

2013 to 2017

Five Year Report

Making Moments Matter



MESSAGE FROM THE CHAIR

2017 MILESTONE: THE HEALING CYCLE FOUNDATION HAS RAISED A CUMULATIVE \$2.7 MILLION FOR HOSPICE AND PALLIATIVE CARE

People with life-limiting illnesses have the right to die with dignity, free of pain and surrounded by their loved ones. Through our annual Healing Cycle Ride, the Healing Cycle Foundation raises funds for hospice palliative care programs in Ontario, enabling them to provide quality end-of-life care for people with terminal illnesses and their loved ones.

This year marked the 13th annual Healing Cycle ride and raised over \$160 thousand in donations and sponsorships which means that we have surpassed the \$2.7 million mark in funds raised for hospice palliative care facilities across the province.

The last 'Annual Report' was issued in 2012, so this report covers the highlights of our journey over the past five years, a time that included the retirement of both co founders: J.P. Tesolin at the end of 2012 and Heather Campbell just after the 2015 ride.

I accepted the position of Chair of the Board of Directors in July 2015 and together with a team of dedicated volunteer executives, we have been working to raise awareness for our annual fundraising event, engage with hospices and potential corporate sponsors, and ensure the financial viability of the foundation.

Over the past five years there has been a remarkable increase in the popularity of cycling, but a commensurate increase in competition for riders, donors and sponsorship dollars. As you will see on the following pages, there was a precipitous decline in ridership after the 2015 ride that we have not yet been able to reverse

We care about the money given by donors and sponsors and have Independent auditors perform an annual audit and prepare audited financial statements which are filed with the Canada Revenue Agency (CRA). Financial highlights are provided on page 3. While the total number of riders declined again in 2017 one of the positive signs that our efforts are bearing fruit is that the average funds raised per rider has grown to \$876, 23% ahead of last year and 44% ahead of the average in 2013.

Unfortunately, the investments we have made over the years have not delivered the results we had hoped for and the Board is concerned that our financial situation is not sustainable. We are investigating several options for 2018 and beyond including creating a sponsorship committee as part of the board of directors and possibly identifying a new capital project to support. We do wonder if the hospices really need our support?

Our 14th annual ride is scheduled to take place on September 23rd, 2018. In response to feedback from this year's ride, we are moving the date back to the fall from June. We are also changing the location of the ride from Brampton back to a Mississauga location to reduce the travel time for riders and volunteers and to make our event potentially more appealing for media coverage in the important GTA region. This date also allows us some time to examine our options and make sure we are investing both our time and money appropriately.

I want to take this opportunity to thank the volunteer board members who without their support, we would not have a foundation helping hospice palliative care in Ontario.

We welcome your feedback on this report and hope you will consider how you might get more involved in supporting hospice palliative care through The Healing Cycle Foundation.



OUR CO-FOUNDERS

J.P. TESOLIN AND HEATHER CAMPBELL

Can you imagine starting a ride and committing to raising \$1 million dollars to the Hospice Palliative Care unit of the Credit Valley Hospital? Can you also imagine raising less than \$100,000 on the first ride and wanting to continue? Well two people did....

This foundation started with J.P. Tesolin's father having an unpleasant life ending experience. This prompted J.P. to partner with Heather Campbell and they started this ride in 2005 to make palliative care more attainable.

J.P. Tesolin served on the board until December 2012 and he is the rider that had the passion to start this event. He spent a lot of time visiting organizations and spreading awareness of the Healing Cycle Foundation throughout Ontario.

Heather Campbell was the board chair, the CEO, and the event planner all at the same time. This was a volunteer position from the beginning through to July 2015. Taking an idea from grass roots to a successful charity event is an achievement few people experience. Having her family supporting this is an even bigger achievement.

On behalf of the board of directors, J.P. and Heather, I would like to thank you for your inspiration and dedication on all the work you did for the Healing Cycle Foundation and hospice palliative care in Ontario.



HOSPICES WE SUPPORT

16 WERE SUPPORTED IN 2017

The Healing Cycle Foundation mandate is to raise supplementary funding for hospice palliative care in Ontario. While government health care funding covers approximately 70% of costs, there is a gap when it comes to both capital funding and operating expenses. Hospices are constantly fundraising to meet their basic requirements. THCF is a centralized, turnkey solution that is designed to support hospices in achieving their fundraising goals.

Current estimates indicate that less than 30% of people who want and need palliative care in Ontario can find a space before it is too late. Our aim is to support hospice palliative care programs that compassionately uphold the quality of end-of-life care and foster the vision that palliative individuals can live every day to the fullest with dignity, meaning and hope.

In 2016, we converted from a 'grant' application program to an 'incentive' program for hospices. When a hospice signs up to create a fundraising team for the Healing Cycle Ride, 85% of the funds raised are donated directly back to that hospice and 15% of funds raised by their team are retained by THCF as an administration fee to help offset the costs of running the event.

Each year, after the ride, the board reviews their financial position and decides on an incentive that will be shared by all hospice teams based on the amount they raised. The more the hospice team raises, the more they would receive from the incentive.

Here's an example:

- The riders on Hospice Team A raise a total of \$20,000 of which \$17,000 goes directly back to the hospice and \$3,000 is withheld to help cover the costs of the ride.
- If the total funds raised by hospice teams that year is \$200,000, Hospice Team A raised 10% of that total.
- If the ride generates a surplus and the board awards a total incentive of \$20,000 for the year, Hospice Team A would receive 10% or \$2,000 of the total incentive fund for that year.
- In this case, the incentive payout helps offset two thirds of the administration fee that was initially retained by the foundation.

In 2016, we allocated \$25,000 for this incentive program and we received very positive feedback from the hospices on how helpful this was. Most of this comes from family and corporate teams and sponsorship. Unfortunately, given the financial position of the foundation at this time, the decision was made that no incentive funds will be awarded for 2017.

The hospice teams supported in 2017 were as follows, our website shows all teams we have supported over the years:

Acclaim Health
Better Living Charitable Foundation
Dorothy Ley Hospice
Heart House Hospice
Hospice Kingston
Hospice Wellington
Niagara-on-the-Lake Community Palliative Care
South Huron Hospital Foundation

Bethell Hospice
Carpenter Hospice
Hazel Burns Hospice
Hospice Dufferin
Hospice Waterloo
Ian Anderson House
Philip Aziz Centre
Trillium Health Partners

HIGHLIGHTS

FINANCIAL

	2013	2014	2015	2016	2017
Rider Donations	\$311,494	\$349,855	\$298,685	\$152,784	\$147,087
Ontario Trillium Foundation Grant	\$ 67,204	\$ 52,500	\$ 43,047	-	-
Corporate Sponsorship	\$ 39,445	\$ 18,035	\$ 4,500	\$ 10,000	\$ 13,254
Event Planning Company		\$ 30,422	\$ 31,259	\$ 48,242	\$ 45,765
Salaries & Wages	\$155,386	\$ 87,633	\$ 53,723	\$ 14,662	\$ 15,733
Total # of Donors (individuals)	n/a	n/a	4,559	2,025	2,332
Avg \$/donor			\$66	\$75	\$63

Detailed filings can be found on the CRA website, please use this [link](#).

RIDERSHIP

	2013	2014	2015	2016	2017
Total # of riders including sidekicks	511	583	426	215	168
10 km	102	112	69	33	18
25 km	126	158	105	69	36
50 km	101	152	154	65	82
75 km	34	27	Not offered		
100 km	115	92	67	33	19
Sidekicks	33	42	31	15	13
Average \$'s raised per rider (including sidekicks)	\$610	\$600	\$701	\$711	\$876

Along with hospice teams we have had many family and corporate teams support us over the years and they need to be thanked as well:

ARCH Angels
Hangover Crew
IRON Dames
Pee Wee Menchies
STJ Spirit Riders
Team Gailbraith
Team HD
Wheels of Steel

Brampton Cycling Club
Holy Dinah
JBH Chain Gang
Royal Bengal Riders
Team Anixter
The Simple Alternative
Team Josie
Via Ciclante

Coastbusters!
IPC Dream Team
Our Forte
Spandex Stars
Team Concept
The Speedlights
Turner & Porter

SPONSORSHIP

CASH AND IN KIND

THANK YOU TO OUR SPONSORS!

2017 RIDE SPONSORS



IN KIND SPONSORS



Securing Corporate Sponsorship funding continues to be a significant challenge for our foundation.

We have attempted to secure a 'title' sponsor, with a multi-year commitment, but have not been successful at finding a company willing to partner with us and provide some funding stability.

In late 2016 early 2017, we developed a new sponsorship presentation and held a brainstorming session to identify the broadest range of companies to approach for various levels of sponsorship. A master list of key contacts was developed, and numerous requests were made. Between our event management company and our board of directors, we approached more companies for sponsorship in 2017, but despite the additional effort, the results fell short of our goals.

We are still thankful for the cash and in-kind sponsors who help make our events a reality. In 2017, we secured 8 cash sponsors and 15 in-kind sponsors.

RAISING AWARENESS

HOW WELL ARE WE KNOWN?

We appreciate the dedication of our loyal and returning riders to this cause and have embarked on a strategy to increase our visibility within the charity rides.

In 2017, we invested in a social media campaign to tell our story and connect with Riding Clubs in the GTA. We also did more email outreach to current and past riders along with the hospice community. In early March, we had a booth at the well-attended Toronto Bike Show where people were surprised to learn that 2017 was our 13th annual ride.

We have a reciprocal sponsorship agreement with Hospice Palliative Care Ontario (HPCO) which helps us connect with hospice directors at their annual conference and via email. In 2015, THCF was recognized as “Outstanding Philanthropist” by HPCO at their annual conference. We continue to see synergy with this organization and have reached out to their board to explore collaborative options for the future.

We launched a new website in December 2016 to streamline rider registration, donations and tax receipts (www.thehealingcycle.ca). This new site also allows for better sharing of information with links to our social media accounts. We now have master contact lists and an email database of over 4,000 past riders and donors. And it is easier to maintain.

We also advertised in the Toronto Star, Facebook and select magazines achieving over 6.6 million media impressions.

So even though we ramped up our marketing campaigns, this didn't produce the results we were expecting to see.



OUR PEOPLE

CAN'T DO THIS WITHOUT THEM

There have been several changes to the Board of Directors and paid staff at THCF over the past 5 years.

The last Annual Report in 2012 announced the arrival of 3 full time staff members, funded in large part by a Trillium Grant. In 2015 and 2017, we applied for additional Trillium funding, but were unsuccessful.

The paid position of Senior VP – Development was eliminated when the results didn't exceed the costs of that position. When the Trillium grant ran out in 2015, only a skeleton staff of part-time interns was kept on supporting the essential administrative activities such as book-keeping and issuing tax receipts.

An event planning company was hired to help with many of the important aspects of executing an event of this scope. "Our Forte" managed the event in 2014 to 2016 and in 2017 SWI (Solutions with Impact) was chosen after a competitive proposal process.

I am proud of the dedicated leadership of the THCF Board of Directors, all volunteer positions, to help steer the foundation. They have continued to provide leadership and rolled up our sleeves to get a lot of work accomplished. Many of the board members also participate in the ride!

Board terms are two years in length with opportunities for renewal and as of December 2017 our Board of Directors is comprised of the following people:

Name	Role	Term(s)
Ron Kassies	Chair	August 2014 to July 2019
Gary Mistak	Vice-Chair	August 2014 to July 2019
Dayle Acorn	Secretary	August 2014 to July 2019
Robert Jessup-Ramsay	Board Member	February 2016 to February 2018
Lee St. James	Board Member	November 2016 to November 2018
Jacquie MacDougall	Board Member	November 2017 to November 2019

The board would like to acknowledge Dhiman Mitra for his many years of dedicated service as a board member for The Healing Cycle Foundation. After the completion of the 2017 ride, to which he dedicated hundreds of hours of time and expertise, he resigned from the Board to focus on his professional activities. His participation in helping us launch our new website, setting up our Google emails and file sharing system, mapping out the routes and rest stops and setting up route signage on the weekend of the event were invaluable and we wish him well in his career pursuits.

We have had 9 other board members support us over the 13 years and we take this opportunity to thank them as well for their assistance and leadership.

In addition to the board, it takes a dedicated team of volunteers to run the event on ride day and there are hundreds to thank for their help over the last 13 years. We are fortunate to have that support.

We are always looking for volunteers as it takes many people to make this a success. We need help during the year to plan the ride, manage our social media, and on the day of the ride. Please contact me at chair@thehealingcycle.ca if you have interest and expertise to share.

ABOUT US

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Charitable Registration Number:
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