



## **Recruitment to Participate in Music Heals Charitable Foundation Storytelling**

Music Heals Charitable Foundation is a registered charity that raises awareness and funds to expand access to music therapy across BC and Canada, including at Canuck Place. They share real stories that show how music therapy supports people in meaningful ways. Through storytelling, Music Heals aims to highlight the power of music and help grow sustainable funding so music therapy can reach everyone who needs it.

Canuck Place Children's Hospice (CPCH) is a leader in pediatric palliative care – locally, nationally, and internationally. As such, the Communications & 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. Music Heals also creates visual storytelling through digital communications like social media and video to help raise awareness of music therapy, and Canuck Place supports this work as part of our shared commitment to accessible, inclusive care.

These opportunities will highlight to donors in various ways, the important and impactful interdisciplinary care Canuck Place provides children and families across the province and Music Heals' efforts to broaden access to music therapy in Canada. This includes sharing family stories through photos, videos, and written interview content across Music Heals and CPCH communication and marketing channels.

**We hope to select families living in the Lower Mainland or Fraser Valley area, who has a child who participates in music therapy in the Canuck Place program.**

Engagement opportunities are offered year-round, with the exception of "Big screen facility shoots" which will take place between May-July 2026

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

Families have a choice in how they would like to participate, with options of sharing a couple of sentiments, to a portion of their story, or their full journey.

### **Engagement opportunities:**

#### **Written Q&A and photo submission (30 minutes)**

- Participate in a written Q&A about your experience with music therapy
- Option to include a photo
- May be shared in internal reporting, digital communications, and on social media



### **Short video - iPhone video shoot (1.5 hours)**

- Participate in music therapy session video shoot at the hospice OR engage in Q&A
  - Conversational content that highlights the impact of music therapy and/or shows sessions in action
  - Typically requires 5–10 minutes of on-camera time for participants who are speaking directly to camera, in addition to any session observation footage
- May be shared in digital communications and on social media
- Review communications collateral prior to publication
- Examples: [Examples of iPhone video shoots as Instagram reels](#)

### **Long video - Big screen facility shoot or documentary-style shoot (4-5 hours +)**

- Participate in a family video shoot at the hospice
  - Share your experience with music therapy
  - Share your family's story in more depth
  - Interview can include family, music therapist(s), and other Canuck Place staff (20-30 minutes)
- Review communications collateral prior to publication
- May be shared in digital communications, on social media, and at events like Music Heals' gala
- Examples: [Examples of big screen facility shoots](#)

*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](#) 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)**