

#Hike4HospiceCK  
CORPORATE CHALLENGE  
TOOLKIT



“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.”



# #Hike4HospiceCK CORPORATE CHALLENGE

## CONGRATULATIONS

By registering a Corporate Team in the 2021 #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:** Monday, April 26 - Sunday, May 2, 2021

**Location:** Mud Creek Trail, Chatham

## REGISTRATION INFORMATION:

1. Choose a Team Captain and register your team at [www.hikeforhospiceck.com](http://www.hikeforhospiceck.com)
2. Set up your Team Fundraising Page. See tips on page 8
3. Early Bird Check-In – Drop off your donations and pick up items you purchased  
[April 20 – 22 from 3pm to 6pm](#)



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## BENEFITS:

- Customizable promotional materials for your team
- Tips on managing your Team Fundraising Page
- Printable pledge sheets
- Fun & Safe 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](#) 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, April 29, 2021 at 11:59 p.m.** All offline donations **MUST** be submitted by Thursday, April 22, 2021 at 6:00 p.m.



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## ABOUT #HikeforHospiceCK

- \$355,500 raised since 2017
- Goal for 2021 #Hike4HospiceCK is \$75,000
- 250+ hikers 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 860 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 \$108,000 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.



# #Hike4HospiceCK CORPORATE CHALLENGE

## 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, April 22, 2021 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](http://canada.ca/en/revenue-agency.html).

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

All offline donations of \$10 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 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](mailto: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 [jearley@chathamkenthospice.com](mailto:jearley@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



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

# #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.**

**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.**

### 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

## SHARE YOUR HIKE ON 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 [jeasley@chathamkenthospice.com](mailto:jeasley@chathamkenthospice.com).



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## 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, April 22, 2021 at 6:00 p.m.](#)

APRIL 26– MAY 2, 2021

Get out and hike Mud Creek Trail!

Please be sure to follow all local social gathering and distancing guidelines.

### 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



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