



2016

Hike for Hospice Palliative Care





Table of Contents

[Introduction 3](#_Toc454549704)

[Organizational Summary 3](#_Toc454549705)

[The Project 4](#_Toc454549706)

[Hike Sites – 2016 6](#_Toc454549707)

[Bayshore HealthCare Partner 9](#_Toc454549708)

[Hike Fundraising Website 11](#_Toc454549709)

[Hike Fundraising Website Statistics 15](#_Toc454549710)

[Hike Site Media and Exposure 16](#_Toc454549711)

[CHPCA’s Social Media Campaign 17](#_Toc454549712)

[Conclusion 18](#_Toc454549713)

[List of Appendices 19](#_Toc454549714)

# Introduction

The purpose of this report is to provide a detailed overview of the Hike for Hospice Palliative Care 2016. 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 2016 hike marked the fourteenth year of the Hike for Hospice Palliative Care and was successful in raising over $2,943,000 for hospice palliative care across Canada. *This is over $310,000 more than last year’s record high fundraising total.*

# 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 625 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 2016, our sponsors were GSK and Bayshore HealthCare.

CHPCA would like to extend a heart-felt thank you for GSK’s commitment to making this event so successful. It is the vision of the Hike for Hospice Palliative Care to reach out into the community and create awareness for hospice palliative care while raising much needed funds that remain in the community where they are raised. The generous contribution from GSK helped make this vision a reality. As we continue to grow the Hike for Hospice Palliative Care, please know that the partnership with GSK is vital to the success of this event. You are truly appreciated.

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 ninth 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. The 2016 hike proved to be the most successful yet, having raised the greatest amount of funds to date using the online fundraising system. The trend towards online donations is on the rise, and the Hike for Hospice online fundraising website is no exemption to this.

While many of the Hike coordinators are comprised of hospice volunteers, the CHPCA employs a thorough training program to help the Hike coordinators understand and adjust to the functions of the online fundraising website. When used in full capacity, the fundraising website allows Hike coordinators to maximize the site’s features and capabilities which in turn helps 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. The smaller poster size has become a more popular resource in recent years than the larger (tabloid format). It is estimated that nearly 10,000 posters are distributed annually around Canada promoting and advertising the Hike for Hospice Palliative Care. Returning again this year by popular demand 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 14th Annual Hike for Hospice Palliative Care raising over **$2,943,000.00** for community hospice palliative care services. Hikes took place in over 90 different communities across Canada.

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
* Oversee and coordinate a national social media campaign

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
* **Kelsey Johnston,** 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
* **Cheryl Spencer**, Project Coordinator, Canadian Hospice Palliative Care Association, Ottawa, ON

# Hike Sites – 2016

There were over 100 hike sites, including the Bayshore HealthCare branches that participated this year, raising over $2,943,000.00 in the 14th 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 | Amount Unavailable |  |
| AB | Hospice Calgary | $150,000 |  |
| AB | Hospice Society of Camrose & District\* | Amount Unavailable |  |
| AB | Olds & District Hospice Society | $30,000 |  |
| AB | Pilgrims Hospice Society | $20,000 |  |
| AB | Red Deer Hospice\* | $37,000 |  |
| AB | Rosebud Health Foundation - Compassionate Care Committee | Amount Unavailable |  |
| BC | Abbotsford Hospice Society | $11,500 |  |
| BC | Burnaby Hospice Society | $20,000 |  |
| BC | Campbell River Hospice Society | Amount Unavailable |  |
| BC | Castlegar Hospice Society | $1,000 |  |
| BC | Crossroads Hospice Society | $26,798 | Online amount only |
| BC | Desert Valley Hospice Society | $10,000 |  |
| BC | Hospice Society of the Columbia Valley | $5,311 | Online amount only |
| BC | Nanaimo Community Hospice Society | $33,000 |  |
| BC | North Shore Hospice Society | $12,261 | Online amount only |
| BC | Powell River Hospice Society | $2,500 |  |
| BC | Quesnel & District Hospice Palliative Care Association | $7,850 |  |
| BC | Revelstoke Hospice Society | Amount Unavailable |  |
| BC | Squamish Hospice Society | $6,035 |  |
| BC | Sunshine Coast Hospice Society | $30,000 |  |
| BC | Victoria Hospice | $37,934 |  |
| BC | White Rock South Surrey Hospice Society\* | $15,500 |  |
| MB | Palliative Manitoba | $25,690 |  |
| MB | Russell & District Palliative Care | $3,425 |  |
| MB | South West District Palliative Care | $9,900 |  |
| NB | Hospice Fredericton | $2,400 |  |
| NB | Hospice Greater Moncton | $8,500 |  |
| NS | Hospice Halifax | $34,000 |  |
| NS | Valley Hospice Foundation | $13,000 |  |
| ON | ARCH Hospice\* | $28,000 |  |
| ON | Beth Donovan Hospice | $10,000 |  |
| ON | Bethell Hospice Foundation\* | $115,000 |  |
| ON | Bruce Peninsula Hospice | $23,000 |  |
| ON | Carefor Hospice Cornwall | $55,000 |  |
| ON | Carpenter Hospice | $110,000 |  |
| ON | Community Home Support Lanark County in partnership with the Great War Memorial Hospital Foundation and the Smiths Falls District Hospital Foundation | $22,428 |  |
| ON | Doane House Hospice | $20,000 |  |
| ON | Dr. Bob Kemp Hospice | $65,000 |  |
| ON | Dundas County Hospice | $5,590 |  |
| ON | Durham Hospice - Von Durham | $20,568 |  |
| ON | Evergreen Hospice | $3,710 | Online amount only |
| ON | Hike for Hospice Stratford Perth | $38,335 | Online amount only |
| ON | Hill House Hospice | $40,000 |  |
| ON | Hospice Care Ottawa | $121,000 |  |
| ON | Hospice Dufferin | $11,040 |  |
| ON | Hospice Georgian Triangle | $81,000 |  |
| ON | Hospice Georgina | $5,800 |  |
| ON | Hospice Huntsville\* | $55,000 |  |
| ON | Hospice Huronia | $22,000 |  |
| ON | Hospice King-Aurora | $6,500 |  |
| ON | Hospice Muskoka | $5,000 |  |
| ON | Hospice Niagara\* | $93,000 |  |
| ON | Hospice Northwest | $46,000 |  |
| ON | Hospice Orillia | $3,585 |  |
| ON | Hospice Peterborough | $84,000 |  |
| ON | Hospice Prince Edward | $8,795 | Online amount only |
| ON | Hospice Renfrew | $93,000 |  |
| ON | Hospice Services, Community Care Foundation | $20,000 |  |
| ON | Hospice Simcoe | $100,500 |  |
| ON | Hospice Toronto | $18,753 | Online amount only |
| ON | Hospice Waterloo\* | $14,000 |  |
| ON | Hospice Wellington\* | Amount Unavailable |  |
| ON | Hospice West Parry Sound | $24,000 |  |
| ON | Hospice West Parry Sound\* | $27,174 |  |
| ON | Hub Hospice Palliative Care | $13,500 |  |
| ON | Huron Hospice | $8,000 |  |
| ON | Kensington Hospice | $63,016 |  |
| ON | Kincardine Community Health Foundation\* | $450 |  |
| ON | Lisaard House/Innisfree House | $60,000 |  |
| ON | Maison Vale Hospice | $163,000 |  |
| ON | Matthews House Hospice | $90,000 |  |
| ON | McNally House Hospice | $23,677 | Online amount only |
| ON | Nipissing Serenity Hospice | $56,439 |  |
| ON | Residential Hospice of Grey Bruce | $2,205 | Online amount only |
| ON | Saint Elizabeth | $5,069 | Online amount only |
| ON | Serenity House Hospice | $725 | Online amount only |
| ON | St. Joseph's Hospice\* | $33,000 | Hike Date In October |
| ON | Stedman Community Hospice\* | $281,094 |  |
| ON | The Dorothy Ley Hospice\* | $104,000 |  |
| ON | The Heart of Hastings Hospice | $3,300 |  |
| ON | The Regional Hospice of Quinte | $9,000 |  |
| ON | Toronto Hike for Hospice Partners | $63,580 |  |
| ON | VON Sakura\* | $7,790 | Hike Date In September |

(**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 2016 Hike for Hospice Palliative Care continued with the same format as the past two years where hike sites who were registered partners with Bayshore HealthCare shared a 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 Company’s group. Bayshore registrants were also able to form teams that could include members from both Bayshore and non-Bayshore participants.

For the 2016 Hike for Hospice Palliative Care, the CHPCA designed and ordered 1000 water bottles promoting Bayshore Healthcare’s logo. These water bottles were distributed to the Hike Sites and were used as prize giveaways for Hikers. This initiative was well received by Hike Sites who enjoyed having additional incentives for their participants.

A list of Bayshore HealthCare participating branches is below:

|  |  |  |
| --- | --- | --- |
| Province | Hospice | Bayshore Branch |
| AB | Hospice Calgary | Calgary |
| AB | Hospice Calgary | Calgary Private |
| BC | Crossroads Hospice Society | Burnaby |
| BC | Victoria Hospice | Victoria |
| BC | Kelowna | Central Okanagan Hospice Association |
| BC | Lions Gate Hospital | Vancouver |
| MB | Palliative Manitoba | Winnipeg |
| NB | Hospice Fredericton | Fredericton |
| NB | Hospice of Greater Saint John | Saint John |
| ON | Carefor Hospice Cornwall | Cornwall |
| ON | Community Home Support - Lanark County Hospice Palliative Care Services | Smiths Falls |
| ON | Hospice Care Ottawa | Ottawa Gov |
| ON | Hospice Care Ottawa | Ottawa Private |
| ON | Hospice Niagara | St. Catharines |
| ON | Hospice Simcoe | Barrie |
| ON | Hospice Wellington | Fergus / Wellington |
| ON | Hub Hospice Palliative Care | Carleton Place |
| ON | Kensington Hospice | Toronto |
| ON | Wellington Hospice | Kitchener |
| ON | Maison Vale Hospice | Sudbury |
| ON | Stedman Community Hospice | Brantford |
| ON | St. Joseph’s Hospice | Sarnia |
| ON | The Dorothy Ley Hospice | Mississauga |
| ON | Brockville & District Palliative Care | Brockville |
| ON | Bob Kemp Hospice | Hamilton |
| ON | Kingston Hospice | Kingston |
| ON | The Madawaksa Valley Hospice Palliative Care Program | Pembroke |
| ON | The Hospice of Windsor & Essex County | Windsor |
| PE | Hospice PEI | Charlottetown |

# Hike Fundraising Website

The 2016 Hike for Hospice Palliative Care was the ninth 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 53 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 their own fundraising websites, the overall number of sites is down from previous years, however, has increased over last year. Again 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 $1,023,372.97 in online and offline donations, which is up from previous years. 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.

A list of Hike Site using the online fundraising website and the amount raised online:

|  |  |  |
| --- | --- | --- |
| Province | Hospice | Online and Offline Donations reported online |
| AB | Hospice Calgary | $103,140.15 |
| AB | Pilgrims Hospice Society | $23,292.51 |
| BC | Abbotsford Hospice Society | $275 |
| BC | Burnaby Hospice Society | $10,295 |
| BC | Crossroads Hospice Society | $26,798.25 |
| BC | Desert Valley Hospice Society | $595 |
| BC | Hospice Society of the Columbia Valley | $5,361.56 |
| BC | North Shore Hospice Society | $13,201 |
| BC | Quesnel & District Hospice Palliative Care Association | $2,500 |
| BC | Squamish Hospice Society | $6,135 |
| BC | Sunshine Coast Hospice Society | $14,273 |
| MB | Palliative Manitoba | $19,367.25 |
| MB | South West District Palliative Care | $1,865 |
| NB | Hospice Greater Moncton | $2,450 |
| NS | Hospice Halifax | $38,030.80 |
| NS | Valley Hospice Foundation | $13,310.90 |
| ON | Beth Donovan Hospice | $6,959.90 |
| ON | Bruce Peninsula Hospice | $9.690 |
| ON | Carefor Hospice Cornwall | $7,572 |
| ON | Carpenter Hospice | $67,204 |
| ON | Community Home Support Lanark County In Partnership With The Great War Memorial Hospital Foundation And The Smiths Falls District Hospital Foundation | $6,276.45 |
| ON | Doane House Hospice | $4,310 |
| ON | Dr. Bob Kemp Hospice | $35,901.20 |
| ON | Dundas County Hospice | $840 |
| ON | Durham Hospice - Von Durham | $20,581 |
| ON | Evergreen Hospice | $3,710 |
| ON | Hike for Hospice Stratford Perth | $38,335 |
| ON | Hill House Hospice | $57,561.45 |
| ON | Hospice Care Ottawa | $85,956.01 |
| ON | Hospice Dufferin | $11,600 |
| ON | Hospice Georgina | $825 |
| ON | Hospice King-Aurora | $2,965 |
| ON | Hospice Muskoka | $1,860 |
| ON | Hospice Northwest | $30,861 |
| ON | Hospice Peterborough | $32,906 |
| ON | Hospice Prince Edward | $8,805.75 |
| ON | Hospice Services, Community Care Foundation | $10,438 |
| ON | Hospice Simcoe | $32,183 |
| ON | Hospice Toronto | $19,028 |
| ON | Hospice West Parry Sound | $2,495 |
| ON | Hub Hospice Palliative Care | $6,401 |
| ON | Huron Hospice | $1,510 |
| ON | Kensington Hospice | $51,837 |
| ON | Maison Vale Hospice | $41,667.49 |
| ON | Matthews House Hospice | $79,717 |
| ON | McNally House Hospice | $23,677.60 |
| ON | Nipissing Serenity Hospice | $23,093.50 |
| ON | Residential Hospice of Grey Bruce | $2,205 |
| ON | Saint Elizabeth | $5,069.60 |
| ON | Serenity House Hospice | $725 |
| ON | The Heart of Hastings Hospice | $640 |
| ON | The Regional Hospice of Quinte | $315 |
| ON | Toronto Hike for Hospice Partners | $6,492.60 |

(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 | 2016 | % Change from 2009 to 2016 |
| # of participants registered online | 1,273 | 1,663 | 2,670 | 2,957 | 3,574 | 3200 | 2980 | 3897 | 206% increase in 8 years |
| $ raised online\* | $370,608 | $509,260 | $801,806 | $962,726 | $1,082,918 | $977,564 | $797,857.28\*\* | $830,722.91 | 124% increase  in 7 years |
| # of online sponsors | 7,536 | 9,086 | 12,742 | 14,449 | 15,563 | 13,415 | 12,691 | 14,974 | 98% increase in 7 years |
| Avg. donation amount | $49 | $68 | $63 | $74 | $70 | $60 | $62 | $61 | 24% increase in 7 years |

(Online donations only, these are donations made using Credit Cards)

(\* 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

# CHPCA’s Social Media Campaign

For the 2016 Hike for Hospice Palliative Care, the CHPCA launched a national social media campaign. The campaign consisted of two parts. These parts where

**Part 1: Featured Hike Site**

Every second week, the CHPCA held a draw from amongst the hike sites registered with the CHPCA to host a hike\*. The selected hike site was then featured with special posts and announcements on the CHPCA’s Facebook and Twitter accounts. An interview was conducted with the Hike Site Coordinator and an article about the hike site was also written and posted to ehospice.

*\*Only hike sites that were registered with the CHPCA to host a hike and who were in compliance with the Hike Site Participation Agreement were eligible to win this opportunity.*

**Part 2: Hiker “Shout Out”**

Every second week, the CHPCA took a listing of all of the registered Hikers who has raised more than $10 using the CHPCA’s online fundraising tool\*\*. Each Hiker was entered into a draw and one recipient was selected. The selected recipient received a “shout out” on the CHPCA’s social media sites. The shout out will also include a link to the hiker’s personal fundraising page!

*\*Only totals raised on the online fundraising tool were accounted into designating elligible hikers. This includes amounts raised by credit card and amounts raised by cash and cheque that have been entered into the system by the hiker.*

*\*\*Only hike sites that were registered with the CHPCA to host a hike and who were in compliance with the Hike Site Participation Agreement and who were using the CHPCA’s online fundraising website were eligible to participate in this opportunity.*

Throughout the Hike, the CHPCA learned that while the Featured Hike Site was a popular feature, the Hiker “Shout Out” was not. In future hikes, the CHPCA will feature a weekly Hike Site, instead of every second week, and will drop the Hiker “Shout Out”. Other social media campaign pieces are currently being considered for introduction to the 2017 hike year.

# Conclusion

The 2016 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 2017. 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 ninth year of using the fundraising website proved that once again the site is an important tool for collecting funds. While new and volunteer hike coordinators often express a learning curve while getting used to the new system, they are keep to participate in training sessions and by launching the site, many are proficient in understanding the capabilities of the site and are keen to put these into action for their events. Hike sites are enthusiastic about Hike for Hospice Palliative Care 2017 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 2017 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 2016. Special thanks to CHPCA’s national sponsors, GSK and Bayshore HealthCare, whose support enables this event to continue to grow and flourish. CHPCA looks forward to your continued support in 2017.

The next National Hike for Hospice Palliative Care is **Sunday, May 7, 2017.**

# 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)
* 2016 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)
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* [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+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) 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