



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs



2019

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 2019. 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 2019 hike marked the seventeenth year of the Hike for Hospice Palliative Care and was successful in raising in excess of **3 million dollars** for hospice palliative care across Canada. While the reported amount is less than in previous years, the overall total amount meets last year's totals and puts the Hike's annual fundraising revenue to over **3 million dollars for the third year in a row**.

Organizational Summary

The Canadian Hospice Palliative Care Association (CHPCA) is the national voice for hospice palliative care in Canada. It is a bilingual, 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:

- advocacy for improved hospice palliative care policy, resource allocation and supports for caregivers
- 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
- collaboration and representation

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 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 2019, our sponsors were GSK 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 team to reach out to 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 and continued contributions from GSK helps 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. GSK - you are truly appreciated.

The money raised through the Hike is used in many ways, including the following:

- 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
- ongoing bereavement support

This was the 12th year that the CHPCA offered a fundraising website to Hike sites to assist with the collection of donations. The hike site platform is managed through Blackbaud, a leading fundraising software developer. This website allows hike coordinators to see who is 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 a 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 2019 hike proved to be successful yet again, having raised more than \$876,000 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.

The 2019 Hike utilized the same Hike for Hospice Palliative Care online fundraising website design that was created in 2016 and launched for the 2017 Hike season. This site design was created to include mobile responsive technology. This website employs flexibility and usability to Hikers in their choice of technology as the site is fully friendly to all devices, including, computers, tablets, and phone systems. The site design also employs a best practices standard template, making the look and feel of the site clean, functional, and easy to use. The 2018 site included the add-on of some additional menus used for displaying supplementary custom information by the hike sites. These additions came at the suggestion of hike coordinators after the end of the 2017 Hike season.

While many of the Hike coordinators are comprised of hospice volunteers, the CHPCA created detailed training videos and instructions 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 empowered the Hike sites to manage their fundraising efforts in a variety of innovative ways.

All of the resources available to the hike coordinators are bilingual and in electronic format. 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 several 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. The electronic printable posters were available in two sizes, allowing for wider distribution and to hang posters in a variety of areas. The smaller poster size has become the more popular resource in recent years rather 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 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.

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

There were over 50 hike sites who participated in the 17th Annual Hike for Hospice Palliative Care raising over **3 million dollars** for community hospice palliative care services.

The Hike was coordinated by a Project Coordinator who functioned under the direct supervision of the Executive Director at CHPCA. 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 (graphic designer, t-shirt designer, translation, fundraising website management)
- Coordinate and manage the fundraising website for local hike sites
- Maintain control of expenditures in consultation with the Executive Director
- Coordinate the creation of materials
- Distribute materials as per agreed upon timelines
- Provide support to host organizations and sponsors
- Document planning and implementation
- Provide necessary information and resources to hike sites
- Update the administrative materials for the hike sites
- Write articles for the CHPCA newsletter (AVISO) and websites advertising the event
- Manage the hike site registration database
- Liaise between the CHPCA and individual hike sites
- Coordinate the content posted on the CHPCA website

- Coordinate the distribution of print materials to individual hike sites
- Evaluate the event
- Prepare the final report
- Submit the final report to the Executive Director and event sponsors
- Liaise with the National Hike Advisory Committee
- Oversee and coordinate a national social media campaign

The Advisory Committee provides direction to the CHPCA with regard to evaluating hike materials, promotional materials, building partnerships, and assisting in developing new and exciting hike ideas.

Hike Sites – 2019

There were over 50 hike sites, raising over 3 million dollars* in the 17th 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 \$3,065,016.*

Table 1

Province	Hospice Organization	2019 Amount Raised via CHPCA hike website + cash donations
Alberta	Foothills Country Hospice Society	\$52,000
Alberta	Hospice Calgary Society	\$103,000
Alberta	Lakeland Hospice Society	Unknown
Alberta	Olds & District Hospice Society	\$18,105
Alberta	Pilgrims Hospice Society	\$33,857
Alberta	Red Deer Hospice Society	\$34,000
Alberta	Wheatland & Area Hospice Society	\$24,000
Alberta	Hospice Society of Camrose & District *	Unknown
British Columbia	Abbotsford Hospice Society	Unknown
British Columbia	Burnaby Hospice Society	\$10,050.00
British Columbia	Castlegar Hospice Society	Unknown
British Columbia	Chilliwack Hospice Society	Unknown
British Columbia	Desert Valley Hospice Society	\$12,100
British Columbia	Crossroads Hospice Society	\$17,466
British Columbia	Desert Valley Hospice Society	\$9,500
British Columbia	Hospice Society of the Columbia Valley	Unknown
British Columbia	North Shore Hospice + Palliative Project	\$19,473
British Columbia	Powell River Hospice Society	\$3,660

British Columbia	Revelstoke Hospice Society	\$210
British Columbia	Squamish Hospice Society	\$40,000
British Columbia	Sunshine Coast Hospice Society	\$45,000
British Columbia	Terrace Hospice Society	\$2,532
British Columbia	Victoria Hospice	\$40,000
British Columbia	Williams Lake Hospice Society	\$1,025
British Columbia	Nanaimo Community Hospice Society *	Unknown
British Columbia	Mission Hospice *	Unknown
British Columbia	Peace arch Hospice Society *	Unknown
Manitoba	Jocelyn Hutton Foundation	Unknown
Manitoba	Palliative Manitoba	\$14,709
Manitoba	South West District Palliative Care	\$8,437
New Brunswick	Hospice Fredericton	\$58,282
New Brunswick	Hospice Greater Moncton	Unknown
Nova Scotia	Hospice Halifax	\$53,615
Nova Scotia	Valley Hospice Foundation	\$22,890.60
Ontario	Beth Donovan Hospice	\$3,243.00
Ontario	Bruce Peninsula Hospice Inc.	\$28,000
Ontario	Carefor Hospice Cornwall	\$51,250
Ontario	Carpenter Hospice	\$50,645
Ontario	Chapman House Residential Hospice Of Grey Bruce	\$194,000
Ontario	Community Care Foundation (Kawartha Lakes)	\$12,730.00
Ontario	Community Home Support Lanark County	Unknown
Ontario	Dundas County Hospice	\$10,140
Ontario	Haliburton Highlands Health Services Foundation	\$6,590
Ontario	Hill House Hospice	\$50,000
Ontario	Hope House Community Hospice	Unknown
Ontario	Hospice Dufferin	\$15,402
Ontario	Hospice Georgian Triangle	\$90,000
Ontario	Hospice Georgina	\$3,000
Ontario	Hospice Muskoka	Unknown
Ontario	Hospice Northwest	\$67,468
Ontario	Hospice Peterborough	\$72,000
Ontario	Hospice Prince Edward Foundation	\$25,264
Ontario	Hospice Simcoe	\$110,000
Ontario	Hospice Toronto	\$15,480
Ontario	Hospice West Parry Sound	\$35,000
Ontario	Hub Hospice Palliative Care Association	Unknown
Ontario	Huron Hospice Volunteer Service	\$30,000
Ontario	Maison de soins palliatifs de Sudbury Hospice	Unknown

Ontario	McNally House Hospice	\$92,000
Ontario	Nipissing Regional Community Residential Hospice/Hospice Residentielle	Unknown
Ontario	North Simcoe Muskoka Hospice Palliative Care	\$30,475
Ontario	Oak Ridges Hospice of Durham Inc	\$36,000
Ontario	Regional Hospice of Quinte Inc.	Unknown
Ontario	Saint Elizabeth Foundation	Unknown
Ontario	Stratford Perth Hospice Foundation	\$65,000
Ontario	Toronto Hike for Hospice Partners	\$90,680
Ontario	Townsend Smith Foundation	\$4,815.00
Ontario	VON Durham- Hospice Services	\$8,346.00
Ontario	Hospice Orillia	\$30,000
Ontario	Bethell Hospice Foundation *	\$150,000
Ontario	Stedman Community Hospice *	\$338,576
Ontario	Hospice Niagara *	\$117,000
Ontario	VON Sakura *	Unknown
Ontario	St. Joseph's Hospice *	Unknown
Ontario	Huron Shores Hospice *	Unknown
Ontario	Lisaard House/Innisfree House *	\$80,000
Ontario	Hospice Waterloo *	Unknown
Ontario	Hospice Huntsville *	\$55,000
Ontario	ARCH Hospice *	Unknown
Ontario	Dr. Bob Kemp Hospice *	\$92,000
Ontario	Evergreen Hospice *	Unknown
Ontario	Hospice Care Ottawa *	\$127,650
Ontario	Matthew's House Hospice *	\$130,000
Prince Edward Island	Hospice PEI	Unknown
GRAND TOTAL		\$3,065,016*
*ONLINE AMOUNT ONLY	Of the Grand Total, \$876,000 was raised directly through CHPCA's fundraising website by registered hike sites	

(**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. Total amount known to be raised including unregistered sites is \$3,065,016.)

(****Online amount only:** consists of donations, either by credit or debit that were made via the fundraising website.)

Hike Fundraising Website

The 2019 Hike for Hospice Palliative Care was the twelfth year that used a fundraising website for the collection of donations. In early 2014 the CHPCA switched fundraising website providers. The 2017 Hike season saw the launch of a new responsive fundraising website design upgrade. The 2019 hike utilized the same design, with a few recommended alterations provided by the hike coordinators after the 2017 Hike season. The upgraded online website is still provided by Blackbaud's event fundraising software, TeamRaiser, which 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 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 73 registered hike sites, 50 of which used the fundraising website 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.

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 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 personal 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 \$876,000 in online and offline donations.

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 2019 Hike season launched in February, allowing Hike sites to begin customization of their site well ahead of the hike event, and therefore beginning their fundraising initiatives earlier.

Based off of last year's success, a pre-recorded video series provided training and support to hike coordinators and administrators. This video series provided a step-by-step, in-depth tutorial of how to use, customize, and manage their 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.

Please refer to Table 1 above, which indicates the sites who used the CHPCA fundraising website.

Sites that used the fundraising website have reported that they have been quite 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 system, while taking some getting used to, is effective. This tool, along with CHPCA's digital/print materials and other resources, has shown to be valuable in maximizing the number of participants and increasing funds raised.

Hike Fundraising Website Statistics

Criteria	2009	2014	2018	2019	2009 vs. 2019 (10 years)
# of participants registered online	1,273	3,200	4,351	3,950	↑ 210%
\$ raised online*	\$370,608	\$977,564	\$724,028.42*	\$876,000	↑ 136 %
# of online sponsors	7,536	13,415	14,142	9,585	↑ 27%
Avg. donation amount	\$49	\$60	\$52	\$90	↑ 84%

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

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

Conclusion

The 2019 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 2020. 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 twelfth year 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 utilize the training tools and by the time they launch the site, many are proficient in understanding the capabilities of the site and are keen to put these into action for their 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 2020 hike, which offers some exciting new changes to the online fundraising structure. 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 2019.

SPECIAL THANKS to CHPCA's national sponsors, GSK and Amgen, whose support enables this event to continue to grow and flourish. CHPCA looks forward to your continued support in 2020.

The next National Hike for Hospice Palliative Care is **Sunday, May 3, 2020.**

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. 2019 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-eighth-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.** 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)
- D.** 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)
- E.** Electronic Pledge Form
 - a. 20 Line Pledge Form English
 - b. 20 Line Pledge Form French
 - c. Pledge Form Bilingual
- F.** T-Shirt Graphic
- G.** 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