HOW TO SUPPORT THE HOSPICE ANNUAL CAMPAIGN

A GUIDE FOR LOCAL BUSINESSES & COMMUNITY GROUPS



ABOUT THE CAMPAIGN

We need your help to ensure our care continues to be available in our community!

We receive just **3.4%** government funding, yet last year supported **2934** Children and families—at no cost. Your participation in this year's campaign helps sustain life-changing programs that bring healing, stability, and hope to families in crisis. **Learn more about us: www.crhospice.ca**

250-286-1121 www.crhospice.ca

ANNUAL GIVING CAMPAIGN
MONTH OF DECEMBER 2026
GOAL: $100,000

TO SUSTAIN COMPASSIONATE END-OF-LIFE AND GRIEF SUPPORT IN OUR COMMUNITY

HOSPICE IS A COMMUNITY-SUPPORTED ORGANIZATION. WITHOUT THE GENEROSITY OF INDIVIDUALS, FAMILIES, LOCAL BUSINESSES, AND COMMUNITY GROUPS, WE COULD NOT CONTINUE PROVIDING THE LEVEL OF CARE OUR COMMUNITY NEEDS.

IDEAS TO GET YOU STARTED

Host a Fundraiser or Giving Event

There are so many meaningful (and fun!) ways to get involved:

For Businesses

- Donate a portion of sales for a day, week or month — "Shop to Support Hospice."
- Round-up program – invite customers to round up their total to the nearest dollar.
- Casual for Compassion Day – staff donate $5 to wear jeans or cozy clothes.
- Holiday raffle, bake sale, or auction – get festive and give back.
- Hospice Giving Tree – decorate a tree with donation ornaments customers can "pick."
- Point-of-sale donation button – add a simple "Give $2 to Hospice" at checkout.
- Corporate match – match staff donations dollar-for-dollar.

For Community Groups or Service Clubs

- Host a Soup & Bun lunch, spaghetti dinner, or pancake breakfast.
- Hold a bottle drive or community garage sale with proceeds to Hospice.
- Holiday concert, trivia night, or bingo event – add fun with purpose.
- Invite a Hospice speaker to share the impact of your support at your next meeting.

For Teams, Schools & Fitness Groups

- Wellness Challenge for Hospice – set a group goal (walk, run, cycle, or yoga!) and collect pledges.
- School Spirit Week for Compassion – classroom coin drives, themed days, or bake sales.
- Sports Team Sponsorship – wear Hospice ribbons or include donation links in programs.

Why It Matters

Your participation helps ensure no one in our community faces end-of-life or grief alone.

Last year, Hospice supported 2,855 clients and families, including 934 children navigating traumatic loss — all at no cost to them.

When your business or group takes part, you're:

- Strengthening our community's compassion and resilience
- Elevating your business profile in the community during the holiday season
- Giving your staff, customers, and members a tangible way to make a difference
- Building your community presence and goodwill during the holiday season

Together, we can reach our $100,000 goal and give hope to families when they need it most.

Charitable Tax Registration #122407844 RR 0001

Contact us:

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JEREMY'S FAMILY'S STORY: HOLDING ON THROUGH UNIMAGINABLE PAIN



Jeremy was just 28 years old, the youngest of four children, with a big heart, a love of adventure, and a lifetime ahead of him. On October 25, 2024, his mother, Lara, received the devastating news that Jeremy had died from drug poisoning while visiting Las Vegas. Her son would never be coming home. Lara and her husband, Ken, travelled to bring Jeremy back to Campbell River, a heartbreaking journey no parent should ever have to make.

On the ferry ride home, consumed by grief, they shared just how deeply they were struggling and how impossible life without Jeremy would be. In that moment, they thought of their three other children, their grandson, and the family who still needed them. Together, they made a powerful pact: no matter how unbearable their grief became, they would hold on to one another, face the difficult days together, and find a way to keep going for the family they loved. It was a promise born from unimaginable heartbreak, one that would carry them through the darkest days ahead.

When traditional counselling wasn't enough, they turned to the Campbell River Hospice Society. Although Ken was unable to attend due to work commitments, Lara found understanding, comfort, and something invaluable through Hospice's eight-week Traumatic Grief Workshop and specialized clinical grief support: others who truly understood her pain. The friendships she formed continue to provide strength, comfort, and meaningful connection today. Two years later, Jeremy is loved and missed just as deeply, but Lara knows she doesn't have to face her grief alone. Hospice could not bring Jeremy back, but it helped his family find a way to keep living without him. By sharing their heartbreaking journey, Lara and Ken remind us that behind every sudden loss is a family forever changed, and that no one should have to face their grief alone. Find the full story at www.crhospice.ca

In loving memory of Jeremy. Forever 28, forever loved, and never forgotten.

BOB'S STORY: Finding Hope After Heartbreak



After 51 years of marriage, saying goodbye to his beloved wife, Linda, left Bob facing a world he could hardly recognize. She had been his partner, his best friend, and his anchor in life. Suddenly, he was learning how to live without her.

Through the Campbell River Hospice Society, Bob found compassionate clinical grief support and a safe place to share his heartache with others who understood the pain of losing someone they love. With the guidance of Hospice's clinical counsellor, Leslie, and the connection of his grief support group, Bob slowly began to find comfort, strength, and a way forward.

"I owe so much to Hospice for helping me through the loss of my wife, Linda. The compassion, understanding, and support I received was transformative and gave me the courage to face my grief and find a way forward. Now, as a Hospice volunteer, I have the privilege of offering that same comfort to others."

So profoundly touched by the care he received, Bob became a Hospice volunteer, bringing that same compassion to people nearing the end of life and children experiencing grief. Bob's journey is a powerful reminder that Hospice does more than help people through loss. It helps them find hope, purpose, and a way to carry love forward, even after goodbye.

~ Bob Latham