



## **Recruitment To Participate in Fundraising & Awareness Campaign**

Canuck Place Children's Hospice (CPCH) is a leader in pediatric palliative care – locally, nationally, and internationally. As such, the Canuck Place Communications 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. This includes sharing family stories through photos, videos, and written interview content across all CPCH communication and marketing channels. While we will share this content primarily in the November–December 2025 timeframe, content will also be used in ongoing communication initiatives.

**We hope to select one bereaved family who has experienced many different aspects of the Canuck Place program.**

The commitment for this engagement opportunity will take place:

- November–December 2025
  - Filming and prep to begin before the promotion timeframe (August/September)

***\*Specific time commitment for Lighting of the House in Vancouver and Abbotsford (Dates TBC – Early December)***

Access to a computer and familiarity with Zoom/Microsoft Teams 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 – September) (4–5 hours approximately)
- Prepare a 6–8-minute speech to give at Canuck Place's Stewardship Event, Lighting of the House in Vancouver and Abbotsford
  - The Communications team will share examples of previous Lighting of the House speeches with you. The team will also support you with writing/editing

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Charitable Registration No. 13386 7523 RR0001



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 the care you received.

- Attend the Lighting of the House events at the Vancouver and Abbotsford hospices (1-2 hours approximately)
- Review communications collateral print and digital prior to publication (1-2 hours approximately)
- Evaluation engagement and feedback

*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, Director, Marketing & Communications](mailto:lisa.pratt@canuckplace.org) or call 604-362-9932.*

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*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.*

**To learn more and submit your name for participation, visit [canuckplace.org](http://canuckplace.org)**