



## **Recruitment To Participate In Signature Event, Fundraising & Awareness Campaign – 30<sup>th</sup> Anniversary**

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 over the past 30 years. This includes sharing your family story through photos, videos, and written interview content across all CPCH communication and marketing channels. While we will share this content primarily in November 2025, content will also be used in ongoing communication initiatives.

**We hope to select multiple bereaved families living in BC, who have accessed or currently accesses many aspects of the Canuck Place program.**

The commitment for this engagement opportunity will take place:

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

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 (1 hour approximately)
- Participate in a family photo/video shoot <date TBD – September> (4-5 hours)
- 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, Associate 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)**