



2015

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 2015. 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 2015 hike marked the thirteenth year of the Hike for Hospice Palliative Care and was successful in raising over $2,633,000 for hospice palliative care across Canada. This is over $800,000 more than any other hike previously.

# 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, one hundred per cent of the funds raised in each community will remain in that community. For 2015, our sponsors were Bayshore HealthCare and GlaxoSmithKline.

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 eighth 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 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 in 2014 caused a minimal decrease to the overall money raised online, the 2015 hike proved to be the most successful yet, having raised the greatest amount of funds to date.

While the Hike coordinators are still adjusting to the new fundraising website, its new features and capabilities continue to help the Hike sites to manage their fundraising efforts in a variety of innovative ways. The current online fundraising platform’s many great features continue to increase the potential for usage and will help to allow for continuous future growth of the hike.

All of the resources available to the hike coordinators are bilingual and in electronic format. A hardcopy fillable version of the hike posters was mailed out to all the hike sites. Again this year, the hardcopy of the poster was available in two sizes, allowing for wider distribution and to hang posters in areas where size restrictions make a smaller poster necessary. New this year was the addition of source files for the posters, which allowed sites to add their own elements to the posters and distributed to print companies electronically.

Other resources included media packages and key messaging to help hike sites promote their events in the community.

There were over 100 hike sites, including the Bayshore HealthCare branches who shared hike events with established hike sites, who participated in the 13th Annual Hike for Hospice Palliative Care raising over **$2,633,000.00** 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)
* Coordinate and manage 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, ON
* **Joan Lawless**, Hospice and Palliative Care Manitoba, Winnipeg, MB
* **Kristi Pascoe,** Bayshore HealthCare, Mississauga, ON
* **Angela Marlatt,** Development Coordinator, Carpenter Hospice, Burlington, ON
* **Dale Sanford,** Executive Director, Valley Hospice Foundation, Wolfville, NS
* **Kathleen Buso,** Communications Coordinator, Hospice Northwest, Thunder Bay, Ontario
* **Melody Courtney,** Events and Funds Development Coordinator, The Dorothy Ley Hospice, Toronto, ON
* **Cheryl Spencer**, Project Coordinator, Canadian Hospice Palliative Care Association, Ottawa, ON

# Hike Sites – 2015

There were over 100 hike sites, including the Bayshore HealthCare branches that participated this year, raising over $2,600,000.00 in the 13th 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 | Hospice | Total |  |
| AB | High Prairie & District Holistic Palliative Care Society |  $ 8,000.00  |  |
| AB | Hospice Calgary |  $ 157,660.99  |  |
| AB | Olds & District Hospice Society |  $ 20,000.00  |  |
| AB | Pilgrims Hospice Society |  $ 8,870.00  |  |
| AB | Red Deer Hospice Society |  $ 27,000.00  |  |
| BC | Abbotsford Hospice Society |  $ 2,535.00  |  |
| BC | Alberni Valley Hospice Society |  $ 1,181.10  |  |
| BC | Burnaby Hospice Society |  $ 7,761.00  |  |
| BC | Campbell River Hospice Society | Not Available |  |
| BC | Castlegar Hospice Society | Not Available |  |
| BC | Crossroads Hospice Society |  $ 23,887.00  |  |
| BC | Desert Valley Hospice Society |  $ 535.00  | Online amount only |
| BC | Fraser Canyon Hospice Society |  $ 4,494.00  |  |
| BC | Nakusp Hospice Society | Not Available |  |
| BC | Nanaimo Community Hospice Society |  $ 40,000.00  |  |
| BC | North Okanagan Hospice Society\* |  $ 38,966.00  | Online amount only |
| BC | North Shore Hospice Society |  $ 6,420.00  |  |
| BC | Powell River Hospice Society | Not Available |  |
| BC | Revelstoke Hospice Society |  $ 42.00  |  |
| BC | Squamish Hospice Society |  $ 21,095.00  |  |
| BC | Sunshine Coast Hospice Society |  $ 23,830.00  |  |
| BC | Victoria Hospice |  $ 100,000.00  |  |
| MB | Hospice & Palliative Care Manitoba |  $ 12,414.00  |  |
| MB | Prairie Mountain Health | Not Available |  |
| MB | Russell & District Palliative Care |  $ 2,608.75  |  |
| MB | South West District Palliative Care |  $ 5,100.00  |  |
| NB | Hospice Fredericton |  $ 20,000.00  |  |
| NB | Hospice Greater Moncton |  $ 3,729.00  |  |
| NS | Colchester East Hants Hospice | Not Available |  |
| NS | Hospice Halifax |  $ 24,289.00  |  |
| NS | Hospice Society of Greater Halifax |  $ 16,759.00  |  |
| NS | Valley Hospice Foundation |  $ 16,490.13  |  |
| ON | ARCH Hospice\* |  $ 40,000.00  |  |
| ON | Beth Donovan Hospice |  $ 8,970.00  |  |
| ON | Bethel Hospice Foundation\* |  $ 115,000.00  |  |
| ON | Bruce Peninsula Hospice |  $ 15,310.67  |  |
| ON | Carefor Hospice Cornwall |  $ 56,504.00  |  |
| ON | Carpenter Hospice |  $ 55,372.00  |  |
| ON | Centre De Services Guigues |  $ 6,920.00  |  |
| ON | Community Care Northumberland |  |  |
| ON | Community Home Support - Lanark County Hospice Palliative Care Services |  $ 19,560.00  |  |
| ON | Dundas County Hospice |  $ 405.00  | Online amount only |
| ON | Evergreen |  $ 2,895.00  |  |
| ON | Hill House Hospice |  $ 39,305.00  |  |
| ON | Hospice Care Ottawa |  $ 86,263.00  |  |
| ON | Hospice Dufferin |  $ 7,925.00  |  |
| ON | Hospice Georgian Triangle |  $ 92,103.00  |  |
| ON | Hospice Huronia |  $ 20,182.00  |  |
| ON | Hospice Huntsville\* |  $ 55,532.00  |  |
| ON | Hospice Kawartha Lakes |  $ 1,585.00  | Online amount only |
| ON | Hospice King-Aurora |  $ 1,715.00  |  |
| ON | Hospice Muskoka |  $ 6,382.05  |  |
| ON | Hospice Niagara\* |  $ 80,000.00  |  |
| ON | Hospice Northwest |  $ 56,969.00  |  |
| ON | Hospice Orillia |  $ 15,036.00  |  |
| ON | Hospice Peterborough |  $ 52,945.98  |  |
| ON | Hospice Prince Edward |  $ 14,345.10  |  |
| ON | Hospice Quinte |  $ 9,565.00  |  |
| ON | Hospice Renfrew\* |  $ 70,187.00  |  |
| ON | Hospice Simcoe |  $ 56,690.00  |  |
| ON | Hospice Wellington\* |  $ 86,000.00  |  |
| ON | Hospice Toronto |  $ 16,321.00  |  |
| ON | Hub Hospice Palliative Care |  $ 10,027.00  |  |
| ON | Huron Hospice Volunteer Service |  $ 1,465.00  |  |
| ON | Kensington Hospice |  $ 63,364.20  |  |
| ON | Lisaard House / Innisfree House |  $ 47,000.00  |  |
| ON | Maison Vale Hospice |  $ 115,698.00  |  |
| ON | Matthews House Hospice |  $ 82,529.97  |  |
| ON | McNally House Hospice |  $ 18,618.00  |  |
| ON | Residential Hospice of Grey Bruce |  $ 8,990.25  |  |
| ON | Rotary Club of Statford Residential Hospice Stratford Perth Steering Committee |  $ 39,258.05  |  |
| ON | Serenity House Hospice |  $ 840.00  |  |
| ON | Stedman Community Hospice\* |  $ 275,190.00  |  |
| ON | St. Joseph’s Hospice\* |  $ 33,000.00  |  |
| ON | The Dorothy Ley Hospice\* |  $ 42,564.00  |  |
| ON | The Heart of Hastings Hospice |  $ 1,355.00  | Online amount only |
| ON | Toronto Hike for Hospice Partners |  $ 62,840.00  |  |
| ON | VON Durham Hospice |  $ 20,688.00  |  |
| ON | VON Sakura House\* |  $ 89,000.00  |  |
| PE | Hospice PEI | Not Available |  |
| PE | Eastern Kings Hospice Inc. | Not Available |  |

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

(\* indicates sites that are holding a Hike for Hospice Palliative Care but are not registered with the Canadian Hospice Palliative Care Association)

# Bayshore HealthCare Partner

Bayshore HealthCare branches continued their commitment to hospice palliative care and CHPCA by partnering with local hike sites to raise funds and awareness. The 2015 Hike for Hospice Palliative Care continued with the same format as last year where hike sites who were registered partners with Bayshore HealthCare shared an fundraising site with the corresponding Bayshore branch instead of operating an individual site specifically for Bayshore participants. 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. This also allowed for Bayshore participants to take advantage of the friendly competition aspect that many hike sites promote where prizes are available for top fundraising participants/teams. The amalgamation of the 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 set up 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:

|  |  |  |
| --- | --- | --- |
| Province | Hospice | Bayshore Branch |
| AB | Hospice Calgary | Calgary |
| AB | Pilgrims Hospice Society | Edmonton |
| BC | Crossroads Hospice Society | Burnaby |
| BC | Victoria Hospice | Victoria |
| MB | Hospice & Palliative Care Manitoba | Winnipeg |
| NB | Hospice Fredericton | Fredericton |
| ON | Carefor Hospice Cornwall | Cornwall |
| ON | Community Home Support - Lanark County Hospice Palliative Care Services | Smiths Falls |
| ON | Hospice Care Ottawa | Ottawa |
| ON | Hospice Niagara | St. Catharines |
| ON | Hospice Northwest | Thunder Bay |
| ON | Hospice Simcoe | Barrie |
| ON | Hospice Wellington | Fergus / Wellington |
| ON | Hub Hospice Palliative Care | Carleton Place |
| ON | Kensington Hospice | Toronto |
| ON | Lisaard House / Innisfree House | Kitchener |
| ON | Maison Vale Hospice | Sudbury |
| ON | Stedman Community Hospice | Brantford |
| ON | St. Joseph’s Hospice | Sarnia |
| ON | The Dorothy Ley Hospice | Mississauga |
| ON | The Heart of Hastings Hospice | Belleville |
| PE | Hospice PEI | Charlottetown |

# Hike Fundraising Website

The 2015 Hike for Hospice Palliative Care was the eighth year that used a fundraising website for the collection of donations, and the second year with the new fundraising website provider. In early 2014 the CHPCA switched 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 online 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 customizing tax receipts to include unique specific thank you messages. This site allows for more individuality over some other fundraising website providers and is structured to look and feel like an independent website for each hike location while under the branding of the Hike for Hospice Palliative Care event. The site also has a feature that allows hike coordinators the ability to create a series of custom “coaching” emails, intended to help build momentum for the hikers and to convey messages directly to hikers and donors, both past and present about activities relevant to each specific hike site.

Hike sites that signed up with the CHPCA’s 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 51 hike sites that used the fundraising website this year. As the Bayshore branches’ sites were once again amalgamated with the hospices this year as opposed to having its own fundraising website, the overall number of sites is down from previous years, however, has increased over last year, which was the first year of the amalgamation. New this year, each hike site was automatically provided a fundraising website upon registration, except for limited cases where hike sites either had their own fundraising websites in place prior to the CHPCA establishing a fundraising website, or where sites only attracted fewer than a dozen hikers. Although some of the hike sites did not fundraise on the online website, they all had access to their sites and are considering using or discussing with their Board of Directors for use in future years.

The fundraising website allowed individuals and teams to create personalized fundraising pages and collect donations via credit card, which helped to raise more funds and awareness. Returning again 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 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 returning 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 fundraising website raised $797,857.28 in online and offline donations, which is down slightly from previous years as one former large earning Hike for Hospice site made the decision to break away from the Hike for Hospice brand in favour of switching their event to a different, non-hike format. Although the majority of donations are still being made offline in cash and cheques, the fundraising website donations are steadily growing for each participating site. The new online fundraising platform also remains open all year long for donations and currently there are still donations being made weekly. Keeping the fundraising website open all year long also allows hike sites more freedom in establishing when they will begin and end fundraising efforts for each event.

In order to better prepare hike sites to use the new platform, three in depth training sessions were provided and recorded. These training sessions covered all aspects of using the online system including donating and registering and using the administrative management areas.

Included below are the hike sites that used the fundraising website.

Sites that used the 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 CHPCA’s print materials and other resources, has shown to be very valuable in maximizing the number of participants and increasing the funds raised.

|  |  |  |
| --- | --- | --- |
| Province | Hospice | Online and Offline Donations reported online |
| AB | Hospice Calgary |  $ 130,843.24  |
| AB | Pilgrims Hospice Society |  $ 8,870.00  |
| BC | Abbotsford Hospice Society |  $ 35.00  |
| BC | Alberni Valley Hospice Society |  $ 20.00  |
| BC | Burnaby Hospice Society |  $ 2,801.00  |
| BC | Crossroads Hospice Society |  $ 15,739.00  |
| BC | Desert Valley Hospice Society |  $ 535.00  |
| BC | Fraser Canyon Hospice Society |  $ 225.00  |
| BC | North Shore Hospice Society |  $ 5,955.00  |
| BC | Squamish Hospice Society |  $ 3,585.00  |
| BC | Sunshine Coast Hospice Society |  $ 23,830.00  |
| MB | Hospice & Palliative Care Manitoba |  $ 11,927.00  |
| NB | Hospice Greater Moncton |  $ 1,190.00  |
| NS | Hospice Society of Greater Halifax |  $ 16,759.00  |
| NS | Valley Hospice Foundation |  $ 16,490.13  |
| ON | Beth Donovan Hospice |  $ 3,371.00  |
| ON | Bruce Peninsula Hospice |  $ 15,310.67  |
| ON | Carefor Hospice Cornwall |  $ 5,513.00  |
| ON | Carpenter Hospice |  $ 55,422.00  |
| ON | Community Home Support - Lanark County Hospice Palliative Care Services |  $ 3,560.00  |
| ON | Dundas County Hospice |  $ 405.00  |
| ON | Evergreen |  $ 1,905.00  |
| ON | Hill House Hospice |  $ 39,505.00  |
| ON | Hospice Care Ottawa |  $ 86,263.00  |
| ON | Hospice Dufferin |  $ 7,965.00  |
| ON | Hospice Huronia |  $ 12,730.30  |
| ON | Hospice Kawartha Lakes |  $ 1,585.00  |
| ON | Hospice King-Aurora |  $ 1,715.00  |
| ON | Hospice Muskoka |  $ 2,286.00  |
| ON | Hospice Northwest |  $ 26,475.50  |
| ON | Hospice Orillia |  $ 1,036.00  |
| ON | Hospice Peterborough |  $ 15,388.29  |
| ON | Hospice Prince Edward |  $ 14,345.10  |
| ON | Hospice Quinte |  $ 565.00  |
| ON | Hospice Simcoe |  $ 15,440.00  |
| ON | Hospice Toronto |  $ 15,040.00  |
| ON | Hub Hospice Palliative Care |  $ 1,321.00  |
| ON | Huron Hospice Volunteer Service |  $ 1,465.00  |
| ON | Kensington Hospice |  $ 48,426.75  |
| ON | Maison Vale Hospice |  $ 35,994.10  |
| ON | Matthews House Hospice |  $ 63,140.00  |
| ON | McNally House Hospice |  $ 18,618.00  |
| ON | Residential Hospice of Grey Bruce |  $ 8,990.25  |
| ON | Rotary Club of Statford Residential Hospice Stratford Perth Steering Committee |  $ 39,528.95  |
| ON | The Heart of Hastings Hospice |  $ 1,355.00  |
| ON | Toronto Hike for Hospice Partners |  $ 2,840.00  |
| ON | VON Sakura House |  $ 11,818.00  |

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

# Hike Fundraising Website Statistics

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Criteria | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | % Change from 2009 to 2015 |
| # of participants registered online | 1,273 | 1,663 | 2,670 | 2,957 | 3,574 | 3200 | 2980 | 134% increase in 7 years |
| $ raised online | $370,608  | $509,260  | $801,806  | $962,726 | $1,082,918 | $977,564 | $797,857.28\* | 115% increasein 7 years |
| # of online sponsors | 7,536 | 9,086 | 12,742 | 14,449 | 15,563 | 13,415 | 12,691 | 68% increase in 7 years |
| Avg. donation amount | $49  | $68  | $63  | $74 | $70 | $60 | $62 | 27% increase in 7 years |

(\* Decreased amount is attributed to a large-earning former hike site who decided to break away from the Hike for Hospice brand in favour of holding a non-hike event)

# Hike Site Media and Exposure

Television

* Eastlink, CBC, Global, CTV, SHAW TV, CITYTV, Rogers Community TV – Collingwood, CHEX TV, CKPR, CTV Barrie, Cogeco

Radio

* Ocean 100, Moose FM, Quinte Broadcasting, Starboard Communications, CBC, AM660, CKLJ, Rock 104, 95.1 The Peak FM, 97.7 The Beach, MNT FM, Energy 99.7, Country 105, Big 105, The Drive, Lake 88, Jack FM, Acadia Broadcasting, Magic 99.9, CHAYfm, myfm, Prairie FM 93.5, 105.3 Kiss, Q92, KFM, KICX 91.7, Le Loup

Newspapers

* The Buzz, The Guardian, Journal-Pioneer, Burnaby Now, North Shore News, Metroland NorthMedia, St. Thomas Times Journal, St. Thomas Weekly News, Belleville Intelligencer, Belleville News, SNAP’d, The Mirror, Calgary Herald, Calgary Sun, Cochrane Eagle, Olds Gazette, Georgian Life, Metroland, Sun Media, The Liberal, The Peterborough Examiner, Red Deer Advocate, Revelstoke Current, Perth EMC, The Lanark Era, The Humm, Snapped Magazing, Chronicle Journal, Barrie Advance, Barrie Examiner, snapd Barrie, Tri-city News, Snap Toronto, Snap Ajax, The South Peace News, Northern Life, Journal Le Voyageur, Keptville EMC, Kemptville Advance

Online Sources

* Vancouver Coastal Health Webmaill, NSHospice Society webmail, Facebook, mycollingwood.ca, PTBOCanada, snaps Peterborough, tbtnewswatch.com, lakesuperiornews.com, netnewsledger.com, twitter

# Conclusion

The 2015 Hike for Hospice Palliative Care was the most successful hike to date. Our survey results indicate that hike sites are looking forward to hosting a hike in 2016. 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 eighth year of using the fundraising website proved that once again the site is an important tool for collecting funds. While hike coordinators are still getting used to the new system, it functioned much better than the year before and was well received by participating hike sites. Hike sites are enthusiastic about Hike for Hospice Palliative Care 2016 and are looking forward to continuing to use the fundraising website for future events.

In order to continue to improve this event, all feedback, comments and survey results provided to CHPCA will be used in the planning of the 2016 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 2015. Special thanks to CHPCA’s national sponsors, Bayshore HealthCare, and GlaxoSmithKline, whose support enables this event to continue to grow and flourish. CHPCA looks forward to your continued support in 2016.

The next National Hike for Hospice Palliative Care is **Sunday, May 1, 2016.**

# List of Appendices

1. Hike In-A-Box Toolkit
2. Media Package:
* [Media Spokesperson Training](http://www.chpca.net/events/hfhpc/2007/Hike-Media%2BPlaybook_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)
* 2015 Photo Release Agreement
* [CHPCA Hike one-eighth-of-a-page ad](http://www.chpca.net/events/hfhpc/2007/CHPCA_Hike_EighthPageAd.pdf) English (Available in PDF, editable RTF format, and InDesign)
* [CHPCA Hike one-eight-of-a-page ad](http://www.chpca.net/events/hfhpc/2007/CHPCA_Hike_QuarterPageAd.pdf) bilingual (Available in PDF, editable RTF format, and InDesign)
* [CHPCA Hike one-eighth-of-a-page ad](http://www.chpca.net/events/hfhpc/2007/CHPCA_Hike_EighthPageAd.pdf) French (Available in PDF, editable RTF format, and InDesign)
* [CHPCA Hike one-quarter-of-a-page ad](http://www.chpca.net/events/hfhpc/2007/CHPCA_Hike_QuarterPageAd.pdf) (Available in PDF, editable RTF format, and InDesign)
* [CHPCA Hike one-quarter-of-a-page ad](http://www.chpca.net/events/hfhpc/2007/CHPCA_Hike_QuarterPageAd.pdf) bilingual (Available in PDF, editable RTF format, and InDesign)
* [CHPCA Hike one-quarter-of-a-page ad](http://www.chpca.net/events/hfhpc/2007/CHPCA_Hike_QuarterPageAd.pdf) (Available in PDF, editable RTF format, and InDesign)[CHPCA Hike one-eight -of-a-page ad](http://www.chpca.net/events/hfhpc/2007/CHPCA_Hike_QuarterPageAd.pdf) in colour English (Available in PDF, editable RTF format, and InDesign)
* [CHPCA Hike one-eight -of-a-page ad](http://www.chpca.net/events/hfhpc/2007/CHPCA_Hike_QuarterPageAd.pdf) in colour French (Available in PDF, editable RTF format, and InDesign)
* [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%2Bfor%2BHospice%2BPalliative%2BCare-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) English (Available in PDF, editable RTF format, and InDesign)
* [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) French (Available in PDF, editable RTF format, and InDesign)
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 (Available in PDF, editable RTF format, and InDesign)
1. Electronic Pledge Form
* 20 Line Pledge Form English
* 20 Line Pledge Form French
* Pledge Form Bilingual
1. T-Shirt Graphic
2. 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