



PAUL PALETTA
CHILDREN'S
HOSPICE



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Major Gifts Specialist

Who we are

- Kemp Care Network has been a leader in hospice care for over 30 years.
- The life and work of Dr. Bob Kemp drives everything we do. He believed that no one should face the end of their life without the necessary care and support.
- It's why we're pushing to fill a care gap in our community for infants, youth and their families.

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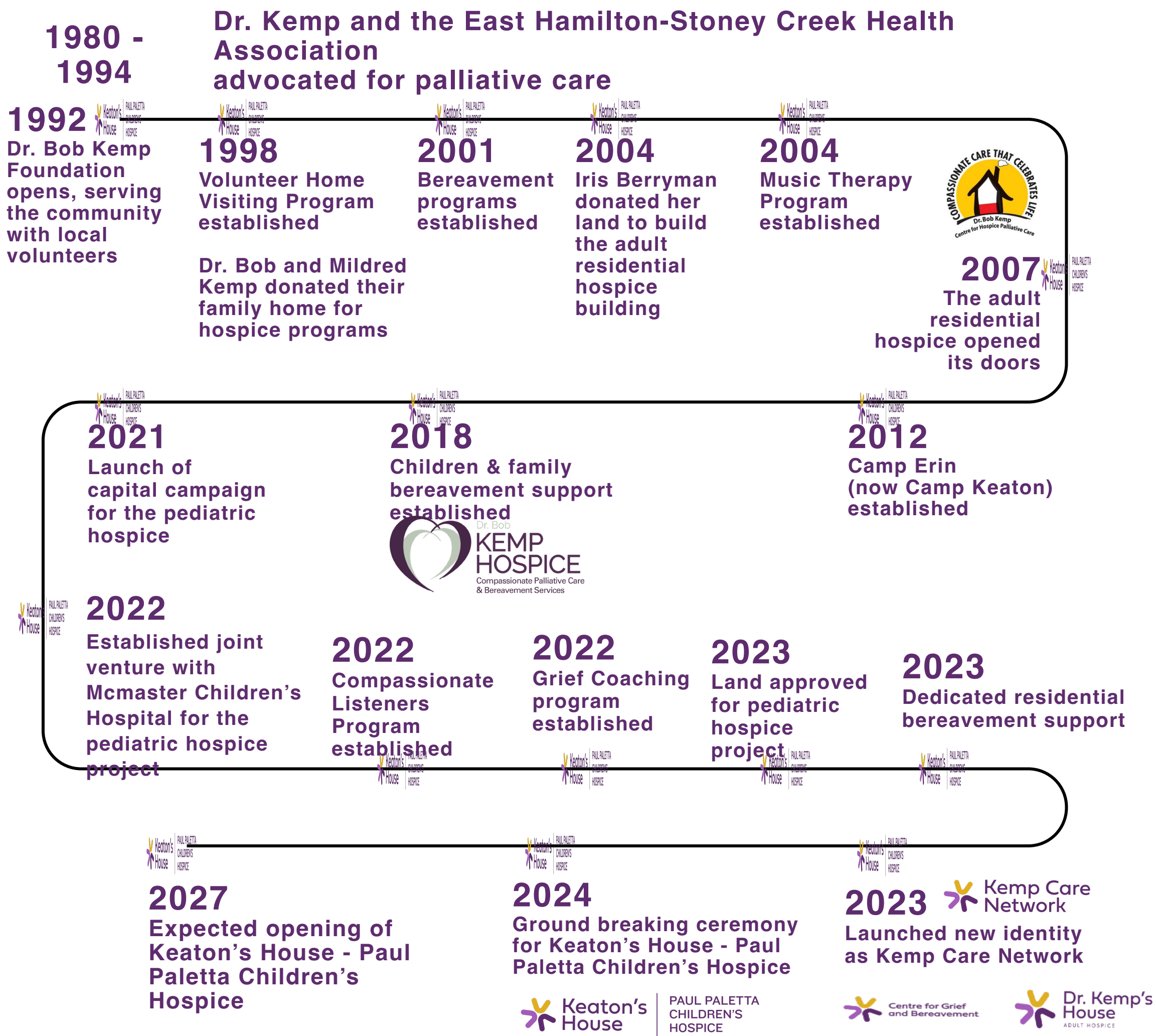
2018



2024



Our Journey



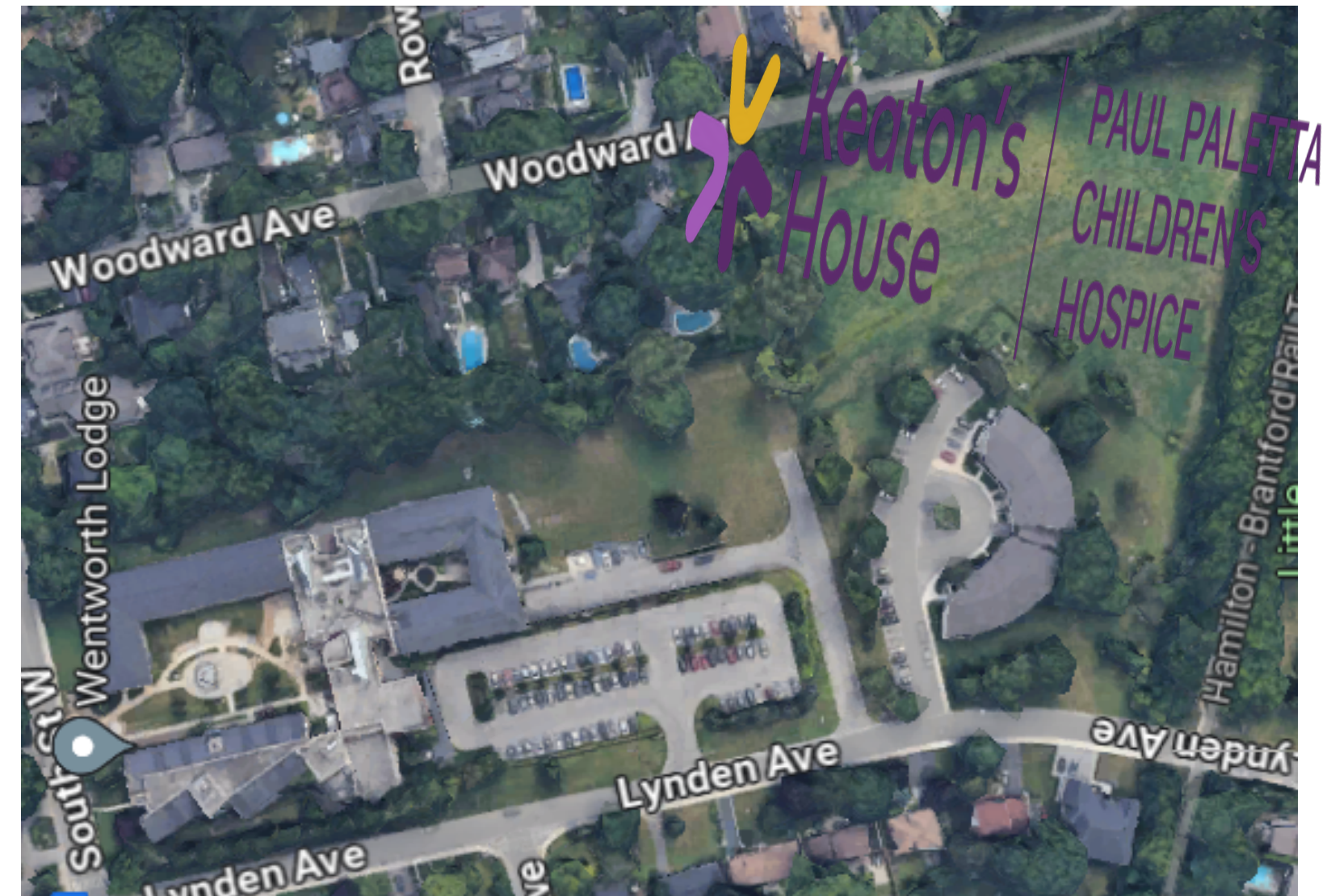
Current Gap

- Currently in South Central Ontario, there are gaps within the healthcare system where children with serious illnesses and their families do not receive the support they so dearly need.



Our Solution

- Keaton's House – Paul Paletta Children's Hospice will serve this critical need. It will be a safe place where young patients and their families will have the care and services they need, including through a pediatric palliative care team with the proper suite of tools.
- Keaton's House will be built on land secured through a 50-year lease with the City at \$25,000 per year.



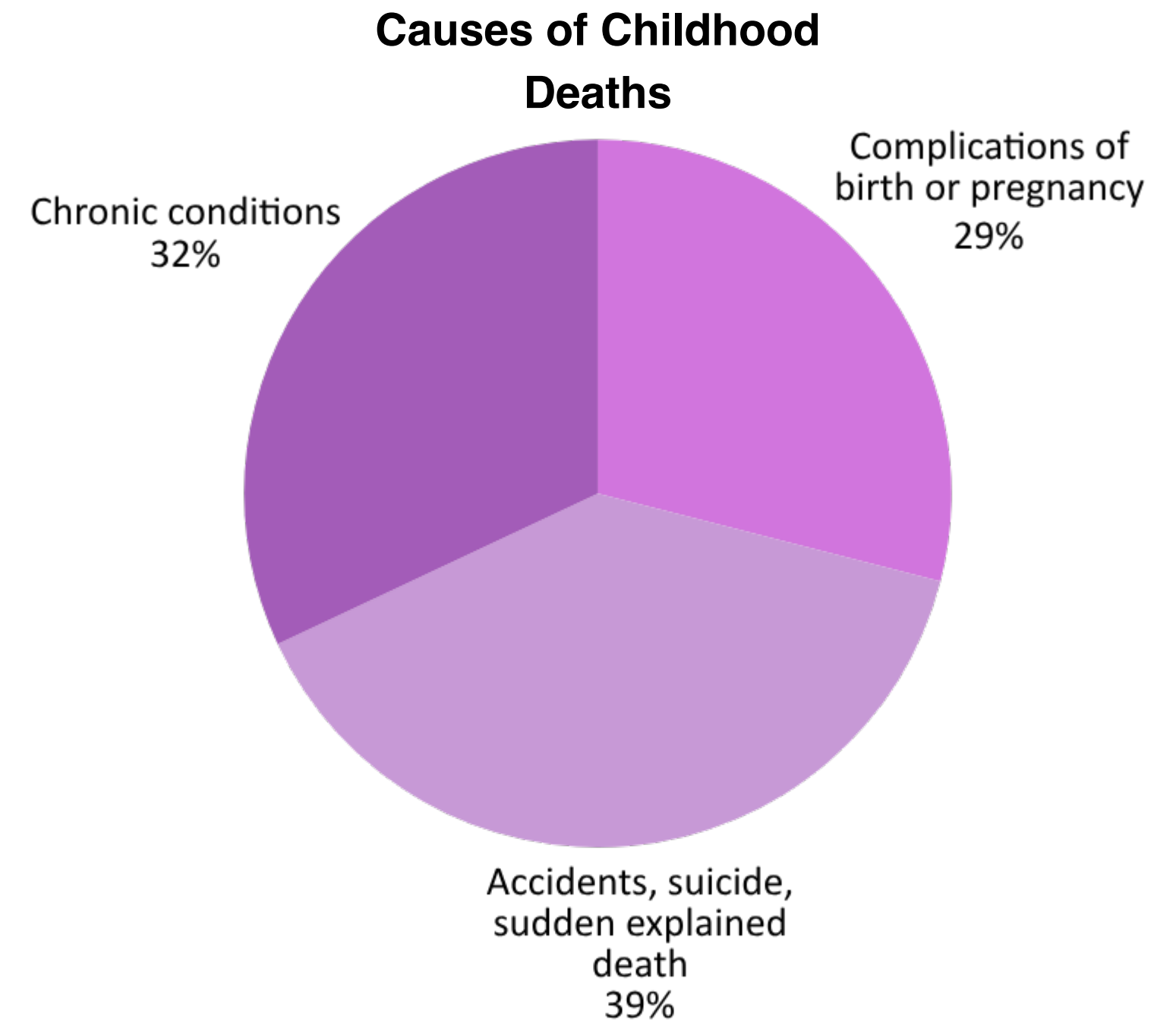
Our Plan

- To build a children's hospice that will embrace children, families, and caregivers throughout their journey by providing a comfortable, supportive second home filled with love and the diverse resources needed to support the unique needs of children with serious illnesses.
- Keaton's House - Paul Paletta Children's Hospice, will be a community hub for days, weeks or perhaps years. With state-of-the-art design, children and their families may stay for days or weeks for end-of-life or respite care, drop-in for symptom management, medical clinics or day programming and most certainly remain part of the hospice family for the duration of their journey and beyond, including bereavement supports.
- While the hospice will be located in Hamilton, an estimated 1,000 children in Southcentral Ontario will have access. In addition, the hospice will be critically located within a 10 minute drive to McMaster Children's Hospital.



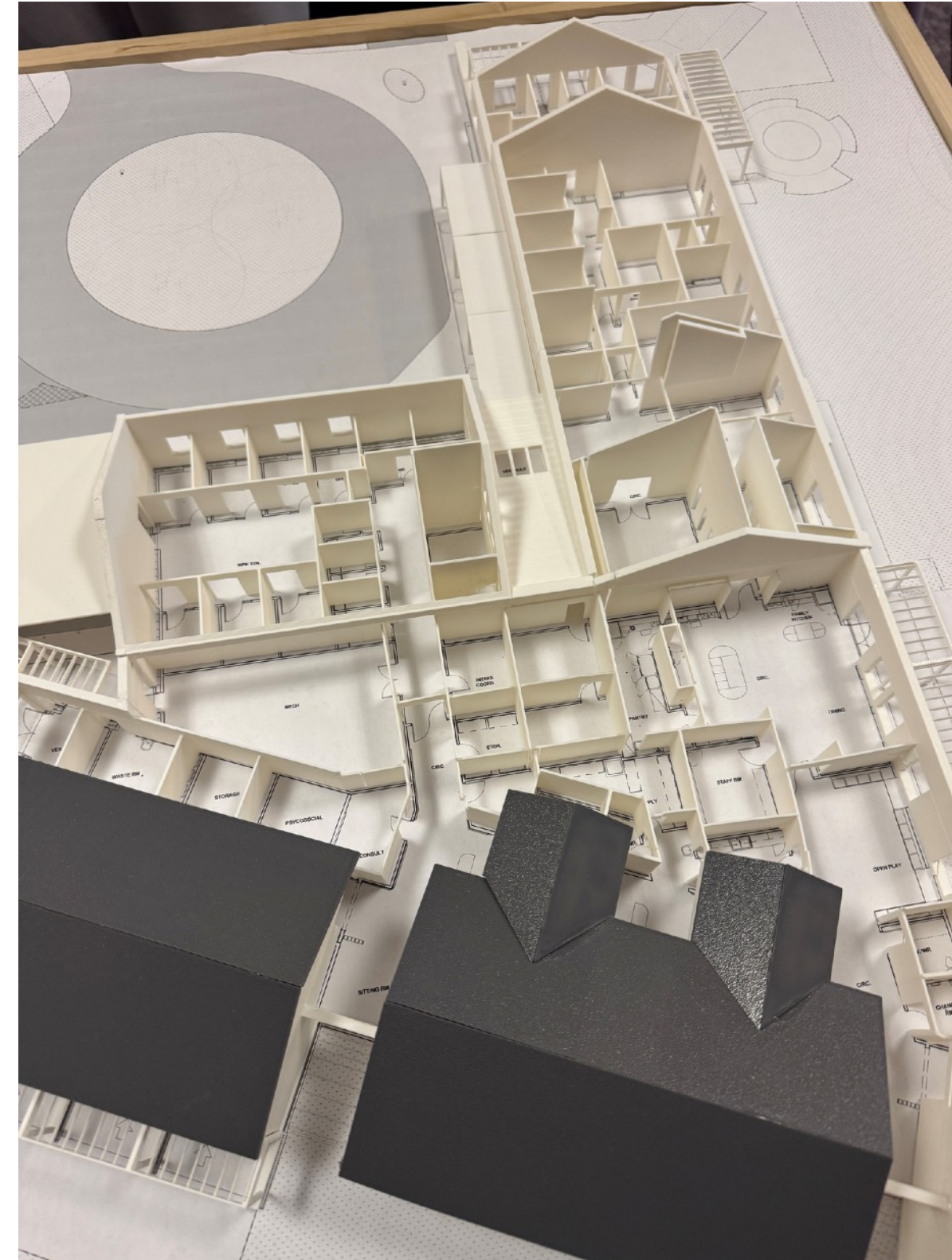
Who we'll serve

- We seek to design Keaton's House in a manner that can serve as many families as possible experiencing serious childhood illness and loss, regardless of their specific circumstances.
- Sadly, 200 infants, children and youth in our region die each year, most at McMaster Children's Hospital, and it is estimated that, at any time within our area, there are 1,000 children/youth living with serious illnesses who would benefit from the specialized and integrated services of a pediatric hospice.
- This is expected to equate to approximately 20 deaths and 350+ inpatients per year at Keaton's House.



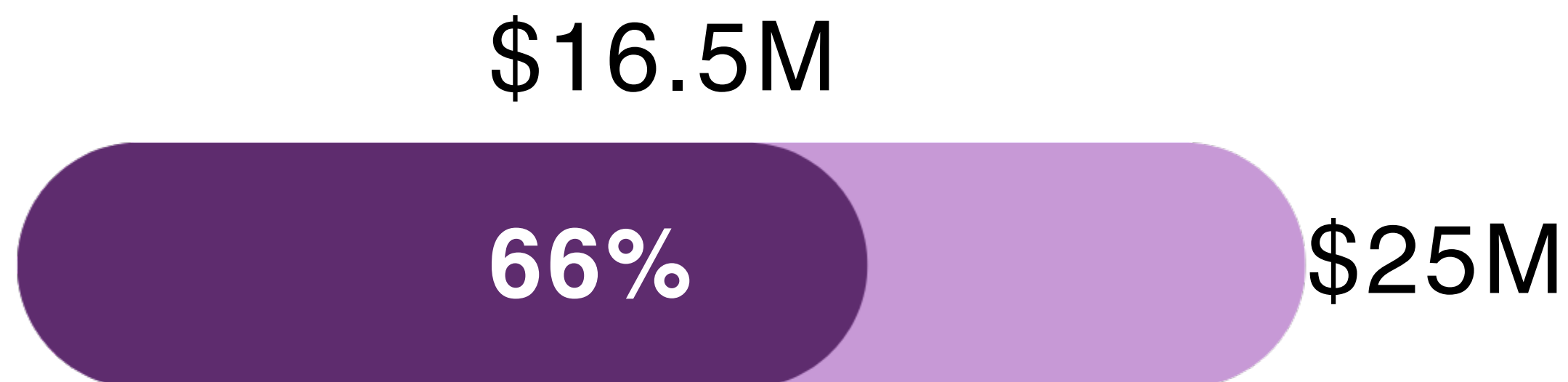
Services that will be offered

- 10 bed residential suite wing for end-of-life, respite, pain and symptom management
- Community wing for outpatient programs, medical clinics and the Grief and Bereavement Centre
- Bright and accessible play and gathering areas, both inside and out
- Multiple garden spaces
- Private and quiet areas for families
- Classrooms and activity space
- Space for complementary therapies such as physical therapy, recreation, music and art
- Access to experts and resources for families and caregivers



The campaign

- We've set a bold \$25 million campaign goal, with funding needed from leaders, industry, and grassroots sources, as government support covers only 10% of capital costs



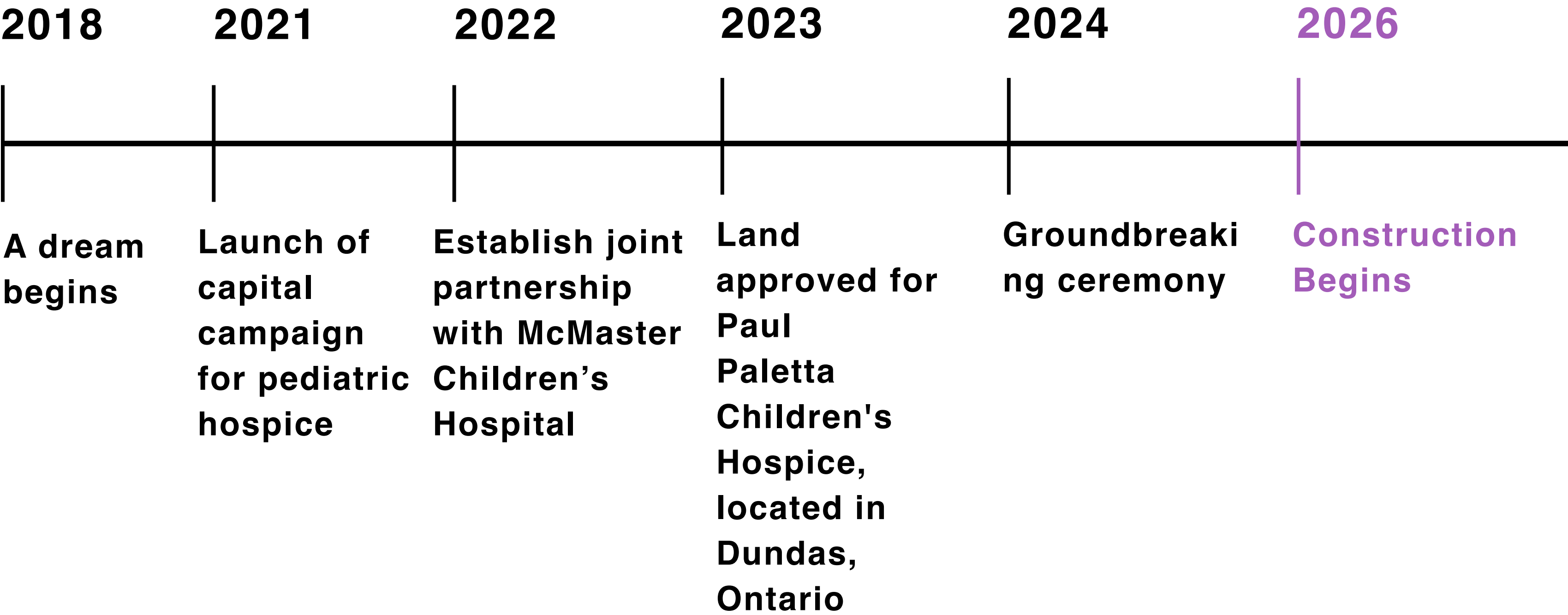
Meet our lead donor

- In August of 2022, our campaign received its lifeline. We received a transformational donation of \$5 million from Paul Paletta, CEO and president of Alinea Group Holding Company and founder and president of the Paul Paletta Foundation. Through Paul's tremendous contribution, the gap in care that patients and families experience came closer together.



**Paul
Paletta**

Campaign timeline



Construction update

- early site work is underway, including select perimeter clearing
- site is being prepared for construction fencing and an accessible sidewalk
- upcoming work includes grading, underground services, geothermal installation and foundation work



*Rendering - subject to change

Community Campaign: building awareness and momentum

Alongside major gift conversations, Keaton's House is being introduced to the broader community through a targeted awareness and fundraising campaign across South Central Ontario.

Completed

- Community mailer delivered to targeted households
- Organic social media updates
- Digital screen campaign in residential buildings across key markets
- CTV/streaming video ads
- CHCH media campaign, including daytime spots and a Morning Live interview



Underway

- Video ad campaigns on social (Facebook and YouTube) and CTV/ Streaming Video
- Search ad campaign on Google



Planned/Ongoing

- Ongoing donor and community stories
- Media outreach tied to project milestones
- Social, newsletter and partner amplification

QUESTIONS?



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House

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Thank you
Information at:

www.kempcarenetwork.org/capital-campaign/