



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs



2010 HIKE FOR HOSPICE PALLIATIVE CARE

FINAL REPORT



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Introduction

The purpose of this report is to provide comprehensive details regarding the 2010 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.

2010 represented the eighth 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, and Bayshore Home Health.

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.

2010 was the third 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 \$1,549,597.80 in the 8th 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 (AVISO) 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 – 2010

There were 99 hike sites that participated this year raising over \$1,549,597.80 which is an increase of over \$343,265.00 from 2009.

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 2011 will continue to be a focus in raising awareness and funds all across Canada.

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 2010

Province	Organization	Amount Raised
YK	No hike sites	
NWT	No Hike Sites	
NT	No Hike Sites	
BC	18 Hike Sites	
	Crossroads Hospice Society – Port Coquitlam	\$55,194.00
	Crossroads Hospice Society – Port Moody	Same as above
	Cowichan Valley Hospice Society	\$20,500.00
	Nanaimo Community Hospice Society	\$32,000.00
	Burnaby Hospice Society	\$13,315.47
	Castlegar Hospice Society	Amount not available
	North Okanagan Hospice Society	\$27,374.26
	Quesnel District Palliative Care Association	\$ 3,991.11
	Horby/Denman Community Health Care Society	\$ 250.00
	Shuswap Hospice Society	\$ 1,400.00
	Squamish Hospice Society	\$ 5,000.00
	Alberni Valley Hospice Society	\$ 8,000.00
	Oceanside Hospice Society	\$ 2,500.00
	East Shore Hospice	\$ 1,294.00
	Desert Valley Hospice Society	\$ 17,000.00
	Revelstroke Hospice Society	Honourary hike
	Richmond Community Hospice Foundation	Amount not available
	Central Okanagan Hospice Association	\$ 20,000.00

AB	6-sites	
	Hospice Calgary Society	\$ 60,116.00
	High Prairie Palliative Care Society	\$ 6,279.00
	Grey Nuns Tertiary Palliative Care Unit (Caritas)	\$ 1,000.00
	Pilgrims Hospice	Amount not available
	St. Joseph's Edmonton Hospice	\$ 5,000.00
	Red Deer Hospice	Amount not available
MB	22 -sites	
	Southwest District Palliative Car - Teulon	\$ 4,450.00
	Southwest District Palliative Car - Stonewall	\$ 1,559.00
	Northeast District Palliative Care Program – IRHA-Riverton	Amount not available
	Northeast District Palliative Care Program – IRHA-Arborg	Amount not available
	Northeast District Palliative Care Program – IRHA-Dunnatur	Amount not available
	Northeast District Palliative Care Program – IRHA - Winnipeg Beach	Amount not available
	Northeast District Palliative Care Program – IRHA-Gimli	Amount not available
	Northeast District Palliative Care Program – IRHA-Fisher Branch	Amount not available
	Southeast Palliative Care, Interlake Regional Health Authority	Amount not available
	Hospice and Palliative Care Manitoba	\$ 15,000.00
	Northwest District/Highway 6 Palliative Care	\$ 1,800.00
	Glenboro Palliative Care Volunteer Group	\$ 3,621.00
	Carberry Palliative Care Volunteer Committee	Same as above
	Carberry Palliative Care Volunteer Committee	Same as above
	Rivers Palliative	Same as above
	Delorraine and Area Palliative Care Committee	\$ 2,644.00
	South Eastman Palliative Care Program	Amount not available

	The Health Corner	\$ 10,500.00
	Hamiota Health Centre Palliative Care Committee	Amount not available
	Russell and Area Palliative Care	\$ 1,545.00
	Reston Palliative Care	\$ 1,500.00
	Virden and Area Palliative Care Committee	\$ 1,585.50
SK	No hike sites	
ON	41 –sites	
	Matthews House Hospice	\$ 15,000.00
	The Dorothy Ley Hospice	\$ 38,000.00
	Friends of Hospice Ontario	\$ 30,000.00
	Hospice West Parry Sound	\$ 4,600.00
	Hospice Kawarth Lakes	\$ 9,600.00
	Maison Vale Inco Hospice	\$ 94,000.00
	Hospice Peterborough	\$ 41,000.00
	Hospice Wellington	\$ 32,500.00
	Hospice Peterborough	\$ 43,439.00
	Hospice Renfrew	\$ 40,462.00
	Grey Bruce Palliative Care Hospice	\$ 25,323.25
	Hospice Northumberland	\$ 13,315.00
	Hospice Niagara	\$ 70,000.00
	Alliance Hospice	\$ 32,000.00
	The Hospice at Maycourt	\$ 80,000.00
	McNally House	\$ 37,000.00
	Hospice Dufferin	\$ 6,574.00

	SIRCH Community Services and Consulting	\$ 20,000.00
	VON Oxford/Sakura House	\$ 46,000.00
	Hospice of London	\$ 7,000.00
	Community Home Support Lanark County	\$ 5,000.00
	Huron Hospice Volunteer Service	\$ 7,400.00
	Hospice Huronia	\$ 17,000.00
	The Hospice of Windsor and Essex County	\$ 26,000.00
	Hospice Toronto	\$ 30,000.00
	Carefor Health and Community Services – Eastern Counties	\$ 17,500.00
	The Carpenter Hospice	\$ 90,000.00
	Philip Aziz Centre	\$ 12,000.00
	VON Perth Huron	\$ 3,000.00
	The Heart of Hastings Hospice	\$ 3,400.00
	Hospice Muskoka	\$ 3,885.00
	Heart House Hospice	\$ 34,000.00
	Serenity House Hospice Inc.	\$ 6,000.00
	Hospice Simcoe	Amount not available
	Near North Palliative Care Network	\$ 4,842.57
	Durham Hospice	\$ 5,652.00
	Hospice Huntsville	\$ 10,389.00
	Algoma Residential Community Hospice (ARCH)	Amount not available
	Stedman Community Hospice/St. Josephs Lifecare Foundation	\$ 161,700.00
	Hill House Hospice	\$ 8,117.00
QC	5-sites	
	Maison de la Source Gabriel	\$ 16,050.00

	La Foundation Source Bleue	\$ 22,000.00
	La Foundation Source Bleue	Same as above
	Foundation des hopitaux Enfant Jesus Saint Sacrement	\$ 6,500.00
	Foundation Jacques Bouchard	\$ 2,846.00
NB	1-site	
	Hospice Frederitn. (PalNET)	Amount not available
NS	4-sites	
	Colchester East Hants Hospice Society	\$ 4,500.00
	Colchester East Hants Hospice Society	\$ 4,500.00
	Hospice Society of Greater Halifax	\$ 27,821.24
	Palliative Care and The Sunshine Room	\$ 4,500.00
PEI	2-site	
	Eastern King Chapter of the Hospice Palliative Care Association of PEI	\$ 268.95
	East Prince Chapter of Hospice Palliative Care of PEI	\$ 4,486.00
NL	No hike sites	
Total	99-sites	\$ 1,549,597.80

Once again Bayshore Home Health branches participated with local hike sites by fundraising with their branches. There were 44 Bayshore branches that partnered up with community hike sites, 16 of which participated with the on-line fundraising website. Please see the complete list of participating branches below.

Bayshore Home Health and hike partners

Location	Amount Raised	Hospice
Barrie	Amount not available	Hospice Simcoe
Brockville	Amount not available	Brockville and District Hospice Palliative Care Service
Burnaby	Amount not available	Crossroads Hospice
Calgary	Amount not available	Hospice Calgary
Charlottetown	Amount not available	Hospice Palliative Care Association of PEI
Chatham	Amount not available	Chatham Alliance Hospital
Cornwall	Amount not available	Care for Eastern Counties (Hospice Cornwall)
Edmonton	Amount not available	St. Joseph's Auxiliary Hospital
Fergus	Amount not available	Wellington Hospice & Dufferin Hospice
Fredericton	Amount not available	Hospice Fredericton
Halifax	Amount not available	Hospice Society of Greater Halifax
Hamilton	Amount not available	Dr. Bob Kemp Hospice

Kelowna	Amount not available	Central Okanagan Hospice Association
Kitchener	Amount not available	Lissard House
London	Amount not available	London Region Hospice
Markham	Amount not available	Evergreen Hospice
Mississauga–Gov't Services	Amount not available	Alliance Hospice
Mississauga–Private Services	Amount not available	Dorothy Ley
Moncton	Amount not available	Hospice Greater Moncton
Montreal	Amount not available	La Fondation Jacques Bouchard
North Vancouver	Amount not available	Lions Gate Hospice (potential name)
Oakville	Amount not available	Darling Home / Carpenter
Oshawa	Amount not available	Durham Hospice
Ottawa–Gov't Services	Amount not available	Hospice at Maycourt
Ottawa–Private Services	Amount not available	Friends of Hospice
Pembroke	Amount not available	Renfrew Hospice

Regina	Amount not available	The Good Mourning Walk - bring awareness to Regina Palliative Care Inc. and the Greystone Bereavement Centre
Saint John	Amount not available	Hospice Greater Saint John
Sarnia	Amount not available	St. Joseph's Hospice
Saskatoon	Amount not available	Walk of Memories
Sault Ste. Marie	Amount not available	Canadian Cancer Society - Relay for Life
Smiths Falls	Amount not available	Community Home Support Lanark County Volunteer Hospice Visiting Service
St. Catharines	Amount not available	Hospice Niagara - Stabler Centre
Sudbury	Amount not available	Maison Vale Inco Hospice
Thunder Bay	Amount not available	Hospice North West

Timmins	Amount not available	Walk - Horizons Inc (local palliative care volunteer organization)
Toronto	Amount not available	Toronto Central Palliative Care Network
Vancouver	Amount not available	The Vancouver Hospice Society
Victoria	Amount not available	Victoria Hospice & Palliative Care Foundation
White Rock	Amount not available	White Rock Hospice Society
Windsor	Amount not available	Windsor Essex County
Winnipeg	Amount not available	Manitoba Hospice and Palliative care
National Service Centre	Amount not available	Heart House
Bayshore Specialty Rx	Amount not available	Durham and Peterborough Hospice

Hike on-line fundraising website

Hike 2010 marked the third year for the hike on-line fundraising website which was a great success. Once again 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 79 hike sites signed up for the hike on-line fundraising website this year. The on-line fundraising website helped hike sites raise more funds and create awareness in their communities. There were 23 on-line hike sites that did not raise any money on the fundraising system this year.

In total the hike on-line fundraising website raised **\$372,059.72** verified funds from February 1 – May 31, 2010. 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 information for 2010

Location	Registrants	Donations	Donation Amount Raised
Totals	0	0	\$0.00
The Hospice at May Court - Ottawa	188	917	\$57,779.00
The Carpenter Hospice	163	1069	\$55,635.81
Hospice Calgary	172	626	\$46,476.77
Hospice Niagara	165	822	\$32,553.00
Hospice Toronto	46	469	\$30,615.00
Hospice Peterborough	52	439	\$24,329.00
Dorothy Ley Hospice - Etobicoke	51	241	\$22,420.00
Alliance Hospice	31	257	\$20,823.77
Hospice Society of Greater Halifax	37	413	\$18,717.98
North Okanagan Hospice Society	29	234	\$17,089.00
Heart House Hospice	32	259	\$16,994.00

Hospice Huronia - Penetanguishene	23	185	\$12,725.00
Sakura House VON Oxford - Woodstock	62	325	\$12,498.00
Hospice Wellington	54	319	\$12,439.00
Red Deer Hospice	39	303	\$11,736.00
Philip Aziz Centre (PAC) - Toronto & GTA	17	65	\$11,385.00
Hospice Northumberland	8	71	\$9,555.00
Crossroads Hospice Society - Port Moody	38	169	\$9,329.00
Hill House Hospice - Richmond Hill	6	149	\$8,457.00
Friends of Hospice Ottawa	31	163	\$7,871.00
Crossroads Hospice Society - Port Coquitlam	41	109	\$7,002.00
Hospice Simcoe - Barrie	11	88	\$5,020.00
Fondation Source Bleue	36	124	\$4,562.00
St. Joseph's Edmonton Hospice	16	113	\$4,427.00
McNally House Hospice	15	93	\$4,341.00
Bayshore Ottawa - The Hospice at May Court	20	77	\$3,925.25
Cowichan Valley Hospice	40	82	\$3,777.00
Colchester East Hants Hospice Society	21	136	\$3,767.00
Durham Hospice	34	85	\$3,725.00
Hospice & Palliative Care Manitoba - Winnipeg	14	97	\$3,540.00
Hospice Renfrew	11	61	\$3,210.00
Matthews House Hospice	9	40	\$2,690.00
The Hospice Of Windsor and Essex County Inc.	27	75	\$2,250.00

Hospice of London	21	60	\$2,120.00
Central Okanagan Hospice Association	11	39	\$1,845.01
Hospice Dufferin	9	35	\$1,650.00
NE District Palliative Care - Gimli	1	33	\$1,445.00
Bayshore Smith Falls - Community Home Support - Lanark County	6	23	\$1,070.00
Caritas Palliative Care Foundation - Edmonton	7	35	\$1,050.00
Bayshore Simcoe County - Hospice Simcoe	2	10	\$925.00
Toronto Hike for Hospice Partners	2	10	\$815.00
Fredericton Hospice	9	24	\$630.00
Maison Vale Inco Hospice	1	10	\$620.00
Bayshore Kelowna - Central Okanagan Hospice Association	5	12	\$610.00
Burnaby Hospice Society	2	16	\$535.00
Quesnel & District Palliative Care Association	11	17	\$525.00
Bayshore Calgary - Hospice Calgary	7	26	\$520.00
Hospice West Parry Sound	2	12	\$505.00
Community Home Support – Lanark County	6	13	\$420.00
Bayshore - Mississauga - Dorothy Ley Hospice	2	8	\$365.00
Bayshore Edmonton - St Joseph's	3	8	\$285.00
NE District Palliative Care - Winnipeg Beach	2	5	\$220.00
Northwest District/Highway Six	1	4	\$125.00

Palliative Care			
Hospice Cornwall	2	3	\$100.00
Huron Hospice Volunteer Service	3	2	\$90.00
SE Interlake District Palliative Care Program	1	2	\$75.00
Hospice Kawartha Lakes - Lindsay	1	1	\$25.00
Bayshore Cornwall	0	0	\$0.00
Bayshore Halifax - Hospice Society of Greater Halifax	0	0	\$0.00
Bayshore Home Health -Montreal - Foundation Jacques Bouchards	0	0	\$0.00
Bayshore London – Hospice London	0	0	\$0.00
Bayshore Montreal	1	0	\$0.00
Bayshore Ottawa Private – Friends of Hospice	0	0	\$0.00
Bayshore St. Catharines - The Stabler Centre	0	0	\$0.00
Bayshore Vancouver (Gov) - Crossroads Hospice	1	0	\$0.00
Bayshore Winnipeg - Hospice and Palliative Care Manitoba	0	0	\$0.00
Castlegar Hospice Society	0	0	\$0.00
Fondation Jacques Bouchard	2	0	\$0.00
Hospice Caledon	0	0	\$0.00
Hospice Richmond Hill	0	0	\$0.00
NE District Palliative Care - Arborg Recreation Centre	0	0	\$0.00
NE District Palliative Care - Dunnottar	0	0	\$0.00
NE District Palliative	0	0	\$0.00

Care - Riverton			
Perth Huron	0	0	\$0.00
Pilgrims Hospice Society - Edmonton	0	0	\$0.00
Serenity House Hospice Inc	2	0	\$0.00
Shuswap Hospice Society	0	0	\$0.00
SIRCH Community Services & Consulting	0	0	\$0.00
Southwest District Palliative Care	0	0	\$0.00
The Desert Valley Hospice Society - Oliver	0	0	\$0.00

Hike on-line fundraising statistics

Criteria	2008	2009	2010	% change from 09 - 10
# of participants Registered	800	1270	1662	23.59%
\$ Raised Online (verified)	\$127,970.00	\$243,075.97	\$372,059.72	34.67%
# of Online Verified Donors	2437	4148	6602	37.17%
Average Donation Amount	\$52.51	\$58.60	\$56.36	-3.97%
Average Amount Raised per Participant	\$263.00	\$282.30	\$223.86	26.11%
Total Participants that Raised \$0	321	562	789	28.77%
Actual # of participants that raised money > \$0	479	708	873	18.90%

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

Continue providing the pledge form templates for the hike sites.

Templates (Delete in french)

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

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

The hike resources were posted on-line this year through the program basecamp. CHPCA will continue to post the resources on-line and will look at improving the layout of the resources posted through basecamp to make it more user friendly. .

Some hike sites did express that the layout of the hike home page was not very user friendly. CHPCA will look at changing the layout of the hike homepage for 2011.

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.

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 expressed they would like the t-shirts received a week prior to the hike. Child t-shirts are requested.

Recommendations

CHPCA will follow up with Daquin sales to ensure that all hike sites have their t-shirts one week prior to the hike. CHPCA will inquire on child size 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 2011.

Printing

Custom printers were contracted for the printed posters.

Recommendation

Continue to work with Custom printers for 2011.

National Advertising and Honourary Chair

There were two national media press releases sent out from CHPCA on April 30/10 and May 10/10.

There was a Public Service announcement created for hike sites to distribute to their local community radio stations. Hike sites would like CHPCA to obtain more funding to promote the hike at the national level through newspapers, radio, and television.

Peter Mansbridge was our honourary chair this year. Peter Mansbridge provided us with two quotes and his picture for the use in creating awareness for the hike. Hike sites used Peter's quotes and pictures in their marketing materials.

CHPCA used Peter Mansbridge quotes and picture on the hike website, on-line fundraising system, media releases and for the hike media resources.

Recommendation

CHPCA will approach Peter Mansbridge for more national media attention for hike 2011, as well as continue to look for national media sponsorship.

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 2010 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 2011.

Recommendation

The survey monkey evaluation tool is an excellent process and should be used in 2011.

Prizes for the Hike Sites

Once again this year VIA Rail sponsored the hike with one 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

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.

Conclusion

The 2010 Hike for Hospice Palliative Care was a great success. Our survey results indicate that hike sites are looking forward to hosting a Hike in 2011. 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 third year of the hike on-line fundraising website was the most successful to date. Raising more funds and raising more awareness in various communities across Canada. There was a 24% increase this year in hike participants and a 35 percent increase in donations. Hike sites are enthusiastic for Hike for Hospice Palliative Care 2011 and are looking forward to using the improved hike on-line fundraising website for 2011.

With the consideration and implantation 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 everyone who participated in Hike for Hospice Palliative Care 2010. To date, this year's hike has raised the most funds nationally. Special thanks to the CHPCA national founding sponsor, The GlaxoSmithKline Foundation, and Bayshore Home Health. Hike for Hospice Palliative Care would not be possible without the on going support from our sponsors. The CHPCA looks forward to your continued support in 2011.

The date for the 2011 National Hike for Hospice Palliative Care is **Sunday, May 1st 2010.**

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-eight-of-a-page ad bilingual
- CHPCA Hike one-quarter-of-a-page ad
- CHPCA Hike one-quarter-of-a-page ad bilingual
- CHPCA Hike one-eight -of-a-page ad in colour
- 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 30/10 and May 10/10

E. Quotes from Honourary Chair Peter Mansbridge

F. Electronic Hike Poster:

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

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

H. Hike for Hospice Placard

- In Honor Of and In Memory Of

I. Electronic Pledge Form

J. T-Shirt Graphic