

## WHO SUPPORTS CROSSROADS?

[www.crossroadshospice.bc.ca](http://www.crossroadshospice.bc.ca)  
[info@crossroadshospice.bc.ca](mailto:info@crossroadshospice.bc.ca)

### People just like you

For over 20 years organizations and individuals have helped us achieve some pretty lofty goals.

From the building of the Crossroads Inlet Centre Hospice to the recently constructed Crossroads Hospice Labyrinth Garden, generous people, just like you, continue to step forward to help.

Your support will allow us to strengthen, grow and develop our programs and services while raising the awareness of hospice care in our community.

### The need for hospice care

Hospice palliative care provides physical, social, psychological, spiritual and practical support to people living with life-threatening illness, their loved ones and the bereaved. Hospice palliative care is currently under funded and under recognized. Less than 15% of Canadians have access to this vital service.

### We need your help

By becoming a sponsor of one of our fundraising events to holding a fundraiser yourself, or offering donations of time, money or products, we can continue this vital work. Your support won't go unnoticed. We have designed several sponsor and donor recognition programs to ensure that we spread the word of the generosity of our supporters and celebrate your support in any way we can.



P.O. Box 1072 • Ridgeway Avenue  
Coquitlam • BC • Canada • V3J 6Z4

Crossroads Hospice Society relies on financial support from fundraising, grants and public/corporate donations.

For further information please contact the Society administrative office at:

P.O. Box 1072  
Coquitlam, BC V3J 6Z4  
Tel: 604-945-0606 • Fax: 604-945-9071  
[info@crossroadshospice.bc.ca](mailto:info@crossroadshospice.bc.ca)  
[www.crossroadshospice.bc.ca](http://www.crossroadshospice.bc.ca)

Thank you for remembering Crossroads Hospice Society when planning your gifts. Society #S-24391



## SHOW THAT YOU CARE

Inside you'll find information on the many ways you can support us in our fundraising efforts so we can continue our mission of helping those facing the effects of a terminal illness.

- Hike for Hospice (May)
- Treasures of Christmas (November)
- Labyrinth Healing Garden
- Third Party Fundraisers
- Spring Community Report (April)
- Fall Community Report (October)
- Planned Giving
- Annual Giving
- Employee Campaigns

Thank you for considering us as a part of your community giving program.

Putting

*life into days*

**not days into life**

## EVENT SPONSORSHIP

### Hike for Hospice (May)

Hike for Hospice is a family-focused, pledge-based fundraising event held in support of the terminally ill and their loved ones. Held each May “Hike” is part of a national campaign run by the Canadian Hospice Palliative Care Association with local routes in the Tri-City area. Sponsorship opportunities include:

Title	\$10,0000
Gold	\$5,000 — 9,999
Silver	\$2,500 — 4,999
Bronze	\$1,000 — 2,499
Community	\$500 — 999

This event averages an attendance of over 400 people and in 2009 raised over \$53,000. This popular event is promoted through radio, print and online promotions as well as through community channels.

### Treasures of Christmas (November)

Treasures of Christmas is our signature annual gala fundraiser held at the Red Robinson Show Theatre. This black tie gala features sponsor decorated themed Christmas trees, live and silent auctions, raffle prizes.

Platinum	\$10,0000
Gold	\$5,000
Silver	\$2,500
Bronze	\$1,500
Tree:	\$1,000
Reception:	\$3,000
Donations	Products/services for live auction

Since 1993 Treasures of Christmas has grown from a small fundraiser to a gala event. In 2008, Treasures raised over \$110,000 with an attendance of 400 people from across the Lower Mainland.

Depending on your level of sponsorship, recognition opportunities can include online, print, radio, cable TV, event signage and marketing materials.

## PROJECT GIVING

### Labyrinth Healing Garden

The Crossroads Hospice Labyrinth Healing Garden, located in Port Moody’s Pioneer Memorial Park, is a living legacy to the community and a tool for our grief and bereavement programs. Your support will help us maintain and improve this beautiful new resource. Our foundational opportunities are:

- 2 Middle Benches (\$10,000 each) | remaining
- 3 Garden Bench (\$7,500 each) | remaining
- 2 Entry Benches (\$5,000 each) SOLD OUT
- 3 Lattice Screens (\$500 each) SOLD OUT
- 23 Inspirational Stones (\$2,500 each)
- 22 Stepping Stones (\$1,000 each)

Inspirational stones are large river rocks that will be placed throughout the labyrinth to represent a single aspect of healing such as faith, compassion or respect. The stepping stones are built into the pavers as a part of the labyrinth garden path.

Contributors taking advantage of the above offerings will be listed on a donor sign at the garden and on our website. Donors of in-kind materials and key suppliers will also be listed on our donor sign.

Individual donations of any dollar amount are also gratefully received however tax receipts will not be issued for amounts under \$25.

### Third Party Fundraisers

Many supporters have offered to donate funds for Crossroads by holding events specially designed to raise money to support our work. Big events or small, we can work with you to help define your event or inspire you with new ideas. We will promote your event through our community network and recognize your donation in our bi-annual Community Report.

## OPPORTUNITIES

### Community Reports (Bi-Annual)

We have 3 advertising sponsorship opportunities available in our full-colour bi-annual Community Report. Published each year in April and October this tabloid-style insert features our activities, major events while celebrating the public support we have received from business and community members. The Community Report is published by the *Tri-City News* and is distributed to over 53,000 households and businesses. A smaller brochure version of the report is also produced for Crossroads promotional material with over 1,500 distributed each year.

### Planned Giving

A financial investment in Crossroads Hospice Society is an opportunity to ensure that end-of-life support for patients and families will be available for all in need. We have several options available for you, Your gifts can include:

- Monthly Giving
- Wills and Bequests
- Gifts of Securities
- Gifts of Life Insurance
- One time gifts
- In memorandum gifts

Tax deductible donations to Crossroads Hospice Society can help to offset some of your annual tax due to Revenue Canada. Tax receipts will be issued for any donation above \$25.

### Annual Giving

Incorporating an annual giving plan into your organization is a unique way to offer your support. Your contribution can be made at any time during the year at your convenience.

### Employee Campaigns

If your company or organizations participates in an employee donations plan, be sure to designate your funds to Crossroads on your pledge form.