

Call To Participate In Fundraising & Awareness Campaign

Canuck Place Children's Hospice is a leader in pediatric palliative care—locally, nationally, and internationally. As such, the Communication & Marketing team supports the organization with ongoing education and awareness of the Canuck Place program and to support fundraising for care provided for children and families. The team regularly develops and promotes family experiences and stories through visual communications, like newspapers, digital advertising, social media, and videos.

This opportunity will highlight to donors in various ways, the important and impactful interdisciplinary care Canuck Place provides children and families across the province, specifically during our primary fundraising and holiday season, "Light a Life". This includes sharing family story through photos, videos, direct mail, speech, and written interview content across all CPCH communication and marketing channels. While we will share this content primarily in the November–December 2023 timeframe, content will also be used in ongoing communication initiatives.

We hope to select one bereaved family living in the Lower Mainland, who accesses many aspects of the Canuck Place program including respite, recreation therapy, counselling, and more.

The commitment for this engagement opportunity will take place:

- November–December 2023
 - Filming and prep to begin before the promotion timeframe (August/September)

****Specific time commitment required during Lighting of the House at both Canuck Place Vancouver – Glen Brae Manor and Canuck Place Abbotsford – Dave Lede House (Dates TBC)***

Access to a computer and familiarity with Zoom is required. Please review the time commitment for the opportunity below:

- Send answers to 5–10 written interview questions (1 hour approximately)
- Send a selection of 10–15 family photos/videos – can be iPhone (1 hour approximately)
- Participate in a family photo/video shoot at the hospice on <date TBD – August> (4-5 hours)
- Prepare a 5 minute speech to give at Canuck Place's Lighting of the House (3 hours approximately)
 - The Communications team will share examples of previous Lighting of the House speeches with you. The team will also support you with writing/editing your speech, ensuring in the process that you can focus on sharing your family journey and we can support with important elements of the Canuck Place program and care you received.
- Attend Lighting of the House at both hospices (2 hours approximately at each location)
- Review communications collateral print and digital prior to publication (1-2 hours approximately)
- Evaluation engagement and feedback

To learn more and submit your name for participation, visit canuckplace.org

At any time, if you wish for your family images and story to no longer be utilized by the Canuck Place Communications & Marketing team, please send an email to [Lisa Pratt, Associate Director, Marketing & Communications](mailto:lisa.pratt@canuckplace.org) or call 604-362-9932.

**We are committed to creating content that truly reflects the diverse communities that our organization serves. We aim to elevate diverse voices and lead positive change through thoughtful and respectful content.*

If interested, please submit the form by May 15, 2023