

Hospice Dufferin revamping fundraising and communications with OTF grant

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Hospice Dufferin is revamping its fundraising and communications plan with the help of a grant from Ontario Trillium Foundation (OTF).

In 2021, Hospice Dufferin received a \$77,400 Resilient Communities Fund grant from the Ontario Trillium Foundation to hire a resource development communication coordinator.

RaDeana Montgomery was hired in June of 2021 to take on the new role.

With the new position, Hospice Dufferin is able to update their donor relations plan and increase their visibility in the community by supporting digital marketing, fundraising, and community outreach strategies.

“The impact of this Ontario Trillium Foundation grant cannot be underestimated,” said Maureen Reidler, executive director at Hospice Dufferin, in a press release. “This grant is very much needed for our organization. With the demand of palliative service during a pandemic, our organization needs someone in this position to focus on our fund development and help support the demands of our current employees' workload.”

Following the onset of the COVID-19 pandemic, Hospice Dufferin was unable to continue with their traditional in-person fundraising events. Each year, the local organization is responsible for raising 40 per cent of their operating budget.

As the resource development communication coordinator for Hospice Dufferin, Montgomery is helping adapt its fundraising strategy post-pandemic, reinventing and strengthening the fundraising plan while also diversifying revenue sources.

In addition to creating fundraising strategies, Montgomery will also be communicating with donors and potential donors to keep the community engaged with Hospice Dufferin and expanding their audience.

Hospice Dufferin said a communication plan is being developed that includes social media campaigns, enhancing volunteers' fundraising skills through mentorship and training, and establishing an evaluation tool to measure the effectiveness of new strategies.

“Hospice Dufferin provides our community with compassionate end of life and bereavement programs and support for their clients and families and loved ones. The Ontario Trillium Foundation's Resilient Communities Fund recognizes the challenges non-profit organizations like Hospice Dufferin have had in providing these important services safely during COVID-19,” said Sylvia Jones, MPP Dufferin-Caledon. “This grant will help Hospice Dufferin continue to develop programs and resources to meet the needs of clients and families during and after the pandemic.”

Funds and donations raised for Hospice Dufferin go directly to creating programs and services to help empower people living with life-limiting illness, their caregivers and the bereaved to live fully in the face of challenges.

To learn more about Hospice Dufferin visit www.hospicedufferin.com.