

Dear friend,

After Lenore Shiels was admitted to Hospice Peterborough for end-of-life care, her children say they had no idea that what they had thought would be a gut-wrenching time would end up being a time they look back on fondly. From candlelit baths to homemade quiche for their 92-year-old mom, to special time together to laugh, reminisce and share stories, they say they cannot think of a single thing that would've made their mother's time there any more special.

“We were blessed to have an entire month with our mother – to stay with her and just be her children, instead of her caregivers,” says her daughter Sheila Crook. “And we created such cherished memories while having the support of the Hospice team. We are so fortunate to have such a wonderful hospice in Peterborough.”

This is the power of your sponsorship for our annual fundraiser Hike for Hospice.

Throughout COVID-19, our fundraising, like non-profits around the world, has suffered greatly. We rely on Hike for Hospice – the only fundraising event that has continued without interruption – to be able to continue to offer end-of-life, grief and bereavement support to our community.



Lenore (sitting in the chair) surrounded by her children.

Our clients have also suffered greatly throughout the pandemic. People at the end of life or with life-threatening illness couldn't travel at times or be with friends and loved ones. At times, there was no opportunity to take one last trip on their bucket list; no opportunity to come together with their entire family one last time.

For those left behind to grieve during a time of isolation, there were no regular traditions such as funerals, hugs and visits from friends and family, and no familiar rituals for closure.

Grief is so complicated and the pandemic only made it worse. Our community will feel the impact of this for years to come.

But you can be there for those who have faced and are still facing one of the most difficult times in their lives.

Sponsors for Hike for Hospice account for nearly **one quarter of the funds** raised during last year's event. What can your support do?

With more than 30,000 client interactions, 391 new clients connected with physicians and community support in the last year, and an overall increase of **40%** in clients served since 2018, chances are you know someone that has been impacted by the work of Hospice Peterborough.

For sponsorship levels and details, please see reverse. For questions or to confirm your sponsorship, please contact Aimée at aoreilly@hospicepeterborough.org or 705-927-0285.

We thank you for your consideration.

Mary Blair

Mary Blair
Co-chair, Hike for Hospice

Heather Eatson

Heather Eatson
Co-chair, Hike for Hospice



Sponsorship Opportunities



Package at a Glance	Support Sponsor	Care Sponsor	Comfort Sponsor	Hope Sponsor
	\$250-499	\$500-999	\$1,000-1,499	\$1,500+
Recognition and business name on the Hike for Hospice website	♥	♥	♥	♥
Logo on Hospice Peterborough's homepage banner	♥	♥	♥	♥
Recognition and business name in the Hospice Highlighter newsletter (sent to over 3,000 emails)	♥	♥	♥	♥
Acknowledgement during the virtual opening ceremonies which will be shared and widely available	♥	♥	♥	♥
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	♥	♥	♥	♥
Logo and business included in virtual pamphlet, as well as business location marked on trail map		♥	♥	♥
Acknowledgement during the virtual closing ceremonies which will be shared and widely available			♥	♥
1-minute long video opportunity to talk about your business and why you supported the event. Will be shared on social media platforms.				♥
Sponsorship acknowledgement during special days throughout the week such as the <i>Day of Remembrance</i> .				♥

Interested? Want to learn more?
 Contact Aimée at aoreilly@hospicepeterborough.org or 705-927-0285

The last couple of years have been hard on many businesses and we understand if sponsorship is simply not possible.

We thank you for your consideration and invite you to join *Hike for Hospice* as a team:

<https://www.easypledge.ca/hospice-peterborough/>

Thank You! YOU make our care possible.

I'm in! What now?

THANK YOU for choosing to support Hospice Peterborough through a Hike for Hospice sponsorship. Please reach out to Aimée at aoreilly@hospicepeterborough.org or 705-927-0285 with what package you would like (see packages at a glance for cost and benefits).

Please include a high-res logo file for use on promotional materials. Cheques can be made to 'Hospice Peterborough' and mailed to:

Hospice Peterborough
 325 London St
 Peterborough ON K9H 2Z5