

Dear _____,



We are delighted to share that Hike for Hospice will return on Sunday, September 28, 2025. On the back of this letter, you'll find our sponsorship opportunities. But first, we'd like to share a story from Hike participant and last year's top fundraising team lead, Kyle McConnell (pictured below).

Tash was the life of the party. She loved summer, being outdoors, and more than most things, pizza. Tash's husband Kyle remembers the pictures she had glued to her vision board: a German Shepherd, a trip to Costa Rica, their dream wedding day, and becoming a nurse. **"She loved working with people that needed help," Kyle shares, "she had a huge heart."**

Midway into their 30s, Tash and Kyle were making strides, checking things off her vision board, and thinking about kids. Tash had graduated and was working at the hospital and at Hospice Peterborough. **She was particularly drawn to end-of-life care, taking extra courses to build expertise in bringing dignity to those approaching death.**

Then, Tash noticed a mole on her hip. The doctors found a Stage 3 Melanoma that had already spread to her lymph nodes. Exactly a year following her first diagnosis, doctors found completed unrelated breast cancer. Even after she was forced to stop nursing, **Tash kept volunteering at Hospice Peterborough, welcoming clients and guests at the front desk with her signature warmth.** Four years of illness later, Tash's cancer was still spreading. After weeks of Kyle caring for her at home, **Tash and Kyle made the difficult decision to contact Hospice for her admission.**



Tash and Kyle on their wedding day.



Team Notorious T.A.S.H. at Hike 2024.

Tash knew exactly what she wanted in those final moments: **white flowers and Taylor Swift playing.** Kyle hung a picture of their dog on the wall of her hospice room. It wasn't a long stay, and it was devastating, but **it was where Tash had wanted to be. Despite the circumstances, Kyle was grateful for the quality of care she received, and even wishes they could have admitted her sooner for a longer period of comfort.** On Sunday, September 1, 2024, Tash McConnell died peacefully. She was 39.

Only a few weeks after her death, Kyle's friends and family approached him about organizing a Hike for Hospice team in Tash's memory. Tash and Kyle had participated in the annual fundraising walk before she was sick. **"It seemed like the best way to honour her memory,"** Kyle reflects. Hospice staff, many of whom were Tash's former colleagues, wore pink ribbons on their clothing in her memory. Friends made T-shirts reading Team Notorious T.A.S.H. "She would have thought that was funny," he says. **With close to 40 people showing up in for Kyle and Tash on Hike day, the team raised an incredible total of over \$25,000.**

Kyle reflects: "I know that the cancer took everything away from her, it took her body and her ability to do things. But it only seemed to make her even more of a caring person. **It's like her heart grew even bigger when she went through it, which is a testament to who she was.**" Kyle continues to attend Hospice Peterborough's grief groups for support, plans to Hike again this year, and even hopes to become a Hospice volunteer. **We are grateful for his time and for sharing Tash's story.**

It's always difficult to say goodbye those we love. Your Hike sponsorship helps ensure we can provide exceptional care and a comfortable, homelike setting for every precious final moment, in addition to our over 26 free programs and support services. If you'd like to ensure folks like Tash and Kyle continue to receive support, please consider sponsoring our 2025 Hike for Hospice.

For Hike sponsorship levels and details, please see reverse. For questions or to confirm your sponsorship, please contact Sarah van den Berg at svandenberg@hospicepeterborough.org or 705-742-4042 x232. We thank you for your consideration.

Sincerely,

John Muise & Tom LaBranche, Hike for Hospice 2025 Committee Co-Chairs

2025 SPONSORSHIP OPPORTUNITIES

| PACKAGES AT A GLANCE* | Support Sponsor \$250-499 | Care Sponsor \$500-999 | Comfort Sponsor \$1,000-1,499 | Hope Sponsor \$1,500+ |
|--|------------------------------|---------------------------|----------------------------------|--------------------------|
| Recognition and business name on the Hike for Hospice & Hospice Peterborough websites | | | | |
| Logo on event signage visible during opening ceremonies | | | | |
| Recognition and business name in the Hospice Highlighter newsletter (sent to over 8,000 emails) | | | | |
| Business name on all related Hike for Hospice mass emails | | | | |
| Social media post (to around 40,000 monthly impressions) with logo on social media acknowledging sponsorship | (group post) | (group post) | (solo post) | (solo post) |
| Complimentary lawn signs for your business to display, showing support for the event | | | | |
| Acknowledgement during the Hike opening ceremonies | | | | |
| Larger logo, prominently displayed on event communications | | | | |
| 1-minute long video opportunity to talk about your business and why you supported the event. Will be shared on social media platforms. | | | | |

*Please note: Hike sponsors do not receive charitable tax receipts because they are receiving promotional benefits.

I'm in! What now? Please contact Sarah van den Berg, Fundraising & Communications Coordinator, at svandenberg@hospicepeterborough.org or 705-742-4042 x232 and identify your desired package (see packages above). Please include a high- res logo file (PNG and JPEG if possible) for use on promotional materials.

Cheques can be made out to 'Hospice Peterborough' and mailed to
Hospice Peterborough 325 London St
Peterborough ON K9H 2Z5

We also accept e-transfer to admin@hospicepeterborough.org or donations via phone.

THANK YOU
FOR YOUR
CONSIDERATION!