



2014

Hike for Hospice Palliative Care



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# Introduction

The purpose of this report is to provide a detailed overview of the Hike for Hospice Palliative Care 2014. Report findings are based on a survey that was provided to host sites after the Hike for Hospice Palliative Care, as well as observations made by the project coordinator**.**

The 2014 hike marked the twelfth year of the Hike for Hospice Palliative Care and was successful in raising over $1,700,000 for hospice palliative care across Canada.

# 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. CHPCA’s membership, which consists of representatives of the ten provincial hospice palliative care associations and represents more than 3,000 provincial members / CHPCA associates, 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 500 hospice palliative care programs or services in Canada who employ tens-of thousands of paid and voluntary 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 comprised of representatives from each of the 10 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 professionals and volunteers while promoting their phenomenal work. Funds raised through the Hike ensure that more Canadians receive the best quality end-of-life care. Thanks to our sponsors, 100% of the funds raised in each community will remain in that community. For 2014, our sponsors were Arbor Memorial , Bayshore HealthCare, and GlaxoSmithKline Foundation.

The money raised through the Hike is used in many ways, including: providing expert medical care for pain and symptom management, providing information about financial and legal services, planning with loved ones for a team approach to care, telephone counseling in crisis situations, respite care for caregivers, and ongoing bereavement support.

This was the seventh year that the CHPCA offered a fundraising website to Hike sites to assist with the collection of donations. In 2014 a decision was made to switch online fundraising system platforms. The new platform was managed through Blackbaud, a leading fundraising software developer. This website allowed hike coordinators to see who was planning on walking/hiking and manage their online donations, while providing hikers with incentives to raise funds by setting individual goals on their profile pages. Using an online fundraising website has proven to be a great way to increase funds for the hike sites and awareness for the Hike for Hospice Palliative Care. Although the transition to the new system caused a minimal decrease to the overall money raised online, the new fundraising website has many previously unavailable features and capabilities that will help the Hike sites to manage their fundraising efforts in a variety of innovative ways. The new online fundraising platform’s many great features increase the potential for usage and will help to allow for future growth of the hike.

All of the resources available to the hike coordinators were bilingual and in electronic format. A hardcopy fillable version of the hike posters was mailed out to all the hike sites. For the second time, the hardcopy of the poster was available in two sizes, allowing for hike sites to distribute posters more widely and hang posters in areas where size restrictions make a smaller poster necessary. Other resources included media packages and key messaging to help hike sites promote their events in the community.

There were 100 hike sites, including the Bayshore HealthCare branches who shared hike events with established hike sites, who participated in the 12th Annual Hike for Hospice Palliative Care raised and over **$1,700,000.00** for community hospice palliative care services.

The Hike was coordinated by a Project Coordinator who functioned under the direct supervision of the Executive Director. Priorities were determined by the Executive Director 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 Executive Director when appropriate. The Project Coordinator was the point of contact between CHPCA and each host site.

The Project Coordinator’s responsibilities included the following:

* Source and hire all contracted professionals (printer, graphic designer, t-shirt designer, translation, fundraising website management)
* Coordinating and managing the 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 hike sites
* Update the administrative materials for the hike sites
* Write articles for the CHPCA newsletter (AVISO) and websites advertising the event
* Manage the hike site registration database
* Liaise between the CHPCA and individual hike sites
* Coordinate the content posted on the CHPCA website
* Coordinate the distribution of print materials to individual hike sites
* Evaluate the event
* Prepare the final report
* Submit the final report to the Executive Director and event sponsors
* Liaise with the National Hike Advisory Committee. 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.

Project Advisory Committee members included:

* **Sharon Baxter**, Executive Director, Canadian Hospice Palliative Care Association, Ottawa, Ontario
* **Joan Lawless**, Hospice and Palliative Care Manitoba, Winnipeg, MB
* **Marie-Claude Gratton, La Maison Au Diapason, Bromont, QC**
* **Kristi Murdock,** Bayshore Home Health, Mississauga, ON
* **Cheryl Spencer**, Project Coordinator, Canadian Hospice Palliative Care Association, Ottawa, Ontario

# Hike Sites – 2014

There were over 100 hike sites, including the Bayshore HealthCare branches, that participated this year, raising over $1,700,000.00 in the 12th Annual Hike for Hospice Palliative Care.

Overall hike sites were satisfied with the funds and awareness raised for hospice palliative care in their communities. Hike sites organized a variety of different events, making the Hike for Hospice Palliative Care their own and generating lots of positive energy. The list of hike sites that participated is below.

|  |  |  |
| --- | --- | --- |
| Province | Organization | Amount Raised |
| AB | High Prairie & District Holistic Palliative Care Society | $8,000.00 |
| AB | Red Deer Hospice Society | $16,260.00 |
| AB | Olds & District Hospice Society | Not Available |
| AB | Airdrie & District Hospice Society | $40.00 (online total only) |
| AB | Hospice Calgary Society | $92,696.78 |
| BC | Terrace Hospice Society | Not Available |
| BC | Nakusp Hospice Society | Not Available |
| BC | Revelstoke Hospice Society | Not Available |
| BC | Quesnel & District Hospice Palliative Care Association | Not Available |
| BC | Oceanside Hospice Society | Not Available |
| BC | Castlegar Hospice Society | Not Available |
| BC | Sunshine Coast Hospice Society | $8,130.00 (online total only) |
| BC | Desert Valley Hospice Society | Not Available |
| BC | Salmo and District Hospice | Not Available |
| BC | Alberni Valley Hospice Society | $100.00 (online amount only) |
| BC | Victoria Hospice | Not Available |
| BC | The Bloom Group | Not Available |
| BC | Burnaby Hospice Society | $9,325.00 |
| BC | Nanaimo Community Hospice Society | $24,700.00 |
| BC | Cowichan Valley Hospice | $18,896.70 |
| BC | Squamish Hospice Society | $8,260.50 |
| BC | Crossroads Hospice Society | $45,461.17 |
| BC | Chilliwack Hospice Society | Not Available |
| BC | East Shore Hospice | Not Available |
| BC | Fraser Canyon Hospice Society | $6,550 |
| MB | South West District Palliative Care | Not Available |
| MB | Deloraine & Area Palliative Care Committee | Not Available |
| MB | Hospice & Palliative Care Manitoba | $11,405.00 (online total only) |
| MB | Virden & Area Palliative Care | Not Available |
| MB | Prairie Mountain Health Palliative Care | Not Available |
| NB | Hospice Greater Moncton | Not Available |
| NB | Hospice Fredericton | Not Available |
| NB | Chaleur Palliative Community Services | Not Available |
| NS | Hospice Society of Greater Halifax | $$9,757.26 (online amount only) |
| NS | Colchester East Hants Hospice | $$1,205.00 (online amount only) |
| NS | Valley Hospice Foundation | $20,418.75 (online amount only) |
| ON | Lisaard House | $40,000.00 |
| ON | McNally House Hospice | $20,746.20 (online amount only) |
| ON | Carefor hospice Cornwall | $55,565.00 |
| ON | Better Living Hospice Toronto and Emily's House / Philip Aziz Centre | $5,738.00 |
| ON | Hospice Toronto | $10,545.00 (online amount only) |
| ON | Hospice Simcoe | $2,955.00 (online amount only) |
| ON | Community Home Support Lanark County Hospice Palliative Care Services | $12,000.00 |
| ON | Hospice Kawartha Lakes | $2,596.00 (online amount only) |
| ON | Carpenter Hospice | $55,292.05 (online amount only) |
| ON | Hospice King-Aurora | $1,425.00 (online amount only) |
| ON | Hill House Hospice | $26,568.00 (online amount only) |
| ON | The Residential Hospice of Grey Bruce | $4,860.00 (online amount only) |
| ON | Hospice Georgian Triangle | $100,000.00 |
| ON | Community Care Northumberland | $4,430.00 (online amount only) |
| ON | Bruce Peninsula Hospice | $6,576.00 (online amount only) |
| ON | HOSPICE RENFREW | $65,000.00 |
| ON | Hospice Muskoka | Not Available |
| ON | The Dorothy Ley Hospice | $53,000.00 |
| ON | Durham Hospice | $12,752.83 (online amount only) |
| ON | Townsend Smith Foundation | Not Available |
| ON | Hub Hospice Palliative Care | $10,500 |
| ON | St. Joseph's Hospice | Not Available |
| ON | The Heart of Hastings Hospice | $16,260.00 |
| ON | Hospice Huntsville Algonquin Grace Residential Hospice | Not Available |
| ON | Serenity House Hospice | $1,030.00 (online amount only) |
| ON | Huron Hospice Volunteer Service | $2,599.00 (online amount only) |
| ON | Hospice Dufferin | $9,274.00 (online amount only) |
| ON | Beth Donovan Hospice | $5,870.00 |
| ON | Dundas County Hospice | $1,005.00 (online amount only) |
| ON | Centre de Services Guigues | Not Available |
| ON | Hospice Prince Edward | $26,165.00 |
| ON | Matthews House Hospice | $60,814.50 (online amount only) |
| ON | Hospice Orillia | $8,980.00 |
| ON | Regional Hospice of Quinte Belleville/Trenton | $16,760.00 |
| ON | Hospice Care Ottawa | $92,512.94 (online amount only) |
| ON | Hospice Peterborough | $19,025.00 (online amount only) |
| ON | Hospice Huronia | $12,920.00 (online amount only) |
| ON | Maison Vale Hospice | $169,853.00 |
| ON | Hospice Northwest | $50,605.00 |
| ON | Kensington Hospice | $33,399.99 (online amount only) |
| ON | Evergreen (Formally Known as Hospice Thornhill) | $3,351.00 (online amount only) |
| ON | Hospice Richmond Hill | $3,712.00 (online amount only) |
| PE | Hospice PEI | $6,800.00 |
| QC | Résidence en soins palliatifs Saint-Raphaël | Not Available |
| QC | La Maison Au Diapason | $339,949.29 (online amount only) |

(**Online amount only**: consists of donations, either by credit, debit, cheque, or cash that were registered via the online fundraising website. All donations made via cheque or cash that were not registered on the online fundraising website have not been considered towards the above total)

# Bayshore HealthCare and Arbor Memorial Hike Partners

Bayshore HealthCare branches continued their commitment to hospice palliative care and the CHPCA by partnering with local hike sites to raise funds and awareness. The 2014 Hike for Hospice Palliative Care saw a difference in the way the Bayshore branches used the online fundraising website. Hike sites who were registered partners with Bayshore HealthCare shared an online fundraising tool with the corresponding Bayshore branch. This allowed the hike site to manage participants better, including listings of who was attending from a Bayshore branch, where previously hike sites did not have access to this information as the fundraising sites were separate. The amalgamation of the online fundraising websites also allowed the hike site access to more accurate financial information, including donations collected and registration fees paid (where applicable).

Hike sites that were registered to partner with Bayshore HealthCare were setup with a special registration option to indicate that the participant was a member of the Bayshore group. From there, individuals were also able to associate themselves as being an employee of Bayshore (optional), through a new feature that allowed individuals to indicate that they are participating with a work (company) group. Bayshore registrants were also able to form teams that could include members from both Bayshore and non-Bayshore participants.

A list of Bayshore HealthCare participating branches is below:

|  |  |
| --- | --- |
| Bayshore Branch | Hospice |
| Barrie | Hospice Simcoe |
| Orillia | Hospice Orillia |
| Belleville | Heart of Hastings Hospice |
| Burnaby | Crossroads Hospice |
| Calgary | Hospice Calgary |
| Charlottetown | Hospice Palliative Care Association of PEI |
| Kitchener | Lissard House |
| London | St. Joseph's Hospice |
| GTA | Hospice Richmond Hill |
| Mississauga–Private Services | Dorothy Ley Hospice |
| Moncton | Hospice Greater Moncton |
| Ottawa - Private | Hospice Care Ottawa |
| Sarnia | St. Joseph's Hospice |
| Smiths Falls | Dignity House Hospice/Visiting House of Lanark County |
| Carleton Place | The Hub Hospice |
| Sudbury | Maison Vale Inco Hospice |
| Thunder Bay | Hospice North West |
| Toronto | The Kensington Hospice |
| Vancouver (& North Van.) | St. James Community Service Society |
| Victoria | Victoria Hospice |
| Winnipeg | Manitoba Hospice and Palliative care |
| National Service Centre | Kensington Hospice |

In their second year of sponsorship, Arbor Memorial was very enthusiastic about building momentum for the Hike for Hospice Palliative Care by participating in, and fundraising for, a number of hospices’ hikes.

Arbor Memorial employees were encouraged to find and participate in local hikes held across the country. Representatives from Arbor Memorial were present in three of the eight provinces where hikes were held and were very motivated in spreading the word about the important work that hospices do in Canada. Arbor Memorial employees were also passionate about increasing information about why the Hike for Hospice Palliative Care is an important event for raising much needed funds as well as awareness for local hospices and the great work that they do.

Representatives from Arbor Memorial participated in hikes held by the following hospices:

* Hospice Care Ottawa
* Evergreen (Formally Known as Hospice Thornhill)
* Hospice Peterborough
* Hospice Toronto
* Red Deer Hospice Society
* Hill House Hospice
* Hospice King-Aurora
* Hospice Huronia
* Hospice Quinte
* Cowichan Valley Hospice Society

As with Bayshore, Arbor Memorial employees were also able to associate themselves as being an employee of Arbor Memorial using the optional new feature that allowed individuals to indicate that they were participating with a company group.

# Hike Online Fundraising Website

The 2014 Hike for Hospice Palliative Care was the seventh year that used an online fundraising website for the collection of donations. In early 2014 the CHPCA switched online fundraising website providers. The new online website is provided by Blackbaud’s event fundraising software, TeamRaiser. TeamRaiser is a complete online event fundraising software solution with tools to help fundraisers recruit, maximize participant fundraising, and maintain momentum long after the event.

The switch to this new online platform came after feedback about the limited customization abilities on the former Cornerstone developed site. The new system allows hike sites to do a number of individual tasks such as customizing the content on their webpage, creating individual email templates for participants, as well as customized tax receipts. The new site allows for more individuality and is structured to look and feel like an independent website for each hike location. The new site also has many more new and exciting functions, including the ability to create a series of custom “coaching” emails, intended to help build momentum for the hikers.

Hike sites that signed up with the CHPCA’s online fundraising website were responsible for the following fees based upon total dollars donated to the Hike site:

• 4% for web site service provider

• 2.8% for credit card administrative fee\*

\*(CHPCA pays for transaction fees)

There were forty-nine hike sites that used the online fundraising website this year. As the Bayshore branches’ sites were amalgamated with the hospices this year as opposed to having their own fundraising website, the number of sites is down; however, the total number of participants remained largely the same. The website allowed individuals and teams to create personalized fundraising pages and collect donations via credit card, which helped to raise more funds and awareness. New to the hike site this year was the option for donations to be made directly to the hospice instead of through a participant. This allowed the hospices the capacity to solicit donations from individuals who did not have a specific hiker to donate to, but who wished to donate to the Hike for Hospice Palliative Care event as a whole.

The new online fundraising website also allowed for hospices to reach out to a new contingent of participants called “Virtual Hikers”. Virtual Hikers are individuals who wish to raise money on behalf of the hospice using the online fundraising system, but who are unable to participate in the actual event. Virtual Hikers have the distinction of being classed as a non-participating fundraiser but still have full capability of creating a fundraising website, using email templates, monitoring fundraising activities, etc., in the same way that all other hikers can.

Also new to the online fundraising system this year was the capability of registering as a “company” participant. Individuals who register to participate in a hike event can elect to attribute themselves, or their team, as being associated with a company. This feature increases the capacity for work environments to enter a hike and create some awareness and exposure for their company’s involvement in the event. This feature also enables company teams to compare amounts raised, which is often done in the form of friendly competition amongst co-workers, which helps to build and sustain momentum for fundraising. This feature also allows for important funders and sponsors to indicate their involvement in the event publically.

In total, the online fundraising website raised $977,564 in online and confirmed offline donations, which is down slightly from years prior due to the switching of the online fundraising website which caused a few glitches and some confusion amongst users who weren’t used to the new fundraising website and all of its capabilities. The CHPCA has steps in place including working with developers to adjust and alter a few features of the site, as well as keeping the fundraising website open year round, which will help to ensure smooth transition into future hikes. Keeping the online system open all year will help in future years to increase donations while giving users more time to get used to the new on-line system, as well as allowing the Hike site more flexibility in deciding how much time before the event they would like to begin fundraising efforts.

Included below are the hike sites that signed up for the online fundraising website.

Sites that have moved to the new fundraising website have reported that they have been very successful in growing their events. Those who are using the online platform to collect donations have remarked that the tool is very useful and that the new system, while taking some getting used to,, is very effective and works well. This tool, along with the CHPCA’s print materials and other resources, have shown to be very valuable in maximizing the number of participants and increasing the funds raised.

In future hikes, an online fundraising website will be provided to every registered hike site without an additional sign up.

|  |  |  |  |
| --- | --- | --- | --- |
| Organization | Registrants | Donations | Amount Raised |
| Airdrie & District Hospice Society | 2 | 1 | $40.00 |
| Alberni Valley Hospice Society | 1 | 1 | $100.00 |
| Beth Donovan Hospice | 6 | 30 | $1,560.00 |
| Bruce Peninsula Hospice | 28 | 159 | $6,576.00 |
| Burnaby Hospice Society | 13 | 47 | $2,445.00 |
| Carefor hospice Cornwall | 4 | 6 | $320.00 |
| Carpenter Hospice | 293 | 1001 | $55,292.05 |
| Castlegar Hospice Society | Not Available | Not Available | Not Available |
| Centre de Services Guigues | Not Available | Not Available | Not Available |
| Colchester East Hants Hospice | 6 | 16 | $1,205.00 |
| Community Care Northumberland | 5 | 63 | $4,430.00 |
| Community Home Support Lanark County Hospice Palliative Care Services | 9 | 46 | $2,075.00 |
| Cowichan Valley Hospice | 150 | 285 | $18,896.70 |
| Crossroads Hospice Society | 128 | 360 | $19,380.00 |
| Dundas County Hospice | 3 | 17 | $1,005.00 |
| Durham Hospice | 26 | 204 | $12,752.83 |
| East Shore Hospice | 1 | Not Available | Not Available |
| Evergreen (Formally Known as Hospice Thornhill) | 9 | 56 | $3,351.00 |
| Fraser Canyon Hospice Society | 12 | 17 | $950.00 |
| Hill House Hospice | 10 | 193 | $26,568.00 |
| Hospice & Palliative Care Manitoba | 40 | 189 | $11,405.00 |
| Hospice Calgary Society | 307 | 840 | $60,214.63 |
| Hospice Care Ottawa | 281 | 1299 | $92,512.94 |
| Hospice Dufferin | 66 | 257 | $9,274.00 |
| Hospice Huronia | 39 | 234 | $12,920.00 |
| Hospice Kawartha Lakes | 10 | 55 | $2,596.00 |
| Hospice King-Aurora | 11 | 28 | $1,425.00 |
| Hospice Northwest | 160 | 612 | $29,046.75 |
| Hospice Orillia | 11 | 9 | $320.00 |
| Hospice Peterborough | 101 | 380 | $19,025.00 |
| Hospice Prince Edward | 36 | 81 | $4,943.40 |
| Hospice Richmond Hill | 8 | 49 | $3,712.00 |
| Hospice Simcoe | 32 | 70 | $2,955.00 |
| Hospice Society of Greater Halifax | 17 | 246 | $9,757.26 |
| Hospice Toronto | 22 | 168 | $10,545.00 |
| Huron Hospice Volunteer Service | 7 | 58 | $2,599.00 |
| Kensington Hospice | 64 | 502 | $33,399.99 |
| La Maison Au Diapason | 640 | 3450 | $336,785.00 |
| Maison Vale Hospice | 121 | 530 | $24,446.50 |
| Matthews House Hospice | 49 | 404 | $60,814.50 |
| McNally House Hospice | 65 | 338 | $20,746.20 |
| Red Deer Hospice Society | 135 | 267 | $13760.00 |
| Regional Hospice of Quinte Belleville/Trenton | 30 | 102 | $4,700.00 |
| Résidence en soins palliatifs Saint-Raphaël | 1 | Not Available | Not Available |
| Serenity House Hospice | 2 | 32 | $1,030.00 |
| Squamish Hospice Society | 46 | 168 | $8,260.50 |
| Sunshine Coast Hospice Society | 56 | 145 | $8,130.00 |
| The Bloom Group | 3 | 0 | Not Available |
| The Heart of Hastings Hospice | 11 | 30 | $1,487.00 |
| The Residential Hospice of Grey Bruce | 12 | 78 | $4,860.00 |
| Toronto Hike for Hospice Partners | 31 | 85 | $5,738.00 |
| Valley Hospice Foundation | 80 | 208 | $20,418.75 |

(Amounts above include all donations made by credit and debit and amounts pledged in cash and cheques that were entered into the on-line fundraising website system).

# Hike On-line Fundraising Website Statistics

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Criteria | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | % Change from 2009 to 2013 |
| # of participants registered online | 1,273 | 1,663 | 2,670 | 2,957 | 3,574 | 3200 | 151% increase in 6 years |
| $ raised online | $370,608 | $509,260 | $801,806 | $962,726 | $1,082,918 | $977,564 | 164% increase  in 6 years |
| # of online sponsors | 7,536 | 9,086 | 12,742 | 14,449 | 15,563 | 13,415 | 78% increase in 6 years |
| Avg. donation amount | $49 | $68 | $63 | $74 | $70 | $60 | 22% increase in 6 years |

# Hike Site Media and Exposure

Television

* Rogers Cable – Barrie, Star FM, Jack FM, Cogeco, Global TV, CTV, CBC, City TV, CKPR Thunder Bay Television News, Eastlink TV

Radio

* Sunshine Radio – 89.1 (Orillia), Corus, CJBC – Belleville, JRfm, MyFM, Star 96, AM660, CBC, Island Radio – The Wolf and the Wave, Mnt FM, 94.3 FM, Rock 94, 91.5 FM CKPR, 103,5 FM The Thunder, Prairie FM 93.5, 105.3 Kiss FM, KICX 91.7 FM, Le Loup 98.9 FM

Newspapers

* Orillia Packet & Times, EMC, Standard Freeholder and Seaway News, Picton Gazette, Wellington Times, Country Weekly News, Snapd Etobicoke, Etobicoke Guardian, TriCity News, Renfrew Mercury, Arnprior Chronicle, Eganville Leader, Calgary Herald, Calgary Sun, Cockrane Eagle, Nanaimo Daily News, The Chief, Burnaby Now, Thunder Bay’s Source, South Peace News, Northern Life, Sudbury Star, Snapd

Online Sources

* Facebook, Inside Toronto, Twitter, Instagram, The Millstone

# Conclusion

The 2014 Hike for Hospice Palliative Care was a great success. Our survey results indicate that hike sites are looking forward to hosting a hike in 2015. They also note that Hike for Hospice Palliative Care is an excellent way to create awareness and raise much needed funds. For many hike sites, the Hike for Hospice Palliative Care is their primary fundraiser.

The seventh year of using the online fundraising website proved that once again the site is an important tool for collecting funds. While there were a few adjustments with the new online fundraising platform, the site was well received. Hike sites are enthusiastic about Hike for Hospice Palliative Care 2015 and are looking forward to continuing to use the online fundraising website for future events.

In order to continue to improve this event, all feedback, comments and survey results provided to the CHPCA will be used in the planning of the 2015 hike. By continuing to improve this event, much needed funds will continue to be raised for hospice and palliative care programs in local communities across the country.

Thank you to everyone who participated in the Hike for Hospice Palliative Care 2014. Special thanks to the CHPCA’s national sponsors, Arbor Memorial , Bayshore HealthCare, and GlaxoSmithKline Foundation, whose support enables this event to continue to grow and flourish. The CHPCA looks forward to your continued support in 2015.

The next National Hike for Hospice Palliative Care is **Sunday, May 3, 2015.**

# List of Appendices

1. Hike In-A-Box Toolkit
2. Media Package:

* [Media Spokesperson Training](http://www.chpca.net/events/hfhpc/2007/Hike-Media+Playbook_English.pdf)
* Public Service Announcement, Helpful information and Canned Ad text templates
* [Ways to Raise Your Profile](http://www.chpca.net/events/hfhpc/2007/2007_Ways_to_raise_your_profile.doc)
* [How to get your story in the media](http://www.chpca.net/events/hfhpc/2007/2007_How_to_get_your_story_in_the_media.doc)
* 2014 Photo Release Agreement
* [CHPCA Hike one-eighth-of-a-page ad](http://www.chpca.net/events/hfhpc/2007/CHPCA_Hike_EighthPageAd.pdf)
* [CHPCA Hike one-eight-of-a-page ad](http://www.chpca.net/events/hfhpc/2007/CHPCA_Hike_QuarterPageAd.pdf) bilingual
* [CHPCA Hike one-quarter-of-a-page ad](http://www.chpca.net/events/hfhpc/2007/CHPCA_Hike_QuarterPageAd.pdf)
* [CHPCA Hike one-quarter-of-a-page ad](http://www.chpca.net/events/hfhpc/2007/CHPCA_Hike_QuarterPageAd.pdf) bilingual
* [CHPCA Hike one-eight -of-a-page ad](http://www.chpca.net/events/hfhpc/2007/CHPCA_Hike_QuarterPageAd.pdf) in colour
* [Hike for Hospice Palliative Care Press Release Template](http://www.chpca.net/events/hfhpc/2007/2007_Hike_for_Hospice_Press_release_template.doc)
* [Hike for Hospice Palliative Care Backgrounder](http://www.chpca.net/events/hfhpc/2007/Hike+for+Hospice+Palliative+Care-backgrounder.doc)

1. National Media Package

* National Press Release

1. Electronic Hike Poster:

* [Available in 8.5" x 11"](http://www.chpca.net/events/hfhpc/2007/HikePoster_Letter_8.5by11_Eng.pdf), 8.5” x 14”, and [11" x 17"](http://www.chpca.net/events/hfhpc/2007/HikePoster_Tabloid_11by17_Eng.pdf) PDF and in editable word format

1. National Printed Poster - 11" x 17" (colour) 8.5” x 11” (colour)
2. Hike for Hospice Placard

* In Honor Of and In Memory Of

1. Electronic Pledge Form
2. T-Shirt Graphic
3. Hike Site Planning Documents

* Hike Name Tags Template  
  Badges
* Hike Donation Receipt Template
* Hike Participant Emergency Contact Info Template
* Hike Team Roster Template
* Hike Volunteer Application Template
* Hike Volunteer Shift Schedule Template
* Hike Volunteer Sign-Up Sheet Template
* Tutorial on How to Use the Online Fundraising Website
* Tutorial on How to Donate to the Online Fundraising Website