“Hospice made a sad & difficult time a little bit easier through the kindness, genuine concern, compassion, and guidance provided by the staff and volunteers. And we will never forget all the hugs! Our family was not a ‘hugging’ family but, after our stay at Hospice, this has certainly changed. Hospice just has a way of bringing people together, physically and emotionally.”
CONGRATULATIONS

By registering a Corporate Team in the 2019 #Hike4HospiceCK, you are showcasing your corporate social responsibility commitment to our community and to local families who will call Chatham-Kent Hospice “home”.

Invite your friends, family and colleagues to participate and contribute! Make your organization’s participation in the #Hike4HospiceCK an annual tradition that builds team spirit!

EVENT DETAILS:

Date: Sunday, May 5, 2019
Location: Mud Creek Trail, Chatham
(met at John McGregor Secondary School)
Time: 5K Fun Run – 1 pm
Hike – 2 pm
Cost: Hike – Adult - $20; Youth (12 and under) - $10
5K Fun Run - $30

REGISTRATION INFORMATION:

1. Choose a Team Captain and register your team at www.hikeforhospiceck.com
2. Set up your Team Fundraising Page. See tips on page 8
3. Register your team members by April 8, 2019 to be guaranteed a t-shirt (other team members can be added afterwards but t-shirts are not guaranteed)
4. Early Bird Check-In – Drop off your donations and pick up your t-shirts:
   Tuesday, April 30 – Thursday, May 2 from 12pm to 6pm
   Chatham-Kent Hospice – 34 Wellington Street East, Chatham
   (use Adelaide Street entrance)
#Hike4HospiceCK CORPORATE CHALLENGE

**BENEFITS:**

- **FREE** t-shirt for all Hike participants
- **FREE** t-shirt and customized medal for 5K Fun Run participants (including Virtual Run)
- Customizable **promotional materials** for your team
- **Tips** on managing your Team **Fundraising Page**
- Printable **pledge sheets**
- Refreshments after the Hike
- Fun Team-Building experience
- **Warm hearts**, knowing you’re helping families when they need it the most!

**WINNING TEAM:**

The true winners are the **Hospice residents and families** but this IS a challenge so we want to acknowledge the TOP TEAM.

**TOP TEAM =** raises the most donations per team member

The TOP TEAM will receive:

- **Coveted #Hike4HospiceCK Corporate Challenge Trophy** – your team’s name and year will be engraved on the trophy. You can display the trophy at your organization for 1 year.
- **Coffee Break Reception** for your team at your place of business to celebrate your win!
- **Acknowledgement** at this year’s Hike for Hospice
- **Acknowledgement** on our Social Media pages (Facebook, Instagram) and in the Hike for Hospice results media release
- **Team Picture** on the Hospice Digital Display
- **Bragging Rights** for the next 12 months!

**NOTE:** Winning team will be determined from team’s total donations as of **Thursday, May 2, 2019 at 11:59 p.m.** All offline donations MUST be submitted by **Thursday, May 2, 2019 at 6:00 p.m.**

34 Wellington Street East, Chatham, ON  N7M 3N7
Charitable Corporation Number: 80900 1597 RR0001
ABOUT #HikeforHospiceCK

- $124,500 raised since 2017
- Goal for 2019 #Hike4HospiceCK is $70,000
- New this year – addition of a 5K Fun Run & Corporate Challenge
- 450+ hikers and runners expected to participate

ABOUT CHATHAM-KENT HOSPICE

Chatham-Kent Hospice offers compassionate, end-of-life care at no cost to residents or their families

The need for end-of-life care has proven to be great in our community. To date, we have cared for over 567 families from across Chatham-Kent

We not only care for the resident, but offer support to family and friends as they say good-bye to their loved one

Hospice relies on ongoing donations to cover expenses not covered by government funding. Approximately 50% of our operating budget is covered by donations. This year, we must raise an average of $100,000 per month.

Your support makes a big difference for our families. You help provide meals to residents and snacks to visitors, you keep the residents comfortable by covering the cost of utilities, and you help cover other operating costs.

Maximizing every dollar donated is our priority. We do this by partnering with St. Andrew’s Residence and utilizing over 200 volunteers in a variety of roles.
COLLECTING PLEDGES

ONLINE FUNDS:

Once your team is registered, you can set up your Team Fundraising Page and begin collecting pledges. The first person to register is the Team Captain. This person sets up the fundraising page for your team. You can customize your page by:

- Adding a picture of your team or your company’s logo
- Sharing a story about why you are participating in the #Hike4HospiceCK Corporate Challenge
- Setting an ambitious team goal

OFFLINE FUNDS:

Team members can collect and record offline funds using the #Hike4HospiceCK Pledge Form. All offline pledges must be returned to the Chatham-Kent Hospice Foundation (CKHF) no later than Thursday, May 2, 2019 at 6:00 p.m. to be counted towards your Corporate Challenge total. Team Captains are asked to tally the total offline pledge prior to submission (see enclosed Tally Sheet).

Cheques can be made out to Chatham-Kent Hospice Foundation. Please include Hike for Hospice and the team name in the memo.

If your supporters give you cash or cheques made out to you personally (NOT to CKHF), follow these simple steps that will allow you to update your thermometer right away and email a tax receipt to your supporter:

1. Go to your personal fundraising page and hit your ‘Donate Now’ button.
2. Enter the $ amount from a specific donor and in the Billing Information section enter your donor’s information (their name, address, email, phone), NOT YOURS.
3. Enter YOUR credit card number.
4. Once the payment is processed, the charge will be made to your credit card BUT it will be your supporter who receives the emailed tax receipt for the amount they donated.

Please do not include any cash or cheque entered online on your Pledge Form or on your team’s Tally Sheet.
TAX RECEIPTING GUIDELINES

As a registered charitable organization, Chatham-Kent Hospice Foundation must follow all Canada Revenue Agency (CRA) rules and regulations. For more information visit canada.ca/en/revenue-agency.html.

Online donation receipts will be sent automatically to the email provided by the donor.

All offline donations of $20 and over will be receipted if the full name and address of donor are provided. Receipts will be mailed to the donor following the event.

CHATHAM-KENT HOSPICE FOUNDATION CANNOT ISSUE RECEIPTS FOR:

- Purchase of an auction or draw item
- In-kind goods and services donated to your fundraising events
- Sponsorship, when a tangible benefit of advertising and promotion is being received in return for payment
#Hike4HospiceCK CORPORATE CHALLENGE

**HOW CHATHAM-KENT HOSPICE FOUNDATION WILL SUPPORT YOU:**

**Fundraising Tips** sent to your team captain to help your team achieve your fundraising goals.

**Dedicated Staff Member** to answer questions and provide fundraising support. Contact Julia Earley at 519-354-3113 x2404 or jearley@chathamkenthospice.com

**Promotional Materials** posters, brochures, videos, or stickers.

**Fundraising Tools** pledge forms, and your custom online fundraising pages.

**Use of the #Hike4HospiceCK logo**

To use the logo please contact foundation@chathamkenthospice.com.

*CKHF must approve all public facing materials that include our logo and brand.

**CKHF CANNOT PROVIDE:**

- Funding or reimbursement for your fundraising expenses
- Donor or sponsor lists
- Promotion or advertising of your fundraising events
- Application for gaming licenses ie: bingo, raffles, liquor or insurance
- Prizes, auction items or awards related to your fundraising activities
- Tax receipts for cash or in-kind goods that were not directly received by CKHF
#Hike4HospiceCK CORPORATE CHALLENGE

FUNDRAISING TIPS

You’ve put together your team, you’ve set your fundraising goal and now it’s time to fundraise! Here are some tips and ideas to get you started.

**Personalize your fundraising page**—Your supporters want to see why you are participating in #Hike4HospiceCK. Do you have a personal story? Did you know someone who benefited from hospice care? Be sure to share!

**Challenge your management**—Get your organization’s management on board to match your donations! Matching gifts from your place of employment can often double, triple or quadruple your team’s fundraising efforts.

**Company breakfast**—This will work almost any time of the year. Cook some eggs, make pancakes, and you can either have a topping bar, or charge different fees for different amounts of pancakes and toppings (or both).

**Bake sale**—Consider adding a competition element by having staff from different departments each bake themed treats. Pick a high-traffic spot and, whatever you do, be sure to have actually good stuff for sale (think chocolate!!!!).

**Spare Change Jar**—Set up a jar in a communal area where people can contribute their loose change. You will be surprised how quickly the dollars will add up! Remember to include a note about why you are hiking for Hospice!

**Email Friends, Family, & Co-workers**—Reach out to your friends, family and co-workers to support your team’s efforts in raising funds for local Hospice families. Remember to include a link to your team’s fundraising page.

**Dress Down Day**—Get casual for a good cause! Pick a day of the week and charge a loonie, toonie or larger donation all to support hospice care in Chatham-Kent.

GET CREATIVE!
Come up with your own unique and fun ways to raise money. Be sure to share your activities on social media and add the hashtag #Hike4HospiceCK!
#Hike4HospiceCK CORPORATE CHALLENGE

EVENT DAY

WHAT TO EXPECT:
We will meet at John McGregor High School parking lot at the end of Cecile Ave.

EVENT SCHEDULE:

12 p.m.  Information Desk opens—Volunteers will be there to answer any questions.

    Memorial Activity—Are you walking in honour or in memory of someone? Be sure to drop by the Memorial Activity table, write their name on a ribbon and tie it onto the heart. The Memorial board with ribbons is displayed in the Team Room at Hospice all year long.

1 p.m.      5K Fun Run Begins

1:30 to 1:45 p.m.  5K Fun Run Ends

1:45 p.m.   Pre-Hike Announcements – Corporate Challenge Winner

2 p.m.      Hike Begins

3 p.m.      Hikers Return

3:30 p.m. to 4:00 pm  Enjoy refreshments— granola bars, fresh whole fruit and water

4:00 p.m.  Relax knowing you’ve made a difference in the lives of local
#Hike4HospiceCK CORPORATE CHALLENGE

EVENT DAY

WHAT TO BRING:
Event runs rain or shine so please be prepared.

**Team Tent** – There is a greenspace area before the trail so feel free to bring a shade tent and use this as a meeting spot for your team.

**Team Sign** – Show your team spirit and let everyone know what business you are representing.

**T-shirt** – Don’t forget your t-shirt your Team Captain picked up at Early Bird Check-In!

**Refillable Water bottle**— Help save the environment! Bring your own reusable water bottle and fill it up at one of our water stations.

**Dogs**– Leashed pets are allowed on the trail so feel free to bring your pooch out for the walk. There are dog watering stations along the trail and don’t forget to purchase a bandana to make your dog feel part of the team!

SOCIAL MEDIA

FACEBOOK & INSTAGRAM
- Follow Chatham-Kent Hospice: @ChathamKentHospice
- Use #Hike4HospiceCK
- Tell us why you are hiking!

HAVE QUESTIONS?
WE’RE HERE TO HELP!
Contact Julia at 519-354-3113 x2404 or jearley@chathamkenthospice.com.

Charitable Corporation Number: 80900 1597 RR0001
CAPTAIN’S CHECKLIST

This checklist is designed to give you quick reference to the minimum activities you and your team should be undertaking to ensure your participation in Corporate Challenge is a success.

FIRST STEPS (Following your online registration)
- Like us on Facebook and Instagram
- Recruit team members for your team
- Choose a first mate (a co-captain to help you along the way)

FUNDRAISING
- Create your team and personal fundraising pages
- Decide if your team is going to fundraise online, use pledge sheets, hold a fundraising event, or all of the above
- Set ambitious fundraising goals and monitor your team’s progress (Note: $2,000 fundraising target for a team of 10 is only $200 each; many teams will set more aggressive targets)
- Provide team members with resources required to fundraise properly (i.e. pledge sheets)
- Keep in touch with your team members to ensure they are meeting their fundraising goals
- Return your offline pledges and pick up your t-shirts before Thursday, May 2, 2019 at 6:00 p.m.

EVENT DAY
- Set up your shade tent if using as a team meeting place
- Collect all last minute pledges from team members and submit all offline donations
- Participate in the memorial activity
- Remind team members to have fun!!!

POST EVENT
- Remit any outstanding fundraising to Chatham-Kent Hospice Foundation
- Share your experience with your organization and thank participants
- Provide us with your comments, concerns and suggestions
Hike for Hospice
May 5, 2019

Run Registration opens at 12pm; Run starts at 1pm
Hike Registration opens at 1pm; Walk starts at 2pm
Early bird check-in @ Hospice April 30, May 1 & 2, 2019, 12-6pm

Registration Form
Skip the paper! Register online at www.hikeforhospiceck.com

Hiker’s Name: _______________________________ Phone: _______________________

Address: __________________________________________________________________________

City: ____________________________ Postal Code: __________________________

E-mail: __________________________________________________________________________

T-Shirt Size:
Youth: □ Small  □ Medium  □ Large
Adult: □ Small  □ Medium  □ Large  □ X-Large  □ 2XL  □ 3XL
*Shirt size only guaranteed if registered before April 8, 2019. After April 8, sizes are first come, first served on Hike Day.

Registration Fee (includes souvenir t-shirt, healthy snacks, refreshments and an afternoon of fun!)
Hike Walk: Youth (ages 12 & under): □ $10  Adult: □ $20
Fun Run: 5km: □ $30 (includes runners medal)  Virtual Run: □ $30 (runners medal & shipping)
(please make cheques payable to Chatham-Kent Hospice Foundation)

Hike Gear Purchase your limited edition 2019 Hike for Hospice Bandana for an additional $10.00!

□ Yes, I would like to purchase (#) _____ Hike Bandana(s) for $10 each

Hike Waiver (must complete before hiking)
I, ___________________________________________ the undersigned participant in the Hike for Hospice 2019, in consideration of me and/or my minor child, hereby - for myself, my heirs, executors and administrators - assume any and all risks which might be associated with the event. I further waive, release, discharge and covenant not to sue Chatham-Kent Hospice or Chatham-Kent Hospice Foundation, its officers, board of directors, employees, sponsors, organizers, volunteers, or other representatives or their successors and assigns, for any and all injuries or damages of any kind whatsoever suffered by myself and/or my minor child as a result of taking part in the event and any related activities. I also authorize the use of any photo, film or video taken of me and/or my child at the event for marketing purposes. By signing this waiver, I acknowledge having read, understood and agreed to the above waiver. I warrant that I am physically fit to participate in the event. I hereby consent to and permit emergency treatment in the event of injury or illness.

Signature: ___________________________ Date: ___________________________
Early Bird Check In - April 30, May 1 & 2, 2019 12 - 6pm @ Hospice

In order to help Hike Day run smoothly, we encourage you to participate in Early Bird Check In at the Hospice on April 30 and May 1 & 2, 2019 between 12:00 p.m. and 6:00 p.m. Please return all monies and pledge forms in a sealed envelope with your name and total amount collected. At this time you will receive your participant t-shirt. If you can’t make these times, please bring your pledge forms and money with you on Hike Day. Thank you for your support!

Hiker’s Name: ____________________________________________

Team Name: _____________________________________________

Phone: _________________________________________________

I also used the online fundraising tool.  □ Yes □ No

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Thank you for your support of Chatham-Kent Hospice.
A tax receipt will be issued for pledges of $20 or more if name and full address are provided.

Hiker Signature: __________________________________________ Date: ______________________

Page total: $ ___________________

Page: ____ of ____
#Hike4HospiceCK CORPORATE CHALLENGE

OFFLINE DONATION TALLY SHEET

TEAM NAME: ____________________________________

TEAM CAPTAIN: _________________________________

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TOTAL: $________________