



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs



2017

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 2017. 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 2017 hike marked the fifteenth year of the Hike for Hospice Palliative Care and was successful in raising in excess of 3 million dollars with a reported amount of over \$2,910,098 for hospice palliative care across Canada. This exceeds last year's totals and puts the Hike's annual fundraising revenue to over 3 million dollars for the first time.

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 2017, our sponsors were GSK, Bayshore HealthCare and Amgen.

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 tenth 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 2017 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.

In November 2016, the Hike for Hospice Palliative Care online fundraising website underwent an upgrade project. A new site design was created to include mobile responsive technology. This new website upgrade gives more flexibility and usability to Hikers in their choice of technology as the new site is fully friendly to all devices, including, computers, tablets, and phone systems. The new site design also employed a best standard template, making the look and feel of the site clean, functional, and easy to use. The new site launched in January in time for the 2017 Hike season.

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. For the first time, due to increased costs of printing and shipping, a hardcopy fillable version of the hike posters was not mailed out to all the hike sites. A trend over the past five years has seen the majority of sites using the electronic versions of the posters, therefore, switching to an exclusively online, printable, tool, was a logical step. As always the electronic printable posters were 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 printed and 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 15th Annual Hike for Hospice Palliative Care raising over **3 million dollars** 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 (AVISIO) 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.

Hike Sites – 2017

There were over 100 hike sites, including the Bayshore HealthCare branches that participated this year, raising over 3 million dollars, with a reported total of \$2,910,098* in the 15th 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.

** As some of the hike sites did not provide an overall total of funds raised, the reported fundraising total was \$2,910,098; however, based on previous statistics provided by these hike sites in past years, and taking under consideration a reported growth of these sites, the actual total of funds raised across Canada is in excess of 3 million dollars.*

Province	Hospice	Total	
Alberta	Red Deer Hospice Society	\$ 44,000.00	Online Amount Only
Alberta	Airdrie & District Hospice Society	\$ 225	Online Amount Only
Alberta	High Prairie & District Holistic Palliative Care Society	\$ 8,700.00	
Alberta	Olds District Hospice Society	\$ 16,500.00	
Alberta	Pilgrims Hospice	\$ 14,525.00	Online Amount Only
Alberta	Foothills Country Hospice Society	\$ 64,346.00	Online Amount Only
Alberta	Hospice Calgary	\$ 140,000.00	
British Columbia	Castlegar Hospice Society		Unknown
British Columbia	Squamish Hospice Society	\$ 21,000.00	
British Columbia	Abbotsford Hospice Society		Unknown
British Columbia	Hospice Society of the Columbia Valley	\$ 4,365.00	Online

Columbia			Amount Only
British Columbia	Burnaby Hospice Society	\$ 27,000.00	
British Columbia	Sunshine Coast Hospice Society	\$ 26,258.00	
British Columbia	North Shore Hospice & Palliative Project	\$ 13,000.00	
British Columbia	Quesnel & District Hospice Palliative Care Association	\$ 9,000.00	
British Columbia	Desert Valley Hospice Society		Unknown
British Columbia	Crossroads Hospice Society	\$ 28,335	
British Columbia	Williams Lake Hospice Society	\$ 2,000.00	
British Columbia	Terrace Hospice Society		Unknown
British Columbia	REVELSTOKE HOSPICE SOCIETY		Unknown
British Columbia	Victoria Hospice	\$ 53,757.00	
British Columbia	Nanaimo Community Hospice Society*	\$ 44,000	
British Columbia	Mission Hospice*		Unknown Hike in September
British Columbia	White Rock South Surrey Hospice Society*		Unknown
British Columbia	Hospice Society of Camrose & District*	Unknown	
Manitoba	South West District Palliative Care	\$ 3,000.00	
Manitoba	Russell & District Palliative Care		Unknown
Manitoba	Palliative Manitoba	\$ 15,000.00	
New Brunswick	Hospice Greater Moncton	\$ 1,155.00	Online Amount Only
New Brunswick	HOSPICE FREDERICTON	\$ 40,000.00	
Nova Scotia	Colchester East Hants Hospice Society		Unknown
Nova Scotia	Hospice Halifax	\$ 39,559.00	
Nova Scotia	Valley Hospice Foundation	\$ 23,000.00	
Ontario	Saint Elizabeth Health Care	\$ 4,191.00	Online Amount Only

Ontario	VON Durham Hospice Services	\$ 20,000.00	
Ontario	Hospice Prince Edward	\$ 29,000.00	
			Online Amount Only
Ontario	Hospice Dufferin	\$ 7,895.00	
Ontario	Hospice Kingston Inc.	\$ 6,422.00	
Ontario	Stratford Perth Residential Hospice	\$ 45,000.00	
Ontario	Hospice Georgian Triangle	\$ 95,000.00	
			Online Amount Only
Ontario	Hub Hosice Palliative Care Assn Almonte	\$ 905.00	
Ontario	Beth Donovan Hospice	\$ 7,800.00	
Ontario	Nipissing Serenity Hospice	\$ 70,000.00	
Ontario	Hospice Huronia	\$ 22,000.00	
Ontario	Hospice Georgina	\$ 285.00	
Ontario	Kensington Hospice	\$ 65,000.00	
Ontario	McNally House Hospice	\$ 90,000.00	
			Online Amount Only
Ontario	Maison McCulloch Hospice	\$ 23,905.00	
			Postponed to July due to Weather
Ontario	Doane House Hospice	\$ 3,105.00	
Ontario	Carpenter Hospice	\$ 108,000.00	
Ontario	Huron Hospice	\$ 20,000.00	
Ontario	Bruce Peninsula Hospice	\$ 25,000.00	
			Online Amount Only
Ontario	Dundas County Hospice	\$ 530.00	
Ontario	Hospice Muskoka	\$ 5,500.00	
			Hike Cancelled Due to Weather
Ontario	Hospice Quinte		
Ontario	Hospice Peterborough	\$ 80,000.00	
			Online Amount Only
Ontario	Toronto Hike for Hospice Partners	\$ 1,706.00	
Ontario	Hospice Toronto	\$ 22,998.00	
			Online Amount Only
Ontario	Community Home Support Lanark County	\$ 5,630.00	
Ontario	Hospice Care Ottawa	\$ 101,000.00	
Ontario	Community Care Hospice Services	\$ 27,000.00	
Ontario	Hospice Renfrew	\$ 140,254.00	
			Online Amount
Ontario	Residential Hospice of Grey Bruce	\$ 9,565.00	

			Only
Ontario	Hill House Hospice	\$ 56,487.00	
			Online Amount Only
Ontario	Hospice King-Aurora Richmond Hill	\$ 3,393.00	
Ontario	Hospice Northwest	\$ 34,000.00	
Ontario	Hospice Orillia	\$ 27,000.00	
Ontario	Carefor Hospice Cornwall	\$ 54,175.00	
Ontario	Hospice West Parry Sound	\$ 18,000.00	
Ontario	Matthews House Hospice	\$ 80,000.00	
Ontario	Hospice Simcoe	\$ 82,000.00	
Ontario	Bethell Hospice Foundation*	\$ 163,000	
Ontario	Stedman Community Hospice*	\$ 304,797	
Ontario	Hospice Niagara*	\$ 103,000	
			Hike in September
Ontario	VON Sakura*	\$ 12,110	
Ontario	St. Joseph's Hospice*	\$ 55,000	
Ontario	Huron Shores Hospice*	\$ 12,000	
Ontario	Lisaard House/Innisfree House*	\$ 131,000	
			Unknown Hike in September
Ontario	Hospice Waterloo*		
Ontario	Hospice Huntsville*	\$ 61,630	
Ontario	ARCH Hospice*	\$ 32,000	
Ontario	Dr. Bob Kemp Hospice*		Unknown
			Online amount only
Ontario	Evergreen Hospice*	\$ 4,090	
Prince Edward Island	Hospice PEI		Unknown

(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)

(Unknown: Unknown is shown when a Hike Site hasn't reported total fundraising amounts, or an amount was not reported on their website and/or other documentation)

(* 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 2017 Hike for Hospice Palliative Care continued with the same format as the past three 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.

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 2017 Hike for Hospice Palliative Care was the tenth 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. In 2016 the online fundraising website went through a website design upgrade. The upgraded online website is still 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 58 hike sites that used the fundraising website this year. This is 5 more sites using the online fundraising website than 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 \$1,094,554.71 in online and offline donations, which is up from previous years. Although the majority of the overall hike donations are still being made 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.

New this year was a process of training that involved pre-recording a video series that provided a step-by-step in-depth tutorial of how to use, customize, and manage the Hike on the online fundraising website. In the past a webinar was conducted to train Hike Coordinators on how to do these pieces, however, not all Coordinators were able to attend and/or felt that after the webinar ended they still needed additional support. By pre-recording the videos, they were available throughout the duration of the event for continual reference and were received as a big hit from the Hike Coordinators.

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
Alberta	Airdrie & District Hospice Society	\$ 225.00
Alberta	Foothills Country Hospice Society	\$ 64,346.33
Alberta	Hospice Calgary	\$ 105,852.94
Alberta	Pilgrims Hospice	\$ 14,524.88
British Columbia	Burnaby Hospice Society	\$ 9,605.00
British Columbia	Castlegar Hospice Society	\$ -
British Columbia	Crossroads Hospice Society	\$ 28,334.18
British Columbia	Desert Valley Hospice Society	\$ -
British Columbia	Hospice Society of the Columbia Valley	\$ 4,560.00
British Columbia	North Shore Hospice & Palliative Project	\$ 11,665.00
British Columbia	Quesnel & District Hospice Palliative Care Association	\$ 600.00
British Columbia	Squamish Hospice Society	\$ 9,750.00
British Columbia	Sunshine Coast Hospice Society	\$ 26,257.52
British Columbia	Terrace Hospice Society	\$ -
British Columbia	Williams Lake Hospice Society	\$ 885.00
Manitoba	Palliative Manitoba	\$ 9,797.00
Manitoba	South West District Palliative Care	\$ 25.00
New Brunswick	Hospice Greater Moncton	\$ 1,155.00
Nova Scotia	Colchester East Hants Hospice Society	\$ 20.00
Nova Scotia	Hospice Halifax	\$ 39,559.00
Nova Scotia	Valley Hospice Foundation	\$ 19,134.01
Ontario	Beth Donovan Hospice	\$ 3,102.50
Ontario	Bruce Peninsula Hospice	\$ 13,082.00

Ontario	Carefor Hospice Cornwall	\$ 3,232.00
Ontario	Carpenter Hospice	\$ 70,913.86
Ontario	Community Care Hospice Services	\$ 5,803.00
Ontario	Community Home Support Lanark County	\$ 5,630.00
Ontario	Doane House Hospice	\$ 3,105.00
Ontario	Dundas County Hospice	\$ 530.00
Ontario	Hill House Hospice	\$ 56,487.10
Ontario	Hospice Care Ottawa	\$ 82,464.69
Ontario	Hospice Dufferin	\$ 7,895.00
Ontario	Hospice Georgian Triangle	\$ 72,339.00
Ontario	Hospice Georgina	\$ 285.00
Ontario	Hospice King-Aurora Richmond Hill	\$ 3,393.00
Ontario	Hospice Kingston Inc.	\$ 6,417.00
Ontario	Hospice Muskoka	\$ 1,760.00
Ontario	Hospice Northwest	\$ 18,920.00
Ontario	Hospice Orillia	\$ 14,215.00
Ontario	Hospice Peterborough	\$ 37,113.20
Ontario	Hospice Prince Edward	\$ 7,780.00
Ontario	Hospice Quinte	\$ -
Ontario	Hospice Simcoe	\$ 22,615.10
Ontario	Hospice Toronto	\$ 22,998.66
Ontario	Hospice West Parry Sound	\$ 6,810.00
Ontario	Hub Hosice Palliative Care Assn Almonte	\$ 905.00
Ontario	Huron Hospice	\$ 8,969.00
Ontario	Kensington Hospice	\$ 47,117.91
Ontario	Maison McCulloch Hospice	\$ 23,905.00
Ontario	Matthews House Hospice	\$ 53,776.88
Ontario	McNally House Hospice	\$ 25,796.00
Ontario	Nipissing Serenity Hospice	\$ 46,739.70
Ontario	Residential Hospice of Grey Bruce	\$ 9,565.00
Ontario	Saint Elizabeth Health Care	\$ 4,191.00
Ontario	Stratford Perth Residential Hospice	\$ 44,195.70
Ontario	Toronto Hike for Hospice Partners	\$ 1,705.55
Ontario	VON Durham Hospice Services	\$ 14,381.00
Prince Edward Island	Hospice PEI	\$ -

(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	2017	% Change from 2009 to 2017
# of participants registered online	1,273	1,663	2,670	2,957	3,574	3,200	2,980	3,897	4,303	238% increase in 9 years
\$ raised online*	\$370,608	\$509,260	\$801,806	\$962,726	\$1,082,918	\$977,564	\$797,857.28**	\$830,722.91	\$806,808.71	118% increase in 9 years
# of online sponsors	7,536	9,086	12,742	14,449	15,563	13,415	12,691	14,974	16,550	120% increase in 9 years
Avg. donation amount	\$49	\$68	\$63	\$74	\$70	\$60	\$62	\$61	\$66	35% increase in 9 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 Webmail, NSHospice Society webmail, Facebook, mycollingwood.ca, PTBOCanada, snaps Peterborough, tbtnewswatch.com, lakesuperiornews.com, netnewsledger.com, twitter

CHPCA's Social Media Campaign

For the 2017 Hike for Hospice Palliative Care, the CHPCA continued with a national social media campaign. The campaign consisted of two parts. These parts were

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 eligible 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.*

Conclusion

The 2017 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 2018. 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 keen 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 2018 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 2018 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 2017. Special thanks to CHPCA's national sponsors, GSK, Bayshore HealthCare, and Amgen whose support enables this event to continue to grow and flourish. CHPCA looks forward to your continued support in 2018.

The next National Hike for Hospice Palliative Care is **Sunday, May 6, 2018**.

List of Appendices

- A.** Hike In-A-Box Toolkit
- B.** Media Package:
 - a. Media Spokesperson Training
 - b. Public Service Announcement, Helpful information and Canned Ad text templates
 - c. Ways to Raise Your Profile
 - d. How to get your story in the media
 - e. 2017 Photo Release Agreement
 - f. CHPCA Hike one-eighth-of-a-page ad English (Available in PDF, editable RTF format, and InDesign)
 - g. CHPCA Hike one-eight-of-a-page ad bilingual (Available in PDF, editable RTF format, and InDesign)
 - h. CHPCA Hike one-eighth-of-a-page ad French (Available in PDF, editable RTF format, and InDesign)
 - i. CHPCA Hike one-quarter-of-a-page ad (Available in PDF, editable RTF format, and InDesign)
 - j. CHPCA Hike one-quarter-of-a-page ad bilingual (Available in PDF, editable RTF format, and InDesign)
 - k. CHPCA Hike one-quarter-of-a-page ad (Available in PDF, editable RTF format, and InDesign)
 - l. CHPCA Hike one-eight -of-a-page ad in colour English (Available in PDF, editable RTF format, and InDesign)
 - m. CHPCA Hike one-eight -of-a-page ad in colour French (Available in PDF, editable RTF format, and InDesign)
 - n. Hike for Hospice Palliative Care Press Release Template
 - o. Hike for Hospice Palliative Care Backgrounder
- C.** National Media Package
 - a. National Press Release
- D.** Electronic Hike Poster:
 - a. Available in 8.5" x 11", 8.5" x 14" (Available in PDF, editable RTF format, and InDesign)
 - b. Available in 11" x 17" English (Available in PDF, editable RTF format, and InDesign)
 - c. Available in 8.5" x 11", 8.5" x 14" (Available in PDF, editable RTF format, and InDesign)
 - d. Available in 11" x 17" French (Available in PDF, editable RTF format, and InDesign)
- E.** Hike for Hospice Placard
 - a. In Honor Of EN (Available in PDF, editable RTF format, and InDesign)
 - b. In Honor Of FR (Available in PDF, editable RTF format, and InDesign)
 - c. In Memory Of EN (Available in PDF, editable RTF format, and InDesign)
 - d. In Memory Of FR (Available in PDF, editable RTF format, and InDesign)
- F.** Electronic Pledge Form
 - a. 20 Line Pledge Form English
 - b. 20 Line Pledge Form French
 - c. Pledge Form Bilingual
- G.** T-Shirt Graphic
- H.** Hike Site Planning Documents
 - a. Hike Name Tags Template Badges

- b. Hike Donation Receipt Template
- c. Hike Participant Emergency Contact Info Template
- d. Hike Team Roster Template
- e. Hike Volunteer Application Template
- f. Hike Volunteer Shift Schedule Template
- g. Hike Volunteer Sign-Up Sheet Template
- h. Hike Participant Liability Waiver

Appendix A

Hike In-A-Box Toolkit



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs

Hike for Hospice Palliative Care

May 7, 2017



Toolkit

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Introduction

The Canadian Hospice Palliative Care Association (CHPCA) is thrilled that your organization is participating in the **2017 Hike for Hospice Palliative Care**.

2017 marks the 15th year of the Hike for Hospice Palliative Care and we are energized and inspired to make this year's hikes a success.

The Hike for Hospice has seen incredible success over the past 15 years and *this is the year to raise the bar!* We have a goal to increase the number of hike sites and double the amount raised. In 2016, this event raised over \$2.9 million. We want to make that \$3.5 million. Your Hike, ambition and passion will help us reach our goal!

In the following pages you will find useful tips and tools to help make your Hike a success.

If you require additional support please contact:

The CHPCA Hike Coordinator
Canadian Hospice Palliative Care Association
60 Cambridge Street North
Annex-D, Saint-Vincent Hospital
Ottawa ON K1R 7A5
hike@chpca.net

First Steps / Critical Questions

The first two steps your organization should consider are recruiting an **event coordinator** and a **planning committee**.

Identify someone to be responsible for organizing the Hike. For some organizations, this may mean hiring an event coordinator. An event coordinator will ensure that all components of the Hike come together including, event execution, promotion, fundraising and volunteer recruitment.

A strong and capable team is integral to your Hike's success. Recruit people who like to plan, are creative and are skilled organizers.

Some of the planning committee positions may include:

- Event Coordinator – Committee Chair
- Fundraiser / Sponsorship Coordinator
- Volunteer Coordinator
- Treasurer
- Public Relations / Media Coordinator
- Prize / Incentive Coordinator
- Site Coordinator

Once your committee is in place, it is time for planning to begin. Here are some questions for your committee to consider:

Will you have an honorary chairperson?

An honorary chairperson, depending on his or her role in the community and prior event experience, may be able to generate added publicity, enthusiasm and attendance.

Does your organization want to partner with another organization?

It might be beneficial to your organization and another like organization, to partner together for the 2017 Hike. A partnership can be the source of additional support, creativity and enthusiasm. Moreover, it can lessen the workload and expense of organizing an event while simultaneously bolstering both organizations' community profiles. It can also provide a greater base of potential hikers and donors.

You may also choose to have an organization or company sponsor your Hike. If your sponsor collects donations for your Hike site be sure to let them know that they do not need to register for the Hike with the CHPCA, as they fall under the registration/participation of your organization. In addition, ask the partnering company or organization to check with their corporate insurance to ensure they are covered accordingly.

You may want to contact a local service group, like the Rotary Club. Creating a brief presentation that outlines the Hike's impact in your community can be a useful tool when trying

to gain the support of a service group. The Hike chair and committee members are responsible for making the presentation to service clubs.

You can visit <https://charityvillage.com/directories/organizations-i-z/service-clubs.aspx> for a listing of several service groups in Canada.

What is your budget?

Before you can start planning what activities will take place at your Hike you must create a budget. Wherever possible, solicit sponsorship and donations and utilize volunteers to reduce costs. It is up to each host site whether or not to charge a registration fee. The CHPCA's suggested registration fee, which includes a t-shirt, is \$10.00. You may also decide not to charge a registration fee but to provide a t-shirt to all participants that raise over a specific amount, for example \$50.

What is your targeted fundraising goal?

If you are a returning host site use last year's fundraising total as a benchmark. If this is your first time hosting, you may be able to estimate the approximate amount your organization can raise based on previous fundraisers or consulting other organizations in your community that have hosted similar events.

What are your goals? How will you measure success?

Establish metrics, like number of participants or media pickups, to measure success that is unrelated to fundraising.

What will the money raised be used for?

You may have specific areas identified as to how the funds raised will be used, it is important that all participants are aware of such plans during the promotion of your event.

Nationally we have advertised that the funds raised may provide the following:

- Expert medical care to help with pain and symptom management
- Information about financial, legal and other services
- Planning with loved ones for a team approach to care
- Telephone counselling in crisis situations
- Respite care to give at-home caregivers a break
- Ongoing bereavement support after the death of a loved one

Where will you hold your event? What time will it take place? How long will it last?

When choosing the Hike site, consider such things as parking availability, wheelchair and washroom accessibility, vicinity and how many people can be accommodated. You also need to have an idea of what activities will make up your Hike. This will ensure that the selected site is appropriate for the day's agenda. Once you have chosen a site, confirm that it is available; you may do so by checking with your municipal government office (City Hall, Town Hall). If the land is not owned or managed by the city, they should be able to provide you with the appropriate contact information. If you choose a rain date you must ensure that the site you choose is also available on the alternate date.

It is up to your planning committee to decide what time you will host your hike. Choosing the time depends on what activities are planned, i.e. do you want to kick off with a breakfast? Do you want to have a BBQ or picnic lunch? Once you have planned the activities that will take place at your Hike you should easily be able to choose the appropriate time. In considering the time, you must also decide the distance of your event. You may want to organize several events, i.e. a 1K hike, 5K hike and / or 10K hike. In the past, most Hikes were scheduled for three to four hours, which included opening ceremonies, the Hike, entertainment, and closing ceremonies.

How will you promote your event?

Promotion is critical, not only for high attendance, but for continued interest in future Hikes and your organization more generally. The CHPCA will support you by providing posters and pledge forms; however, it is your responsibility to disseminate them. Consider distributing them to health care facilities, walking clubs, fitness centres, schools, community centers and local businesses. We will also provide you with a press release which you can distribute to local media. The release will be sent to all registered Hike sites in March. If you require it sooner, please contact the CHPCA Hike Coordinator (hike@chpca.net).

How should we collect donations?

<http://www.chpca.net/hike>

The online fundraising website is a great way to increase donations and raise more awareness for the Hike! If you have not already signed up for hike for hospice, please do so by going to <http://www.chpca.net/hike>. As a part of registering for the Hike, you are automatically created an online fundraising website. Any questions on this process, please contact the CHPCA Hike Coordinator (hike@chpca.net).

How will your organization capitalize on the heightened awareness?

The purpose of the Hike is to raise funds, promote awareness and highlight the phenomenal work of dedicated staff and volunteers in the hospice palliative care field. Once your Hike is over, continue to promote the work that your organization does through education and outreach among event participants. See if you can get Hikers to sign up for your organization's newsletter!

Please note that the CHPCA does not receive profits from individual Hike sites. The Hike founding sponsor, GSK, Amgen, and Bayshore HealthCare, support the Hike on a national level. Other funders are currently pending.

Roles and Responsibilities

In order for your event to be a success, both the CHPCA and the site Event Coordinator must work closely together to ensure that all required tasks to execute a successful event have been fulfilled.

The CHPCA will:

- Create the poster and pledge form.
- Design the t-shirt and secure suggested national supplier.
- Create and distribute national media press release.
- Promote the event in AVISO newsletter, on the CHPCA website, through email and telephone with our networks and through a letter to all MPs and senators. A summary article will also be printed in AVISO.
- Manage the social media contests
- Create a final evaluation report.
- Provide guidance along the way. At any time please contact the CHPCA Hike Coordinator at hike@chpca.net
- Provide each host site with:
 - Hike 2017 Toolkit
 - Participant waiver form
 - Posters, and pledge form
 - Press release template
 - T-shirt company contact information
 - Evaluation form

Your Hike for Hospice Palliative Care Community Event Coordinator will:

- Apply to the CHPCA to host a Hike for Hospice Palliative Care event. The application procedure requires each potential host site to complete an application form, participation agreement, insurance liability waiver and show proof of insurance for the event
- Sit on the planning committee (if applicable)
- Manage all event logistics
- Place your t-shirt order directly with the preferred supplier
- Publicly state where the funds raised will be directed
- Provide local media with information about your organization and event
- Prepare job descriptions for both staff and volunteers
- Submit the final evaluation form to the CHPCA

Critical Path

A critical path is an essential document when organizing any large event. Components of a critical path are typically, but not limited to, the following categories:

Task / To be Completed by / Date to be Completed / Status

A sample of a critical path is:

Task	To Be Completed By	Date To Be Completed	Status
Select Event Coordinator	Executive Director and Manager	January 12 th , 2017	
Organize planning committee	John	January 15 th , 2017	
Submit initial Hike documents to the CHPCA	John	January 16 th , 2017	
Contact ABC Mall about setting up registration booth	John	January 31 st , 2017	
Create sponsorship package	John with assistance from Executive Director and Manager	January 31 st , 2017	
Advertise Hike in ABC Newsletter	John	February 17 th , 2017	
Recruit teams	John with assistance from board	Ongoing	

Logistics

If you have organized a Hike in the past, you are well aware that good planning usually results in a successful, well executed event. And bad planning will almost always result in a disorganized unsuccessful event. The key to ensure that your event is successful is to be aware of what logistic details are required. We have provided a checklist that can serve as a useful starting point for your 2017 Hike.

Registration

- Design a process for registration to receive and process registration forms, pledge forms, online fundraising and capturing payments
- Ensure that each participant signs the participant liability form if not registering on the online fundraising website
- Ensure that the registration / check-in area is clearly marked

- ❑ Have extra pledge forms (or pledge envelopes) available
- ❑ Arrange check-in alphabetically by surname if you anticipate a large turnout
- ❑ Cross check the pledge sheets with the submitted funds
- ❑ Arrange t-shirts by size for easy distribution
- ❑ Distribute giveaway items (if applicable) to each participant when they submit their pledges
- ❑ Provide each volunteer at the registration table with a calculator, pen, paper, pledge forms (or pledge envelopes) and supplies to process payments, i.e. credit card machines
- ❑ Provide participants with tax receipts (if they have not used the online fundraising website)

Schedule of Events

Early in the planning of your Hike you will have to determine what the day will look like; this will assist in the coordination of all aspects of your event.

Examples of some of the activities that have taken place at sites across Canada in the past include:

- Identification of honorary people in attendance
- Welcome by local dignitary – Mayor, MP, clergy, etc.
- Warm up exercise – this could be led by a local fitness club, yoga centre, zumba etc.
- Music to kick off event – bag piper, high school band
- Kick off pancake breakfast
- Children’s activities – face painting, entertainers, balloons, fire truck on site, arts and crafts
- Information booths –local organizations may wish to promote their services at your event
- Refreshments – water and fruit are always appreciated at the start / end
- Fundraiser – in addition to the event itself you could host other activities at your Hike to raise funds, like a silent auction, or selling raffle ticket. Please note that if you sell raffle tickets you may require a lottery license.

Site Preparation

The following must be identified as soon as you plan to host a Hike:

- Location – contact your municipal government office (City Hall / Town Hall), or other appropriate office, to secure the selected location
- Ensure that the vicinity is centrally located
- Ensure that the site can accommodate the anticipated number of participants
- Select and announce a rain date (if applicable)
- Apply for a permit (if required)
- Ensure it is wheelchair accessible
- Decide on the length of your Hike and the duration of the event
- Design the course and measure its distance

- Identify areas for parking, washrooms, change rooms, sign-in, refreshment stands, entertainment, etc.
- Consider necessary signage for the start / finish area of the Hike, distance markers, promotion of donors, location of refreshments and washrooms etc.

Services

Ensuring that the following services are in place to provide safety, comfort, and enhance your event:

- Security – security may be required to protect equipment and prizes and also to provide crowd control
- First aid – you may be able to recruit volunteers that are certified in first aid. If not, St. John Ambulance may be able to provide volunteers or a first aid team at a small fee
- Water stations – water is appreciated at the start / finish line as well as along the route
- Parking attendants – the size of your event and its location will determine whether parking attendants are required. If you use parking attendants ensure that they wear safety vests
- Traffic control – your local police force may be able to provide assistance to ensure participants enjoy a safe Hike. If you are not able to enlist the services of your police department, volunteers may be recruited to assist. It is very important that they wear the appropriate safety clothing
- Port-a-potties – the formula for the required number of port-a-potties is approximately 2 for men and 2 for women per 250 people, for an event that does not last greater than four hours
- Refreshments – refreshments are always appreciated and can be donated by local businesses. Suggestions for refreshments include fruit, juice, water, bagels, muffins, hotdogs, hamburgers, etc
- Lost and Found – a lost and found section for both children and articles is always appreciated at large special events

Equipment

The greatest expense of your event will be for the required equipment. Where possible attempt to borrow the equipment. Check with your local municipal office (City Hall / Town Hall) to see if they have equipment you may borrow.

The following is a list of items you may require:

- Tables/Chairs
- Sound system / electrical supply outlet – ensure that you test the equipment several hours before the event
- Stage
- Tents / umbrellas
- Port-a-Potties
- Traffic vests
- Megaphone

- Cell phones – you should create a contact list of volunteer and staff cell phone numbers and distribute it to everyone who has a cell phone
- Recycling and garbage containers
- Entertainers needs
- Toys for lost and found area to entertain children

Online fundraising website

- If your Hike site has signed up for online fundraising here is a list of the key features that will help drive your online fundraising success!
- **Easy registration process** – Participants are taken through a user-friendly registration process where they can select a location, create a personal profile, customize their fundraising page and start collecting pledges right away!
- **Individual and team registration** – The online system supports the registration of both individuals and teams. These registration types can also be segmented further such as, adults, youth, children, corporate and family teams.
- **Registration payments** – Participants can choose to pay the applicable registration fee, or waive this fee by collecting a minimum amount in online fundraising (If desired by Local Hike Site).
- **Personalized fundraising pages** – Participants have the ability to personalize their fundraising page with a photo, a meter tracker to track their personal fundraising goal, and a message that will be viewed by prospective donors.
- **Fundraising meter trackers** – Allow your constituents to become engaged in your success by displaying a meter tracker on the homepage to track your overall fundraising progress. In addition, individuals and teams can set their own personal fundraising goals and track progress via their fundraising page.
- **Scoreboard** – A list of your Top 10 fundraisers and Top 10 fundraising teams that appears on the event homepage.
- **Donor scrolling list** - Display a list of your donors on your personal page in a scrolling list.
- **Record donations that you have received in person** – Provides participants with an easy tool to record the money that they have collected in cash and cheques. By recording these donations in their online tool, they will have a consolidated view of their progress.
- **Send invitations to family and friends** – Two easy methods to send email invitations to friends and family to ask for their support.
- **Email reminders and notifications** – Throughout the life cycle of the event there are a number of automatic emails that can be sent to participants to encourage them to keep fundraising, to thank them for a donation etc.
- **Official tax receipts in accordance with CRA** – Each hospice will have the ability to issue an official tax receipt for donations made to their organization, along with the ability to issue correction or duplicate e-receipts to their donors.
- **Complete back-end** – Administrators have the ability to search for participants and/or donors and view activity that relates to them.

Promotion / Media Relations

Media Exposure

CHPCA will provide additional tools such as media advisories, media releases, newspaper ad templates, fact sheets etc. All of these documents will be available over the next several months on the CHPCA website.

Additionally, sites are strongly encouraged to coordinate their own local media campaign. The Living Lessons® Media Spokesperson Training guide produced by The GlaxoSmithKline Foundation will aid sites in planning their media campaigns. A few key points to keep in mind:

- Develop a media contact list
- Contact your local newspapers, radio and television stations to introduce yourself
- Determine deadlines for insertion
- Contact local radio stations to secure time slots to broadcast a public service announcement (PSA) at no charge. The radio station may require proof that you represent a non-profit organization, a script of the 30 second PSA and a statement about the importance of the message. Submit this information approximately 3-4 weeks before the event. Newspapers also typically set aside space to list community events at no charge
- Using the template provided, prepare a press release. A press release is a summary statement that contains all important information about your event, including when and where it will take place, the cause it will benefit, how to get involved, and who to contact for more information. You should also provide your media contacts with a media kit which should include a poster and brochure (if applicable), and information about your organization
- Include local facts into the CHPCA press release template
- Approach local radio and television outlets for onsite coverage

Print Material

- CHPCA will provide you with bilingual posters and pledge forms. The posters will be available for download in February. In addition the CHPCA will also be providing design files and components for sites who wish to add additional design elements to their posters and coordinate their own printing.
- Signage will be required to ensure ease for all participants
- It is critical to recognize your sponsors wherever possible, i.e. posters, brochure, pledge forms, banners / signs
- Write local editorials
- Disseminate printed material about your organization
- Arrange a newspaper thank you advertisement to highlight funds raised and to thank participants and sponsors
- Send thank you letters to participants and sponsors highlighting the event, i.e. amount raised, number of participants and how funds will be designated
- If possible, tax receipts should be mailed with the thank you letters. Or provided the day of the event

Social Media

- CHPCA has created a hashtag for the event - #Hike4Hospice - which you can use for your hike. You can also create your own hashtag relevant to your site. Use the hashtag to tweet out reminders, updates and news about your hike.
- Using Facebook, you can create an event that people can be invited to and share with others. Your event page can also be used to highlight certain hikers who maybe have a special story or your highest fundraiser.
- Having a social media presence is also useful for your hikers who can then refer to your links as well.
- Use your social media to create a buzz and build anticipation for your event.

Recruitment

If you do not promote your event, in all likelihood it will be a non-event. If people are not aware of what you are doing and why you are doing it, they will not be there to support you. It is very important to start promoting your event as soon as you have decided you will host a Hike and have your event coordinator and planning committee in place.

The following list provides some guidance as you start to plan to promote your event:

- Recruit walkers from clients, board members, walking groups, schools, gyms, healthcare facilities, corporations and businesses, government offices, service clubs, community groups and churches
- Include team, individual, family or business categories for fundraising to create fundraising goals
- Design a prize incentive program – award a prize at a specific price point, i.e. raise \$100 receive X, raise \$200 receive Y. You may also want to award prizes for the largest team and the highest amount of funds raised both individually and by a team. If you decide on utilizing a large volume of prizes the CHPCA t-shirt supplier may have the items you require. You may also want to include an “opt out of incentives” capability for participants
- Create a dissemination plan for posters and brochures
- Ensure your website is up-to-date
- Encourage a high profile local celebrity to be your spokesperson or chair
- Create awareness opportunities to speak to groups about the Hike
- Setup a registration table in your community, i.e. local mall
- Clearly state where to register and pick up pledge forms
- Create photo-ops to submit to your local newspapers
- Take photos of the event to publish on your website, in newsletters, on bulletin boards, etc. Photos from one year can also be used to promote your event for the next year

Teams

It can not be stressed enough how important it is to recruit teams to boost participation numbers, funds raised, and awareness. Encourage local businesses/corporations, schools, churches, service groups, members, family, caregivers etc. to form a team.

Providing incentives to teams may encourage them to participate. Incentives could include prizes for the largest team, the team that raises the greatest amount of pledges, the best team name, the most spirited, etc.

Please work closely with your local sponsors to increase the number of teams that participate. The CHPCA will work closely with national sponsors to encourage team participation as well.

Promotional Items

Additional promotional items will be available via Daquin Sales. Promotional items may change from year to year but include items such as water bottles, rain ponchos, pedometers, and other items based on availability. An order form will be supplied to all hike sites that shows which products are available.

Sponsorship and Fundraising

Sponsorship will help recruit a greater number of participants since many of sponsors may wish to involve their staff, in addition to providing in-kind or financial donations.

For your reference, below is a sample of benefits for sponsorship of the 2017 Hike for Hospice Palliative Care:

<u>Fundraising Goal</u>		<u>Supporter Levels</u>	
Private Sector:	\$ 150,000	Founding Sponsor Level:	\$ 30,000
		Dignity Level:	\$ 15,000
		Compassion Level:	\$ 10,000
		Comfort Level:	\$ 5,000

<u>Recognition Opportunities</u>	<u>Dignity Level</u>	<u>Compassion Level</u>	<u>Comfort Level</u>
Posters (6,500)	Logo With Prominence	Logo	Name
Brochure (34,000)	Logo With Prominence	Logo	Name
Pledge Form	Logo	Name	N/A
Newspaper Advertisement – national distribution	B/W With Prominence	Logo	N/A
National Media Release	Name	N/A	N/A
T-Shirt	Logo	Name	N/A
CHPCA Newsletter	Advertisement	Mention	Mention
Web Site	Logo/Link	Link	Link

The sponsorship levels should be included in a letter to potential supporters. Rather than spending the financial and human resources on sending out several packages it is suggested that you contact potential sponsors by telephone first, inquiring if they support hospice palliative care and if they would support events like the Hike for Hospice Palliative Care. If they do support hospice palliative care and have an interest in the Hike, you can then send them a package.

Your letter should also include background information on your organization, hospice palliative care and the Hike. **Please see Sponsorship Template Below.**

Sponsorship Template

February 27, 2017

Address

City, Postal Code

Dear Mr/Ms. X;

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. We at **name of your organization** are working in collaboration with CHPCA to host the Hike for Hospice Palliative Care on May 7th, 2017. The Hike is the largest single-day hospice palliative care fundraising and awareness activity in Canada and takes place in over 100 communities across Canada.

The purpose of the Hike is not only to raise much needed funds for hospice palliative care in Canada, but also to raise awareness of the many challenges faced by hospice palliative care and to promote the phenomenal work that all volunteers and professionals in the field perform daily. Funds raised through the Hike can ensure that more Canadians receive the end-of-life care they wish for. 100% of the funds raised in **your town** stay in **your town**.

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

Themed bilingual national marketing and media materials will be developed and produced by the Canadian Hospice Palliative Care Association. This includes national posters, brochures, pledge forms, national newspaper advertisements and professional national radio public service announcements (PSAs – when available).

We would ask that **name of organization** consider sponsoring this major event **with a specific \$ amount asked**. Your consideration of this amount or a portion of it is very much appreciated.

Should you have any questions, please feel free to contact us.

Yours truly,

John Doe

Development and Partnership Officer

Fundraising and Team building

There are a few simple things that you can do in order to facilitate fundraising. Remember that you should feel comfortable asking your friends, family and colleagues to support you. You are walking for a noble cause and the funds you collect locally stay in your community. One easy way to get people involved and motivated about your event is to **build a team!** Acting as a Team Captain will enable you to motivate people and raise even more money. Here are some pointers to achieve results:

- **Eight weeks** before the Hike: You should recruit team members (this could be a workplace, association or family team) if you or anyone you know that benefits or would have benefited from hospice palliative care (relatives of patients) engage them and motivate them to walk in honor or in memoriam of that person. Provide them with documentation to encourage them to get involved;
- **Six weeks** before the Hike: Rally your committee and brainstorm on who you can ask for pledges (small businesses, family, friends, etc.)
- Set a team goal (On average, participants to walks raise around \$200 per person);
- Help motivate your teammates by establishing a goal and a timeline and ask your employer or a small business to offer incentives to the top fundraiser on your team;
- Come up with a cheer and a team name that is whimsical and fun;
- Connect with them frequently (email works just fine. If you notice that one of your teammates is having difficulties, pair him/her up with another team mate who has already reached his/her goal – that person might have suggestions or advice for your team mate);
- Have a “paying” casual day policy for 2 months, where employees who wish to dress casually on Friday have to donate \$2.
- Organize a bake sale, BBQ, raffle or a similar small scale fundraising event;
- **Four weeks to one week** before the Hike: Keep on communicating frequently with your team to encourage them. You and your teammates might want to start thinking about a meeting spot, transportation, times and directions. Encourage them to keep fundraising, even if they have already met or surpassed their goal.
- **At the hike – have fun and remind to your teammates that they made a difference in the lives of many.**

Some tips on asking for donations:

Trading down:

You: Will you sponsor me for \$50 dollars?

Friend: My blood isn't that rich.

You: Well I will let you off the hook, then. How about \$35

Friend: That sounds better!

Trading Up:

You: Will you sponsor me for \$25?

Friend: Okay.

You: Oh, well then how about \$50?

Friend: No.

By trading down, you end up with \$10 more than you would have!

1. Tailor your pitch to your donor's needs
 - Everyone has a story to tell. Listen to your donor and find out what is in it for them.
2. Ask for a specific dollar amount rather than letting the donor decide.
3. You have to ask for money to get money. Don't be shy about it. They would much rather give money to you and hear about your passion for hospice palliative care than give money to a telemarketer or a telephone fundraiser.
4. "Maybe" or "I'll think about it" does not mean "no." Only "no" means "no" and that's only for right now! Some people need a little more convincing, be compelling!
5. Make it easier for people to give you money:
 - Pick up cheques from people
 - Enclose a stamped envelope in the letters you send out
 - If you are talking to someone directly, offer to take a cheque right then and there
6. Follow-up, follow-up, follow-up!

- Seal the deal at the first chance you get. If not, drop by the person's office or home. Give them a call, call again!
7. Draft a list of who gave you money the previous year and contact these individuals again
 8. The most important thing is to say "Thank You!"
 - Whether someone tells you yes or no, you have the ability to accomplish something with a "thank you." You can either acknowledge their generosity and support, or you can leave the door open for next week or next year. In either case you win and so does the Hike!
 9. How to Raise \$500.00 in a week
 - Day #1: Start by sponsoring yourself for \$25.00
 - Day #2: Ask three family members to sponsor you for \$25.00
 - Day #3: Ask five friends to donate \$15.00
 - Day #4: Ask five co-workers to sponsor you for \$10.00
 - Day #5: E-mail 15 people and ask for a \$10.00 donation
 - Day #6: Ask your company for a \$75.00 contribution
 - Day #7: Ask two businesses you frequent for \$25.00

It can not be stressed enough how important it is to recruit teams to boost participation numbers, funds raised, and awareness. Teams can be recruited from local businesses, companies, schools, churches, service groups, family, caregivers, etc.

Providing incentives to teams may encourage them to participate as well. Incentives could include prizes for the largest team, the team that raises the greatest amount of pledges, the best team name, the most spirited, etc.

Work closely with your local sponsors to increase the number of teams. The CHPCA will work closely with national sponsors to encourage team participation as well.

T- Shirts

It is strongly recommended by the CHPCA that you order t-shirts to distribute at your event to ensure promotion of your organization and event during the day and throughout the year.

- CHPCA has selected Daquin Sales as the national t-shirt supplier

- CHPCA will supply the artwork for the front of the shirts and each organization will have the ability to have their own artwork on the back of the shirt, i.e. organization name, logo, sponsor's name / logo
- The artwork on the back will be one colour only (black); however, if your organization wishes to have additional colours you may negotiate with the t-shirt supplier and pay the additional charges
- The t-shirts cost \$6.75 + taxes, this price includes shipping. A minimum order quantity is applicable.
- The oversized will be \$8.95 + taxes, this price includes shipping. A minimum order quantity is applicable.
- Each site is responsible for ordering their t-shirts through Daquin Sales. An order form will be set-up on the CHPCA website for Daquin Sales's to order the t-shirts
- Invoicing will be between the supplier and each host site

Volunteers

As we all know, volunteers are the backbone of all non-profit organizations, in Canada alone there are 6.5 million volunteers working in over 180,000 organizations. Without volunteers you would not be able to host a Hike!

When you design your volunteer program consider the following:

- Recruit volunteers from all of the same areas you recruit your sponsors from. And call upon your own volunteer pool
- Create job descriptions so your volunteers clearly understand their role
- Do not recruit more volunteers than you require since everyone needs to feel that they are contributing to the event
- Approximately 30 minutes before your event begins you should brief all volunteers and provide them with an opportunity to ask questions
- Provide identification to your volunteers, i.e. different coloured t-shirts, name badges, hats, etc.
- Ensure that you thank your volunteers before, during, and after the event
- Arrange a small appreciation gift, prize draws, or a thank you reception for your volunteers. You may find a sponsor who will fund 100% of the cost of your volunteer appreciation event

Event Closure

- Dismantle all equipment and clean up the grounds. Ensure that the area is as clean or cleaner than it was found
- Consider delivering unused food to your local food bank /shelter. If you decide to donate unused food, arrangements should be made with the organization of your choosing ahead of time

- Return all borrowed equipment and supplies
- Send thank-you letters to all participants, volunteers, VIPs and donors
- Issue tax receipts
- Meet with your planning committee to review / evaluate the event
- Submit final report and evaluation form to the CHPCA
- Update your website with highlights from your Hike

We hope that the Toolkit will provide guidance to you as you plan your event.

If you have suggestions along the way that you would like to share with others please advise the CHPCA.

Happy Planning!

Appendix B

Media Package:

- a. Media Spokesperson Training
- b. Public Service Announcement, Helpful information and Canned Ad text templates
- c. Ways to Raise Your Profile
- d. How to get your story in the media
- e. 2017 Photo Release Agreement
- f. CHPCA Hike one-eighth-of-a-page ad English (Available in PDF, editable RTF format, and InDesign)
- g. CHPCA Hike one-eight-of-a-page ad bilingual (Available in PDF, editable RTF format, and InDesign)
- h. CHPCA Hike one-eighth-of-a-page ad French (Available in PDF, editable RTF format, and InDesign)
- i. CHPCA Hike one-quarter-of-a-page ad (Available in PDF, editable RTF format, and InDesign)
- j. CHPCA Hike one-quarter-of-a-page ad bilingual (Available in PDF, editable RTF format, and InDesign)
- k. CHPCA Hike one-quarter-of-a-page ad (Available in PDF, editable RTF format, and InDesign)
- l. CHPCA Hike one-eight -of-a-page ad in colour English (Available in PDF, editable RTF format, and InDesign)
- m. CHPCA Hike one-eight -of-a-page ad in colour French (Available in PDF, editable RTF format, and InDesign)
- n. Hike for Hospice Palliative Care Press Release Template
- o. Hike for Hospice Palliative Care Backgrounder

Living Lessons
About quality of life for
the last stages of life

Media Spokesperson Training



Hospice Palliative Care

The
GlaxoWellcome
Foundation

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Getting to Know the Media

Media Overview

Print Media

..... Newspapers

Newspapers are the medium of mass record. Stories are often archived and used as research material for years to come. Most of your media interviews will come from journalists working in the print media.

- ▶ Types: Dailies (major centres), weekly or monthly (community-based).
- ▶ Newspapers have a massive capacity for detail. Some stories might carry most messages found in a press release, and even add to it (radio and TV never do).
- ▶ Viewed as very credible sources.
- ▶ Large, loyal following.
- ▶ Newspapers have many different departments and editors. You may have to pitch your story to someone in the news department, to a lifestyles editor, the health reporter or social trends reporter. If one door is closed, try another.



..... Magazines

- ▶ Magazines have a longer shelf life than newspapers.
- ▶ Reporters have longer lead times to research and write stories.
- ▶ Stories often go beyond a straight news piece, moving into features with greater human interest elements.
- ▶ Great competition to get stories covered.

..... Trade Publications

- ▶ Target a very narrow segment of the population (health care workers, engineers, accountants, etc.).
- ▶ Tend to contain more technical information.

..... Radio

The radio market is highly segmented, focusing on target audience groups. Many AM stations, for example, focus on news and talk shows, while many FM stations deliver targeted music programs. In recent years there has been an explosion of Talk Radio and current affairs shows, with loyal audience followings. These programs provide excellent opportunities to deliver your organization's messages.

- ▶ Radio is the most personal medium; people are often alone when they listen to the radio.
- ▶ The tone and image of the interviewer can affect how he/she is perceived.
- ▶ Language is very important. Listeners need you to help them paint a picture in their minds. Unlike television, radio can't use visuals - words are king.
- ▶ Be brief and to-the-point. Try to answer every question in a 15-20 second news clip. Radio features or talk shows usually run 10-15 minute news segments. Your answers can be longer for these types of programs, but adhering to a 30-seconds-or-less rule is still advisable.
- ▶ An in-studio interview puts your voice on par with the interviewer. A telephone line can make you sound impersonal or distant.

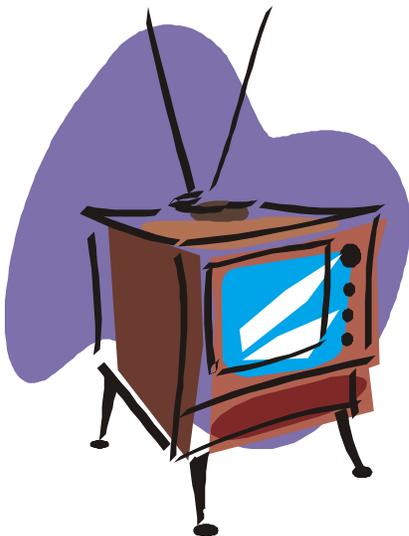


Radio Prime Time

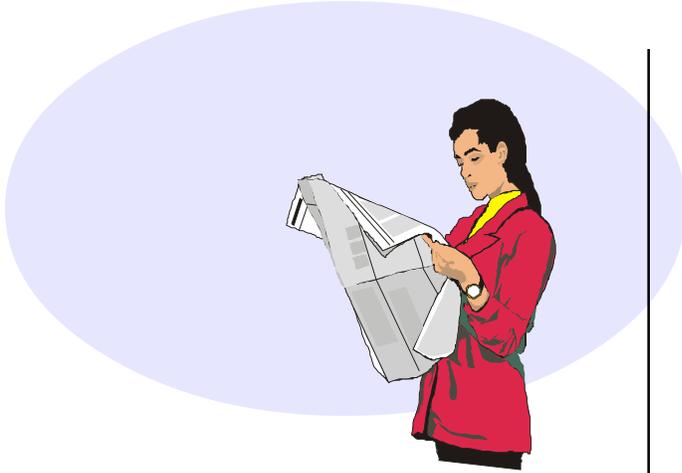
Morning	6:45 a.m. - 8:45 a.m.
Lunch	12:00 p.m. - 1:00 p.m.
Afternoon Rush	4:00 p.m. - 6:00 p.m.

..... Television

The opportunities for TV news coverage are expanding with the growth of various cable channels. For many Canadians, television is their primary source of news.



- ▶ There are local, regional and national television programs.
- ▶ Television is an emotional medium requiring visuals to carry, explain and deliver the impact of the moment to viewers.
- ▶ TV news rarely provides detail. It is important for spokespeople to get to the point and think in sound bites - 30 seconds or less.
- ▶ Six o'clock is prime news. The deadline is, at the latest, five o'clock.



Reporter Profile

Reporter Profile

Reporters sometimes seem terse, impatient or a bit on edge. These traits tend to be hazards of a highly stressful and unpredictable profession. It's important to understand the pressures facing reporters and how you can best participate in the news gathering process.

- ▶ Reporters work for radio, television and the print media.
- ▶ On a typical day, a reporter may cover as many as two to five different stories.
- ▶ Some stories are written from news releases. The reporter may simply make a few calls to round out the story.
- ▶ Most stories require reporters to leave the news room, to attend news conferences, product launches, special events, speeches, accidents, crime scenes, etc.

..... General Assignment Reporter

- ▶ May be juggling three other stories along with yours.
- ▶ May lack background or understanding of your subject area.
- ▶ Often work long hours and shifts.
- ▶ The reporter usually doesn't know what story will be covered from day to day. They often show up for work and an assignment editor tells them what stories to cover.

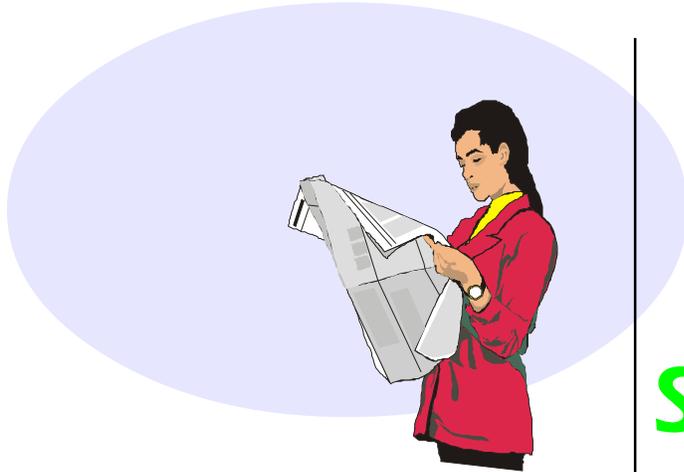
..... Beat Reporter

- ▶ Reporter assigned to cover a specific field or sector on a regular basis (health, banking, technology, education).
- ▶ The reporter builds familiarity with the subject area and is often very knowledgeable.
- ▶ A beat reporter tends to work more normal hours.
- ▶ He/she has much greater control over what will be covered. They often work on several stories at a time.

..... Deadlines

Every news room is frantic around deadline time, which may be once or twice a day for a daily newspaper, two to three times a day for a TV station, and once an hour for a radio station or news service.





The Role of the Spokesperson

The Role of the Spokesperson

Your main objective as a spokesperson is to convince and persuade the audience about your organization's point of view. To do this you must:

1. Be available to respond to media calls.
2. Prepare for each interview - rehearse out loud.
3. Develop skills to deliver key messages.
4. Show that you care and that you have a lot of knowledge in the area you're speaking about.
5. Help secure accurate media coverage, by knowing your organization's key messages.
6. Put a positive face to the organization you represent.

Notes

Media Dos and Don'ts

..... Do:

Be available. You are the spokesperson for your organization.

It is your responsibility to be accessible.

Be honest, and appear that way.

Believe in what you're saying.

Be courteous and helpful.

Use clear and concise language. Avoid jargon.

Know your subject matter and be prepared to provide background information.

Deliver your message with a reasonable degree of energy and confidence. You will be perceived as competent and credible.

Say the name of your organization during the course of the interview.



..... Don't:

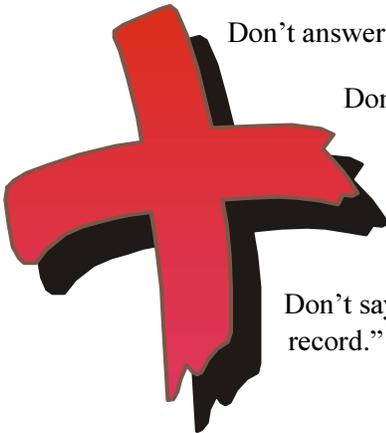
Don't panic. Relax and treat the interview as a one-on-one conversation.

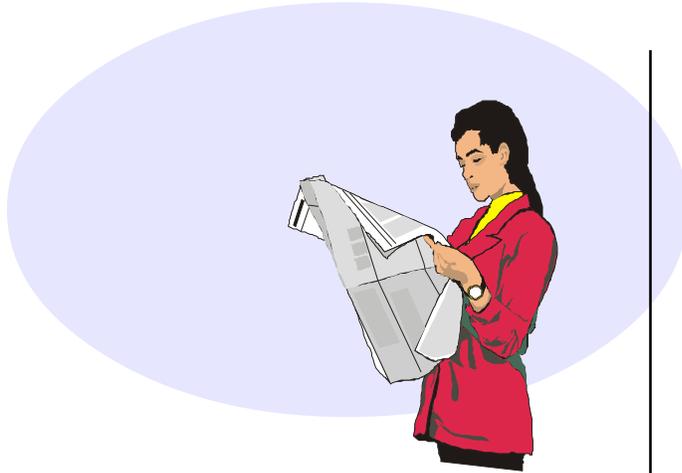
Don't answer "no comment." It sounds like you have something to hide.

Don't ask to review the story in advance. The media considers this unprofessional and unethical.

Don't be afraid to ask for clarification. If you don't understand a question, say so.

Don't say anything that you would not want in print. There is no such thing as "off the record."





Developing Quotable Quotes

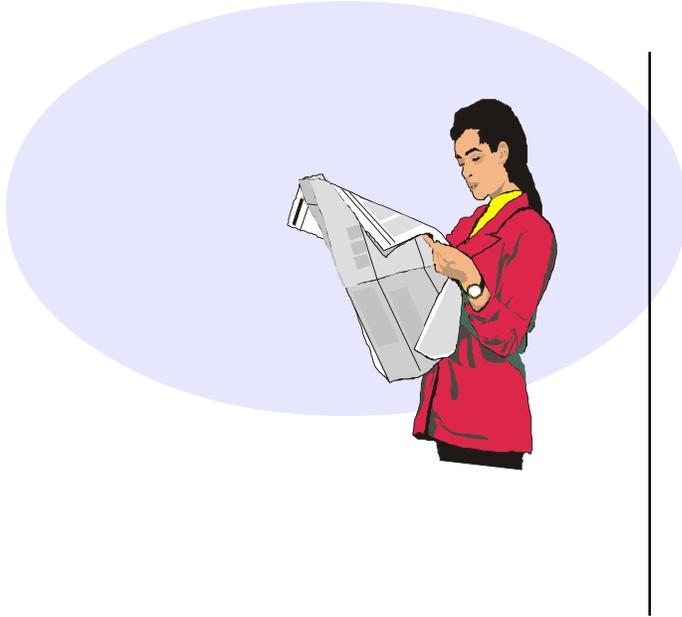
Key Messages - Quotable Quotes

Most of the time your interview will be reduced to a 10 - 15 second sound bite in a TV or radio news item. Newspapers and magazines tend to run one-to-three line quotes. The key to making sure your message appears in a news item is to provide a quotable quote. Here's how you can do it!

- ▶ Keep it short. The average radio or television sound bite is 10 seconds long. The average print quote is one to three lines.
- ▶ Use everyday language and avoid jargon. You sound more honest and your thought is often more compelling. "Let me put it this way. This issue will have a tremendous impact on all Canadians."
- ▶ Make your sentence a complete thought, so it stands on its own.
- ▶ Be passionate or energetic. "Our population is aging. We have a responsibility to help people live as comfortably as possible with life threatening illnesses."
- ▶ Be colourful or metaphorical. "We have to bring death and dying out into the open."



Notes



Handling Difficult Questions

Handling Difficult Questions/Situations

..... Hostile Questions

Sometimes reporters are difficult or rude in an attempt to get you to lose your temper. Remember to respond politely and to be in control at all times.

Q: “Aren’t you sentencing people to a slow and painful death with an anti-euthanasia position?”

A: “Not at all. We’re advocating.....”

Don’t fall into the trap by responding with hostility. Make a quick disclaimer and proceed with a key message.

..... Repeated/Persistent Questioning

A reporter can ask the same question a dozen different ways. Don’t let this faze you. Be polite and continue to answer questions by sticking to your key messages. Be prepared to repeat yourself.

..... Open Ended/Vague Questions

Q: “Tell me about your organization?”

See these questions as opportunities to deliver key messages. Vague questions allow you to take control of the interview. They give you a platform to speak glowingly about the work your organization does.



..... Hypothetical Situation

The journalist creates a hypothetical situation and then gives you a direct question. You don’t have to respond to the hypothetical situation. Stick to your key messages.

Q: “If your son or daughter was dying from a terminal disease, wouldn’t you want him or her to have a right to die on their own terms?”

A: “Our organization believes that every Canadian... state key message... (avoid the hypothetical situation).”

..... False Statement

A reporter’s question may sometimes contain a false statement. Avoid repeating the misinformation in your answer, but set the record straight with a strong key message.

Q: “You believe people dying have no rights.”

A: “No. Everyone has the right to die with dignity. Our organization believes... (key message).”

..... **“No Comment”**

Never, never use this phrase. It will make you look arrogant and untrustworthy. If there is a reason why you can't comment about a topic, explain why. If possible, try to weave in a key message. (The case is before the courts and it would be inappropriate for me to comment until a judgment has been delivered).

..... **“Off the record”**

Never assume that anything you tell a reporter is off the record. Once the conversation begins, the journalist has a right to use anything that you say as part of the story.

..... **Don't Guess**

If you don't have the answer to a question, admit it. The last thing you want is to have misinformation appear in print. Simply state you don't have the information, but can check with colleagues/resources to get the answer.

..... **Silence**

Sometimes reporters will remain silent in an attempt to get you to ramble - to say something beyond your key messages. To fill a silent period, you can ask if the reporter has any more questions, or you can remain silent.

Notes 

Bridging Techniques

In any interview, the spokesperson's objective is to deliver key messages - no matter what question has been asked. The following bridging techniques will help you answer the question and move seamlessly to a key message.

..... Zoom out, the big picture

"Let's keep the big picture in mind. In the next twenty years, almost every Canadian will be touched by the issue of caring for someone with a life-threatening illness."

..... Zoom in

"In particular, we need to consider..."

..... Straightforward Question, Succinct Answer

"Yes, our organization has..."

..... The reporter tries to steer you down a fork in the road. Veer back to the main highway

"The main issue is..."

"It's extremely important that we remember..."

..... Machine-Gunning

The reporter fires several questions or facts at you.

Answer the one question that allows you to deliver a key message.

OR

Choose the one fact that can relate to a key message.



Bridging Language



..... “Let’s look at the big picture....”

..... “In particular....”

..... “The main issue is....”

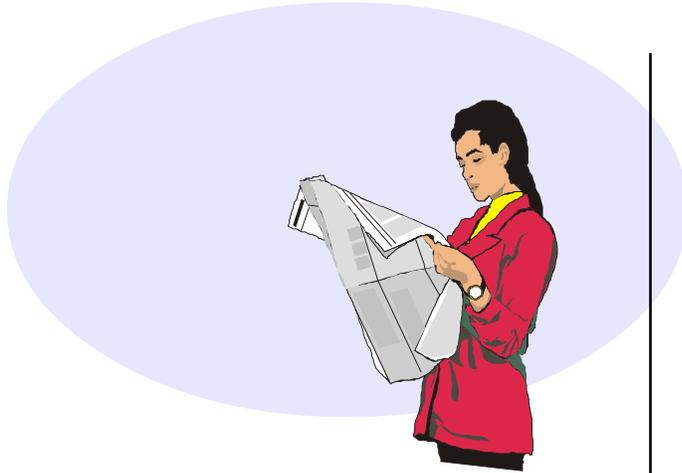
..... “My main concern is....”

..... “Let’s remember....”

..... “Let’s keep in mind....”

..... “The problem is....”

Notes 



What to do When the Media Call

What to Do When the Media Call

Print	Radio	Television
<ul style="list-style-type: none"> - Usually looking for information/ fact verification. - May quote anything you say. 	<ul style="list-style-type: none"> - May be looking to set up an interview right away. - You may be recorded immediately. 	<ul style="list-style-type: none"> - Reporter, researcher or producer will call ahead to set up an interview to be recorded on-camera. - The initial discussion is often for information, to determine what your organization can add to the story and whether you would be a colourful spokesperson.

- ▶ The media person has called to get information. If you are caught by surprise, simply explain that you need to finish what you're doing and that you'll call back. You've given yourself time to gather your thoughts. It is crucial that you call the reporter back at the agreed upon time.
- ▶ Get the basics: the media person's name, the media organization (print, radio, TV), and phone number.
- ▶ Ask: "Are you the reporter, researcher or producer?"
- ▶ "What is the segment or article?"
- ▶ "What approach will you be taking?"
- ▶ "What information do you need?/Have you seen?" Be prepared to provide your own background information to help the reporter understand the issue from your perspective.
- ▶ "Will others be interviewed at the same time and place, and if so, who are they?"
- ▶ "Are other opinions being sought?" "Will they appear in the article/broadcast alongside your own?" "Who else are you speaking to?" "What has already been said?"
- ▶ "Ask how long will the interview last and where will it take place."
- ▶ "What is your deadline?"
- ▶ "When will the piece be published or broadcast?"



..... Remember

- ▶ Do not ignore a media call. If you do, you may miss a valuable opportunity to deliver key messages.
- ▶ If you can't take the call immediately, be sure to return the call promptly. If you wait too long, the story will be completed using other sources.
- ▶ Evaluate whether this is a good opportunity for your organization. Your objective may become keeping your organization out of the news item.
- ▶ Be friendly. The interview will go smoothly, and be more enjoyable, if you establish a good rapport with the journalist.

Notes 



How to Succeed in a Media Interview



Find out all you can about the media opportunity.



Develop/review key messages.

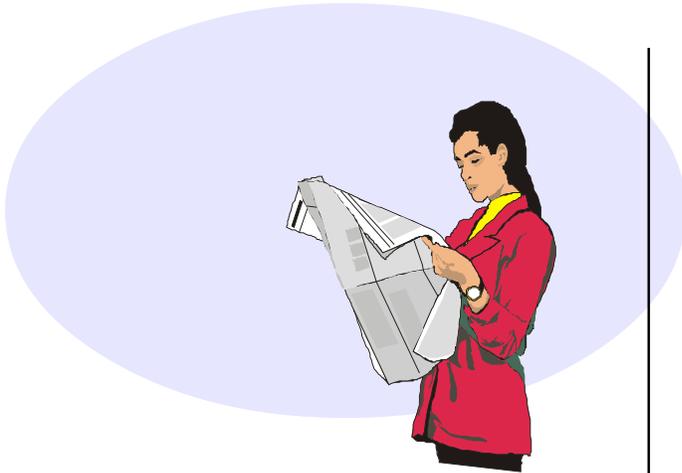


Practice delivering key messages.



Practice using bridging techniques.

Notes 



Preparing for a TV Interview

Television Interviews - How You Look

There are special considerations to keep in mind when appearing on-camera.

..... Wardrobe

- ▶ Don't wear a predominantly white or black outfit; white can "bloom" on camera and throw the lighting off, and black tends to look heavy and harsh.
- ▶ Coloured outfits work well, particularly softer, warmer tones.
- ▶ Blouses or shirts should be off-white or light-coloured.
- ▶ Avoid busy or very fine patterns; they can cause an unpleasant "ringing" effect.
- ▶ Keep jewellery to a minimum. Avoid large, dangly jewellery, which might distract the audience.

..... Make-up

- ▶ Lighting tends to wash out your natural skin color, giving you an artificially pale facial tone. The intention of studio make-up is to bring you back to "normal."
- ▶ Men and women should use light facial powder when appearing on-camera. This will be completely invisible to the viewer.
- ▶ Most television stations will offer make-up to you.
- ▶ Avoid using heavy hairsprays. They will make your hair look sticky and shiny.

..... Body Language

- ▶ Avoid licking your lips, squinting and excessive blinking. These movements make you look squeamish.
- ▶ Standing with your hands behind your back - this gives the impression that you are lying or trying to hide something.
- ▶ Cupping your hands in front of you - this makes you look scared and tells the reporter you don't want to answer his questions.
- ▶ Crossing your arms - this tells the reporter you want him/her to back off, even if you don't.
- ▶ Hands on hips - this position emits attitude. Avoid it.
- ▶ Changing your facial expressions through furrowed eyebrows and pursed lips - this implies that you're not prepared for the questions you're being asked or don't want to talk about something.



When speaking to reporters, from any medium, it is important to pay attention to your body language. The way you sit, stand and smile can affect the audience's reaction to you and your story.

..... Other Tips

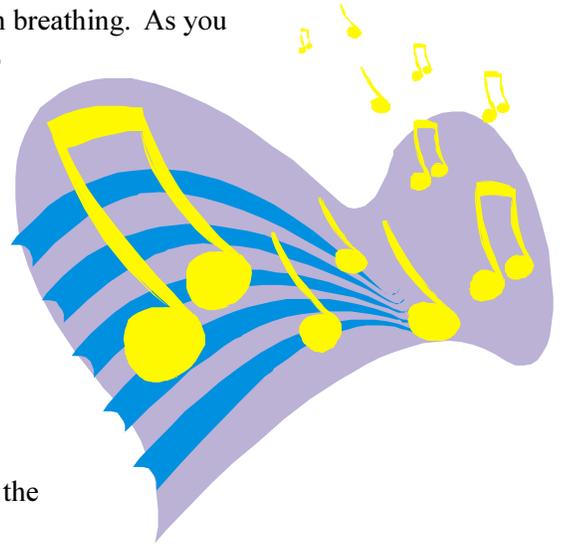
- ▶ Don't look into the camera during television interviews - you will appear insincere. Maintain eye contact with the interviewer.
- ▶ Appear relaxed on-camera. Try breathing exercises prior to the interview to calm nerves and improve your voice quality.
- ▶ Speak at a steady pace, at your normal volume.

Notes

How You Sound

Even the most experienced speaker tends to get slightly nervous before a television or radio interview. Try to reserve 10 minutes prior to your interview for some exercises to help you relax and get prepared.

- ▶ Do up to five minutes of very slow, deep, in-and-out stomach breathing. As you breathe in fully, through your nose, push your stomach out to fill your lungs entirely with fresh oxygen.
- ▶ Rub your face to loosen up the facial muscles; rub your neck and hands.
- ▶ Shake your hands loosely by your side.
If you are still nervous, pull in your stomach. This contracts your diaphragm, which restricts the flow of anxiety-producing chemicals to your brain.
- ▶ Avoid coffee - it dries out the mouth and throat.
- ▶ Drink water.
- ▶ Remind yourself that you know more about this subject than the interviewer does.

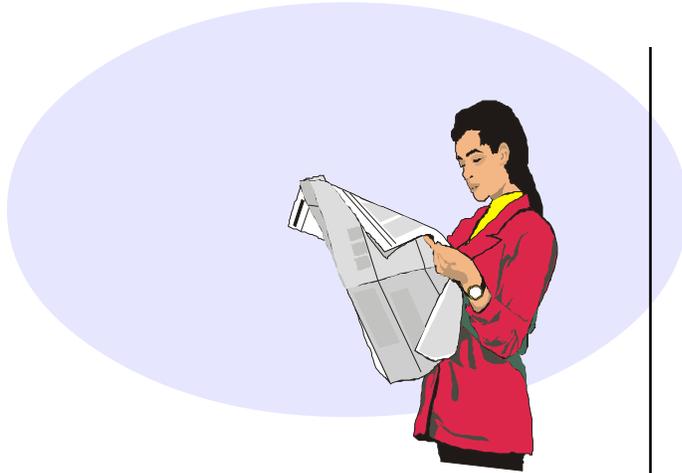


..... Voice Exercises

To warm up your mouth before the interview, repeat the following phrases 10 times. Then say the phrase as fast as you can three times.

1. Wee-Way-Why-Woa-Wu
2. Tee-Lee-Ree
3. Peter-Piper-Picked-a-Peck-of-Pickled-Peppers
4. She-Sells-Sea-Shells-By-The-Sea-Shore

Notes



Pro-active Media Relations

Proactive Media Relations

The majority of news stories are generated from individuals or organizations contacting the media. To ensure that your organization's message makes it into the public domain, it is essential to identify local and national reporters who may be interested in covering your story. Once you've identified the appropriate media person, a phone call or letter can be sent as an initial introduction to pitch the story.

..... What To Do When You Contact the Media

1. Know what the media outlet is looking for. A local market outlet may be the easiest to reach, but your story must have a valid local connection. When it comes to a national publication, the story must be national in scope (i.e. affecting a large group of Canadians).
2. First communication should be short and to the point. You must "hook" the attention of your target media outlet immediately. Think about your key messages and the quotable quotes you can deliver.
3. If your first communication is a letter, you can follow up with a phone call to confirm that the media person has received it and to answer any additional questions. Another reason for calling is to "pitch" your story. Reporters/editors are very busy and they may not have a lot of time for you. But if you can quickly succeed in piquing the interest of the reporter/editor and moving up on their list of story ideas, it's worth it.



Be courteous and enthusiastic about your story, but don't try to do a hard sell. You could get the media person's back up. In the end, they make the choices, so you have to be as courteous and helpful as possible. Remember the quotable quotes and always let them know why their readers or audience need to hear about this story; why it's vitally important to educate the public.

Notes

Developing a News Release

- ▶ A news release should be written in the “inverted pyramid” style, ranking the 5Ws and the “H” in order of importance - with “what” being the most important. (What, Why, Who, Where, When, How). When edits take place, the bottom section usually gets chopped.
- ▶ Unlike a novel or short story, important information should not come late in the news release. In other words, no “kickers” at the end.
- ▶ The “lead” or first paragraph should be a single, simple, direct sentence that expresses the central messages and answers most of the five W’s (25-30 words).
- ▶ The release should be written in a clear, concise style using short sentences and paragraphs.
- ▶ Avoid the use of jargon and big words.
- ▶ The release should have a headline that captures media attention.
- ▶ The release should include a dateline - the date and the city where the news occurred.
- ▶ Including quotes adds life to your story and provides a credible endorsement for what your organization has to say.
- ▶ Whenever possible the release should be no longer than one page, double-sided.
- ▶ After the last paragraph, indicate the end of the text with a 30 set between two dashes. (-30-)
- ▶ Below the “30” indicate who the media can contact for additional information. Make sure the contacts will be available to handle media calls.

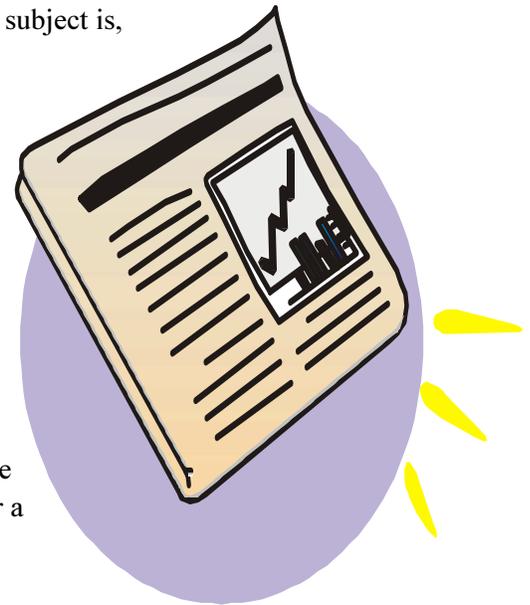


Notes

What Makes a Story Newsworthy?

In order for the media to run a story it must be of value to their readers. Here are a few ways to tell if your story is newsworthy:

- ▶ Does your story have a human interest element? Will it make readers happy, sad, concerned? Does it deal with a life situation that many people have shared? (i.e. death of a parent)
- ▶ Will your story spark a debate? Often the more controversial a subject is, the more response it will receive. Be careful. Along with controversy come disagreements and very strong feelings. (i.e. euthanasia)
- ▶ What's the entertainment value of your story? Will it make readers laugh or will it make them curious about an issue or event?
- ▶ Is your story relevant? Does it involve local people, communities, all of Canada? Is this story going to make an impact on people throughout the community, and beyond? (i.e. oil spill)
- ▶ Is this story time-sensitive or timeless? Is this story going to be dated tomorrow? Does this story need to be told before or after a specific event? (i.e. results of an election)



Notes

..... Building an Ongoing Relationship With the Media

The best working relationships are those that make us feel comfortable and trustful. Good relationships with the media will ease feelings of intimidation and distrust. Treat the media as you would another colleague, but remember to think before you speak. You never know when you might be quoted. Here are some tips for building good media relationships:

- ▶ Invite them to lunch or to tour your organization. Get to know them as you would another colleague.
- ▶ Invite them to special events, fundraisers, openings, etc.
- ▶ Seek their advice on how to make a potential story newsworthy.
- ▶ Identify and track the reporters who most often cover stories in your area.
- ▶ Have people ready to discuss your cause/organization from all sides. Help reporters as much as possible to develop their stories.
- ▶ Invite the reporter to get involved in your cause.
- ▶ Give the media feedback on items they run about your organization.
- ▶ Call/respond to reporters as soon as possible. Remember to always be prepared for questions.
- ▶ You know your organization far better than the media ever will. Be a resource for them by always being available.
- ▶ Anticipate reporters' needs i.e. arrange for extra outlets when you have a special event in case a camera runs out of batteries, etc.
- ▶ Be sure to send news releases, information packages, etc. to the correct reporter or editor.
- ▶ If you have something to tell the media, do so clearly and simply. Jargon should not be used.
- ▶ Send appropriate reporters a copy of all your publications for quick reference. Make sure all information is accurate before sending it.
- ▶ Phone reporters periodically to keep your organization on their mind.



Notes

..... What Goes Into a Press Kit?

Press kits are packages of information put together to help the media write a news item about the events of the day. Information contained in the kits will help reporters answer most questions quickly and effectively, without wasting the media or your spokespersons' valuable time.

Press kits don't always contain the same information and are often tailored for specific events or occasions.

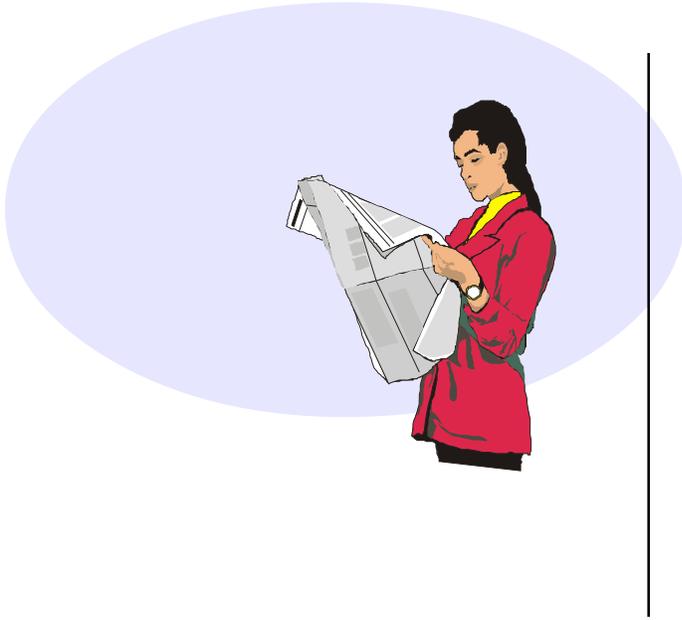
In general, it is best to courier media kits to ensure their timely arrival. If you've invited media to attend an event, you can hand-deliver the press package. It is wise to ensure that all media receive the same information to avoid unnecessary competition (i.e. if you included a photo in one press kit, include the same one in all).

Press kits can include any combination of the following:

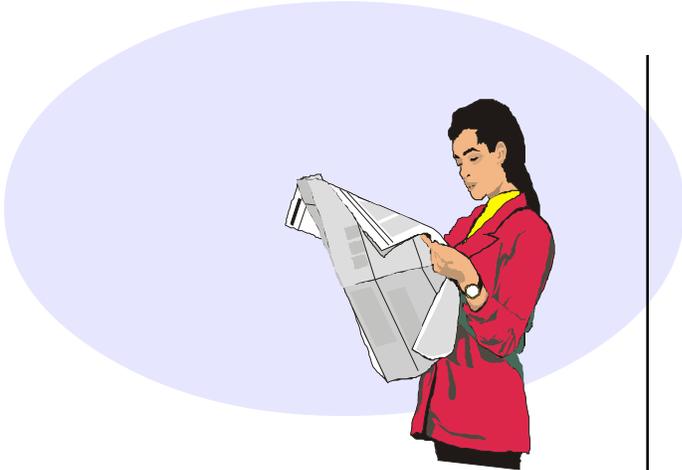
- ▶ News Release
- ▶ Organization Backgrounder
- ▶ Event/Cause Backgrounder
- ▶ Fact Sheet
- ▶ Powerful photograph
- ▶ Biographical information on spokespersons who may be quoted in your press release or available to speak to the media
- ▶ Business card of spokesperson
- ▶ Organization logo for use by publications
- ▶ Any relevant printed material (i.e. brochure, newsletter, etc.)
- ▶ Letter to editor/reporters
- ▶ Media Advisory



Notes



Media Material Samples



Glossary of Media Terms

Glossary of Media Terms

Angle	The approach the reporter takes in writing a story.
Byline	The name of the reporter, placed at the top or bottom of an article.
Dateline	The place and date of an article's origin. It appears at the beginning of the first paragraph.
Editorial	A news story is supposed to present facts without opinion. Conversely, the editorial is an expression of opinion. Editorials are found on the editorial page, separate from news stories.
Feature	An article that is much longer than a news story, often featuring a human interest element.
Graf	Paragraph
Lead	The first paragraph or sentence of a news story, used to capture the reader's attention. The lead often answers the who, what, when, where, why and how of a story.
Lead Story	The most prominent article on page one of a newspaper; or the first story to lead a television or radio news broadcast.
Op-Ed	A variation of the letter to the editor, usually an analysis or commentary about news events or public concerns, on a page facing the daily newspaper's editorial page.
PSA	Public Service Announcement. The PSA raises awareness of key social issues. The announcements usually run free of charge both in the electronic and print media.
Wire Copy	Stories supplied to media outlets by news services such as Canadian Press, Associated Press and Reuters.

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Helpful information for you to engage with your local media!

Refer to your Media Playbook resource on the Private URL link.

Use the script provided to create a Downloadable Public Service Announcement (PSA)

PSA Script 1

Life is a series of moments. Quality of life defines the moment and is never more important than during our final days. When that time comes you can be informed, involved and in charge. Join thousands of Canadians on Sunday May 7th in the hike for hospice palliative care, a national awareness and fundraising event which supports local and community organizations. 100% of all funds raised stay in the hike site community. For locations visit <http://www.chpca-acsp.org/hike>.

Tips on how to lobby your radio station for more air time to the (PSA)

1. Rehearse your key messaging prior to making the call.
2. First communication should be short and to the point.
3. Make sure to get their attention immediately.
4. Your key messaging should include (refer to the Hike backgrounder)
 - a) Information on Hospice Palliative Care in Canada
 - b) Information about your organization
 - c) Information about the Hike
 - d) Your audience
5. Ask for air time during Prime Time

Morning – 6:45 to 8:45 am
Lunch – 12:00 to 1:00 pm
Afternoon Rush – 4:00 to 6:00 pm
6. Our audience is all Canadians. Hospice Palliative Care affects us all.
7. Don't be afraid to call often if you feel the radio spot is not getting enough air time! If you believe in it, they will too!

If you require more information, do not hesitate to contact me.

Thank you,

Cheryl Spencer
Project Coordinator
Tel./Tél (613) 241-3663 ext.222
e-mail: cspencer@bruyere.org



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs

Ways to Raise Your Profile ...

Raising the Profile of Hospice Palliative Care

According to Statistics Canada, more than 259,000 Canadians die each year, and that number is projected to increase to more than 330,000 by 2020. Almost 75% of those who die each year in Canada would benefit from hospice palliative care. Yet currently, according to the Canadian Hospice Palliative Care Association, a recent study has shown that, at best, no more than 36% of those who need it will have access to hospice palliative care.

Every year, thousands of Canadian residents face the end of their lives in fear and loneliness. Who will care for them in those critical last months and weeks? Will there be lingering and unbearable pain? Will they be able to choose where they will spend their final days, in a palliative care unit, a community hospice or at home? Will they have the support necessary to ensure that their loved ones are not unnecessarily burdened by the additional care they will need?

Raising the profile of hospice palliative care organizations and awareness of the issues facing these organizations is critical in ensuring local, provincial and federal politicians address the current shortcomings in hospice palliative care. Outlined below are three initiatives coordinated by the Canadian Hospice Palliative Care Association (CHPCA) to assist hospice palliative care organizations in raising their profile and raising greater awareness of hospice palliative care in their region.

National Hospice Palliative Care Week: May 7-13, 2017

National Hospice Palliative Care Week (NHPCW) is an opportunity for organizations to plan public awareness campaigns, media strategies, and fundraising events. The Canadian Hospice Palliative Care Association (CHPCA), in conjunction with their national advisory committee, has developed the following resources to assist organizations in facilitating their plans during the Week:

- Greeting letters
- Posters
- Hospice Palliative Care in Canada Fact Sheet
- Electronic resources
- Media release template
- National press release
- Key Messages
- Canned ad graphics
- Two Media Relations Fact Sheets:
 - How to Get Your Story in the Media
 - Ways to Raise Your Profile (this document)

These resources will help local organizations and provincial associations raise the issues involved in hospice palliative care during the week and will also ensure events and key messages are publicized. .

Charitable Business Number 13760 4195 RR0001
Canadian Hospice Palliative Care Association
Annex D, Saint-Vincent Hospital, 60 Cambridge Street North
Ottawa, ON, K1R 7A5
Tel: 613-241-3663 or 1-800-668-2785

Hike for Hospice Palliative Care – Sunday, May 7, 2017

This year marks the 15th Annual Hike for Hospice Palliative Care which takes place on the first day of National Hospice Palliative Care Week, making it a great way to kick-off the Week. The CHPCA has developed resources to support this event. Upon registration with the CHPCA, host organizations will receive:

- Planning guide and templates
- Posters
- Ability to register with the on-line fundraising website for *Hike for Hospice Palliative Care*
- Pledge Forms
- Placards – I am walking in memory / honour of
- Information for ordering Hike for Hospice Palliative Care T-Shirts
- Media release template
- National press release
- Canned ad graphics
- Two Media Relations Fact Sheets:
 - How to Get Your Story in the Media
 - Ways to Raise Your Profile (this document)

A complete list of local organizations hosting a Hike for Hospice Palliative Care event is available at <http://www.chpca.net/news-and-events/hike-page.aspx>.

CHPCA Calendar of Events

The CHPCA website includes a Calendar of Events which lists local, provincial and national events that could provide a springboard for fundraising, public education and media campaigns. The calendar includes local and provincial conferences, seminars, workshops and other events relevant to the hospice palliative care community. Materials circulated by the CHPCA in their resource kit for National Hospice Palliative Care Week can be adapted to publicize these events and raise the profile of local and provincial hospice palliative care organizations.

The National Hospice Palliative Care Week website also offers a section to share community events that are being hosted this year during the Week from May 7-13th, 2017 across Canada. This feature will help to raise the profile of your local activities locally and nationally.

If you require additional publicity materials please contact Cheryl Spencer, at 1-800-668-2785 ext. 222 or by email at cspencer@bruyere.org.

The views expressed herein do not necessarily represent those of our funders.



Canadian Hospice Palliative Care Association
Association canadienne de soins palliatifs

How to get your story in the media ...

Media relations are an important component of any communications strategy. It is the best way to get your message out to the general public in a timely and relevant fashion. However, it does require careful planning and the ongoing development of personal contacts with reporters and editors.

When is a Story “News”?

The media is interested in stories that have the following elements:

- ❑ **Timeliness** – Can you relate your story to an emerging or timely issue in your community, in your province or nationally?
- ❑ **Relevance** – Is your story idea relevant to the general public or an interest group?
- ❑ **Conflict or Controversy** – Is your story idea part of a larger public debate?
- ❑ **Human Interest** – Does your story idea touch or interest people on a personal level?

Op-Eds and Letters

Newspapers will often run guest columns from local opinion leaders on timely subjects (opinion editorials or op-eds). They also run letters, which provide an excellent opportunity to get your message out without being filtered by a reporter. Contact the editorial page editor directly if you want to write a column to find out specific guidelines for writing such as length and format. Always include your name, address and telephone number with a letter for verification.

Tips on Media Relations

The best strategy for media relations is to know the media in your community. Read the local daily and weekly newspapers, watch the local news, and listen to the radio. It’s important to know which local reporters or columnists are interested in your issues.

Here are some tips to help you deal effectively with the media:

- ❑ Develop a list of media contacts including city and editorial page editors, columnists and “beat” reporters and find out how they like to receive their information i.e. e-mail, news release, or personal contact.
- ❑ Consider using alternative media such as community newspapers in addition to large dailies and major broadcasters.
- ❑ Remember: reporters work to a deadline. Always ask them when their deadlines are, and meet them.

Kinds of News Products

Use the following news products to support your media relations strategy:

- ❑ **News Release** – News releases should be concise, informative and tell your story in a lively and direct fashion. Limit your news release to one page. Additional information can be delivered, mailed or e-mailed to editors and reporters, or included as a backgrounder document or fact sheet.
- ❑ **Media Advisory** – Media advisories let reporters know when you are holding a news conference or an event, as well as who they may expect to see there. Keep them short and concise.
- ❑ **Fact Sheets** – Fact sheets provide relevant information or background on an issue. Key statistics should be included and regularly updated.
- ❑ **Brochures/Annual Reports** – These documents provide information on your organization, its membership, mandate and services.

Interviews and News Conferences

News conferences should be limited to “hard” or timely news stories. “Softer” stories and features should be sold by e-mail query, news release or personal contact.

Keep in mind the following:

- ❑ Ensure your spokesperson knows the key messages you want to deliver.
- ❑ If you have a visual story, suggest a location that reflects your issue.
- ❑ Rehearse the interview; remembering the main points and keep to two or three major points.
- ❑ If you don’t know the answer, say so, and offer to get back to the reporter.
- ❑ Never say “No comment”.
- ❑ Always remember – nothing is ever “off the record.”
- ❑ Dress appropriately and conservatively for television to ensure there are no distractions from your message. When important to the story, wear the uniform i.e. scrubs or lab coat

**Canadian Hospice Palliative Care Association
Annex D, Saint-Vincent Hospital
60 Cambridge Street North
Ottawa, ON K1R 7A5**

Tel: 613-241-3663 or 1-800-668-2785

info@chpca.net <http://www.chpca.net>



Sunday, May 7th, 2017

Photograph/Video/Audio — Release Agreement

I, the undersigned, so hereby consent and agree that (Insert Organization's Name), its employees, or agents have the right to take photographs, videotape, or take digital recordings of me during the 2017 Hike for Hospice Palliative Care, to be held on May 7th, 2017 at (Insert Location). I further consent that my name and identity may be revealed therein or by descriptive text or commentary.

I do hereby release (Insert Organization's Name), its employees, or agents to exhibit this work in print or electronic form publicly or privately and to distribute copies for all promotional and advertising purposes. I waive any rights, claims, or interest I may have to control the use of my identity or likeness in whatever media used.

I understand that there will be no financial or other remuneration for recording or photographing me, or for distributing recordings or photographs of me.

I also understand that (Insert the Organization's Name) is not responsible for any expense or liability incurred as a result of my participation in this recording or photographing, including medical expenses due to any injury incurred as a result.

I represent that I am at least 18 years of age, or am signing on behalf of my child or ward, and have read and understand the foregoing statement, and am competent to execute this agreement.

Name (Please Print): _____ Date: _____

Name(s) of Child(ren) (if signing on behalf of):

Address:

Phone: _____ Email _____

Signature: _____



Hike for Hospice Palliative Care

100% of all funds raised in
our community stay in our
community!

Come hike with us!

SUNDAY, MAY 7, 2017

Hospice palliative care helps to relieve suffering
and improve end-of-life care for all Canadians.



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs

www.chpca-acsp.org/hike



AMGEN

Bayshore
HealthCare

#hike4hospice

NATIONAL HOSPICE
PALLIATIVE CARE WEEK
MAY 7-13, 2017



Hike for Hospice Palliative Care
La Marche pour les soins palliatifs

Come hike with us!
SUNDAY, MAY 7, 2017

Hospice palliative care helps to relieve suffering and improve end-of-life care for all Canadians.
100% of all funds raised in our community stay in our community!

Venez marcher avec nous!
DIMANCHE 7 MAI 2017

Les soins palliatifs sont prévus pour soulager la souffrance tout en améliorant la qualité de fin de vie des Canadiens.
100 % de tous les fonds recueillis dans notre communauté restent dans notre communauté.



 Canadian Hospice Palliative Care Association
 Association canadienne de soins palliatifs
www.chpca-acsp.org/hike

 Association canadienne de soins palliatifs
 Canadian Hospice Palliative Care Association
www.chpca-acsp.org/la_marche



#hike4hospice

NATIONAL HOSPICE PALLIATIVE CARE WEEK, MAY 7-13, 2017
SEMAINE NATIONALE DES SOINS PALLIATIFS, DU 7 AU 13 MAI 2016



La Marche pour les soins palliatifs

100 % de tous les fonds
recueillis dans notre
communauté restent dans
notre communauté.

Venez marcher avec nous!

DIMANCHE 7 MAI 2017

Les soins palliatifs sont prévus pour soulager la souffrance
tout en améliorant la qualité de fin de vie des Canadiens.



Association canadienne de soins palliatifs
Canadian Hospice Palliative Care Association
www.chpca-acsp.org/la_marche



AMGEN

Bayshore
Soins de santé

#hike4hospice

SEMAINE NATIONALE DES
SOINS PALLIATIFS
DU 7 AU 13 MAI 2017



Hike for Hospice Palliative Care



100% of all funds raised in our community stay in our community!

Come hike with us!

SUNDAY, MAY 7, 2017

Hospice palliative care helps to relieve suffering and improve end-of-life care for all Canadians.



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs

www.chpca-acsp.org/hike



#hike4hospice

**NATIONAL HOSPICE PALLIATIVE CARE WEEK
MAY 7-13, 2017**



**Hike for Hospice
Palliative Care**
**La Marche pour
les soins palliatifs**



Come hike with us!

SUNDAY, MAY 7, 2017

Hospice palliative care helps to relieve suffering
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DIMANCHE 7 MAI 2017

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Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs

www.chpca-acsp.org/hike



Association canadienne de soins palliatifs

Canadian Hospice Palliative Care Association

www.chpca-acsp.org/la_marche



AMGEN

Bayshore
HealthCare

Bayshore
Soins de santé

#hike4hospice

NATIONAL HOSPICE PALLIATIVE CARE WEEK, MAY 7-13, 2017
SEMAINE NATIONALE DES SOINS PALLIATIFS, DU 7 AU 13 MAI 2017



La Marche pour les soins palliatifs



100 % de tous les fonds recueillis dans notre communauté restent dans notre communauté.

Venez marcher avec nous!

DIMANCHE 7 MAI 2017

Les soins palliatifs sont prévus pour soulager la souffrance tout en améliorant la qualité de fin de vie des Canadiens.



Association canadienne de soins palliatifs

Canadian Hospice Palliative Care Association

www.chpca-acsp.org/la_marche



AMGEN

Bayshore
Soins de santé

#hike4hospice

**SEMAINE NATIONALE DES SOINS PALLIATIFS
DU 7 AU 13 MAI 2017**



Hike for Hospice Palliative Care



100% of all funds raised in our community stay in our community!

Come hike with us!

SUNDAY, MAY 7, 2017

Hospice palliative care helps to relieve suffering and improve end-of-life care for all Canadians.



Canadian Hospice Palliative Care Association
Association canadienne de soins palliatifs
www.chpca-acsp.org/hike



#hike4hospice

NATIONAL HOSPICE PALLIATIVE CARE WEEK MAY 7-13, 2017



**La Marche pour
les soins palliatifs**



100 % de tous les fonds
recueillis dans notre
communauté restent dans
notre communauté.

*Venez marcher
avec nous!*

DIMANCHE 7 MAI 2017

Les soins palliatifs sont prévus pour soulager la souffrance
tout en améliorant la qualité de fin de vie des Canadiens.



Association canadienne de soins palliatifs
Canadian Hospice Palliative Care Association
www.chpca-acsp.org/la_marche



AMGEN

Bayshore
Soins de santé

#hike4hospice

**SEMAINE NATIONALE DES
SOINS PALLIATIFS
DU 7 AU 13 MAI 2017**



News Release: Celebrating 15 Years of the Hike for Hospice Palliative Care

FOR IMMEDIATE RELEASE

City, Province, Date – On Sunday, May 7th, the city of (NAME OF CITY /TOWN) will join thousands of people across the country, as they come together in order to raise funds for hospice palliative care programs and services. In the 15th year of the Hike for Hospice Palliative Care, (Hike Site/Organization Name) is more excited than ever to host this year's Hike, to be held (DATE, TIME, LOCATION).

(Add paragraph here to mention any other planned activities, invited VIPs, sponsor thank yous, etc.)

(Insert a quote from someone in your organization about the Hike's objectives, the people it helps and those who participate in the event)

While the Hike is coordinated nationally, due to the generous financial support of GSK, Amgen, and Bayshore HealthCare, 100% of the funds raised in our community remain here. The funds raised this year by (Hike Site/Organization Name) will be used to (state where the funds will be directed).

Hospice palliative care programs are still at least 50% funded by charitable donations, and families must bear part of the cost of dying at home, in longer-term care – almost anywhere outside a hospital. The money raised through the Hike provides physical, emotional and social assistance to patients and their families and loved ones. (Hike Site/Organization Name) is working toward ensuring that more Canadians, especially in our own community, receive the end-of-life care they wish for.

To support or participate in Hike for Hospice Palliative Care, or for more information, please contact (EVENT COORDINATOR NAME) at (# and EXT). You may also visit our website at (website).

- 30 -

Local Contact:

Media Contact Name

Title

Organization Name

Phone Number

email

National Contact:

Sarah Levesque

Communications Officer

Canadian Hospice Palliative Care Association

1-800-668-2785 Ext. 229

sarlesque@chpca.net

Hike for Hospice Palliative Care

Backgrounder

What is the Canadian Hospice Palliative Care Association?

The Canadian Hospice Palliative Care Association (CHPCA) is the national voice for hospice palliative care in Canada. It is a bilingual, national charitable 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's affiliation of more than 3,000, is comprised of individuals (professionals, caregivers and volunteers) as well as hospice palliative care programs and services from every province and territory. CHPCA represents more than 450 hospice palliative care programs or services in Canada who employ tens of thousands of paid and volunteer staff working in home care programs, nursing homes, freestanding hospices, long-term care centres, and hospitals. The voluntary Board of Directors is made up of representation from each of the 10 provincial hospice palliative care organizations as well as 5 at large positions.

History of Hike for Hospice Palliative Care:

Hike for Hospice Palliative Care, an annual event of the Canadian Hospice Palliative Care Association (CHPCA), was established in 2003. In creating this national event, the CHPCA used the very successful model developed by the British Columbia Hospice Palliative Care Association (BCHPCA). At the request of the provincial hospice palliative care associations and with the permission of the BCHPCA, the CHPCA assumed the coordination of this event and the national *Hike for Hospice Palliative Care* was born.

Facts about Hospice Palliative Care in Canada:

- Hospice palliative care aims to relieve suffering, while improving the quality of living and dying.
- Hospice palliative care is not just for the final days or months of life. It's care that should begin when a life-threatening condition is diagnosed so that individuals and their families are supported as they manage the often complicated journey at the end of life.
- An integrated palliative approach to care is one that focuses on an individual's need at any given point in time. It can be provided in a hospital, residential hospice, at home, in long-term care homes or in another community setting. Personal values, wishes and desires can be considered. Advance Care Planning (www.advancecareplanning.ca), a discussion about individual plans at the end of life, is an important part of an integrated approach to care.
- Hospice palliative care professionals work with the health team you already have, and together they focus on lessening the burdens of suffering, loneliness, and grief for those living with chronic and life-limiting illnesses. Hospice palliative care supports families as they navigate the difficulties that can arise when a loved one is struggling with a life-limiting illness.
- Through hospice palliative care, families can gain a better understanding of a loved one's wishes, which can ease the way when there are difficult decisions to make.
- Hospice palliative care manages pain and symptoms, and thanks to the important conversations and planning that hospice palliative care encourages, patients can make informed decisions about their own care, ensure that their families understand their goals, and have a better quality of life. –
- Each death in Canada affects the immediate well being of an average of 5 other people, or more than 1.25 million Canadians each year. (Estimated by the Canadian Hospice Palliative Care Association)
- Hospice palliative care improves the quality of life of persons with life limiting illness, their families and friends.

Why have a hike:

- To raise awareness of the urgency for the need of a national strategy for hospice palliative care
- To acknowledge the dedicated care givers, volunteers, and people who work within hospice palliative care
- To honour or remember someone
- To raise money for hospice palliative care services in local communities
- **100%** of the funds raised at each ‘Hike for Hospice Palliative Care’ site stays within the community!

*All Canadians have the right to die with dignity, free of pain,
surrounded by their loved ones, in the
setting of their choice.*

Appendix C

National Media Package

a. National Press Release

Canadian Hospice Palliative Care Association organizes 15th Hike for Hospice Palliative Care across Canada

FOR IMMEDIATE RELEASE

(April 25, 2017, Ottawa, ON) – On May 7, 2017, thousands of Canadians of all ages will gather on walking paths, parks, and hiking trails across Canada to celebrate the 15th Annual Hike for Hospice Palliative Care.

The Hike for Hospice Palliative Care is a unique national fundraising event across Canada that brings together organizations working together in hospice palliative care to raise funds and awareness in their respective communities.

“The national event allows organizations to show support at the grassroots level by having local communities come together for hospice palliative care,” said Sharon Baxter, Executive Director for the Canadian Hospice Palliative Care Association (CHPCA).

The 2016 hike marked the fourteenth year of the Hike for Hospice Palliative Care and was successful in raising over \$2,900,000 for hospice palliative care across Canada.

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 work.

“The event has shown tremendous support and growth over the past years and we hope that it continues to expand so that more Canadians recognize the importance of this cause,” said Baxter.

It is currently estimated that only 16% to 30% of Canadians who die currently have access to or receive tertiary or specialist hospice palliative and end of life care services – depending on where they live in Canada. ⁱ

All of the funds raised during the event stay within their respective local communities and will ensure that more Canadians receive the end of life care they wish for. All organizations that provide programs or services in hospice palliative care that can demonstrate that all funds generated from the hike will be used to support these programs are encouraged to participate across Canada.

The Hike for Hospice Palliative Care is coordinated by the Canadian Hospice Palliative Care Association, the national association which provides leadership in hospice palliative care and end of life care in Canada. This year the sponsors for the event are GSK, Bayshore Healthcare, and Amgen.

A complete list of all participating Hike sites and additional information is available on the CHPCA website at www.chpca.net

For more information, please contact:

Sarah Levesque
Communications Officer
Canadian Hospice Palliative Care Association
1-800-668-2785 Ext. 299
sarlevesque@chpca.net

The Canadian Hospice Palliative Care Association – the national voice for hospice palliative care in Canada – is dedicated to the pursuit of excellence in care for persons approaching death so that the burdens of suffering, loneliness and grief are lessened. The CHPCA operates in close partnership with other national organizations and continues to work to ensure that all Canadians, regardless of where they may live, have equal access to quality hospice palliative care services for themselves and their families.

¹ Canadian Institute for Health Information, Health Care Use at the End of Life in Western Canada. Ottawa: CIHI.

Appendix D

Electronic Hike Poster:

- a. Available in 8.5" x 11", 8.5" x 14" (Available in PDF, editable RTF format, and InDesign)
- b. Available in 11" x 17" English (Available in PDF, editable RTF format, and InDesign)
- c. Available in 8.5" x 11", 8.5" x 14" (Available in PDF, editable RTF format, and InDesign)
- d. Available in 11" x 17" French (Available in PDF, editable RTF format, and InDesign)



Hike for Hospice Palliative Care



Come hike with us!

100% of all funds raised in our community stay in our community!

SUNDAY, MAY 7, 2017

Hospice palliative care helps to relieve suffering and improve end-of-life care for all Canadians.



 **Canadian Hospice Palliative Care Association**
Association canadienne de soins palliatifs
www.chpca-acsp.org/hike



#hike4hospice

NATIONAL HOSPICE PALLIATIVE CARE WEEK, MAY 7-13, 2017



Hike for Hospice Palliative Care

Come hike with us!

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SUNDAY, MAY 7, 2017

Hospice palliative care helps to relieve suffering and improve end-of-life care for all Canadians.



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#hike4hospice

NATIONAL HOSPICE PALLIATIVE CARE WEEK, MAY 7-13, 2017



La Marche pour
les soins palliatifs



Venez marcher avec nous!

100 % de tous les fonds
recueillis dans notre
communauté restent dans
notre communauté.

DIMANCHE 7 MAI 2017

Les soins palliatifs sont prévus pour soulager la souffrance
tout en améliorant la qualité de fin de vie des Canadiens.



Association canadienne de soins palliatifs
Canadian Hospice Palliative Care Association
www.chpca-acsp.org/la_marche



AMGEN

Bayshore
Soins de santé

#hike4hospice

SEMAINE NATIONALE DES SOINS PALLIATIFS, DU 7 AU 13 MAI 2017



**La Marche pour
les soins palliatifs**



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recueillis dans notre
communauté restent dans
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DIMANCHE 7 MAI 2017

Les soins palliatifs sont prévus pour soulager la souffrance
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 Association canadienne de soins palliatifs
Canadian Hospice Palliative Care Association
www.chpca-acsp.org/la_marche



#hike4hospice

SEMAINE NATIONALE DES SOINS PALLIATIFS, DU 7 AU 13 MAI 2017

Appendix E

Hike for Hospice Placard

- a. In Honor Of EN (Available in PDF, editable RTF format, and InDesign)
- b. In Honor Of FR (Available in PDF, editable RTF format, and InDesign)
- c. In Memory Of EN (Available in PDF, editable RTF format, and InDesign)
- d. In Memory Of FR (Available in PDF, editable RTF format, and InDesign)



**Hike for Hospice
Palliative Care**

Come hike with us!

I am Hiking in honour of

.....

.....



#hike4hospice



**La Marche pour
les soins palliatifs**

Venez marcher avec nous!

Je marche à l'honneur de

.....

.....



#hike4hospice



**Hike for Hospice
Palliative Care**

Come hike with us!

I am Hiking in memory of

.....

.....



#hike4hospice



**La Marche pour
les soins palliatifs**

Venez marcher avec nous!

Je marche à la mémoire de

.....

.....



#hike4hospice

Appendix F

Electronic Pledge Form

- a. 20 Line Pledge Form English
- b. 20 Line Pledge Form French
- c. Pledge Form Bilingual



Local information to be inserted here.

For more information visit
www.chpca-acsp.org/hike



#hike4hospice

Local information to be inserted here.



*Come hike
with us!*

SUNDAY, MAY 7, 2017

What's Happening?

This spring, people across Canada will gather pledges and then Hike to raise public awareness for hospice palliative care. This major fundraising initiative will help advance the hospice palliative care initiatives in your local community.

What is Hospice Palliative Care?

Hospice palliative care provides physical, psychological, social, spiritual and practical support to people living with life-threatening illness, their loved ones and the bereaved.

Why Hike?

- 80% of Canadians say they want quality hospice at the end of life, yet less than 15% have access to it.
- Hospice palliative care is currently underfunded and under-recognized.

Team Up!

Form a team and Hike with friends, family or coworkers. Simply designate a team captain, choose a team name and have a ton of fun together!

Insert your own piece about how the money is spent on a local level.

100% of all funds raised in our community stay in our community!



Canadian Hospice Palliative Care Association
Association canadienne de soins palliatifs



#hike4hospice



Information locale à insérer ici.

Pour plus des renseignements, visitez le site
www.chpca-acsp.org/le_marche



AMGEN

Bayshore
Soins de santé

#hike4hospice

Information locale à insérer ici.



*Venez marcher
avec nous!*

DIMANCHE 7 MAI 2017

Qu'est-ce que cette Marche?

Ce printemps, à la grandeur du pays, des personnes vont recueillir des promesses de don pour ensuite participer à une Marche de sensibilisation aux soins palliatifs. Les fonds recueillis aideront à soutenir des initiatives locale en soins palliatifs.

Qu'est ce que les soins palliatifs?

Les soins palliatifs comprennent le soutien physique, psychologique, social, spirituel et pratique aux personnes en phase terminale ainsi qu'à leurs proches et aux individus vivant un deuil.

Pourquoi marcher?

- 80 % des Canadiens disent vouloir des soins palliatifs de qualité à la fin de vie, mais seulement 15 % y ont accès.
- À l'heure actuelle, les soins palliatifs sont sous-financés et sont peu reconnus.

Formez une équipe!

Pourquoi ne pas former une équipe pour marcher avec des amis, votre famille ou des collègues de travail. Il suffit de nommer un capitaine d'équipe, de choisir un nom pour votre équipe et de vous amuser!

Insérez vos propres renseignements relatifs à la manière dont les fonds levés seront réinvestis à l'échelle de votre collectivité.

100 % de tous les fonds recueillis dans notre communauté restent dans notre communauté.



Association canadienne de soins palliatifs
Canadian Hospice Palliative Care Association



AMGEN

Bayshore
Soins de santé

#hike4hospice



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SUNDAY, MAY 7, 2017

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Insert your own piece about how the money is spent on a local level.

For more information visit www.chpca-acsp.org/hike

 Canadian Hospice Palliative Care Association *100% of all funds raised in our community stay in our community!*
 Association canadienne de soins palliatifs



Insert local information here
 Information locale à insérer ici.



Venez marcher avec nous!

DIMANCHE 7 MAI 2017

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Ce printemps, à la grandeur du pays, des personnes vont recueillir des promesses de don pour ensuite participer à une Marche de sensibilisation aux soins palliatifs. Les fonds recueillis aideront à soutenir des initiatives locale en soins palliatifs.

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Pour plus des renseignements, visitez le site
www.chpca-acsp.org/le_marche

 Association canadienne de soins palliatifs *100 % de tous les fonds recueillis dans notre communauté restent dans notre communauté.*
 Canadian Hospice Palliative Care Association



Please bring this pledge form and your pledges to the CHECK-IN DESK on Hike day.

Veuillez apporter ce formulaire avec vous À LA RÉCEPTION, le jour de la Marche.

Make Cheques payable to: _____

SVP, faire le chèque à l'ordre de : _____

Charitable Business Number: _____

Numéro d'organisme de charité : _____

DATE OF HIKE: **SUNDAY, MAY 7, 2017**/ DATE DE LA MARCHÉ : **DIMANCHE 7 MAI 2017**

ORGANIZATION: _____

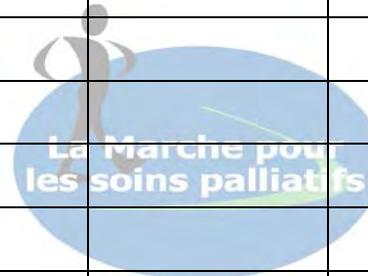
ORGANISME : _____

PLEDGES IN MEMORY OF:
DONS À LA MÉMOIRE DE :

IN HONOR OF:
EN L'HONNEUR DE :

Participant's Name Nom du participant	Street Address Adresse	City Ville	Prov.	Postal Code Code Postal	Telephone Téléphone	Email Courriel	Pledge Dons	PD	Tax Receipt Required
Team Name Nom de l'équipe									
Team Captain Capitaine de l'équipe									

Sponsor Name Nom du parrain	Street Address Adresse	City Ville	Prov.	Postal Code Code Postal	Telephone Téléphone	Email Courriel	Pledge Dons	PD



Appendix G

T-Shirt Graphic

FULL FRONT

FULL BACK

SAFETY GREEN T-SHIRT

WHITE T-SHIRT



SPONSOR LOGO

SPONSOR LOGO

LEFT SLEEVE SPONSOR LOGO 1 COLOUR
 BLACK PRINT MOST VISIBLE
 PLEASE SPECIFY COLOUR CHOICE
 VECTOR ART FILES OF YOUR LOGO
 PREFERRED PLEASE .EPS | .AI | .CDR

Appendix H

Hike Site Planning Documents

- a. Hike Name Tags Template Badges
- b. Hike Donation Receipt Template
- c. Hike Participant Emergency Contact Info Template
- d. Hike Team Roster Template
- e. Hike Volunteer Application Template
- f. Hike Volunteer Shift Schedule Template
- g. Hike Volunteer Sign-Up Sheet Template
- h. Hike Participant Liability Waiver



Name



Name



Name



Name



Name



Name



Name



Name



Date

Donor's Name / Nom du donateur

Address / Adresse

City/Ville, Province, Postal Code/Code postal

Organization Name thanks you for your generous donation. Your support helps to fund Organization Name's hospice palliative care program so that they can continue to do valuable work in their community!

Hike for Hospice Palliative Care helps to ensure that more Canadians are able to receive access to good quality hospice palliative care. Hospice palliative care programs allow patients to gain more control over their lives, manage pain and symptoms more effectively, and provides support to family caregivers. Your donation is helping to support some of Canada's most vulnerable people.

Thank you again for your generous support to Organization Name.

Organization Name vous remercie de votre généreux don. Votre soutien aide à financer le programme de soins palliatifs de/du Organization Name pour qu'il/elle puisse continuer à faire ce travail significatif dans sa communauté!

La Marche pour les soins palliatifs aide à assurer que davantage de Canadiens pourront recevoir des soins palliatifs de grande qualité. Les programmes de soins palliatifs permettent aux patients d'avoir davantage de contrôle sur leur vie, de gérer leur douleur et leurs symptômes de manière plus efficace, et ils offrent un soutien aux familles et aux aidants naturels. Votre don est important et aide à soutenir certaines des personnes les plus vulnérables au Canada.

Merci encore de votre généreux soutien à/au Organization Name.

Official Donation Receipt for Income Tax Purposes
Reçu officiel de don aux fins de l'impôt sur le revenu

Organization's Name / Nom de l'organisation | Address / Adresse | City/Ville, Province, Postal Code/Code postal

Received from / Reçu de :

Donor's Name / Nom du donateur

Address / Adresse

City/Ville, Province, Postal Code/Code postal

Received on / Reçu le:

Issue Date / Date d'émission :

Location receipt issued / Lieu de la délivrance du reçu : Organization's City / Ville d'organisation

Total amount received by charity / Montant total reçu par l'organisme de bienfaisance :

Value of Registration / Valeur de l'inscription :

Eligible amount of gift for tax purposes / Montant admissible du don aux fins de l'impôt sur le revenu :

Receipt No. / No du reçu :

BN/NE :

Authorized Signature / Signature Autorisée
(Name/Nom, Title/Titre)

Thank You / Merci

Volunteer Application



2017 Hike for Hospice Palliative Care

Contact Information

Name	
Street Address	
City, Postal Code	
Home Phone	
Work Phone	
E-Mail Address	

Availability

During which hours are you available for volunteer assignments?

Morning (7 am – 12 pm) Afternoon (12 pm – 5 pm)
 Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Interests

Tell us in which areas you are interested in volunteering

- Administration
- Coordination
- Event Day Assistance
- Fundraising
- Registration
- Newsletter production
- Volunteer coordination
- Other: Please Specify:

Special Skills or Qualifications

Summarize special skills and qualifications you have acquired from employment, previous volunteer work, or through other activities, including hobbies or sports.

Previous Volunteer Experience

Summarize your previous volunteer experience.

--

Person to Notify in Case of Emergency

Name	
Street Address	
City, Postal Code	
Home Phone	
Work Phone	
E-Mail Address	

Agreement and Signature

By submitting this application, I affirm that the facts set forth in it are true and complete. I understand that if I am accepted as a volunteer, any false statements, omissions, or other misrepresentations made by me on this application may result in my immediate dismissal.

Name (printed)	
Signature	
Date	

Our Policy

It is the policy of this organization to provide equal opportunities without regard to race, color, religion, national origin, gender, sexual preference, age, or disability.

Thank you for completing this application form and for your interest in volunteering with us.

Volunteer Shift Schedule 2017 - Hike for Hospice Palliative Care

Registration	7:00:00 A.M.	8:00:00 A.M.	9:00:00 A.M.	10:00:00 A.M.	11:00:00 A.M.	12:00:00 P.M.	1:00:00 P.M.	2:00:00 P.M.	3:00:00 P.M.
Kelly F	manager	manager	manager	manager	manager	manager	manager	manager	manager
Tom Y		coordinator	coordinator	coordinator					
James S		volunteer	volunteer	volunteer					
Jon M		volunteer	volunteer	volunteer					
Sean P									
Teresa A									

Pledges	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM
Kelly F	manager	manager	manager	manager	manager	manager	manager	manager	manager
Tom Y		coordinator	coordinator	coordinator					
James S		volunteer	volunteer	volunteer					
Jon M		volunteer	volunteer	volunteer					
Sean P									
Teresa A									

Start line	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM
Kelly F	manager	manager	manager	manager	manager				
Tom Y		coordinator	coordinator	coordinator	coordinator				
James S		volunteer	volunteer	volunteer	volunteer				
Jon M		volunteer	volunteer	volunteer	volunteer				
Sean P									
Teresa A									

Finish line	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM
Kelly F						manager	manager	manager	manager
Tom Y									
James S						volunteer	volunteer	volunteer	
Jon M						volunteer	volunteer	volunteer	
Sean P									
Teresa A						coordinator	coordinator	coordinator	coordinator

Volunteer Shift Schedule 2017 - Hike for Hospice Palliative Care

Clean-up	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM
Kelly F									manager
Tom Y									
James S									
Jon M									
Sean P									
Teresa A									coordinator

Set-up	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM
Kelly F	manager	manager							
Tom Y		coordinator							
James S		volunteer							
Jon M		volunteer							
Sean P									
Teresa A									

Media	7:00 AM	8:00 AM	9:00 AM	10:00 AM	11:00 AM	12:00 PM	1:00 PM	2:00 PM	3:00 PM
Kelly F		manager							
Tom Y		coordinator	coordinator	coordinator	coordinator				
James S		volunteer							
Jon M		volunteer							
Sean P									
Teresa A						coordinator	coordinator	coordinator	coordinator



Liability Waiver

I _____, hereby agree to indemnify and hold the (*Insert name of Organization here*) harmless from any and all liability (personal, physical and/or financial) related to the participation in a ***Hike for Hospice Palliative Care*** awareness and fundraising event to be held in the city/town of _____ in the province of _____. This event is scheduled to take place on Sunday, May 7, 2017.

Signature: _____

Authorized Signature

Name: _____

Please Print

Date: _____