Hospice Northwest Services
40 Years of Compassion
1986 - 2026

THE RUBY CELEBRATION

40 Years of Making Moments Matter

Hospice
NORTHWEST SERVICES

THURSDAY, OCTOBER 15, 2026
THUNDER BAY
COMMUNITY AUDITORIUM

SPONSORSHIP PACKAGE

At Hospice Northwest Services, we strive to help our clients make every moment matter by offering comfort, support, and a sense of connection to families and clients facing a life-limiting illness or grieving.

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Hospice Northwest Services is a community hospice organization that began in 1986 as the Thunder Bay Community Palliative Care Volunteers. We are honoured to serve approximately 600 end-of-life clients and their loved ones each year.

Hospice Northwest Services is a hospice without walls. We define hospice as a philosophy of care, rather than a place. Our specially trained hospice palliative care volunteers provide emotional and spiritual support to clients and their loved ones in their homes, hospitals, or long-term care facilities.

Hospice Northwest Services is a registered charity, managed by staff and governed by a volunteer Board of Directors.

Hospice Northwest Services is an accredited member of Hospice Palliative Care Ontario (HPCO) and the Canadian Hospice Palliative Care Association. We comply with all current principles of palliative care service, and collaborate with other palliative care providers in Thunder Bay and District to ensure an effective, holistic person-centred approach to client care.

Hospice Northwest serves the City and District of Thunder Bay with support in the communities of Geraldton/Longlac, Terrace Bay/Schreiber, Marathon, Manitouwadge and Nipigon.

In 2025, Hospice Northwest Services provided the following to our community::

- **122** specially trained palliative care volunteers visited clients in Thunder Bay and Region community members
- **5712** one-to-one client visits took place in 2024/25
- **7** specialized hospice volunteer teams provided support
  - Palliative Care Support
  - Grief Client Support
  - Quick Response Team
  - Palliative Advocacy Care Team (PACT)
  - Forget-Me-Not Team
  - Caregiver Support Team
  - Event and administrative volunteers
- **7** Hearts and Hope Grief Group programs were held, with 45 sessions
- **17** Circle of Friends Grief Workshops were hosted, supporting 119 grieving
- clients
- **48** HUUG (Help Us Understand Grief) Children's Program sessions were held
- **21** 55+ Centre Grief Support Sessions were hosted by Hospice Northwest Services

OUR HISTORY: COMMUNITY PALLIATIVE CARE VOLUNTEERS THUNDER BAY was incorporated in 1986 by a group of interested volunteers, after a Masters student at Lakehead University did an assessment of palliative care services in Thunder Bay and recommended that a volunteer visiting program be implemented.

- For the first several years, the organization was completely volunteer run
- In 1990, the name Via Vitae (***Life's Way*** in Latin) was adopted
- A successful application was made to the United Way for funding, which allowed the organization to hire a part-time Program Coordinator
- In 1994, service expanded to the region to the east of Thunder Bay and funding from the Ministry of Health was secured
- 2001/02: a consultant was hired to advise on a corporate image campaign, and the name Hospice Northwest was adopted
- 2018 saw a refresh of the logo, with warmer colours, a simplified design and a new tagline. The word 'Services' was officially added to our name, to define ourselves as the delivery agent for visiting hospice services rather than a hospice with beds
- Over the years, the number of clients served and volunteers trained has increased substantially. In the first year, 32 clients were supported by 14 trained volunteers
- In 2025, **600+** clients in our various programs received support in Thunder Bay and the region in 2025
- 150 specially trained palliative and grief care volunteers assist those clients
- 8000 people and their families needing end-of-life care and grief support have received Hospice Northwest's services over the past 39 years
- **Hospice Northwest must raise approximately $300,000** each year in order to continue offering our programs free of charge to our community. Government funding covers approximately 70% of our cost.

Hospice Northwest Services

40 Years of Compassion

1986 - 2026

SPONSORSHIP LEVELS

Sponsorship Levels	Legacy Title Sponsor $7500	Centre Stage Entertainment Sponsor $5,000	Ruby Bar Signature Drink Sponsor $3,000	Wine Pull Sponsor $2,500	Photo Booth Sponsor $2,500	Friends of Hospice Sponsors $1,500
# of Sponsorships	1	1	1	1	1	10
Complimentary event tickets	8	6	4	4	4	2
Program Book Ad	Full-Page Outside Back Cover	Full-Page Inside Front Cover	Full Interior Page	Half Page	Half Page	Quarter Page
Pre & Post Event: posters, event website, social media, eblasts, newsletter, annual report						
Other sponsor level specific benefits!	Company name in event title On-stage exposure and chance to speak at event Logo displayed at event	Recognition as sponsor of live entertainment	Recognition at all bar areas	Logo at 'Wine Pull' Table	Recognition on photo frames at Photo Booth	Name/logo displayed at Registration table

OTHER WAYS TO SUPPORT

PROGRAM BOOK ADVERTISEMENT

Program Book, showcasing Hospice Northwest's history: Publication Date: September 2026 Distribution: 200 full-colour copies to be distributed at the 2026 40th Anniversary Celebration and after. Advertising Rates:

• Back Cover (Inside)	7.75" W x 10" H colour	$1,500
• Full Page	7.75" W x 10" H colour	$1,000
• Half Page	7.75" W x 5" H colour	$550
• Quarter Page	3.75" W x 5" H colour	$350

Please email the logo/ad no later than June 30, 2026 to kathleen@hospicenorthwest.ca.

- All graphics should be .pdf (with all fonts embedded), .jpeg, png, minimum 300 dpi.
- Microsoft Word file is acceptable for plain-text advertisement.
- For Full Page ad, please add 0.125" bleed on each of the four edges.
- All images will be printed as received, no revisions will be provided.

AUCTION GIFT DONATIONS

One of our main fundraising sources at the 40th Anniversary Celebration is the accompanying auction, filled with packages and products donated by local businesses and individuals. Some examples of exciting and valuable additions to our auction may include:

- Travel packages or accommodations (airline tickets, cottage/villa stays, hotel stays, etc.)
- An experience package (sports/event tickets, private dinners, admission passes to attractions, etc.)
- Popular items such as electronics, tech gadgets, golf essentials, wines and treats
- Gift certificates to local stores or restaurants ($100-$500+ in value).

Charitable receipts are available for these donations, provided Hospice Northwest receives reliable determination of Fair Market Value of the gift at the time of the donation (as per Canada Revenue regulations).

CONFIRMATION FORM

Thank you for your support of the 2026 Hospice Northwest 40th Anniversary Celebration.

Sponsorships

- Legacy Title Sponsorship ($7,500) - only 1 available $ _____
- Centre Stage Entertainment Sponsor ($5,000) - only 1 available $ _____
- Ruby Bar Signature Drink Sponsor ($3,000) - only 1 available $ _____
- Wine Pull Sponsor ($2,500) - only 1 available $ _____
- Photo Booth Sponsor ($2,500) - only 1 available $ _____
- Friends of Hospice Sponsors ($1,500) - only 10 available $ _____

Ruby Celebration Book Advertisement

- Program Book Full Page Inside Back Cover ($1,500) $ _____
- Program Book Full Page Ad ($1,000) $ _____
- Program Book Half Page Ad ($550) $ _____
- Program Book Quarter Page Ad ($350) $ _____

Others

- I would like to make a donation of $_____ to Hospice Northwest Services (tax receiptable).
- I would like to make a gift donation to the auction in the form of:

  Gift Certificate _____

  Object/Merchandise _____

  Current Market/Retail Value: $ _____

Payment methods

Cheque payable to Hospice Northwest Services, 63 Carrie Street, Thunder Bay, ON, P7A 4J2.

- Etransfer to payments@hospicenorthwest.ca (with contact info in the message box)
- EFT info available upon request

For further information, please contact Kathleen Buso at 807-626-5573 or kathleen@hospicenorthwest.ca

Hospice Northwest Services www.hospicenorthwest.ca Charitable Organization No.: 118871011RR0001

Thank you for helping us honour 40 years of compassion by investing in the future!