



Dear Community Partner,

McNally House Hospice would like to invite you to join the first Annual Rally for McNally Compassion Challenge. This event allows local businesses an opportunity to support palliative care in our community of West Niagara.

There are 3 reason why this is something your business wants to participate in:

1. Death is 100% inevitable, therefore taking care of the dying is everyone's business.
2. McNally House Hospice serves an average of 400 people each year and needs to raise over \$600 000, making the care for the dying and their families our business
3. As a community it is time to stop minding our own business and support those at end-of-life

The Compassion Challenge will allow your company a chance to show off the skills and the community mindedness of your business while raising much needed funds for McNally House. As a participant in the Challenge, you will receive web and print advertising and community exposure. Being a part of The Challenge is good business sense!

The Challenge is simple. McNally House will give you \$50 seed money to get your fundraising effort started. From there it's up to you to raise as much money as you can for McNally House between January 7<sup>th</sup>, 2019 and March 31<sup>st</sup>, 2019.

Don't worry, you won't be doing this alone. McNally House's fundraising experts are here to help! We will provide advice, resources, marketing materials, motivation and encouragement.

Please take some time to look through the included package. Discuss the opportunity with your team, identify one or two Challenge Leaders. When you're ready, register your business to make Palliative Care everyone's business by joining the Rally for McNally Compassion Challenge.

This event is proudly supported by our local Chamber's of Commerce: Grimsby Chamber of Commerce, Lincoln Chamber of Commerce and West Lincoln Chamber of Commerce.

Have more question give our Challenge Team a call!

Stephanie Nobles  
905-309-4013 ext. 28  
[snobles@mcnallyhousehospice.com](mailto:snobles@mcnallyhousehospice.com)

Amanda Black  
905-309-4013 ext. 31  
[ablack@mcnallyhousehospice.com](mailto:ablack@mcnallyhousehospice.com)

It would be a pleasure to do business with you!

Sincerely,

Pamela Blackwood  
Executive Director  
McNally House Hospice



WEST LINCOLN  
Chamber of Commerce  
THE HEART OF NIAGARA





## How does it work??

We are looking for businesses, schools and community groups to take on our \$50 Compassion Challenge.

- You will receive \$50 seed money to get you started with fundraising
- You can choose how to fundraise as long as it is safe and legal
- Fundraising must take place between January 7<sup>th</sup>, 2019 and March 31<sup>st</sup>, 2019 – as long as it's safe and legal!
- The winners will be revealed at our awards ceremony; prizes will be given for the most creative fundraising idea, most team spirit and most profit generated.

### The benefits to your business

- Increased awareness of your business by linking with a local charity.
- Engagement of staff, boosting team spirit and morale.
- Fun and engaging PR and social media opportunities.
- Networking potential with other Compassion Challenge participants.
- Fulfill your Corporate Social Responsibility objectives.
- Increased engagement with clients, customers or suppliers.
- You will receive a decal for your window letting the community know you are participating in the challenge
- A chance to be a part of a community wide, Chamber supported program

### How we will help

- McNally's expert fundraising staff is here to help!
- Access to templates for poster making and advertising of events.
- Invite us to a staff meeting, lunch and learn or social event to help motivate your team and teach them about the work we do.
- Advertising opportunities – we will highlight your business and fundraising efforts through social media, the Chamber of Commerce Newsletter, the Rally for McNally website and the newspaper!
- Provide encouragement, praise and enthusiasm.



WEST LINCOLN  
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THE HEART OF NIAGARA





# Why we need **YOUR** help to make a **DIFFERENCE**

1. Death is 100% inevitable, therefore taking care of the dying is everyone's business.
2. McNally House Hospice serves an average of 400 people each year and needs to raise over \$600 000, making care for the dying and their families our business
3. As a community it is time to stop minding our own business and support those at end of life.

**McNally House** opened its doors in April 2008. This free-standing, six suite, home-like residence provides, free of charge, 24-hour specialized palliative care to people living with a terminal illness, as well as those in their life circle.

The hospice is a non-profit organization serving the Niagara West communities of Grimsby, Lincoln and West Lincoln. McNally House is Ontario's first rural teaching hospice and has been recognized nationally as a leader in palliative care.

Along with the highly skilled professional staff, McNally has over 150 volunteers who give of their time and talents each week to help the residents and their families deal with life's greatest challenges.

**\$500** raised will provide care for one resident for one day

**\$750** provides groceries for one month

**\$1 400** provides utilities to the hospice for one month

**\$3 400** provides bereavement supports for families and individuals in our community for one month

**\$4 600** provides volunteer training and recognition for one year

**100% of all Funds Raised Stay in West Niagara!**



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LINCOLN CHAMBER  
of Commerce  
BUSINESS WORKING TOGETHER





# Your fundraising journey starts here.....

## Ideas to get you started!

**Customer Engaged Fundraising**— Ways to involve your customers in your fundraising efforts! These ideas will also drive customers to your business, raise you profile and show off your community mindedness!

- ◆ Round up for charity promotions
- ◆ Donate a portion of the sale of a particular item to charity: \$1 from every shirt dry cleaned will be donated
- ◆ Host a shopping party with a portion of all sales going to the charity
- ◆ Host a bottle drive: have customers drop off bottles at your location
- ◆ In store raffle: sell tickets for an item in your store ie. a store gift certificate or service
- ◆ Host a community BBQ
- ◆ Dine Out for Charity: A local restaurant can host an evening where a portion of all sales are donated
- ◆ Host a customer appreciation night and hold raffles
- ◆ Donation matching: ask customers for a donation and match it!
- ◆ Donate a percentage of all bills to charity
- ◆ Host a Celebrity Bartender Night
- ◆ Host a garage sale in your store: sell off any old merchandise and donate the proceeds
- ◆ Ask people to donate at register
- ◆ Product of the month promotion: part of the sales are donated
- ◆ Featured item for charity ie. coffee, cocktail, service, dish
- ◆ Football/Spot Pool
- ◆ Karaoke Night





# Your fundraising journey starts here.....

**Employee Engaged Fundraising**– Ways to involve your employees in your fundraising efforts! These ideas will encourage teamwork, boost morale and team spirit, all while meeting your companies corporate social responsibility.

- ◆ Host a Bake Sale
- ◆ Office Garage Sale
- ◆ Office Auction: afternoon off, office cleaning, coffee for a week, reserved parking spot
- ◆ Culinary Competition
- ◆ Scavenger Hunt: Charge a registration fee, and offer extra tips and hints for a cost
- ◆ Talent Show: Host an office talent show, sell tickets
- ◆ Give it Up Challenge: Ask employees to give up a daily beverage or meal out and donate the money to a worthwhile cause instead. Intensify the appeal by asking supporters to participate for a certain number of days or encouraging them to meet a personal fundraising goal.
- ◆ Host a Trivia Night
- ◆ Hairless Fundraisers: Participants pledge to shave their heads or beards to raise money.
- ◆ Dodgeball Tournament: Ask each team to fundraise a certain amount to participate
- ◆ Host a House Party: Invite supporters and their friends and family to your charitable house party, which you can fix around a certain holiday or pop culture event. Incentivize donations by offering prizes for different levels of sponsorship, like office perks or other unique party favors.
- ◆ Host a Chili Cook Off
- ◆ Envelope Fundraiser: Write numbers (starting with 1) on the front of the envelopes. You can use as many envelopes as you want; many churches choose to use 100. Then, pin the envelopes to a bulletin board in a heavily-trafficked area. People choose an envelope and have to donate whatever number is on the outside. If you have only 100 envelopes, you can raise \$5,050. That number goes up to \$11,325 if you have 150 envelopes!.





## Even more ideas!

- ◆ **Rent-a-Worker Event:** Involves individuals hiring your team members to complete specific events. Common jobs include mowing lawns, cleaning gutters, babysitting, and dog walking
- ◆ **Balloon Pop Off:** You can use the company cafeteria or other location for this event. Fill up the room with balloons. Put a slip in each balloon stating a prize the person wins for popping that balloon. Employees can donate small prizes ahead of time or you can purchase fun items at wholesale or party goods stores. Charge a \$10 participation fee and treat is as a race where you blow a horn and let them go at it, popping as many balloons as they can get their hands on. Alternatively, charge a small fee per balloon they want to pop. This is a great one to invite the family, too, as well, and a real winner with the kids.
- ◆ **Funniest Photo Contest:** Employees can bring in their most hilarious photos of themselves to participate in a humorous photo contest. You can place each photo on a bulletin board in the lunchroom with a collection can under each one. Others can vote on their favorite photo by placing a donation in the can. At the end of each day, collect and tally donations. Announce who's in the lead and get people motivated. At the end of the event, add up the totals and announce the winner, who'll receive a special plaque, trophy, or other amusing prize.
- ◆ **Guess The Baby:** Ask everyone in the team to send you a baby photo of them and pin the photos up in your main meeting room. Charge a small fee for entry and ask your colleagues to guess which baby is who on a sheet of answer paper. The person with the most correct guesses wins a prize.
- ◆ **Skill Bidding:** Put up an A3 sheet of paper in your office kitchen or staff room and encourage your colleagues to list their skills on there. This could be anything from playing guitar to pottery. Other colleagues can then place bids on receiving a one-hour lesson with that person and their listed skill. This is a great way to share expertise and
- ◆ **Office Etiquette:** Write up a funny list of things you want to stop people in the office from doing, like sending unnecessary emails or going to make tea without offering to get a cup for anyone else. Set a 24-hour ban on any of these things happening and get a donation from anyone who breaks it! Make sure to get permission from the head of your team first and keep the list in good humour.
- ◆ **Jailbreak:** This one works best if you've got a willing and well-connected boss. Shut them in the boardroom with only their mobile phone and promise that they can come out once they've raised donations from all of their major contacts.
- ◆ **Bid For The Boss:** See if your team leaders and executives would be willing to auction off a lunchtime slot with them. There might be a lot of people in the office keen to spend some time speaking with them and suggesting new ideas for the company!





# Register your team

Complete and return this form or visit [www.rally4mcnally.com](http://www.rally4mcnally.com)

## McNally House Hospice Rally for McNally Compassion Challenge Agreement

If you wish to take part please complete the form and return to: Stephanie Nobles at McNally House Hospice, 148 Central Ave, Grimsby ON L3M 4Z3

We (organization name) .....

*Agree to take part in the McNally House Rally for McNally Compassion Challenge. We agree that we will fundraise legally and ethically during the challenge (January 7<sup>th</sup>, 2019 to March 31<sup>st</sup>, 2019). We agree that all monies raised will be donated to McNally House Hospice at the end of the challenge and that this will be a minimum of \$50.*

First Contact name .....

Address.....

Telephone No.....

Email Address .....

Second Contact name .....

Address.....

Telephone No.....

Email Address .....

Signed .....

Date.....

