



Presented by



Hiker's Toolkit

2024



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 6 for a full event schedule.



Mud Creek Trail

Meet at John McGregor Secondary School.

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!



Challenge Accepted!



Thank you for participating in this year's Hike for Hospice CK! 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



Register at
hikeforhospiceck.com
by April 2 to order a
t-shirt!

STEP 2



Set up your
fundraising page and
upload a team picture.

STEP 3



Collect pledges!
See fundraising tips
on page 4 & 5.

STEP 4



Submit offline pledges
and collect your Hike
t-shirt at Early Bird
Check-in.

Submitting Pledges

You have two options for submitting offline pledges and collecting your 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: 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 your total.

Fundraising Tips!



You've made the commitment to Hike, 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 you or 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

Set up a spare change jar in your office; you might be surprised how quickly this adds up!

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 you or 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
- Top fundraisers 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 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 teams.

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 be provided after the hike. We also encourage people to bring a picnic to enjoy during the pre-hike activities which will include 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

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 costs are covered by donations. You keep the residents comfortable by covering the cost of utilities and you help cover other 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 Hike for Hospice as seamless as possible. Your success helps the families that will use Hospice to thrive in their final days together.

In the final page you will find a poster that you can print and display at your workplace or otherwise to help spread the word that you are hiking for Hospice.

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

Thank you so much for your support!

Katherine Stinson
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519-354-3113 ext. 2409



I'M WALKING IN



ASK HOW YOU
CAN DONATE!