

Virtual
**HIKE for
HOSPICE**
SEPTEMBER 11-17, 2021



Dear friend,

With daily reports of COVID-19 cases and deaths, grief has been at the forefront of everyone's mind over the last year. At Hospice Peterborough, death and grief have become much more complex as the usual traditions and comforts became suddenly unavailable.

Hospice Peterborough has remained open and operating throughout the pandemic. The end-of-life residence has been available and open to visiting family members, in line with public health regulations and guidelines. Many programs pivoted to virtual to ensure our critical supports, such as grief counselling, were still there for those who needed them.

And now, we need you!

More than ever, we want to provide a meaningful event that supports families and friends who have lost loved ones, while bringing in much-needed funds to ensure programs and services continue to be available, *and free of charge*, as the need in our community grows.

YOU can make this happen through a sponsorship of *Hike for Hospice*.

What does Hike for Hospice mean to participants?

My dad was lucky enough to be cared for at the Peterborough Hospice. They helped him continue to laugh throughout the time he was there and I truly believe helped him to embrace and enjoy all of the moments that he could. By doing this they looked after us as well, so we could have those last special memories to take with us.



Not only will your sponsorship **support 26+ programs and services** and thousands of Peterborough and area residents but your business will receive brand awareness, benefits through social media with an average of **41,622 impressions** monthly, mass emails sent to **over 5,000 households**, all reaching potential customers in the Peterborough and County area.

Last year **450 individuals and families** participated in the week long Hike. This year's Hike is taking place **September 11-17, 2021**.

We hope you will consider supporting the life-enhancing work of Hospice Peterborough. Please reach out if you have any inquiries: aoreilly@hospicepeterborough.org or 705-927-0285.

Thank you,

Mary Blair

Dr. Becca Webster

Co-Chair Hike for Hospice

Co-Chair Hike for Hospice

Additional info on back

More About Hospice Peterborough

For over 30 years Hospice Peterborough has been supporting people in the City and County of Peterborough diagnosed with a life-threatening illness, at the end of life, and those grieving.

Overall, Hospice Peterborough offer 26 programs and services, including:

- Adult Grief Recovery – Level 1, Level 2, Level 3
- Bereaved Parent Support
- Caregiver Support
- Children’s Grief Support
- Community Education
- Day Hospice
- End-of-Life Residence
- Grief Chat for the Recently Bereaved
- Healthcare Provider Consultation
- Healthcare Providers Education
- Home and Volunteer Support
- Men’s Support
- Palliative Care Community Team
- Recently Bereaved Support
- Suicide Survivors
- Teen Grief Support
- Virtual Family Support Volunteer Support
- Women’s Support



Residence staff smile and give the thumbs up through their PPE.

With COVID-19 our work became very different. The nurses had to smile through masks, face shields, and other PPE, support sessions moved to online over Zoom, and phone calls with clients became the only way to connect. It is not the same, but it is something and we continue to adapt and evolve striving to meet the needs of our community.



Examples of art created by children who participated with their families on our Expressive Arts virtual workshop.



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



Sponsorship Opportunities



<i>Package at a Glance</i>	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)
Logo and business included in virtual pamphlet, as well as business location marked on trail map		♥	♥	♥
Business name appearing on lawn signs distributed to participants (limited availability)			♥ (small font)	♥ (large font)
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

This past year has been tough for so many businesses. If your business is interested in supporting Hike for Hospice but unable to sponsor this year, we hope you will consider participating. A hike or walk can be a great morale boosting, team building exercise!

Learn more and register at: www.easypledge.ca/hospice-peterborough

THANK YOU!