



Saturday June 1, 2024

CORPORATE CHALLENGE TOOL KIT

Hope House Community Hospice (Hope House) provides support to people diagnosed with a life-threatening illness, their loved ones and those who are coping with the death of a loved one.

Hope House is honoured to be joined by community members who share our belief that that **no person should journey alone through illness and loss.**



Hike for Hope 2024

SATURDAY JUNE 1, 2024

Lambert Willson Park,
115-135 Industrial Pkwy North, Aurora

GOAL: \$25,000

100+ hikers expected to participate

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350 Industrial Parkway South, Aurora ON L4G 3V7
www.hopehousehospice.com
 Charitable # 13451 7820 RR0001



CONGRATULATIONS!

By registering a Corporate Team in the 2024 #Hike4Hope, you are showcasing your corporate social responsibility commitment to our community and to local families.

Invite your friends, family and colleagues to participate and contribute! Make your organization's participation in the #Hike4Hope an annual tradition that builds team spirit!

EVENT DETAILS:

- Date:** Event – Saturday June 1, 2024
or Walk on your own - May 1st to 31st, 2024
- Location:** Lambert Willson Park (115-135 Industrial Pkwy North, Aurora)
- Time:**
- | | |
|---------------|------------|
| Registration: | 10:00am |
| Hike: | 11:00am |
| Lunch: | 12:00 noon |

REGISTRATION INFORMATION:

1. Choose a Team Captain and register your team at www.hikeforhope.com
2. Set up your Team Fundraising Page. See tips on page 8
3. Register your team members by **May 15, 2024** to be guaranteed a **Hike for Hope** hat (other team members can be added afterwards but Hike Hats are not guaranteed)



BENEFITS:

- Customizable **promotional materials** for your team
- **Tips** on managing your Team **Fundraising Page**
- Printable **pledge sheets**
- Refreshments after the Hike
- **Fun and 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 clients and caregivers** but this IS a challenge, so we want to acknowledge the TOP TEAM.

WINNING TEAM = raises the most donations per team member



NOTE: Winning team will be determined from team's total donations as of **Wednesday May 29, 2024 at 11:59 pm**. All offline donations **MUST** be submitted by **Wednesday May 29, 2024 at 4:30 pm**

The **Winning Team** will receive:

- **Coveted Hike for Hope Corporate Challenge Trophy:** Your Team Name and year will be engraved on the trophy. You can display the trophy at your organization for one year
- **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
- **Bragging Rights** for the next 12 months!



ABOUT HOPE HOUSE COMMUNITY HOSPICE

Hope House is a volunteer-driven community organization offering specialized services and support to those diagnosed with life-threatening illness, their family and caregivers, and those who are bereaved. The generous support of our donors and community partners allow us to offer all programs at no cost.

Hope House **relies on ongoing donations** to help with expenses not covered by government funding. Approximately 60% of our operating budget is covered by donations.

Your support makes a **big difference** for our clients and families. You help provides meals to clients and caregivers, Grief Buster Summer Camps for children and



youth, wellness programs for those diagnosed with a life-threatening illness, support for those coping with the death of a loved one and you help cover other operating costs.



COLLECTING PLEDGES

OFFLINE FUNDS:

Team members can collect and record offline funds using the [#Hike4Hope](#) Pledge Form. All offline pledges must be returned to Hope House Community Hospice no later than **Wednesday May 29, 2024 at 4:30 pm** 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:

Hope House Community Hospice.

Please include "Hike" along with team name in the memo.

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 [Hike for Hope](#) Corporate Challenge
- Setting an ambitious team goal

DID YOUR SUPPORTERS GIVE YOU CASH OR CHEQUES MADE OUT TO YOU PERSONALLY *(NOT to Hope House Community Hospice)?*

Follow these steps 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 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 cheques entered online on your Pledge Form or on your team's Tally Sheet



TAX RECEIPTING GUIDELINES

As a registered charitable organization, Hope House Community Hospice 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.

HOPE HOUSE CAN'T 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

HOW HOPE HOUSE WILL SUPPORT YOU:

Fundraising Tips to help your team achieve your fundraising goals.

Dedicated Staff Member to answer questions and provide fundraising support.
Contact Rhonda Flanagan at 905-727-6815 x224 or
r.flanagan@hopehousehospice.com

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

Use of the #Hike4Hope logo

HOPE HOUSE CAN'T 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



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 #Hike4Hope. 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 Hope House Community Hospice. 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 Aurora, King and Richmond Hill.

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 #Hike4Hope!



EVENT DAY: SATURDAY JUNE 1, 2024

WHAT TO EXPECT:

We will meet at Lambert Willson Park (115-135 Industrial Parkway North, Aurora)

- 10 am** **Registration 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 Memorial Tree.
- 10:45 am** **Pre-Hike Announcements** – Corporate Challenge Winner Announced
- 11:00 am** **Hike Begins**
- 12:00 pm** **Hikers Return**
- 12:00 to 1:30 pm** **Enjoy lunch and refreshments**
- 1:30 pm** **Relax** knowing you've made a difference in the lives of local Hospice clients and families!

WHAT TO BRING:

- Event runs rain or shine so please be prepared.
- **Team Sign**– Show your team spirit and let everyone know what business you are representing
- **Hat** – Don't forget your hike hat your to shade your face!
- **Refillable Water bottle**— Help save the environment! Bring your own bottle.
- **Dogs**– Leashed pets are allowed on the trail so feel free to bring your pooch



SOCIAL MEDIA - FOLLOW US

Use #Hike4Hope and tell us why you are hiking!

FACEBOOK

INSTAGRAM

@hhchospice

LINKEDIN



Have Questions?

WE'RE HERE TO HELP!

Contact Rhonda at:

905-727-6815 x224

r.flanagan@hopehousehospice.com

www.hopehousehospice.com/hike



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](#), [Instagram](#) and [LinkedIn](#)
- 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: \$1,000 fundraising target for a team of 10 is only \$100 each)
- 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

EVENT DAY

- Collect all last minute pledges from team members and submit all offline donations
- Collect your Hike4Hope hats
- Remind team members to have fun!!!

POST EVENT

- Remit any outstanding fundraising to Hope House Community Hospice
- Share your experience with your organization and thank participants
- Provide us with your comments, concerns and suggestions



OFFLINE DONATION TALLY SHEET

TEAM NAME: _____

TEAM CAPTAIN: _____

Team Member	Cash	Cheque	Total

TOTAL: \$ _____