

Hospice Northwest's
8th ANNUAL
**HIKE FOR
HOSPICE**
SUNDAY MAY 5, 2019

*Your support will
ensure the most difficult
journey in life is made a
little easier.*

HIKERS' GUIDE

THANK YOU TO OUR SPONSORS

Presenting Sponsor:



Marathon Level Sponsors:



Ribbon Wall Sponsor:



Remembrance Ceremony Sponsor:



Jogging Level Sponsors:



Walking Level Sponsors:



Major Gift and In Kind Sponsors:



Canadian Hospice Palliative Care Association
Association canadienne de soins palliatifs
www.chpca-acsp.org/hike



8th Annual Hike for Hospice

Join the hundreds of people who support Hike for Hospice each yearbecause every step makes a difference!



2019 HIKE FOR HOSPICE FACT SHEET

All proceeds raised stay in Thunder Bay to benefit our community

- ABOUT HIKE FOR HOSPICE:**
- \$300,000 has been raised since 2012 by Hospice Northwest's Hike for Hospice
 - \$50,000 is the agency goal for the 2019 Hike for Hospice
 - 300 hikers are expected to sign up and walk around Boulevard Lake in May
 - 1400 hikers have walked in our hikes over the past seven years
- ABOUT HOSPICE NORTHWEST:**
- 4000 people and their families needing end-of-life care and grief support have received Hospice Northwest's services over the past 30 years
 - 350 clients nearing the end of their lives receive bedside comfort & support in Thunder Bay and region each year
 - 180 specially trained palliative care volunteers assist clients in their final days and support families in their grief
 - \$160,000 must be fundraised each year by Hospice Northwest to train our volunteers and to deliver our unique services without cost to our clients
- NATIONAL HIKE FOR HOSPICE:**
- 2019 marks the 16th year the Hike for Hospice has been held in Canada.
 - The Hike is a unique national fundraiser coordinated by the Canadian Hospice Palliative Care Association
 - 100 communities participate across the nation
- WHY HIKE:**
- 80% of Canadians say they want quality hospice care at the end of life, yet less than 15% have access to it.
 - Hospice palliative care is currently underfunded and under recognized.

TEAM UP! Form a team and hike with friends, family or co-workers. Designate a team captain, choose a team name and together have a ton of fun!



Hospice Northwest: Our Mission

The mission of Hospice Northwest is to assist people living with a life limiting or chronic illness to experience a sense of connection, community and support through companionship.

The funds you raise will help us:

- Care for approximately 350 clients in homes, hospitals and Long Term Care facilities
- Continue to ensure that all programs are offered at no cost to clients and/or their families
- Provide the highest quality person-centered care to those in Thunder Bay and region living with a life-limiting illness
- Offer two grief and bereavement support groups, Circle of Friends Recovery Grief Support and Hearts and Hope Grief Group, for those who have lost a loved one

"We want to thank Hospice Northwest for having such a wonderful program."

SHERRY ANNE KELLY,
CLIENT'S DAUGHTER

- Offer an educational community event called Die-alogues
- Offer an excellent volunteer training program for new volunteers each year, which is delivered both in person and online to ensure accessibility for everyone
- Offer continuing education to our staff and volunteers
- Host a Resource Library, which is open to the public, and which contains a specialized collection of books and audiovisual materials related to the subjects of serious illness, hospice, death and dying, spirituality, grief and bereavement, and caregiving.

Please help us raise \$50,000 so we can continue to provide our essential programs and services.

HIKE FOR HOSPICE



2019 Hike for Hospice Registration

- \$40 Registration fee
- Can be waived through fundraising
- Hikers receive free muffins and pizza
- Hikers' bag with over \$50 in coupons
- Chance to win wonderful prizes
- Early bird draw
- Door prize

2019 Itinerary

Friday, May 3 at Hospice Northwest Office
9 am - 7 pm: Registration and pick-up of Hike bags

Sunday, May 5th St. Ignatius High School
12:30—1:30 pm: Meet at the High School for complimentary refreshments and a last chance to register

1:45 PM—3 km and 5 km Hike begin at Boulevard Lake tennis courts

3:00 PM—Meet at St. Ignatius High School for prizes and closing thanks

2019 Hike for Hospice Draws, Activities, and Prizes

What to expect at the Hike:

- **Remembrance Ceremony**
- **Ribbon Memorial Wall**
- **Kids face painting**
- **Clowns and balloon animals**
- **Musical entertainment**
- **Early bird prize**
- **Door prize**
- **Incentive prizes**
- **Hike for Hospice raffles**



Hike for Hospice Team Guide



Fundraising and Team Building

There are a few simple things that you can do in order to facilitate fundraising. Remember that you should feel comfortable asking your friends, family and colleagues to support you. *You are walking for a noble cause and the funds you collect locally stay in your community.*

One easy way to get people involved and motivated about your event is to **build a team!** Acting as a Team Captain will enable you to motivate people and raise even more money. Here are some pointers to achieve results:



Eight weeks before the Hike:

- Recruit team members
- You can create a workplace, association or family team. Almost everyone you know has benefited or will benefit from hospice palliative care (relatives of patients)
- Engage them and motivate them to walk in honor or in memoriam of that person.
- Provide them with pledge forms to encourage them to get involved



Six weeks before the Hike:

- Rally your committee and brainstorm on who you can ask for pledges (small businesses, family, friends, etc.)
- Set a team goal (participants on walks raise an average of \$200 per person);

- Help motivate your teammates by establishing a goal and a timeline and ask your employer or a small business to offer incentives to the top fundraiser on your team;
- Come up with a cheer and a team name and even a costume that is whimsical and fun;
- Connect with them frequently (email works just fine. If you notice that one of your teammates is having difficulties, pair him/her up with another team mate who has already reached his/her goal – that person might have suggestions or advice for your team mate);
- Have a “dress down day” at your workplace, where employees who wish to dress casually on Friday have to donate \$2.
- Organize a bake sale, BBQ, raffle or a similar small scale fundraising event;



Four weeks to one week before the Hike:

- Keep on communicating frequently with your team to encourage them. You and your teammates might want to start thinking about a meeting spot, transportation, times and directions.
- Encourage them to keep fundraising, even if they have already met or surpassed their goal.



At the hike

- Pick up your hiker’s bag with gift certificates to Neeking Roadhouse, Wacky Wings, Pizza Hut and a ThunderBook
- Take part in the fun activities on site
- Be a part of the remembrance ceremony and ribbon memorial wall
- Get your raffle ticks for amazing prizes
- Take your photo at the InstaBooth
- Get your face painted
- Remind your teammates that they made a difference in the lives of many
- AND have fun!

Asking for donations: TIPS AND TRICKS

Tailor your pitch to your donor's needs

Everyone has a story to tell. Listen to your donor and find out what is in it for them.

Ask for a specific dollar amount rather than letting the donor decide.

You have to ask for money to get money. Don't be shy about it. They would much rather give money to you and hear about your passion for hospice palliative care than give money to a telemarketer or a telephone fundraiser.

Make it easier for people to give you money:

- Pick up cheques from people
- Enclose a stamped envelope in the letters you send out
- If you are talking to someone directly, offer to take a cheque right then and there

Follow-up, follow-up, follow-up!

- Seal the deal at the first chance you get. If not, drop by the person's office or home. Give them a call, call again!
- Draft a list of who gave you money the previous year and contact these individuals again
- The most important thing is to say "Thank You!"
- Whether someone tells you yes or no, you have the ability to accomplish something with a "thank you."
- You can either acknowledge their generosity and support, or you can leave the door open for next week or next year. In either case you win and so does the Hike!

Trading down:

You: *Will you sponsor me for \$50 dollars?*

Friend: *My blood isn't that rich.*

You: *Well I will let you off the hook, then. How about \$35*

Friend: *That sounds better!*

Trading Up:

You: *Will you sponsor me for \$25?*

Friend: *Okay.*

You: *Oh, well then how about \$50?*

Friend: *No.*

By trading down, you end up with \$10 more than you would have!



10 Ways to Raise \$500 or more

Day 1: Show your commitment! Start by making your own donation of \$25, \$50 or more. Set up your personal fundraising page at www.hikeforhospicetbay.ca and unlock the fundraising tools you need to get the word out today.

Day 2: Ask three family members to sponsor you for \$25.

Day 3: Ask five friends to donate \$15. Send emails from your personal Hike fundraising page to ask for support and give your friends a safe and secure way to make a donation.

Day 4: Ask five co-workers to sponsor you for \$10. Does your company offer a matching gift program? If so, this is a great way to double your co-workers impact!

Day 5: E-mail 15 people and ask for a \$10 donation

Day 6: Ask your company for a \$75 or \$100 contribution

Day 7: Ask two businesses you frequent for \$25. Your dry cleaner, hair stylist, and regular coffee shop are great places to start. Bought a new car or refinanced your home? Those professionals often make charitable donations based on their customers' requests. You just need to ask!

Day 8: Ask five people you know from your extracurricular sports team, your child's school, or your place of worship to donate \$10 each.

Day 9: Turn it around! Ask someone who has asked you to support their cause to support you for \$25

Day 10: Use social media sites like Facebook, Twitter and Instagram to get the word out. You will be surprised at those individuals who will support you. People want to support a good cause—they just need to be asked!

GO ONLINE!

Hospice Northwest has signed up with the national Hike for Hospice online fundraising site. Here is a list of the key features that will help drive your online fundraising success!

Easy registration process – You and your team can sign up, create a personal profile, customize your fundraising page and start collecting pledges right away!

Individual and team registration – The online system supports the registration of both individuals and teams.

Personalized fundraising pages – Personalize your fundraising page with a photo, thermometer to track your personal fundraising goal, and a message that will be viewed by prospective donors.

Scoreboard – A list of our Hike's Top 10 fundraisers and Top 10 fundraising teams will appear on the event homepage.

Donor scrolling list - Display a list of your donors on your personal page in a scrolling list.

Record donations that you have received in person – This function provides you with an easy tool to record the money that you have collected in cash and cheques.

Send invitations to family and friends – There are two easy methods to send email invitations to friends and family to ask for their support.

Official tax receipts in accordance with CRA – Each online donor will automatically be issued an official tax receipt for donations made to the Hike

Step-by-Step Guide to Online Registration

STEP 1

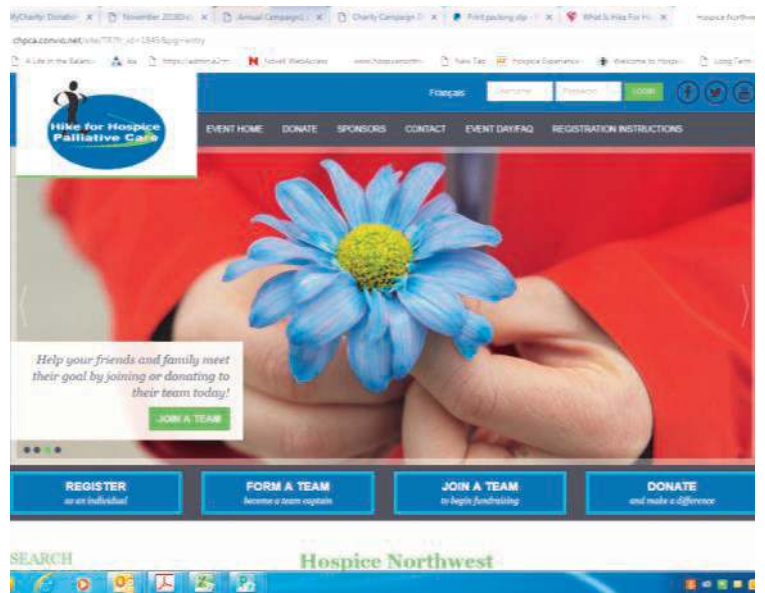
Visit the Hospice Northwest **Hike for Hospice** webpage at <http://www.hospicenorthwest.ca>. There you will find more information about the Hike plus a link to the National Hike website: [Please click here to go to our online fundraising page.](#)

If you need a paper version of the Hike Pledge Form, you can also download it from the Hospice Northwest Hike page through this link: [Please click here to print a paper copy of the pledge form.](#)



STEP 2

Register Online—Step-by-step instructions for registering online are found on the Hike for Hospice On-Line Fundraising site.



Are you a Team Captain? Step by Step Guide



Team Captain... Step By Step

- ◆ Register on our fundraising website as a team captain and set up your team webpage
- ◆ Set a team fund-raising goal
- ◆ Recruit participants who are each committed to raising money for hospice palliative care in our community
- ◆ Ask each team member to raise a specific amount of money to help achieve the team goal. For example, a team of 10 walkers can easily raise \$1500 if each participant raises \$150
- ◆ Send an email from your Hike for Hospice webpage to prospective team members that includes a link for them to register as part of your team.
- ◆ Encourage the use of the Hike website as a quick and easy way to ask for donations via email
- ◆ Explore if your company provides matching gifts and advise your co-workers if they do
- ◆ Motivate and encourage your team from start to finish
- ◆ Celebrate your team's success at the Hike for Hospice on May 5, 2019!

Tips for Success:

Identifying and Recruiting Potential Team Members

- ◆ Develop a list of at least 20 potential participants. List twice as many people as you will need.
- ◆ Look for busy people because they are the ones that get things done!
- ◆ Look for people who are passionate about hospice palliative care.
- ◆ Ask early. Set a goal to recruit at least five of your team members on the first day of your recruitment.
- ◆ Visit and ask each potential member to join your team in person if you can. People respond best when asked face-to-face.
- ◆ Help each participant you recruit register with your team on the Hike for Hospice website.

Keeping Team Members Motivated and on Track

- Give you team members weekly updates detailing how each person is progressing toward their goal.
- Congratulate each participant when they reach their goal.
- ◆ Offer small incentives to your team members. Make it a daily competition during the last week before the Hike and give a prize to the most successful fundraiser for each day.
- ◆ If possible, pull your team members together for brief, fun team rallies to keep the momentum rolling.
- ◆ Be sure to congratulate and thank all team members after the Hike for Hospice. Highlight those you exceeded their fundraising goals!



