

Participant Event and Fundraising Manual



**2011 Easter Seals
Drop Zone London
Presented by
Libro Financial Group**

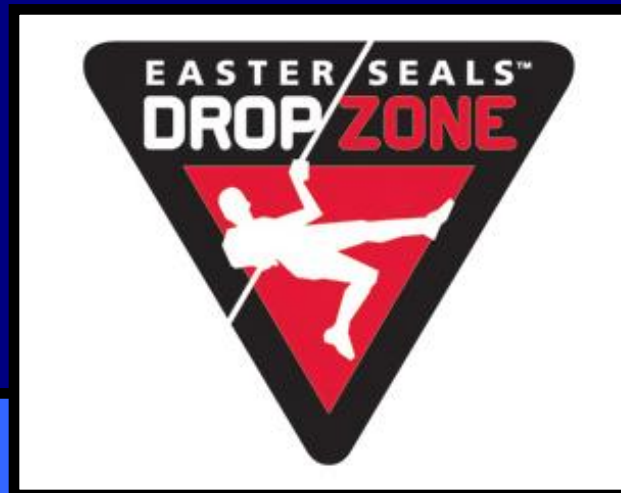


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**EASTER SEALS DROP ZONE LONDON
PRESENTED BY LIBRO FINANCIAL GROUP
THURSDAY, SEPTEMBER 29, 2011**

INTRODUCTION

In its 1st year in London, the Easter Seals Drop Zone Presented by Libro Financial Group is London's most unique and exciting fundraiser, offering participants a thrilling chance to rappel down the tallest building in London – One London Place at 255 Queens Ave! **The 2011 Easter Seals Drop Zone London is taking place on Thursday, September 29, 2011.**

Now that you've registered, all you have to do to get you over the edge of the One London Place is raise a minimum of \$1 500 in support of Easter Seals Ontario. We understand that fundraising can seem more daunting than say, rappelling down the side of a building, so we have created this manual to help you along the way. All participants will also receive a mandatory two-hour rappel training session at Camp Woodeden in the weeks prior to event day. You will be contacted in the months to come with your training time.

Fundraising in support of a great cause can be extremely rewarding as you set and accomplish your goals. Not to mention the great feeling you'll get from helping support children, youth, and young adults with physical disabilities in London.

In addition to this manual, we are available to answer your questions, give support, and offer fundraising advice. For more information, please feel free to contact:

Alison Badhwar

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Easter Seals Ontario
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THE CAUSE

"Easter Seals has shown me that I can do anything!" says 11 year old Hayley Redmond



Hayley is just one child who has benefited from the services of Easter Seals programs and services. Thanks to the help of supporters like you, Easter Seals has been able to provide inclusive and engaging opportunities for kids with physical disabilities through summer camps and active living programs, as well as specialized mobility and access equipment.

Easter Seals is committed to enhancing the lives of kids with physical disabilities. At our fully accessible camps, kids and youth learn about themselves and the potential of their abilities. The facilities are designed to ensure that everyone, no matter their disability, has the support they need to have the time of their lives, gain confidence and a sense of independence, challenge themselves and cultivate meaningful friendships.

Kids are asked to get out of their comfort zones to overcome fears and try new things.

The summer camps have what you would normally expect: camp fire stories and songs, swimming, kangaroo court, structured activities and so on. But have you ever attended a camp with a climbing wall, high rope course or giant swing – all fully accessible to kids with disabilities? Or how about a camp with a counsellor to camper ratio of two to one?

Every summer, more than 6,000 kids attend one of 22 Easter Seals camps. We also offer active living opportunities throughout the year, which include sport and social activities.

By committing to raise a minimum \$1 500, you are providing independence building opportunities for kids with physical disabilities in Ontario.

Thank you for making a difference!

For more than eighty years, Easter Seals, a registered charity, has been dedicated to serving Canadians with disabilities, striving to ensure that no one is left behind. More than 100,000 Canadians and their families annually access programs and services provided by Easter Seals organizations across Canada.

In addition to camp and active living, Easter Seals' services include the provision of specialized mobility and access equipment such as mobility aids, assistive technology, adaptive computers, augmentative communication devices and adaptations to homes and vehicles for wheelchair accessibility.



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SETTING A FUNDRAISING GOAL

FUNDRAISING GOAL WORKSHEET

Pledges

How many donors do you hope to have? _____

What is the average donation you expect from each donor? _____

X

Total funds raised through pledges: _____

Fundraising Events

Estimate: \$ _____

Estimate: \$ _____

Estimate: \$ _____

Estimate: \$ _____

TOTAL

\$ _____



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COLLECTING PLEDGES

SOLICITING PLEDGES ONLINE

Online fundraising is one of the easiest ways to raise money. Once you have registered online as a Drop Zone participant, you have access to the Easter Seals Drop Zone online pledging system. Through your online account you will be able to upload your current e-mail address book contacts or select specific contacts to send donation request e-mails. You may also request that an e-mail just be sent to you, so that you may forward it through your individual contact lists on your own. Your contacts will be able to make a donation by credit card through a link that is included automatically in the e-mail. Donors will even receive a tax receipt for their donation via e-mail within a few minutes of making a donation. It's that easy! Here is how to start collecting pledges online:

1. My Donation Page

Once you register online, you will have a personal donation page, which can be customized. Include your favourite picture and a personal message to send to your family and friends!

2. Ask Others to Sponsor You

Send an e-mail to your friends, family, co-workers, and other contacts with the link to your online donation page.

3. Wait for the Support to Flow in

A link to a secure donation form will be included in the e-mail you send through the donation page.

Another way to reach an even bigger audience is by creating a blog, or through a social networking site such as Facebook, Twitter, or MySpace. The possibilities are endless!



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COLLECTING PLEDGES

SOLICITING PLEDGES OFFLINE

All participants will receive a **2011 Drop Zone London Pledge Form** to collect offline donations with. Participants can retrieve additional copies of the pledge form by contacting Alison Badhwar at abadhwar@easterseals.org or at 519.432.9669 ext. 226.

When you receive an offline donation in the form of a cheque, please ensure it is made out to **Easter Seals Ontario**. Participants can submit donations any time between now and the submission deadline of event day, **September 29, 2011**.

Here's how to get started collecting pledges offline:

1. Talk to your employer

Let your employer know what you are doing and ask them to sponsor you. Also ask about a Corporate matching program; some employers will match dollar-for-dollar any fundraising an employee does for charity

2. Get together with family and friends

Get creative; rather than just calling everyone up and asking for donations, you could host a dinner party and ask that everyone provide a minimum donation.

3. Reach out to your community

4. Always be prepared

Keep your pledge envelope on you; you never know whom you may run into!

Receipts will be automatically issued for donations of \$20.00 or more. Please ensure that the complete name, mailing address, and phone number of each donor is printed clearly on your pledge form.



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ORGANIZING FUNDRAISING EVENTS

FUNDRAISING 101

When organizing an event, answering the following questions will help you plan and execute a successful fundraising event:

- **What is the event?**
- **Who is your audience?**
- **How much money can you expect to make?**
- **When will the event be held?**
- **Where will the event be held?**
- **How do I promote the event?**

FUNDRAISING IDEAS!

Think of everyone you know who potentially could give a donation: family, friends, contacts, and suppliers at your work. Set a goal, aim to get in touch with ten of those people a week between now and Drop Zone.

Start off your fundraising by pledging yourself!

Keep a pledge form outside your office door with a visual sign explaining what you are doing. People are inspired by outrageous acts of goodwill!

Recruit family members and friends to help you fundraise. That way, you can have access to their network of friends and contacts too!

Tell people about what you are doing! Dressing up as a superhero and rappelling down a building for Easter Seal kids makes great conversation.



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GREAT TIPS TO REMEMBER

Encourage all your supporters to hand in their pledge money before the Drop Zone event. This will make your life so much easier, and you won't have to chase anyone down. Participation, incentives, and prizes are based on monies received the day of the event – September 29, 2011.

Develop your own unique fundraisers. Talk to your Human Resources Department or internal Social Committee if you haven't already and ask for their support. Your company wants to create morale and excitement among the staff, and this is a great opportunity for that as well as helping Easter Seals children and youth with physical disabilities!

Here are some unusual, easy fundraising ideas:

Climb for Charity!

Climb or race up the stairs with your co-workers to your office instead of taking the elevator. Get other co-workers to contribute for every floor you reach.

Candy Counters Challenge

Count the jellybeans (or any other candy you think is fun and colourful) in the jar. Have everyone make guesses for donations. Dress up the jar so that it stands out and is fun. Promote the contest through internal email for more participation and challenge.

50/50 Draw

Tag this promotion onto another staff event you have coming up, so you can announce the winner! Sell tickets to your co-workers, and then ½ the proceeds is the prize!

Casual Days

Pick a day of the week to be "Casual Day" or "Drop Zone Dress Up Day" and have your staff make donations to your cause.



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Toonies from visitors

Leave a collection jar at your office reception area with a Drop Zone poster explaining what you or your company is doing. All clients can make donations as you show them into the meeting.

Kid Photo Contest

Try this fun contest to raise extra dollars. Ask participants to bring in a childhood photo of themselves and challenge staff to identify who's whom. Make each guess for a certain amount and the prize can be part of the profits, or a donated prize!

HOW EASTER SEALS CAN HELP

- We can provide speakers, roll banner signage, posters and pledge forms for your events/fundraisers.
- We also have wonderful videos all about Easter Seals and what we do that you can show at your fundraising events.
- We can communicate your upcoming events to other teams, sponsors, and the Easter Seals families.



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ONE LONDON PLACE A SIFTON PROPERTY

255 Queens Ave. London, Ontario

(The actual rappel is off the south/west corner of Queens Ave and Wellington Rd)



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THEME AND COSTUMES

The Easter Seals Drop Zone London presented by Morguard follows a “Superhero” theme. We encourage you to dress up as your favourite superhero, or use this high profile event to wear your company’s logo.

Here are some ideas to get you started:

- Superman
- Batman & Robin
- Batwoman
- Catwoman
- Spiderman
- The Bionic Woman
- James Bond
- The Dark Knight
- Teenage Mutant Ninja Turtles
- The Spirit
- The Hulk
- Wonder Woman
- Lara Croft
- Any of the X-men
- Captain Marvel
- Daredevil
- Zorro
- Hercules
- Mr. Incredible
- *Or make up your own...*

You can either rent a costume or get really creative and make your own. There are prizes for the **Best Male** and **Best Female** costumes.

Note: We encourage you to wear clothing that allows you to move around easily and non-marking sneakers. Costumes or pieces of costumes may need to be removed for safety purposes – subject to technical staff at the event.

REWARDS AND PRIZES

The greatest reward for being a superhero is to know that you have helped children, youth, and young adults with physical disabilities!

There are also prizes for:

Top Fundraising Individuals

Top Fundraising Team

Best Spirit



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IMPORTANT INFORMATION

EVENT DATE & RAPPELLING TIMES

The Drop Zone will take place on Thursday, September 29, 2011. The event will run from approximately 8:00 a.m. to 5:00 p.m. You will be informed of your exact rappel time at least two weeks prior to the event. We will try our best to accommodate requests.

RAPPELL RESTRICTIONS

All participants must be eighteen years of age or older on event day (September 29, 2011). Additionally, there is a rappel weight restriction of 275 pounds. If you weigh over 275 pounds but are interested in participating please contact the event management. The rappel instructors reserve the right to refuse participants based on these parameters for safety reasons.

TRAINING DATES & TIMES

Each superhero is required to attend one mandatory two-hour training session to learn the techniques of rappelling. This will be held at Camp Woodeden in London, ON. The training session schedule will be sent out closer to the training dates, which will all be in September 2011. **EVERYONE MUST BE TRAINED.** If you are from out of town or have a physical disability please notify event management to make arrangements.

WAIVER FORM INFORMATION

All superheroes must sign an event waiver, a photo release waiver, and a building waiver, in order to participate in the 2011 Easter Seals Drop Zone in London. When registering online, you will be required to accept an online waiver. People who do not sign the required waivers on event day will not be allowed to participate in the event.

INFORMATION PRIVACY POLICY

We appreciate your support for the 2011 Easter Seals Drop Zone London. We treat your personal information with respect. We do not rent, sell, or trade our mailing lists. The information you provide will be used to provide tax receipts, to contact prize winners where applicable, and keep you informed of other events in support of Easter Seals Ontario. If at any time you wish to be removed from our list, simply contact us at 1-800-668-6252.

TAX RECEIPTS FOR YOUR SUPPORTERS

Online Donations: A link to a secure donation form will be included in the e-mail you send through your donation page. When an online donation is made, a tax receipt will be sent to the donor instantly by e-mail. Online donations can be made by any major Credit Card only.

Offline Donations: Participants can submit donations anytime between now and the submission deadline (event day), September 29, 2011. On the day of the event, please bring in all of your outstanding offline pledges and pledge forms to the Registration Area where they will confirm your total amount raised. **All participants must raise the minimum amount of \$1 500.00 by event day in order to rappel.** When you receive an offline donation in the form of cheque, please ensure it is made out to *Easter Seals Ontario*. All offline donations of \$20 or more, made through pledge forms (cash or cheque) will receive a tax receipt from Easter Seals Ontario within 4-6 weeks after the event. Please remember to tick off the "Y" on your pledge form for donations that need a tax receipt.



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FREQUENTLY ASKED QUESTIONS

Is this legal?

Yes! All appropriate authorities have been notified and permits as well as insurance are in place.

Will someone train me?

Yes, prior to your rappel you will be required to attend at least one mandatory training session provided by the highly trained experts at Coyote Rock Gym. The day of your rappel, you will also go through a review of the safety steps that will ensure you have a safe and fun rappel.

How safe is this?

As with everything, there are risks. It is important that you take the proper training, listen to your rappelling instructors, and follow their directions. Everyone involved with your rappel has professional training and accreditation and every effort has been made to ensure you have a safe rappel.

How fit do I have to be to rappel?

You need to be reasonably healthy to rappel although you do not have to be physically fit. The speed of descent is controlled by technique rather than strength. The only limitations we have are by the size of the available harnesses. If you have special needs, please contact Krystal Wallace at 613.226.3051 ext. 222 or kwallace@easterseals.org and she will be happy to discuss the options and possibilities with you.

Can I rappel if I have a physical disability?

Absolutely. If required, a trained expert will rappel with you to provide assistance.

How long will it take me to rappel?

This will vary from building to building. The taller the building the longer it will take for you to reach the bottom. You determine your comfort level of speed you wish to repel. The experts estimate that it will take you any where from 5 – 10 minutes, based on the building and the level of your experience.

Can my family and friends come see me rappel?

Of course! We welcome your family and friends watch you be a Superhero for Easter Seals kids by rappelling down your local building! Check with your local organizers where the safe viewing areas will be set up.



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Do I need special gear or clothing?

All essential equipment will be provided, however we encourage you to wear tighter fitting comfortable athletic clothing and non-marking sneakers.

Will there be people there to help me?

Yes, highly trained experts will guide you through the whole process.

Is there an age requirement?

Yes, you must be at least eighteen years old on event day to participate.

Is there a weight limit?

If you weigh more than 275 pounds, please let your Drop Zone manager know.

Will I be strong enough to hold the rope?

Yes, the speed of descent is controlled by technique rather than strength.

What if I get tired and want to stop?

You can stop to rest quite easily by using the proper technique. Also, either the top or bottom rappelling instructor can also stop you.

What if I let go of the rope?

If you let go of the rope one of two safety systems will engage. Either the self-locking mechanism at the top will stop you, or the person at the bottom will brake for you. Depending on where you let go of the rope, you can expect to rappel 4 or 5 feet before the safety system engages.

Will I burn my hands on the rope?

The friction generated by the rope against your gloves will cause your hand to get hot. Start rappelling slowly to gauge how much heat will be generated. Once again, good technique will reduce how much heat is generated from friction.

What if the rope breaks?

The rope won't break, or get cut. The rope is designed to hold 4500 kilograms. In addition, every possible safety precaution has been implemented to ensure your safety and success during this event. Certified experts, back-up safety lines, participant training, frequent on site safety checks and many other precautions will be taken prior to and during your rappel.



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