



Canadian Hospice Palliative Care Association

Association canadienne de soins palliatifs



2007 HIKE FOR HOSPICE PALLIATIVE CARE

FINAL REPORT



Table of Content

Introduction	3
Organizational Summary	3
The Project	4
Hike Sites	9
Resources and Feedback	14
Additional Recommendations	20
Hike Site Day	21
Conclusion	21
List of Appendices	22

Introduction

The purpose of this report is to provide comprehensive details regarding the 2007 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.

2007 represented the fifth 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. The GlaxoSmithKline Foundation is the founding sponsor of Hike for Hospice Palliative Care and Bayshore Home Health has completed their second year of dignity level sponsorship for the Hike for Hospice Palliative Care.

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

Themed bilingual national marketing and media materials are developed and produced by the CHPCA. This includes national posters, brochures, pledge forms, national newspaper advertisements, professional national radio public service announcements (PSAs) and specially designed promotional materials such as t-shirts.

2007 marked the fifth Hike for Hospice Palliative Care across Canada. As in previous years the slogan used for the 2007 Hike was 'Come Hike With Us'. The Hike is traditionally held the first Sunday in May and this year was no exception with the Hike occurring May 6th. Over 6,000 people participated representing 85 hospice palliative care organizations across Canada some of which had more than one hike site, bringing the number of hike sites up to 91. Most hike sites had an increase in funds as well as an increase in participants. This year marks an increase of \$160,000 nationally for a total of approximately \$836,000 surpassing last year's total of \$675,000. To date, the 5th National Hike for Hospice Palliative Care has been the most successful Hike in raising funds for Hospice Palliative Care.

The following sites raised \$10,000 or more:

1. Stedman Community Hospice, Ontario	\$61,178
2. Hospice of Maycourt –Ontario	\$60,000
3. VON Oxford, Ontario	\$50,000
4. Crossroads, British Columbia	\$49,000
5. Hospice Peterborough, Ontario	\$43,375

6. Central Okanagan Hospice Association, British Columbia	\$43,000
7. Perram House Hospice, Ontario	\$40,000
8. Friends of Hospice, Ontario	\$40,000
9. Dorothy Ley Hospice, Ontario	\$33,000
10. Alliance Hospice, Ontario	\$31,000
11. Hospice Niagara, Ontario	\$28,483
12. Vancouver Hospice Society, British Columbia	\$28,000
13. Hospice Calgary Society, Alberta	\$20,000
14. Nanaimo Community Hospice Society, British Columbia	\$20,000
15. Maison “La Paix” House, Ontario	\$19,338
16. Carefor Health and Community Services-Eastern Counties, Ontario	\$19,000
17. Hospice and Palliative Care Manitoba	\$16,400
18. Hospice Toronto, Ontario	\$16,200
19. Hospice Kawartha Lakes, Ontario	\$16,000
20. Hospice Society of Greater Halifax, Nova Scotia	\$11,389

The Hike was coordinated by a Project Coordinator who functioned under the direct supervision of the Administrative Coordinator. Priorities were determined by the Executive Director in consultation with the Administrative Coordinator 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 Administrative Coordinator 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, brochures, T-shirts and 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 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 Administrative Coordinator prior to submission to the Executive Director and event sponsors

The 2007 Hike for Hospice Palliative Care was once again made possible through the continued support of Founding Sponsor, The GlaxoSmithKline Foundation. The Foundation is committed to finding creative ways to achieve community wellness. The Foundation supports and works with many organizations, primarily in the areas of health, science, education and hospice palliative care. 2007 also marked the second year of Bayshore Home Health's support as exclusive Home Care Sponsor. Eighteen Bayshore Home Health branches participated with local hike sites by organizing a hike within some of their own communities and all funds raised from the Bayshore Home Health Branch Hike was donated to the hike site in their community. Please see the list below.

Branch Name	Total Collected Pledge Amount	Cheque Payable to:
Barrie	\$1,849.00	Simcoe Hospice
Brockville	\$775.00	Brockville & District Hospice Palliative Care Services
Burnaby	\$1,682.97	Crossroads Hospice Society
Charlottetown	\$810.00	Hospice Palliative Care Association of PEI
Chatham	\$4,265.00	Cancer Assist Wellness Centre

Cornwall	\$1,471.00	Carefor Health & Community Services - Eastern Counties
Edmonton	\$2,707.00	Pilgrims Hospice Society
Fergus	\$1,443.00	Hospice Wellington
Halifax	\$398.00	The Hospice Society of Greater Halifax
Hamilton	\$2,331.00	DR. Bob Kemp Hospice
Kitchener	\$470.00	Hospice of Waterloo Region
Mississauga	\$2,076.00	The Hospice of Peel
Mississauga–Head Office	\$1530.00	Dorothy Ley Hospice
Moncton	\$2,555.00	Hospice Palliative Care Of Greater Moncton INC
Niagara	\$965.00	Hospice Niagara
Oshawa	\$750.00	Lakeridge Oshawa Cardiovascular Rehabilitation Unit

Ottawa	\$1,497.00	Friends for Hospice
Saint John	\$4,511.00	Hospice Greater Saint John
Sarnia	\$2,129.00	St. Joseph's Hospice Resource Centre
Smith Falls	\$1,725.00	Lanark County Visiting Hospice
Sudbury	\$1,747.00	Maison Sudbury Hospice
Thunder Bay	\$1,685.00	Hospice North West
Toronto	\$610.00	Casey House
Vancouver	\$130.00	Vancouver Hospice Society
White Rock	\$1,105.00	White Rock Hospice
Windsor	\$2,920.05	The Hospice of Windsor and Essex County
Winnipeg	\$3,779.00	Hospice and Palliative Care Manitoba

Hike Sites – 2007

As detailed below, there were 95 participating sites in 2007, four of which cancelled within the last two months prior to the hike. This year marked an increase in total hike sites as well as an increase of approximately \$170,000 from 2006 which to date marks the most funds raised in Hike for Hospice Palliative Care with a total of approximately \$845,000. In addition, most Hike Sites for 2007 indicated an increase of participants at their sites as well. Last year, approximately 6000 Canadians participated in Hike for Hospice Palliative Care.

Even though there was a new hike site this year in New Brunswick and Saskatchewan, with the hike site in Saskatchewan having to cancel due to insurance costs being too high for them there are still underrepresented regions in Canada. A recruitment drive needs to be planned with emphasis on Nunavut, Yukon, Northwest Territories, Alberta, Saskatchewan, Quebec, and New Brunswick.

Overall hike sites expressed satisfaction with their Hike results this year in both raising funds and awareness for Hospice Palliative Care. A variety of different events within each Hike community generated positive energy. Highlights of some of the Hike sites are attached to the appendix of this report.

List of Hike Sites and Amount Raised 2007

Province	Organization	New or Returning	Amount Raised
YK			
	No Hike Sites		
NWT			
	No Hike Sites		
NT			
	No Hike Sites		
BC	19-sites		
	Alberni Valley Hospice Society	Returning	\$ 3,800.00
	Nanaimo Community Hospice Society	Returning	\$ 20,000.00
	A) Crossroads Hospice Society	Returning	\$ 49,000.00
	B) Crossroads Hospice Society	Returning	Included in above
	C) Crossroads Hospice Society	Returning	Included in above

	Central Okanagan Hospice Association	Returning	\$ 43,000.00
	Oceanside Hospice Society	Returning	\$ 6,000.00
	White Rock Hospice Society	New	\$ 5,000.00
	Eastshore Hospice	Returning	\$ 1,635.00
	Desert Valley Hospice Society	New	\$ 9,000.00
	Castlegar Hospice Society	Returning	amount not available
	Burnaby Hospice Society	Returning	\$ 8,500.00
	Richmond Hospice Association	Returning	amount not available
	Quesnel District Palliative Care Association	Returning	\$ 6,385.00
	Abbotsford Hospice Society	New	\$ 500.00
	Shuswap Hospice Society	Returning	\$ 1,202.85
	Fort Nelson Hospice Palliative Care Support Group Society	Returning	\$ 1,500.00
	Vancouver Hospice Society	Returning	\$ 28,000.00
	Hornby Denman Community Health Care Society	Returning	\$ 363.00
AB	3-sites		
	Pilgrims Hospice	New	Not officially participating in Hike
	Hospice Calgary Society	Returning	\$ 20,000.00
	High Prairie Palliative Care Society	Returning	\$ 7,000.00
MB	14-site		
	Southwest District Palliative Care, Inc.	Returning	\$ 3,200.00
	Hospice and Palliative Care Manitoba	Returning	\$ 16,400.00
	Virden and District Palliative Care	Returning	\$ 876.00
	Riverdale Palliative Care	Returning	amount not available
	Sunset Palliative Care Inc.	New	\$ 5,000.00
	IRHA Southeast Distict Palliative Care	New	amount not available

	North East Interlake Palliative Care Program, IRHA	New	\$ 21,000.00
	Killarney Palliative and Betty Sorensen	Returning	Amount not available
	Hamiota Health Centre Palliative Care Committee	Returning	\$ 2,085.00
	Carberry and District Palliative Care	Returning	\$ 1,184.00
	Deloraine and Area Palliative Care Committee	Returning	\$ 2,500.00
	Reston Palliative Care	Returning	amount not available
	Boissevain Communities Palliative	New	amount not available
	The Health Corner	Returning	\$ 4,500.00
SK	1-site		
	Moosomin & Community Palliative Care Committee	New	Cancelled
ON	47-sites		
	A) Hospice Simcoe	Returning	\$ 6,000.00
	B) Hospice Simcoe	Returning	Included in above
	Carefo Health and Community Services- Eastern Counties	Returning	\$ 19,000.00
	Maison " La Paix" House	New	\$ 19,338.63
	VON Oxford	Returning	\$ 50,000.00
	Hospice Peterborough	Returning	\$ 44,345.00
	Dorothy Ley Hospice	Returning	\$ 38,000.00
	Hospice Niagara	Returning	\$ 28,483.62
	Serenity House Hospice Inc.	Returning	\$ 5,000.00
	Hospice Toronto	Returning	\$ 16,200.00
	Hospice Huronia	Returning	\$ 6,500.00
	The Sudbury Regional Palliative Care Association	Returning	\$ 8,500.00
	Hospice of Peel	Returning	amount not available
	Hospice Kawartha Lakes	Returning	\$ 16,000.00

	Stedman Community Hospice	Returning	\$ 61,178.38
	The Hospice at Maycourt	Returning	\$ 60,000.00
	A) Huron Hospice Volunteer Service	Returning	\$ 5,500.00
	B) Huron Hospice Volunteer Service	Returning	Included in above
	Hospice Georgina	Returning	\$ 4,323.00
	A) Friends of Hospice Ottawa	Returning	\$ 40,000.00
	B) Friends of Hospice Ottawa	Returning	\$ 1,500.00
	Evergreen Hospice	Returning	amount not available
	Palcare Network	Returning	\$ 5,500.00
	Alliance Hospice	Returning	\$ 31,000.00
	Hospice West Parry Sound	Returning	\$ 5,580.00
	Casey House	Returning	\$ 7,000.00
	Hospice Renfrew Inc.	New	amount not available
	Palliative Care Campbellford	Returning	amount not available
	The Regional Hospice of Quinte	Returning	amount not available
	Hospice Wellington	Returning	\$ 4,000.00
	VON Perth Huron	Returning	\$ 2,500.00
	Hospice Muskoka	Returning	\$ 2,350.00
	Dr. Bob Kemp Hospice	Returning	amount not available
	The Heart of Hastings Hospice	New	\$ 4,035.00
	Kendra/Rainy River District Palliative Care Volunteer Program	Returning	Cancelled
	Pickering Manor for Hospice Palliative Care	Returning	amount not available
	Perram House Hospice	Returning	\$ 40,000.00
	SIRCH Community Services and Consulting	Returning	\$ 7,000.00
	Sprucedale Care Centre	New	amount not available

	Grey Bruce Palliative Care Hospice Association	Returning	amount not available
	Hospice Richmond Hill	Returning	\$ 1,500.00
	West Niagara Palliative Care Services	Returning	amount not available
	Hospice Wellington North	New	\$ 300.00
	St. Joseph's Hospice	New	\$ 4,400.00
	Centre de services Guigues	New	\$ 4,300.00
	Lanark County Volunteer Hospice Visiting Service	New	\$ 3,000.00
	Hospice Palliative Care	New	\$ 2,500.00
QC	3-sites		
	Council on Palliative Care	New	\$ 4,700.00
	Centre de Santé et des Services sociaux de la Haute-yamasta, CLSC	New	Cancelled
	Maison de la Source Gabriel	Returning	\$ 2,000.00
NB	1-site		
	Restigouche Community Breavement Program	New	amount not available
NS	4-sites		
	Hospice Society of Greater Halifax	Returning	\$ 11,389.75
	Valley Hospice Foundation	New	Cancelled
	A) Hospice Society Colchester East Hants	New	amount not available
	B) Hospice Society Colchester East Hants	New	amount not available
PEI	2-site		
	Hospice Palliative Care Association of P.E.I	Returning	\$ 2,300.00
	Hospice Palliative Care Association of P.E.I	Returning	same
NL	1-site		
	Carbonear General Hospital, Rural Avalon, Eastern Health	Returning	\$ 1,400.00
Total	95-sites		\$ 844,254.23

Resources and Feedback

Hike 2007 Resources Available in French and English

Resource - Hike Poster Printed, Format - 11" x 17" – 7000 posters printed, approximately 6000 mailed out.

Feedback

The printed poster scored an average of 3.63 out of 5 in terms of usefulness. Those who did not find the poster useful stated that poster was too large for them to use. As well, the poster was not useful to some Hike sites that were having their Hike on another date as they could not change the date. The quantity of posters that were shipped out appeared to be satisfactory. The Project Coordinator emailed Hike sites in advance requesting the amount of posters required. If the hike sites did not respond, 40 posters were mailed out automatically. Hike sites were encouraged to call if they required more posters. 78.8 % of Hike sites responded that 10 weeks prior to Hike date was sufficient.

Recommendation:

Print an 8.5" x 11" size poster as it would be easier to put through a printer and will be easier to find places to distribute it to. If budget permits print both an 8.5" x 11" size poster 11" x 17" size poster. Even though 78.8 % of Hike sites indicated that 10 weeks prior to the Hike date was enough time to promote the Hike. It is recommended to send the hike posters out to hike sites 12 weeks prior to the national Hike date.

Electronic Resources

Hike Toolkit

Hike for Hospice Placard - In Honor Of
Hike for Hospice Placard - In Memory Of

Hike Posters word format (Hike sites could directly type in their own local information)

Format - 8.5" x 11"

Format - 11" x 17"

Hike Sites - Media Package

Media Spokesperson Training

Helpful information - audio announcements

Hike Public Service Announcement

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

Hike for Hospice Palliative Care Press Release Template

Canned Ad Text

Hike for Hospice Palliative Care Backgrounder

Templates

Sponsorship Template

Sponsorship Level Template

Fund Request Letter Template

Volunteer Application Template

Volunteer Sign-Up Sheet Template

Volunteer Shift Schedule Template

Pledge Form Template - English

Pledge Form Template - Bilingual

Donation Receipt Template

Team Roster Template

Name Tag Template

Participant Emergency Contact Info Template

Participants Liability Waiver Form Template

Feedback

Overall most Hike sites found the electronic resources useful giving them an average score of 3.0 + out of 5. Some Hikes sites indicated that they have their own resources as they have been doing the Hike for several years or a similar event and therefore use the resources they have created over the years. The electronic resources that received low average scores are the following below:

Fund Request Letter Template

Volunteer Application Template

Volunteer Sign-Up Sheet Template

Volunteer Shift Schedule Template

Donation Receipt Template

Team Roster Template

Recommendation

The media electronic resources were made available 5 weeks prior to the Hike date. The media resources should be sent out earlier than 5 weeks to allow local Hike sites more time to network with the media. The media package for 2008 should go out 7 to 8 weeks prior to the hike date.

Tshirts

T-shirts were \$5.00 + taxes (each) for a minimum order of 24. Shipping was free. Long sleeve shirts were \$7.00 + taxes (each) for a minimum order of 24. Shipping was free. T- shirt supplier once again was Colortex; contact was Peter Borutskie, 613-748-0770, website: www.colortex.ca.

Feedback

Overall the ease of ordering T-shirts averaged 4.2 out of 5. Some Hike sites indicated that they did not order new t-shirts as they had a surplus from 2006, and therefore used their old T-shirts. Consistency with the same T-shirt supplier made the process of ordering T-shirts an easier process.

Recommendations

Some Hike sites would like to see different colours as an option. Ensuring prompt follow up with Hike sites is essential.

Promotional items

Diana Dooley, Creative Mixx, 613-867-2640 contact information was listed as a potential promotional supplier on the Hike website. No feedback on this topic.

Recommendation

If using the same supplier for both T-shirts and promotional items, this may allow for better prices and building consistency with Hike sites.

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. Ensure good communication around time-lines with Kim and Hike Advisory Committee to allow for target dates to be met.

Printing

Delta Printing was contracted for the printed posters. Delta offered a good price but there was some confusion around the quality of poster paper that was used. Ensure printing companies use the same format and specifications when quoting a price to avoid any confusion.

National Advertising

Two national ads were placed in three national newspapers covering British Columbia, Manitoba and Ontario: two ¼ page ads in the Winnipeg Free Press on Saturday, April 21/07 and Saturday, April 28/07; two ¼ page ads in the Vancouver Sun on Saturday, April 21/07 and Saturday, April 28/07; and two ¼ page ads in the Toronto Star on Saturday, April 21/07 and Saturday, April 28/07.

In addition, two National Media Press Releases sent out from CHPCA on Thursday, April 26th and after the Hike on Friday, May 11th.

Feedback

The overall response from Hike sites around the national advertisement were that they did not raise very much profile in their communities as they did not see the advertisements.

Recommendation

Purchasing advertising space in targeted local weekly newspapers may be a more beneficial use of advertising dollars.

Hike for Hospice website

Hike for Hospice website was accessible through the CHPCA website as well as by using the direct domain for the Hike which was: www.hikeforhospice.com.

Feedback

68.6 % of hike sites indicated that the site was easy to use and resourceful.

Recommendation

The audience for hikeforhospice.com should be the hikers, not host sites. That information could be sent to host sites, and located on the CHCA website.

National Advisory Committee

The advisory committee comprised of nine individuals including the Project Coordinator and the two sponsor representatives, all of whom work within hospice palliative care across Canada.

Feedback

The advisory committee was extremely useful in evaluating the materials and getting feedback from the two sponsors.

Recommendation

It is recommended that the advisory committee continues next year.

Evaluation

An on-line survey with several questions relating to the Hike 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 2008.

Recommendation

The Survey Monkey evaluation tool is an excellent process and should be used in 2008.

New this year and other recommendations

Tips of the Week were sent out to Hike sites electronically throughout the two months prior to the Hike date.

Feedback

Tips of the Week were very well received.

Recommendation

Continue providing Hike Tips of the Week during the planning stages of the Hike as they are very helpful to Hike coordinators.

Electronic Posters for the Hike

Two electronic posters were created this year in word format to allow Hike sites to insert their local information and then print them out or to email them as a flyer etc. There were two sizes, an 8.5" x 11" and 11" x 17".

Feedback

Overall both posters received over 3.0 out of 5 average in being useful.

Recommendation

Produce this resource once again for 2008 as it allows for more options for Hike sites.

Prizes for the Hike Sites

Feedback

Congratulations to everyone in making Hike for Hospice Palliative Care so rewarding! I am pleased to announce the winner of the Via Rail Ticket for the Windsor/Quebec Corridor is Carefor Health and Community Services- Eastern Counties and the winner of the free registration to the Canadian Hospice Palliative Care Conference in November 2007 is Maison de la Source Gabriel.

Media Feedback

There were several Hike for Hospice Palliative Care articles in newsletters, and newspapers, both local and national. There was a very lengthy television news segment from Manitoba promoting Hike for Hospice Palliative Care.

Additional recommendations

1. **Networking with other Hike Sites:** When Hike sites were asked if they would be willing to network with other Hike site communities in the future, 80% responded that they would be willing to network with other communities. Therefore it is recommended for Hike 2008 that the Project Coordinator creates a list of Hike sites that are willing to network with each other in planning Hike for Hospice Palliative Care.
2. **Partnering up with a Rotary Club etc.:** A recommendation was put forward by some Hike sites and the advisory committee to create some guidelines on how to partner up with other community service groups, such as a Rotary club. The Project Coordinator for 2008 will look into developing some guidelines for Hike sites to partner up in their communities.
3. **National Hike for Hospice Palliative Care Spokesperson:** Hike sites and the advisory committee recommended that a spokesperson be identified for 2008. Robert Munch was brought forward for 2007 by an advisory committee member but it was too late in the planning process of the hike. It is recommended that efforts in finding a spokesperson for 2008 begin in the summer of 2007. The Communications Coordinator will follow up with the Project Coordinator for hike 2008.
4. **National Sponsorship:** Hike sites encourage CHPCA to establish more National Sponsorship. This has been an ongoing endeavour of CHPCA and will continue to be sought out in 2008. The Project Coordinator for 2008 will follow up with Hike sites in 2008.
5. **Challenges Hike Sites Face, Securing Sponsorship and Recruitment of Participants:** 46% of Hike sites indicated that they find it challenging to secure sponsorship and 71% of Hike sites indicated that they have a hard time recruiting participants. CHPCA needs to brainstorm with hike sites on a strategic plan on how to address these challenges. However, due to the fact that the Project Coordinator only starts in December due to funding issues, there is limited time in addressing these issues together.
6. **On line registration and pledge collection:** This strategy would increase the growth of the event. Dorothy Ley Hospice, Hospice Peterborough, Alliance Hospice, and Hospice Niagara jointly used an online registration and pledge collection. Feedback from these Hospices was that there was a huge savings in time doing tax receipt preparation with the investment in the website. There was also an increase of donors as people could easily donate from across the country through the website. For more information on the on-line registration and pledge collection, contact Graham Hill at The Dorothy Ley Hospice at ghill@dlhospice.org or 416-626-0116 ext. 236.

Hike Site Day!!

List any prominent dignitaries who were part of your Hike.

- Tamie Axelson, Mayor of Gimli
- City of Woodstock Mayor
- Jim Brownell, MPP & Executive Assistant
- Richard Patten, M.P.P.
- Mayor of High Prairie
- Councillor Ian Findlay
- Stampeder Defensive Lineman Randy Chevrier

What activities did you host?

- Pizza party, barbeque, muffins and refreshments served
- Draw for prizes for hikers
- Community band playing during the Hike
- Lion Dance, Plum Blossom Martial Arts
- A Memorial Tree Planting
- Family picnic, wrap up parties, music
- Speeches prior to Hike event
- Face painting, magician
- Memory Stone ceremony

Do you have a special story to share?

- A grandmother walking with her grandson of 4 years old
- We had a 5 day old baby “hiking this year”
- There was a kick off breakfast which raised approximately \$10,000.00. The breakfast consisted of a silent and live auction and our guest speaker was a palliative care physician.
- Team spirit was high as there were a large number of teams walking this year
- A cancer survivor raised \$1470.00
- A couple went to many businesses and challenged them to match each other and collected \$4,000.00 in donations

Conclusion

The 2007 Hike for Hospice Palliative Care was a great success. Our survey results indicate that 84% of Hike sites are looking forward to hosting a Hike site in 2008. They also mention that Hike for Hospice Palliative Care is an excellent way of creating awareness and raising much needed funds. With the consideration and implementation of the recommendations outlined in this report, this event will continue to be a great resource to raise 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 a great success. Special thanks as well to the CHPCA national founding sponsor, The GlaxoSmithKline Foundation and CHPCA's Hike for Hospice Palliative Care Home Care Exclusive Sponsor, Bayshore Home Health, for their continued support to make events such as the Hike for Hospice Palliative Care possible. The CHPCA looks forward to your continued support in 2008.

The date for the 2008 National Hike for Hospice Palliative Care is **Sunday, May 4th 2008.**

List of Appendices

A. Registration Forms:

- Participation Agreement
- Authorization Form
- Application to Participate
- Liability Waiver Host Sites

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
- Hike for Hospice Palliative Care Press Release Template
- Hike for Hospice Palliative Care Backgrounder

D. National Media Package

- National Press Release, April 30/07 and May 11/07
- National Manitoba one-quarter-of-a-page ad
- National Ontario one-quarter-of-a-page ad
- National British Columbia one-quarter-of-a-page ad

E. Electronic Hike Poster:

- Available in 8.5" x 11" and 11" x 17" word formats

F. National Printed Poster**G. Hike for Hospice Placard**

- In Honor Of
- In Memory Of

H. Templates

- Sponsorship
- Sponsorship Level
- Fund Request Letter
- Volunteer Application
- Volunteer Sign-Up Sheet
- Pledge Form Template - English
- Donation Receipt Template
- Team Roster Template
- Name Tag (Available in English Only)
- Participants Liability Waiver Form
- Participant Emergency Contact Information

I. Hike Site Master List**J. T-Shirt Graphics and Order form****K. AVISO Articles: Winter and Summer Editions****L. Hike for Hospice Palliative Care Articles (English Only)****M. Hike Site Day Photos available on line at www.hikeforhospice.com****N. Hike for Hospice Palliative Care Survey and Results**