



Victoria Hospice

www.VictoriaHospice.org

NEWS RELEASE

For immediate release

December 15, 2011



VICTORIA HOSPICE RECEIVES NATIONAL RECOGNITION

Victoria, B.C. – As one of only 33 organizations nation-wide recommended as a *Top Pick Charity* by Charity Intelligence Canada, Victoria Hospice has been recognized as one of the highest impact giving opportunities available to Canadians.

The announcement came today from Victoria Hospice Executive Director Wayne Peterson. “We are extremely pleased at being selected,” enthused Peterson. “For 31 years, Victoria Hospice has been delivering on its mission to provide quality end-of-life care for all. We have always strived to be the best stewards of our donors’ precious dollars. It is wonderful to receive this recognition and to be able to demonstrate our ongoing commitment to our supporters and to the community.”

Among the criteria used to determine which charities are chosen as Top Picks is the percent of donations spent on fundraising. According to Charity Intelligence’s research, the average is 35 percent – or 35 cents of every dollar raised – with some charities as high as 50 percent. In contrast, Victoria Hospice’s cost of fundraising is only 19 percent.

“After rigorous and independent analysis including due diligence, assessment of transparency and accountability, cost efficiency and charity results ... Charity Intelligence is most pleased to announce that Victoria Hospice has been selected as a Ci Top Pick Charity 2011,” noted Greg Thomson, Director of Research for the agency. “Victoria Hospice excels in addressing a social issue, is cost efficient and, most importantly, has a track record of producing outstanding results for Canadians in need.” Charity Intelligence is a national independent agency that, since 2006, has been reviewing charities in an effort to identify those that are the most impactful and deserving of donations from the public.

Since 1980, Victoria Hospice has provided end-of-life care focused on palliative treatment. Hospice nurses, counsellors, spiritual caregivers, physicians and trained volunteers provide comfort for patients and support for their families, rather than a cure for progressive and life-limiting illness. Generous support from individuals, businesses and organizations in our community help to fund roughly half of Victoria Hospice’s program costs. To make a donation, call 250-952-5720 or visit www.victoriahospice.org.

This is the third time Victoria Hospice has been recognized for its work by Charity Intelligence. The agency’s 33 top picks for 2011 were selected from an initial pool of over 200 charity contacts. A full report of all of the recommended charities, including selection criteria, is available from the Ci website at www.charityintelligence.ca.

- 30 -

Contact:

Rob Janus, Manager
Communications, Marketing & Public Relations
Victoria Hospice
p. 250-370-8813 c. 250-812-8247
robert.janus@viha.ca