



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs



2020

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 2020. Report findings are based on communications made with host sites after the Hike for Hospice Palliative Care, as well as observations made by the project coordinator and research conducted about each host site's hike using social media, local news sources, and other documentation.

The 2020 hike marked the eighteenth year of the Hike for Hospice Palliative Care. While traditionally, the Hike raises in excess of **3 million dollars** annually for hospice palliative care across Canada, the 2020 hike didn't achieve the same level of success. The Hike, scheduled for May 3, 2020, coincided with the Covid-19 pandemic and affected both the ability to hold hikes as well as the capacity to fundraise for the hike.

While initially on track to raise similar amounts to previous years, many of the 2020 Hikes were either cancelled or postponed. The few hike sites who continued with their activities did so in a virtual hike format and achieved success, despite the challenging circumstances posed in 2020.

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 that: The CHPCA is the national leader in the pursuit of quality hospice palliative care in Canada through: public policy, education, knowledge translation, awareness, and collaboration.

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 up to 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 hospice palliative care. Thanks to our sponsors, one hundred per cent of the funds raised in each community will remain in that community. For 2020, our sponsor was GSK.

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

After the end of the 2019 Hike, upon direction of the Hike Planning Committee, the CHPCA's elected not to renew the contract for an online fundraising website. Having listened to the needs of Hike Sites in both conversations and evaluations it became clear that the desire for site's to select and maintain their own online fundraising websites was becoming increasingly important.

As hike sites range in size from just a few people, up to several hundred, the needs for their peer-to-peer fundraising websites were completely different. Larger sites felt constrained by the technology sourced and provided by the CHPCA while smaller sites felt obligated to use a technology that was far more complicated than warranted for their participants.

The CHPCA's contract with Blackbaud ended at the end of the 2019 Hike season. Instead of renewing, the CHPCA conducted research into the various peer-to-peer fundraising web platforms available. This information was put together in a report and provided to all hike sites who were then able to look into these as options for their 2020 hike. Many of the larger hike sites already had websites that were capable of conducting peer-to-peer fundraising and so this was a welcomed ability to use technology they already had in house and were familiar with.

Having heard from the majority of hike sites stating that they were excited about this new change to the hike, the CHPCA will continue with this decision in the future.

Other resources as produced by the CHPCA continued in the same format as previous years. All of the resources available to the hike coordinators are bilingual and in electronic format. As the majority of hike sites use electronic copies of the resources, therefore the CHPCA continued to provide the electronic versions of the posters in lieu of hardcopy, mailed version. 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.

Prior to Covid-19 and bans on gatherings, there were over 40 hike sites that registered to host a hike in 2020. Traditionally, the hike sees around 50 sites host a hike annually. Many hike registrations are received in March; however, public health recommendations for social distancing and cancelling events meant that registration was lower than in previous years as hike sites who hadn't yet registered their intention to host a hike did not inform us of their plans to either cancel 2020 hikes or postpone. The intention of whether unregistered hike sites will still be holding a hike in 2020 is unclear at this time, however, the CHPCA suspects that in line with some of the hike sites that did register, there may be hikes held in the fall instead at which point, when dates are established, registration will occur. This information will become clearer as public health guidelines continue to evolve. Hike sites are also keeping their eyes open around recommendations being made about hosting events and how to minimize the possible second wave of the virus.

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)
- 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 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 – 2020

Prior to the Covid-19 ban on all gatherings and events larger than 5 people, there were 44 registered hike sites.

The CHPCA is still working with hike sites to ascertain whether they will be planning to hold a hike in 2020 or if they will be cancelling their event until 2021. Many hike sites are still undecided in this matter as they are keeping an eye on recommendations made by public health as well as looking towards the possibility of a second wave of the virus for the fall, when most hike sites were intending to postpone to.

The following chart shows the hike sites that registered prior to Covid-19 and where available, it shows an update as to the hike site's 2020 plans to move forward or cancel. More information about this will become available as time moves forward.

As many of the hikes have not yet been held or were postponed, the CHPCA is still gathering information about the fundraising amount raised.

Table 1

| Province | Hospice Organization | 2020 Reported Status of Hike Activities |
|------------------|-------------------------------------------|-------------------------------------------------------|
| Alberta | Stettler Hospice Society | Postponed to unknown date |
| Alberta | Hospice Calgary | Held as virtual event in May 2020 |
| Alberta | Olds & District Hospice Society | |
| Alberta | Foothills Country Hospice | Postponed until fall or winter (shoe shoe) event |
| Alberta | Red Deer Hospice Society | |
| Alberta | Palliative Care Society of the Bow Valley | |
| British Columbia | The Sea to Sky Hospice Society | Moved to a virtual format with social media component |
| British Columbia | Desert Valley Hospice Society | |
| British Columbia | Sea to Sky Hospice Society | |
| British Columbia | Crossroads Hospice Society | |
| British Columbia | North Shore Hospice & Palliative Project | |
| British Columbia | Burnaby Hospice Society | |
| British Columbia | Terrace Hospice Society | |

| | | |
|-------------------------|-------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| British Columbia | Victoria Hospice | Postponed to fall 2020. May be run as a virtual event |
| Manitoba | Russell and District Palliative Care Committee | |
| Manitoba | South West District Palliative Care, Inc. | |
| Manitoba | Palliative Manitoba | Held a virtual hike in May 2020 with a social media component, including a live streamed event to announce winners of prizes. |
| New Brunswick | Hospice Fredericton | Cancelled |
| Nova Scotia | Colchester East Hants Hospice Society | |
| Nova Scotia | Valley Hospice Foundation | |
| Ontario | Townsend Smith Foundation | |
| Ontario | Huron Hospice | |
| Ontario | Residential Hospice of Grey Bruce Inc. | |
| Ontario | Dundas County Hospice | |
| Ontario | Hospice Toronto | |
| Ontario | McNally House Hospice | Postponed until fall 2020 |
| Ontario | Oak Ridges Hospice | |
| Ontario | Hospice Georgian Triangle Foundation | |
| Ontario | Bruce Peninsula Hospice | |
| Ontario | Grey Bruce Hospice *Did not register but informed the CHPCA of intent to cancel 2020 hike | Cancelled |
| Ontario | Hospice Renfrew | |
| Ontario | Nipissing Serenity Hospice | |
| Ontario | Hospice Prince Edward Foundation | |
| Ontario | Hospice Dufferin | |
| Ontario | Hospice Kingston | |
| Ontario | Maison McCulloch Hospice | |
| Ontario | Community Care Foundation (City of Kawartha Lakes) | |
| Ontario | Home Hospice North Lanark | |
| Ontario | Hill House Hospice | |
| Ontario | Haliburton Highlands Health Services Foundation | |
| Ontario | Hospice Northwest | Postponed to unknown date |
| Ontario | Carefor Hospice Cornwall | |
| Ontario | Jessica's House | Hosting a virtual hike in June 2020. |

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|-----------------------------|---------------------------------------------------------------------------------------------------------------------|-----------------------------------|
| Ontario | Hospice Care Ottawa *Did not register with the CHPCA, however, the CHPCA was informed of the activities of the Hike | Held as virtual event in May 2020 |
| Prince Edward Island | Hospice PEI | |

Hike Fundraising Website Statistics

| Criteria | 2009 | 2014 | 2018 | 2019 | 2009 vs. 2019 (10 years) | 2020 Stats unavailable |
|-------------------------------------|-----------|-----------|---------------|-----------|-----------------------------|------------------------------|
| # 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)

Conclusion

The 2020 Hike for Hospice Palliative Care was challenged by the circumstances surrounding Covid-19, however, the resiliency of hike sites to find alternative means to hosting hikes has been inspiring. The 2020 challenges have brought about many changes to how things will be done moving forward. This may cause impactful changes for the future of the hike in general. It is possible that hike sites may elect to continue with a virtual format in future years as the sites who held virtual hikes reported them to be successful. Many hike sites are using this as an opportunity to test their hike on different days outside of May. There may be a movement in the future to see the hike continue to be more fluid in date.

As it will take time to see how Covid-19 impacts the hike in general, there are many things to look towards. These include hearing about the success of hikes as they continue to hold hikes throughout 2020, in either an in person format, as public health recommendations allow, or as virtual events.

It will also be interesting to see how hike sites evolve with using their personally chosen peer-to-peer fundraising software.

In future events it is likely that the hike in general will have a larger online presence, particularly where social media is involved. The CHPCA will be looking into ways to capitalize on this and use it for promotional and marketing purposes to help hikes sites to raise awareness and funds for their hike for hospice activities. Many sites already do this type of promotions, however, the CHPCA will look into creative ways to partner and help these sites to continue to grow, as well as to help the smaller sites to increase their reach and capacity to potentially increase the size of their hikes as time goes on.

In order to continue to improve this event, all feedback, comments and results provided to CHPCA will be used in the planning of the 2021 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 2020. Thank you as well to hike sites for coming up with creative solutions to difficult circumstances.

SPECIAL THANKS to CHPCA's national sponsor, GSK, whose support enables this event to continue to grow and flourish. CHPCA looks forward to your continued support in 2021.

The next National Hike for Hospice Palliative Care is **Sunday, May 2, 2021.**

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. 2020 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