



Presented by



Corporate Challenge 2024

Toolkit



About Hike for Hospice

Hike for Hospice is an annual walk-a-thon that raises awareness and essential funds for Chatham-Kent Hospice Foundation. It's simple and fun; sign up, collect pledges, walk!

Now in its eighth year, the annual event has raised more than \$840,000 to help local families who will call Hospice home. This year we expect to welcome more than 500 participants and have set a goal to raise \$140,000!

EVENT DETAILS



Sunday, May 5th

You may also walk the path at your convenience April 29 to May 4.



12:00 pm Registration + Pre-Hike activities

2:00 pm Hike

See page 7 for a full event schedule.



Mud Creek Trail

Meet at John McGregor Secondary School.

WHY SHOULD YOU HIKE FOR HOSPICE?

- Fun and safe team building experience with friendly competition.
- Excellent way to showcase your company's social responsibility and commitment to our community.
- Flexibility to hike at your convenience. Walk the trail any time between April 29, 2024 to May 4, 2024 or join the main event on May 5, 2024.
- All proceeds stay in Chatham-Kent and benefit families in our community.

Challenge Accepted!



Thank you for accepting our Corporate Challenge! Not only are you showing your support for Chatham-Kent Hospice Foundation, you are supporting local families in our community when they need it most!

REGISTRATION & PREPARATION

STEP 1



Select your team captain and register your team at hikeforhospiceck.com.

STEP 2



Set up your fundraising page and upload a team picture.

STEP 3



Register your team members. Register by April 2nd to purchase a t-shirt!

STEP 4



Collect pledges! See fundraising tips on page 5 & 6.

Submitting Pledges

You have three options for submitting offline pledges and collect your team's t-shirts:

Option 1: Early Bird Check-in

April 23, 24, and 25, from 3:00 pm to 6:00 pm.

St. Andrew's Residence, 99 Park St., Chatham (use Adelaide St. entrance)

Option 2: Pick-up & Delivery

Please contact Katherine before April 28, at kstinson@chathamkenthospice.com or 519-354-3113 ext. 2409 to arrange pick up of your pledges and delivery of your t-shirts.

Option 3: Day-of Check-in

May 5, from noon to 1:45 p.m.

Please note, offline pledges must be submitted by April 30 to be included in team total.

Top Team Challenge



Although the true winners are the Hospice residents and families, this is a challenge, so we want to acknowledge the Top Team!

TOP TEAM INCENTIVES

- The coveted [Hike for Hospice Corporate Challenge Trophy](#) engraved with your team's name is yours to display until Hike for Hospice 2025!
- Catered [coffee break](#) for your team at your place of business to celebrate your win!
- Congratulations on our [Facebook and Instagram](#) pages and in the [Hike for Hospice media release](#)!
- [Team picture on the Hospice digital display screen](#) at reception!
- [Bragging rights](#) for the next 12 months!

The WINNING TEAM will be determined from the team's total donations as of Thursday, May 2, 2024 at 11:59 p.m. All offline donations must be submitted by Tuesday, April 30, 2024 at 4:30 p.m. to be included in the total.



The team at [Hoskins Ltd.](#) raised \$5,415 to win the trophy in 2023!

HOW HOSPICE CAN HELP YOU SUCCEED!

- Fundraising tips to help you achieve your goal! See pages 5 and 6.
- Promotional materials including posters, brochures or videos.
- Fundraising tools including your custom online fundraising page and pledge forms.
- Use of the Hike for Hospice CK logo.
- Dedicated staff member to answer your questions and provide fundraising support. Contact Katherine at kstinson@chathamkenthospice.com.

Fundraising Tips!



You've put together your team, now it's time to fundraise! Here are some tips and ideas to get you started and help you succeed!

TIPS FOR FUNDRAISING SUCCESS

1

Set a fundraising goal for your team. Is your goal to raise enough money for Hospice to provide a resident care for a day (\$500), a week (\$3,500), or even a month (\$15,500)? Setting a goal gives you something to work towards and it feels extra rewarding when you meet or exceed your goal!

2

Make your first donation yourself; this shows your commitment to Chatham-Kent Hospice Foundation and your network will follow your lead.

3

Personalize your fundraising page. Share your reason for hiking and tell your supporters why you are passionate about Chatham-Kent Hospice Foundation.

4

Ask for specific amounts. If you know someone can give \$100, don't just ask for \$25.

5

Make it easy for people to give you money. Pick up cheques, accept e-transfers, send them the link to your personalized fundraising page.

6

Offer small incentives to your team members. Host a daily competition in the last week and give a prize to the most successful fundraiser each day!

7

Share your progress to create excitement! Did you know that people are more motivated to give when they see that you are close to reaching your goal? Think of it this way; is it more exciting to cheer someone on at the end of the race, or at the beginning? Invite people to help you cross the finish line!

8

Just ask! The main reason people will give is because it is you asking! Never underestimate the power of your network and their desire to help you succeed!

9

Share your fundraising activities on social media and use #Hike4HospiceCK!

10 Ways to Raise \$500 or More!

1

Start by making your own donation of \$25, \$50 or more when you set up your personal fundraising page at hikeforhospiceck.com.

2

Ask three family members to sponsor you \$25.

3

Ask five friends to donate \$15.

4

Ask five coworkers to sponsor you \$10. Does your company offer a matching gift program? If so, this could double your coworker's impact!

5

Email 15 people and ask for a \$10 donation.

6

Ask two businesses you frequent for a \$25 donation. Your drycleaner, hairstylist, and regular coffee shop are great places to start!

7

Ask your company for a \$75 or \$100 contribution.

8

Host a small event like a bake sale, BBQ, or yard sale to raise money for your team.

9

Ask someone who has asked you to support their cause to pledge you \$25.

10

Use social media to help you get the word out. People want to support a good cause they just need to be asked! Use #Hike4HospiceCK on socials!

Tax Receipting Guidelines



All donations of \$10 or more are eligible for an income tax receipt from Chatham-Kent Hospice Foundation. Online donations will automatically receive a receipt to the email address provided by the donor. Receipts for offline donations will be mailed or emailed to the donor following the event as long as the full name and address of the donor are submitted.

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.

If you have questions about tax receipt eligibility, give us a call at 519-354-3113 ext. 2403.

Event Details

EVENT DAY



Sunday, May 5, 2024 (rain or shine)



Noon to 4:00 pm (see schedule below)

Hikers who submitted their pledges at the Early Bird Drop-off, or otherwise, are already checked-in and may arrive at 1:30 pm if they want to forgo pre-hike activities.



Mud Creek Trail

Meet at John McGregor Secondary School, 300 Cecile Ave, Chatham ON

SCHEDULE OF EVENTS

**12:00 PM
ONWARD**

Pre-Hike

- Check-in and submit pledges if you still have outstanding pledges
- Bring a picnic and enjoy the great outdoors!
- Entertainment including [live music](#), [memorial activities](#), [lawn games](#), [kid's activities](#) & more!

1:30 PM

Hike Hype

- Opening remarks
- Winner of the Corporate Challenge announced

2:00 PM

Hikers start the walk

3:00 PM

Hikers return + snacks and refreshments

4:00 PM

Relax! You've made a big difference in the lives of Hospice families!

HIKE ON YOUR OWN

If attending the main event on May 5 is not possible, you can always Hike at your convenience. From [April 29 to May 4](#), Mud Creek trail will be lined with Hike for Hospice memorial signs and ready for you when you're ready to walk!



Event Day FAQs

Can I collect pledges online and with a pledge form?

Absolutely! Most Hikers find collecting pledges through the Race Roster page convenient for them and their supporters, however, for those that prefer a paper pledge sheet, one is available for download at hikeforhospiceck.com.

Is there a rain date if weather is bad?

Hike for Hospice is a rain or shine event! Please come prepared for the day's weather: sunscreen for sunny skies, umbrellas for rain, coats for cold, and whatever else you might need!

Can we bring signs to show what business we represent?

Yes, please! You and your business colleagues have worked hard to support Hospice and we want everyone to know who you represent! Remember to order and wear your Hike for Hospice t-shirts, or your own branded t-shirts, too!

Can I bring lawn chairs or a shade tent?

If you plan to enjoy the pre-hike activities we absolutely recommend bringing lawn chairs, a picnic blanket, or a shade tent to set up in the green space. Tents also make a good meeting place for your team.

Will there be food and refreshments at the event?

Water will be available for both you and your pets at the main gathering area, as well as along the trail. Snacks such as apples and granola bars will also be provided before and after the hike. We also encourage people to bring a picnic to enjoy the pre-hike activities, including live music and lawn games.

Is there somewhere to refill my water bottle?

Yes! Please remember your refillable water bottle as there are stations along the walk.

Can my dog walk with me?

Leashed pets are allowed on the trail so feel free to bring your pup for a walk. There are also dog watering stations along the trail.

More questions? Visit HikeForHospiceCK.com for a full list of FAQs

Captain's Checklist



This checklist is designed to give you a quick reference to the minimum activities you and your team should be undertaking to ensure your team's success in the Hike for Hospice Corporate Challenge!

FIRST STEPS

- Like and follow Chatham-Kent Hospice Foundation on Facebook and Instagram
- Recruit members for your Corporate Team
- Choose a co-captain to help you along the way
- Come up with a fun team name

FUNDRAISING

- Register your team on the fundraising website and create personal fundraising pages for team members
- Create an ambitious fundraising goal! A team goal of \$2,000 for a team of 10 is only \$200 each; the most successful teams set more ambitious targets.
- Decide if your team is going to fundraise online, with pledge sheets, hold a fundraising event, or all of the above!
- Keep in touch with your team members to ensure they are meeting their fundraising goals. Provide support where needed; this could mean pairing them up with another team member.
- Arrange with CKHF to have your team's offline pledges collected from your workplace or dropped off by Tuesday, April 30, 2024 at 4:30 p.m.

EVENT DAY

- Set up your shade tent if using this as a meeting place
- Collect all last-minute pledges from team members and submit all offline donations
- Pack a picnic lunch and enjoy the pre-hike activities!
- Participate in the memorial activities
- Have fun!

POST EVENT

- Submit any outstanding fundraising to Chatham-Kent Hospice Foundation
- Share your success and your experience with your organization and with your donors
- Thank participants on your team and thank donors (donations of all sizes make a difference by helping you to reach your goal!)
- Mark your calendars for next year's event -- the first Sunday in May!

About Chatham-Kent Hospice



Chatham-Kent Hospice offers compassionate, end-of-life care at no cost to residents or their families. We not only care for the resident, we also offer support to family and friends as they say good-bye and grieve their loved one.

Your support makes a big difference to our families. You help provide meals to residents and snacks to visitors. Hospice relies on ongoing donations to cover expenses not covered by government funding. Approximately 55% of our operating is covered by donations. 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 more than 175 volunteers in a variety of roles.

How Hospice HELPS

Last Year's Impact

Families we have been honoured to care for



19.7

Average length of stay

People supported by individual, group & Family, Grief & Bereavement Care



24-hour state-of-the-art palliative care provided by specially trained medical care staff.



Bereavement support and wellness groups for residents and their families, as well as, everyone in our community.



Supportive Care services in the community that address the unique needs of each individual.



Spiritual Care



Complementary Therapies



Homecooked Meals



Pet Therapy



Home-like Environment



Family Focused



100% of the care and support we provide is at no cost to residents and their families.



Programs and services are offered irrespective of gender, sexual orientation, religion, race, ethnicity, or economic status.

Our Commitment to You

We know that your day-to-day is busy. That's why our goal is to empower you with tools to make your participation in the Hike for Hospice Corporate Challenge as seamless as possible. The success of you and your Hike for Hospice team helps the families that will use Hospice to thrive in their final days together.

In the following pages you will find a few items to help you and your team maximize your fundraising and stay organized. This includes:

- "We're Walking in..." poster to display in a common area at your place of business
- "I'm Walking in..." poster to display at each participant's work area
- Offline donation tally form

If you have any questions about the information in this toolkit please contact us, we're here to help!

Katherine Stinson
Special Events Coordinator
kstinson@chathamkenthospice.com
519-354-3113 ext. 2409



WE'RE WALKING IN



ASK HOW YOU
CAN DONATE!

I'M WALKING IN



ASK HOW YOU
CAN DONATE!

Offline Donation Tally



Team Name: _____

Team Captain: _____

Team Member	Cash	Cheque	Total

Total \$ _____