



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs



2009 HIKE FOR HOSPICE PALLIATIVE CARE

FINAL REPORT



Table of Content

Introduction	3
Organizational Summary	3
The Project	4
Hike Sites	5
Hike on-line fundraising website	12
Resources and Feedback	14
Additional Hike Recommendations	18
Conclusion	19
List of Appendices	20

Introduction

The purpose of this report is to provide comprehensive details regarding the 2009 Hike for Hospice Palliative Care. Conclusions of this report are based on a survey that was provided to host sites after the Hike for Hospice Palliative Care and from internal observations of operations and administration of the project.

2009 represented the seventh year for Hike for Hospice Palliative Care and to date was the most successful ever from a participatory, monetary and organizational level.

Organizational Summary

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

CHPCA strives to achieve its mission through:

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

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

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

The Project

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

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

2009 was the second year of the Hike's online fundraising website which allowed registrants to collect donations on-line. CHPCA signed up with Cornerstone to develop and manage the Hike for Hospice Palliative Care online fundraising website. The online fundraising website allowed hike coordinators to see who was planning on walking/hiking, manage their online donations, and provided the hikers with an incentive to raise funds as they created their own fundraising page and set their goals. Using an online fundraising website is a great way to increase funds and awareness for hospice palliative care.

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

There were 99 hike sites that participated this year raising over **\$1,263,053.30** in the 7th Annual Hike for Hospice Palliative Care – which is both an increase in hike sites and funds raised.

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:

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

Hike Sites – 2009

There were **99** hike sites that participated this year raising over **\$1,263,053.30** which is both an increase in hike sites and funds raised.

New Brunswick had two new hike sites this year. However, Saskatchewan, Nunavut, Yukon, and Northwest Territories did not have any hike sites. A recruitment plan for 2010 will continue to be a focus in raising awareness and funds all across Canada.

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

Overall hike sites were satisfied with their hike results this year in raising funds and awareness for Hospice Palliative Care in their community. Hike sites hosted a variety of events which generated positive energy within their communities. The list of hike sites that participated is below.

Hike Sites 2009

Province	Organization	Amount Raised
YK	No hike sites	
NWT	No Hike Sites	
NT	No Hike Sites	
BC	15 Hike Sites	
	Alberni Valley Hospice Society	\$ 8,500.00
	Nanaimo Community Hospice Society	\$ 31,890.00
	Crossroads Hospice Society times 2 sites	\$ 58,000.00
	Central Okanagan Hospice Association	\$ 9,401.33
	Oceanside Hospice Society	\$ 5,745.91
	Squamish Hospice Society	\$ 3,500.00
	Eastshore Hospice	\$ 900.00
	Desert Valley Hospice Society	amount not available
	Castlegar Hospice Society	amount not available
	Quesnel District Palliative Care Association	\$ 4,101.50
	North Okanagan Hospice Society	\$ 13,301.50
	Shuswap Hospice Society	amount not available
	Richmond Hospice Association	amount not available
	Revelstoke Hospice Society	\$ 289.00
AB	4-sites	
	Pilgrims Hospice	
	Red Deer Hospice Society	\$ 32,264.21
	Hospice Calgary Society	\$ 20,000.00
	High Prairie Palliative Care Society	amount not available

MB	15-sites	
	Southwest District Palliative Care, Inc.	amount not available
	Hospice and Palliative Care Manitoba	\$ 19,000.00
	Riverdale Palliative Care	amount not available
	Southeast Palliative Care, Interlake Regional	amount not available
	North East Interlake Palliative Care Program times 5 sites	\$ 18,167.72
	Killarney Palliative and Betty Sorensen	amount not available
	Carberry and District Palliative Care	\$ 1,450.00
	Deloraine and Area Palliative Care Committee	amount not available
	Boissevain Communities Palliative	amount not available
	South Eastman Palliative Care Program	\$ 6,387.00
	Hamiota Health Centre Palliative Care Committee	amount not available
	Tri Lake Health Centre	amount not available
	Glenboro Palliative Care	amount not available
	Russell and Area Palliative Care Program	amount not available
	The Health Corner	\$ 8,375.00
SK	No hike sites	
ON	52-sites	
	The Carpenter Hospice	\$ 103,600.00
	Near North Palliative Care Network	\$ 3,150.39
	Matthews Hospice House	\$ 8,622.25
	Hospice Simcoe	\$ 40,000.00
	Niagara West Community Hospice - McNally	\$ 35,400.00
	Carefor Health and Community Services	\$ 21,500.00
	Maison "La Paix" House	\$ 46,747.80

	VON Oxford/Sakura House	\$ 40,000.00
	Hospice Peterborough	\$ 42,596.00
	Dorothy Ley Hospice	\$ 23,000.00
	Hospice Niagara	\$ 70,000.00
	Serenity House Hospice Inc.	amount not available
	Hospice Toronto	\$ 30,000.00
	Hospice Huronia times 2	amount not available
	Hospice of Peel	\$ 13,000.00
	Hospice Kawartha Lakes	\$ 6,000.00
	Stedman Community Hospice/St. Joseph's Lifecare Foundation	\$ 122,000.00
	The Hospice at Maycourt	\$ 75,000.00
	Huron Hospice Volunteer Service times 3 sites	\$ 6,500.00
	Hospice Georgina	amount not available
	Friends of Hospice Ottawa times 2 sites	\$ 26,773.00
	Evergreen Hospice	amount not available
	Palcare Network times 3 sites	amount not available
	Alliance Hospice	\$ 31,800.00
	Hospice West Parry Sound	amount not available
	Casey House	amount not available
	Hospice Renfrew Inc.	\$ 26,140.00
	Palliative Care Campbellford	\$ 2,852.00
	Hospice Wellington	\$ 21,600.00
	The Hospice of Windsor and Essex County	\$ 40,000.00
	Hospice Dufferin	amount not available
	Hospice Caledon	amount not available

	VON Perth Huron	\$ 2,000.00
	Maison Vale Inco	\$ 65,000.00
	Hospice of London	\$ 7,300.00
	Philip Aziz	\$ 3,500.00
	Hospice Muskoka	amount not available
	Dr. Bob Kemp Hospice	amount not available
	The Heart of Hastings Hospice	\$ 3,500.00
	SIRCH Community Services and Consulting	\$ 13,893.75
	Grey Bruce Palliative Care Hospice Association	\$ 1,698.95
	Hospice Richmond Hill	amount not available
	Hill House	\$ 11,790.00
	St. Joseph's Hospice	amount not available
	Centre de services Guigues	\$ 3,899.00
	Community Home Support Lanark County	\$ 6,000.00
QC	6-sites	
	Council on Palliative Care	\$ 2,369.00
	Jewish General	\$ 331.50
	West Island Palliative Care Residence	\$ 4,093.00
	Mount Sinai Hospital	\$ 3,209.00
	University of Montreal Hospital	\$ 728.00
	Maison de la Source Gabriel	\$ 10,375.00
NB	2-site	
	Restigouche Community Breavement Program	
	Palliative Care Resource Network Inc. (PalNET)	\$ 15,000.00
NS	2-sites	

	Hospice Society of Greater Halifax	\$ 19,777.55
	Hospice Society Colchester East Hants times 2 sites	\$ 8,500.00
PEI	2-site	
	Hospice Palliative Care Association of P.E.I	amount not available
	Eastern Kings Chapter of the Hospice Palliative Care Association of PEI	amount not available
NL	1-site	
	Carbonear General Hospital, Rural Avalon	\$ 2,534.00
Total	99-sites	\$ 1,263,053.30

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

Branch Name	Total \$ Raised for Hike for Hospice	Cheque Payable to:
Cornwall	\$1,140.00	Care for Eastern Counties
Ottawa	\$640.00	Friends of Hospice
Niagara	\$3,088.00	The Stabler Centre
Ottawa	\$4,000.00	Hospice at Maycourt
GTA	\$3,890.00	Alliance Hospice
Simcoe	\$7,392.50	Hospice Simcoe

Smiths Falls	\$4,139.25	Lanark County Volunteer Visiting Hospice
Sudbury	\$3,560.50	Sudbury Hospice
Timmins	\$1,383.47	Timmins & District Action Team
Private	\$2,586.00	Friends of Hospice
Wellington-Dufferin	\$985.00	Hospice Wellington
Windsor	\$5,063.49	Hospice of Windsor Essex County
Montreal	\$7600.00	Jewish General
Fredericton	\$1,145.91	Palliative Care Resource Network Inc.
Saint John	\$15,278.00	Hospice of Greater Saint John
Halifax	\$315.00	Hospice Society of Greater Halifax
Winnipeg	\$3,109.00	Hospice and Palliative Care Manitoba
Calgary	\$402.00	Hospice Calgary
Edmonton	\$4,767.75	Pilgrims Hospice
Vancouver Govt.	\$681.00	Crossroads Hospice
Kelowna	\$430.00	Central Okanagan Hospice Association
NSC	\$1,495.00	Dorothy Ley Hospice

Hike on-line fundraising website

Hike 2009 marked the second year for the hike on-line fundraising website which was a great success. CHPCA signed up with Cornerstone to develop and manage the Hike for Hospice Palliative Care on-line Fundraising website. Cornerstone provides on-line fundraising solutions and comprehensive customer support in partnership with Artez Interactive, an industry-leading on-line fundraising solution.

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

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

There were 54 hike sites signed up for the hike on-line fundraising website and 16 Bayshore Home Health branches embarked on the hike on-line fundraising website initiative by raising funds for their local hike site organization with the hike on-line fundraising website. In total the hike on-line fundraising website raised **\$243,075.97** from February 1 – May 31, 2009. Included below are the hike sites that signed up with the hike on-line fundraising website as well as the Bayshore branches that participated with their local branches.

On-line fundraising Hike sites registered for 2009	
Location	Number of Donations
Alliance Hospice	47
Bayshore Calgary - Hospice Calgary	1
Bayshore Cornwall	0
Bayshore Edmonton - Pilgrims Hospice Society	4
Bayshore Halifax - Hospice Society of Greater Halifax	0
Bayshore Kelowna - Central Okanagan Hospice Association	0
Bayshore London – Hospice London	0
Bayshore Mississauga - The Hospice of Peel	0
Bayshore National Office - The Dorothy Ley Hospice	0
Bayshore Ottawa - The Hospice at May Court	18
Bayshore Ottawa Private – Friends of Hospice	5
Bayshore Sarnia - St. Joseph's Hospice of Sarnia Lambton	0
Bayshore Simcoe County - Hospice Simcoe	6
Bayshore Smith Falls - Community Home Support - Lanark County	5
Bayshore St. Catharines - The Stabler Centre	12
Bayshore Vancouver (Gov) - Crossroads Hospice	10
Bayshore Winnipeg - Hospice and Palliative Care Manitoba	2
Caritas Palliative Care Foundation - Edmonton	8
Castlegar Hospice Society	2
Central Okanagan Hospice Association	19
Colchester East Hants Hospice Society	20
Community Home Support – Lanark County	5
Crossroads Hospice Society - Port Coquitlam	24

Crossroads Hospice Society - Port Moody	44
Dorothy Ley Hospice - Etobicoke	38
Friends of Hospice Ottawa	44
Hill House Hospice - Richmond Hill	10
Hospice & Palliative Care Manitoba - Winnipeg	19
Hospice at May Court - Ottawa	179
Hospice Caledon	2
Hospice Calgary	67
Hospice Cornwall	2
Hospice Dufferin	6
Hospice Huronia - Penetanguishene	19
Hospice Kawartha Lakes - Lindsay	0
Hospice Muskoka - Bracebridge	2
Hospice Niagara	139
Hospice of London	13
Hospice of Peel	17
Hospice Peterborough	49
Hospice Renfrew	9
Hospice Richmond Hill**	4
Hospice Simcoe - Barrie	9
Hospice Society of Greater Halifax	30
Hospice Toronto	27
Hospice Wellington	35
Hospice West Parry Sound	2
Huron Hospice Volunteer Service	0
Le Phare, Enfants et Familles	49
Matthews House Hospice	6
McGill University Health Centre Palliative Care Division	0
McNally House Hospice	14
NE District Palliative Care - Arborg Recreation Centre	1
NE District Palliative Care - Gimli	3
NE District Palliative Care - NE District Palliative Care - Dunnottar	0
NE District Palliative Care - Riverton	1
NE District Palliative Care - Winnipeg Beach	0
North Okanagan Hospice Society	14
Pilgrims Hospice Society - Edmonton	23
Quesnel & District Palliative Care Association	5
Red Deer Hospice	96
Sakura House VON Oxford - Woodstock	45
SE Interlake District Palliative Care Program	2
Shuswap Hospice Society	0
SIRCH Community Services & Consulting	0
Southwest District Palliative Care	4
St. Joseph's Hospice of Sarnia Lambton	1
St. Mary's Hospital	1
The Desert Valley Hospice Society - Oliver	0
The Hospice Of Windsor and Essex County Inc.	51

Hike on-line fundraising statistics

Criteria	2008	2009	% change from 2008 - 2009
Number of participants registered	800	1270	58.75%
Dollar amount raised online (verified donors – credit card donations)	\$127,970.00	\$243,075.97	89.95%
Number of online verified donors	2437	4148	70.21%
Average donation amount	\$52.51	\$58.60	11.60%
Average amount raised per participant	\$263.00	\$282.30	7.34%
Total participants that Raised \$0	321	562	75.08%
Actual # of participants that raised money > \$0	479	708	47.81%

Resources and Feedback

(See appendices for the list of electronic resources)

Hike Posters

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

Recommendation:

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

Media Package

Overall hike sites found the media package valuable with the press release template ranking highest.

Recommendation

Continue to provide all the resources in the media package.

Hike sites would like CHPCA to secure media sponsorship. CHPCA invites hike sites to bring forward potential media sponsors for CHPCA to engage with this endeavor.

Pledge form

The pledge form was used by most hike sites. There was a bilingual pledge form. In addition, a 20 page and 8 page pledge form was created in english and french for hike sites.

Recommendation

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

Templates

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

Recommendation

Continue providing the templates for hike sites.

Shipment of printed posters

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

Recommendation

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

CHPCA Hike website pages

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

Recommendation

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

Support from CHPCA and the Project Coordinator

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

Recommendation

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

Hike group Yahoo account

A hike yahoo group was created for hike sites to exchange resources and tools as per a 2008 recommendation. A small percentage of hike sites utilized the group account.

Recommendation

In order to encourage hike sites to join the yahoo group the project coordinator will invite all hike coordinators.

T-shirts

We had a new T-shirt supplier this year which was James from Daquin Sales at www.daquinsales.com. T-shirts were \$5.00 + taxes (each) for a minimum order of 24. Shipping was free.

Long sleeve shirts were available at a higher Shipping was free.

Feedback

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

Recommendations

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

Graphic Designer

Kim Guilbeault, consultant, contact information, 613-843-8118, email, kim.guilbeault@rogers.com.

Feedback

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

Recommendation

Continue to work with Kim Guilbeault for Hike 2010.

Printing

Delta printings were contracted for the printed posters.

Recommendation

Request a quote from Custom printers and Delta printing for Hike 2010.

National Advertising

There were two national media press releases sent out from CHPCA on April 30/09 and May 11/09.

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

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

Recommendation

CHPCA will continue with the hike on-line fundraising website for Hike 2010 dependant on funding. In addition CHPCA will continue to seek funding for national media promotion.

National Advisory Committee

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

Recommendation

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

Evaluation

An on-line survey for Hike for Hospice Palliative Care 2009 was distributed via Survey Monkey, www.surveymonkey.com.

Feedback

We received feedback from approximately 50% of the hike sites. This is an adequate number of responses to move forward in making recommendations for Hike 2010.

Recommendation

The Survey Monkey evaluation tool is an excellent process and should be used in 2010.

Prizes for the Hike Sites

Once again this year VIA Rail sponsored the hike with two VIA rail tickets for the Windsor/Quebec Corridor.

Recommendation

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

Additional Hike Recommendations

Networking with other Hike Sites and Media:

Provide additional training around the use of the hike list serve, and hike for hospice palliative care facebook.

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

National Hike for Hospice Palliative Care Spokesperson:

Hike sites and the advisory committee will continue to search for a hike spokesperson.

National Sponsorship:

Hike sites would like CHPCA to secure media sponsorship. CHPCA invites hike sites to bring forward potential media sponsors for CHPCA to engage with this endeavor.

Challenges Hike Sites Face, Securing Sponsorship and Recruitment of Participants:

Hike sites indicated that they find it challenging to secure sponsorship and they would be interested in having tools to help them reach sponsors as well as for CHPCA to seek out corporate sponsors. Hike sites continue to welcome ideas on how to recruit hike participants as they still face some challenges in recruiting participants due to the competition with other fundraising events occurring during the time of the hike.

Hike on-line fundraising website:

96% of the hike sites that signed up for the hike on-line fundraising website said that the website benefited their organization by raising funds and raising awareness. In addition, the same 96% of the hike sites said they would use the hike on-line fundraising website again next year.

Conclusion

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

The second year of the hike on-line fundraising website was very success, helping raise more funds for some sites and for others helping raise more awareness. There was an overall growth of around 60 percent this year in hike participants and a 70 percent increase in donations despite the economic situation. Hike sites are enthusiastic for Hike for Hospice Palliative Care 2010 and are looking forward to maximizing the hike on-line fundraising website capabilities.

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

Thank you to all of those who participated in making Hike for Hospice Palliative Care 2009 a great success. Special thanks as well to the CHPCA national founding sponsor, The GlaxoSmithKline Foundation, Bayshore Home Health and our new sponsor Wyeth for making events such as the Hike for Hospice Palliative Care possible. Without the support of these sponsors we would not have been able to continue the on-line hike fundraising website. The CHPCA looks forward to your continued support in 2010.

The date for the 2010 National Hike for Hospice Palliative Care is **Sunday, May 2nd 2009.**

List of Appendices

A. Registration Forms:

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

B. Hike In-A-Box Toolkit

C. Media Package:

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

D. National Media Package

- National Press Release, April 30/09 and May 11/09

E. Electronic Hike Poster:

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

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

G. Hike for Hospice Placard

- In Honor Of
- In Memory Of

H. Templates

- Pledge Form - English
- Pledge Form – Bilingual
- Volunteer Application

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

I. T-Shirt Graphics