process. However, some hike sites were not satisfied due to late shipment.

### **Recommendations**

CHPCA will look into different t-shirt suppliers for Hike 2009. CHPCA will recommend that the t-shirt supplier create a t-shirt ordering process agreement for hike sites to review and accept prior to ordering their t-shirts.

## **Promotional items**

CHPCA asked all the hike sites if they would be interested in ordering a Hike for Hospice Palliative Care lapel pin. CHPCA sent hike sites an email with the design and cost of the lapel pin. There was only a 30% interest from hike sites; therefore CHPCA did not proceed with the lapel pins.

### **Recommendation**

The project coordinator will ask hike sites when they register with CHPCA if they would be interested in the lapel pins which will then confirm if CHPCA should proceed with the lapel pin for Hike 2009.

## **Graphic Designer**

Kim Guilbeault, consultant, contact information, 613-843-8118, email, [kim.guilbeault@rogers.com](mailto:kim.guilbeault@rogers.com).

**Feedback**

Kim Guilbeault did a great job with the poster and worked well with the Project Coordinator.

**Recommendation**

Continue to work with Kim Guilbeault for Hike 2009.

**Printing**

Custom Printers were contracted for the printed posters. The staff did a great job in ensuring time lines were met.

**Recommendation**

Request a quote from Custom printers for Hike 2009.

**National Advertising**

There were two national media press releases sent out from CHPCA on Thursday, April 26<sup>th</sup> and after the Hike on Friday, May 11<sup>th</sup>.

The overall response from Hike sites in 2007 was that the national advertisements did not raise very much profile in their communities. Therefore, CHPCA did not have any advertisements for the hike in any national newspapers this year; however the funds were put towards the hike on-line fundraising website which was launched this year.

Hike sites were excited about the hike on-line fundraising website, and would like to continue to see it grow, however hike sites would also like CHPCA to obtain more funding to promote the hike at a national level through newspapers, radio, and television.

**Recommendation**

CHPCA will continue with the hike on-line fundraising website for Hike 2009 dependant on funding. In addition CHPCA will continue to seek funding for national media promotion.

**National Advisory Committee**

The National Hike Advisory Committee represents viewpoints from across Canada. The Advisory Committee provided direction to the CHPCA with regard to evaluating hike materials, promotional materials, building partnerships, and assisting in developing new and exciting hike ideas.

**Recommendation**

It is recommended that The National Hike Advisory Committee continues next year.



## **Evaluation**

An on-line survey for Hike for Hospice Palliative Care 2008 was distributed via Survey Monkey, [www.surveymonkey.com](http://www.surveymonkey.com).

## **Feedback**

We received feedback from approximately 50% of the hike sites. This is an adequate number of responses to move forward in making recommendations for Hike 2009.

## **Recommendation**

The Survey Monkey evaluation tool is an excellent process and should be used in 2009.

## **Prizes for the Hike Sites**

Once again this year VIA Rail sponsored the hike with two VIA rail tickets one for the Windsor/Quebec Corridor and one between Vancouver and Jasper.

This years winner for the VIA Rail ticket for the Windsor/Quebec Corridor is Maison de la Source Gabriel in Val-d'Or, Quebec. Congratulations!

This years winner for the VIA Rail ticket for travel between Vancouver and Jasper is Crossroads Hospice Society in Port Coquitlam, British Columbia. Congratulations!

## **Recommendation**

The Project coordinator will submit an application through VIA rail on-line in the late fall.

## **Hike on-line fundraising website**

Hike 2008 marked the launch of our hike on-line fundraising website which was a great success. CHPCA signed up with Cornerstone to develop and manage the new Hike for Hospice Palliative Care on-line Fundraising website. Cornerstone provides on-line fundraising solutions and comprehensive customer support in partnership with Artez Interactive, an industry-leading on-line fundraising solution.

Hike sites that agreed to sign up with the CHPCA hike on-line fundraising website were responsible for the following fees based upon total dollars donated to the Hike site:

- 4% for web site service provider
- 2.5% for credit card administrative fee (CHPCA pays for transaction fees)

There were 39 hike sites signed up for the hike on-line fundraising website and 11 Bayshore Home Health branches embarked on the hike on-line fundraising website initiative by raising funds for their local hike site organization with the hike on-line fundraising website. In total the hike on-line fundraising website raised \$132,194 from February 18 - June 1, 2008. Included below are the hike sites that signed up with the hike on-line fundraising website as well as the Bayshore branches that participated with their local branches.

### **Hike Sites**

1. Alliance Hospice, Ontario
2. Central Okanagan Hospice Association, British Columbia
3. Crossroads Hospice Society, Coquitlam, British Columbia
4. Crossroads Hospice Society, Port Coquitlam, British Columbia
5. Crossroads Hospice Society, Port Moody, British Columbia
6. Dorothy Ley Hospice, Ontario
7. Friends of Hospice, Ontario
8. Hill House Hospice, Richmond Hill, Ontario
9. Hospice and Palliative Care Manitoba, Manitoba
10. Hospice Calgary, Alberta
11. Hospice Huronia, Penetanguishene, Ontario
12. Hospice Kawartha Lakes, Lindsay, Ontario
13. Hospice Muskoka, Bracebridge, Ontario
14. Hospice Niagara, Ontario
15. Hospice of Peel, Ontario
16. Hospice Palliative Care, Kingston, Ontario
17. Hospice Peterborough, Ontario
18. Hospice Richmond Hill, Ontario
19. Hospice Simcoe, Alliston, Ontario
20. Hospice Simcoe, Barrie, Ontario
21. Hospice Society of Greater Halifax, Nova Scotia
22. Hospice Toronto, Ontario
23. Hospice West parry Sound, Ontario

24. Matthews House Hospice, Ontario
25. NE District Palliative Care, Arborg, Manitoba
26. NE District Palliative Care, Dunnottar, Manitoba
27. NE District Palliative Care, Gimli, Manitoba
28. NE District Palliative Care, Riverton, Manitoba
29. NE District Palliative Care, Winnipeg, Manitoba
30. Oceanside Hospice Society, Qualicum Beach, British Columbia
31. pilgrims Hospice Society, Edmonton, Alberta
32. Quesnel and District Palliative Care Association, British Columbia
33. Red Deer Hospice, Alberta
34. VON Oxford/Sakura House, Ontario
35. Southwest District Palliative Care, Manitoba
36. St. Joseph's Hospice of Sarnia Lambton, Ontario
37. The Desert Valley Hospice Society, British Columbia
38. Maycourt Hospice, Ontario
39. North Okanagan Hospice Society, British Columbia

### **Bayshore Hike Sites**

1. Hospice of Peel, Ontario
2. The Stabler Centre, Ontario
3. Maycourt Hospice, Ontario
4. Hospice Simcoe, Ontario
5. Hospice and Palliative Care Manitoba, Manitoba
6. Hospice Calgary, Alberta
7. Pilgrims Hospice, Alberta
8. Crossroads Hospice, British Columbia
9. Central Okanagan Hospice Association, British Columbia
10. Dorothy Ley Hospice, Ontario
11. Hospice Society of Greater Halifax, Nova Scotia

## **Hike on-line fundraising website feedback**

### **How would you rate the online fundraising website in being user-friendly for your hike site?**

Overall the hike sites found the website user-friendly, there were some trouble shooting issues which were resolved in a timely manner. A direct URL to the fundraising website was suggested by hike sites if possible.

Hike registrants had the ability to create their own personal profile and sent out multiple emails to their friends and families asking for support in their fundraising efforts for the hike. Hike registrants could keep track of their on-line credit card donations as well as any cash or cheque donations that they made to include on their on-line profile to achieve their fundraising goal. The fundraising thermometer is an incentive for hike registrants as they visually see their fundraising goal being reached creating motivation for registrants and donors.

### **Recommendation**

The project coordinator will consult with Cornerstone regarding accessing the fundraising site through a direct URL rather than having to go through the CHPCA website.

### **How would you rate the ease of managing the administrative side of the online fundraising website?**

The hike sites found the reports and relationship administrative database a useful tool as they could keep track of their donor's information and track how much money they were raising online. The administrative side of the hike on-line fundraising website generated electronic tax receipts immediately after a donation was made on-line, saving the hike sites many hours of mailing out tax receipts to their donors.

Hike sites reported that they had some difficulties generating the appropriate reports they needed due to limited capabilities in reporting options.

### **Recommendation**

Hike sites would like to have the report options expanded in order to allow for them to have access to printing off various information from their donors and managing their fundraising.

Hike sites would like to be able print off individual registration forms to be used on the hike day and to be able to include additional cash and cheque donations that are made.

The project coordinator will consult with Cornerstone with respect to the above recommendations for Hike 2009.

### **How much time did you spend with registrants navigating the online fundraising website? (Total hours)**

The survey indicated that overall hike sites spent between 30% of their time helping registrants over the time frame that the hike on-line fundraising website was open. The CHPCA project coordinator spent approximately 70% of her time helping registrants during the time the hike on-line fundraising website was open. This was due to the fact that the contact information on the website and the confirmation emails were directed to the project coordinator.

### **Recommendation**

The project coordinator will consult with Cornerstone if it is possible to generate individual emails from each hike site with the hike sites event coordinators contact information instead of one general confirmation email with only the CHPCA project coordinators contact information.

### **Did the on-line fundraising website benefit your hike and organization?**

94% of the hike sites that signed up for the hike on-line fundraising website said that the website benefited their organization by raising funds and raising awareness. In addition, the same 94% of the hike sites said they would use the hike on-line fundraising website again next year. Some comments shared from hike site organizers are below:

- We had the ability to reach out to relatives/friends outside our community to support our goals.
- We doubled our online pledges from last year when the 5 of us set up the system last year.
- The fundraising website made it easier for sponsors to donate
- Electronic tax receipts were great
- The fundraising website gave registrants the chance to give testimonials
- The on-line website brought in dollars that we never could have accessed. It gave hikers the opportunity to easily access pledges from a distance , from out of area family members and friends , and allowed some hikers to get corporate donations that they otherwise would never have been able to access-- Its simple easy and trustworthy
- It also made it easy to get donations from those contacts across Canada.
- It was significant in raising higher amount revenue
- The website is truly a wonderful idea! We will market it more aggressively next year.
- We are over the moon in happiness this year with our hike results and are already working on 2009!

### **Recommendation**

CHPCA will continue to secure funding for the hike on-line fundraising website.

## Hike Recommendations

1. **Networking with other Hike Sites and Media:** A list serve can be created for hike sites to use as a networking space. The project coordinator will investigate other possibilities as well for hike sites.

Continue to provide all the resources in the media package. On the teleconference calls with the provinces they voiced that they would benefit from networking with other hike sites in regards to media promotion of the hike. Provincial hike sites would like to see CHPCA set up a method whereby hike sites can exchange media ideas, tool and resources. CHPCA will research different avenues into how to provide hike sites a way to exchange media ideas, tools and resources.

Hike sites would like CHPCA to secure media sponsorship for the public service announcement CHPCA provides in order to ensure that all hike sites receive air time for the advertisement. The media group Corus Entertainment was brought forward as a possible sponsor. CHPCA will bring this forward to the fundraising officer.

Hike sites would like to see CHPCA secure more funding to help promote the hike at a national level through the media.

2. **Partnering up with a Rotary Club etc.:** A recommendation was put forward by some hike sites and the advisory committee to create some guidelines on how to partner up with other community service groups, such as a Rotary club. The Project Coordinator for 2009 will look into developing some guidelines for Hike sites to partner up in their communities.
3. **National Hike for Hospice Palliative Care Spokesperson:** Hike sites and the advisory committee recommended that a spokesperson be identified for Hike 2009.
4. **National Sponsorship:** Hike sites encourage CHPCA to establish more National Sponsorship. This has been an ongoing endeavour of CHPCA and will continue to be sought out in 2009. The Project Coordinator for 2009 will follow up with hike sites in 2009.
5. **Challenges Hike Sites Face, Securing Sponsorship and Recruitment of Participants:** Hike sites indicated that they find it challenging to secure sponsorship and they would be interested in having tools to help them reach sponsors as well as for CHPCA to seek out corporate sponsors. Hike sites continue to welcome ideas on how to recruit hike participants as they still face some challenges in recruiting participants due to the competition with other fundraising events occurring during the time of the hike.

6. **Hike Posters:** Continue producing the printed hike poster and electronic hike posters in the different sizes, and colour, (black and white and editable formats). The project coordinator will make all efforts to try and have the posters mailed out between 14 to 16 weeks prior to the hike date.
7. **Pledge form:** CHPCA to create bilingual pledge form on 8.5 X 14" paper in order to allow for more space on the form to include email addresses as well as give hike sites the opportunity to include more information about their organization on the back of the form.  
  
Hike sites expressed the desire to have CHPCA find sponsorship and have the pledge forms printed and include pledge form holders for hike sites. CHPCA will bring this forward to the fundraising officer.
8. **Templates:** Continue providing the templates for hike sites.
9. **CHPCA Hike website pages:** CHPCA will look into the possibility of posting all the electronic resources on the CHPCA hike web pages in order for registered hike sites to access resources directly on CHPCA hike website.
10. **T-shirts:** Some hike sites were satisfied with the t-shirt ordering process. However, some hike sites were not satisfied due to late shipment.
11. **Promotional items:** The project coordinator will ask hike sites when they register with CHPCA if they would be interested in the lapel pins which will then confirm if CHPCA should proceed with the lapel pin for Hike 2009.
12. **Graphic Designer:** Continue to work with Kim Guilbeault for Hike 2009.
13. **Printing:** Request a quote from Custom printers for 2009.
14. **Prizes for the Hike Sites:** The Project coordinator will submit an application through VIA rail on-line in the late fall.
15. **National Advisory Committee:** It is recommended that The National Hike Advisory Committee continues next year.
16. **Evaluation:** The Survey Monkey evaluation tool is an excellent process and should be used in 2009.
17. **Hike on-line fundraising website:** 2008 marked the launch of the on-line fundraising website which was a great success. CHPCA will continue to secure funding for the hike on-line fundraising website. Additional recommendations to the fundraising website;

- The project coordinator will consult with Cornerstone if it is possible to generate individual emails from each hike site with the hike sites event coordinators contact information instead of one general confirmation email with only the CHPCA project coordinators contact information.
- Hike sites would like to have the report options expanded in order to allow for them to have access to printing off various information from there donors and managing their fundraising. The project coordinator will consult with Cornerstone.
- Hike sites would like to be able print off individual registration forms to be used on the hike day and to be able to include additional cash and cheque donations that are made. The project coordinator will consult with Cornerstone.
- The project coordinator will consult with Cornerstone regarding accessing the fundraising site through a direct URL rather than having to go through the CHPCA website.
- Include t-shirt information on the website, so those that registered would be able to have their t-shirts prior to hike. The project coordinator will consult with Cornerstone.

## Conclusion

The 2008 Hike for Hospice Palliative Care was a great success. Our survey results indicate that 97% of hike sites are looking forward to hosting a Hike in 2009. They also mention that Hike for Hospice Palliative Care is an excellent way of creating awareness and raising much needed funds. For many hike sites Hike for Hospice Palliative Care is their primary fundraiser.

The first year of the new hike on-line fundraising website was an overall success, helping raise more funds for some sites and for others helping raise more awareness. Hike sites are enthusiastic for Hike for Hospice Palliative Care 2009 and are looking forward to maximizing the hike on-line fundraising website capabilities.

With the consideration and implementation of the recommendations outlined in this report, this event will continue to be a great resource in raising awareness of hospice palliative care in Canada and greatly needed funds for hospice palliative care programs in communities across Canada where the Hike occurs.

Thank you to all of those who participated in making Hike for Hospice Palliative Care 2008 a great success. Special thanks as well to the CHPCA national founding sponsor, The GlaxoSmithKline Foundation, Bayshore Home Health and our new sponsor Wyeth for making events such as the Hike for Hospice Palliative Care possible. Without the support of these sponsors we could not have launched the new hike on-line fundraising website. The CHPCA looks forward to your continued support in 2009.

The date for the 2009 National Hike for Hospice Palliative Care is **Sunday, May 3<sup>rd</sup> 2009.**



## **List of Appendices**

### **A. Registration Forms:**

- Participation Agreement
- Host Site Participation Agreement
- Liability Waiver
- Host Site Liability Waiver

### **B. Hike In-A-Box Toolkit**

### **C. Media Package:**

- Media Spokesperson Training
- Public Service Announcement, Helpful information and Canned Ad text templates
- Ways to Raise Your Profile
- How to get your story in the media
- CHPCA Hike one-eighth-of-a-page ad
- CHPCA Hike one-quarter-of-a-page ad
- CHPCA Hike one-quarter-of-a-page ad - editable
- Hike for Hospice Palliative Care Press Release Template
- Hike for Hospice Palliative Care Backgrounder

### **D. National Media Package**

- National Press Release, April 28/08 and May 14/08

### **E. Electronic Hike Poster:**

- Available in 8.5" x 11" and 11" x 17" word formats in both black and white and colour

### **F. National Printed Poster - 11" x 17" (colour)**

### **G. Hike for Hospice Placard**

- In Honor Of
- In Memory Of

### **H. Templates**

- Pledge Form - English
- Pledge Form – Bilingual
- Volunteer Application
- Volunteer Sign-Up Sheet

- Volunteer Shift Schedule
- Donation Receipt
- Team Roster
- Name Tag (Available in English Only)
- Participant Emergency Contact Information

## **I. T-Shirt Graphics**