



# CHALLENGE YOURSELF and change lives

[TheDropZone.ca/toronto](http://TheDropZone.ca/toronto)

**2018 Drop Zone Toronto  
Presented by Artis REIT**

**RAPPELLER GUIDEBOOK**



[TheDropZone.ca/toronto](http://TheDropZone.ca/toronto)

# Thank you for being a superhero for kids with physical disabilities!

## Drop Zone 2018

Easter Seals Drop Zone Toronto is a unique and exhilarating fundraising event that encourages ordinary individuals to become superheroes for a day. Participants step outside their comfort zones and face their fears by rappelling down from the top of a building, while raising a minimum of \$1,500 for Easter Seals kids.

The rappel is facilitated by *Tacten*, a company whose staff are fully certified and highly-trained in rappelling and rope access. Every possible measure is taken to ensure the safety of the rappellers as they challenge themselves and change the lives of children and youth with physical disabilities.

In 2018, Drop Zone is taking place in seven cities across Canada including Ottawa, Regina, Winnipeg, Victoria, Vancouver, Halifax and Toronto.

## The Details

**When:** Thursday, October 11, 2018 (Rain date: Friday, October 12, 2018)

**Where:** Artis REIT - 415 Yonge Street, Toronto

**What:** A dizzying, knee-shaking, pulse pounding rappel down the outside a downtown sky scraper, while astonished onlookers gaze up into the sky in amazement.

**Who:** Anyone 18 years old and over who is willing to step outside their comfort zone and face their fears!

**How:** By raising a minimum of \$1,500, participants earn the opportunity of a lifetime to participate in this truly unique and exhilarating event.

**Why:** That's a great question! To raise money for children and youth with physical disabilities in Ontario.

Whether it's providing funding to help a child get a wheelchair so they can attend their local school, or offering them the chance to make new friends and try thrilling activities at our fully accessible summer camps, the money raised at Drop Zone will help give kids with physical disabilities the chance to focus on what they can do rather than on their limitations. Easter Seals Ontario relies on the generosity of public donations to offer its programs and services for kids with physical disabilities. Together, we are helping kids BE KIDS. For more information visit [EasterSeals.org](http://EasterSeals.org).



## Rappeller Training Sessions

Prior to your rappel on event day, you will be **required to attend at least one mandatory training session** provided by our highly trained experts. This training session will allow you to familiarize yourself with the equipment that you will use and also meet some of the technical crew who will assist you on the day of the event. Training sessions will take place at **The Rock Oasis**.



### Training Session dates:

Date	Time
Tuesday, October 2	12 noon to 2:00 p.m.
Tuesday, October 2	6:00 p.m. to 8:00 p.m.
Thursday, October 4	12 noon to 2:00 p.m.
Thursday, October 4	6:00 p.m. to 8:00 p.m.

Sessions are booked on a first come, first serve basis. To book your training session, please contact **Jessica Simpson** at [jsimpson@easterseals.org](mailto:jsimpson@easterseals.org) 416-421-8377 ext. 311.

When you attend your training session, please wear comfortable clothing and running or climbing shoes. If you have any concerns about the costume you plan to wear for your rappel, please bring it to your training session and our technical crew will determine if there are any safety issues.



## Frequently Asked Questions

### **Is this even legal?**

Absolutely! All necessary permits, approvals and licenses are in place. There's nothing to worry about, except rappelling from the top of a building!

### **Do I have to be a superstar athlete to do this?**

Not at all. Whether you're an average Joe couch potato, a weekend warrior, or a seasoned athlete, Drop Zone is for you. Your descent is controlled by technique, rather than strength.

### **How old do I have to be to rappel?**

You must be 18 years of age or older by Tuesday, October 9, 2018 to participate in Drop Zone. No ifs, ands, or buts about it!

### **How safe is this? I won't free-fall from the top of the building, will I?**

Our technical crew is highly-trained, fully certified and extremely experienced. Every possible measure is taken to ensure the safety of our rappellers. You control your own descent with a rappel device. If you pull too hard, the device will lock. If you let go of the device, it will lock. If you start to rappel too quickly, the device will lock. If you let go of the rope, the device will lock. If you get tired and want to rest, the device will lock until you reset it and resume your descent. In other words, your device is created to help ensure you descend safely under any and all circumstances.

### **Will someone teach me how to do this?**

Yes. Prior to your rappel, you will be **required to attend one mandatory** training session provided by our highly-trained experts. On the day of your rappel, you will also go through a thorough review of the safety precautions to ensure that you have a safe and fun rappel.

### **How long will it take me to rappel?**

Depending on your comfort level, it can take anywhere from five to 15 minutes to go from top to bottom.

### **Can my friends and family come to cheer me on?**

Absolutely! The more the merrier. Plus, if no one witnesses this, do you really think they're going to believe you when you tell them that you rappelled down the outside of a downtown Toronto office tower during rush hour?

### **How early should I arrive before my rappel?**

You should arrive about one hour before your rappel. This will give you time to check in, submit any offline pledges, have a snack in our Superhero room, change into your costume (unless you already rode the subway dressed like Spiderman), and get fitted for your harness, helmet and gloves. You will also have the opportunity to take a final practice rappel down our training wall just to make sure you're comfortable.

### **Do I need to wear any special clothing or gear?**

Besides some brightly-coloured superhero spandex? We do recommend that you wear tighter-fitting athletic clothing that allows for good mobility. Non-marking, rubber soled shoes or boots are also preferred.





### **Can I wear a costume? What about a cape?**

Absolutely! In fact, we encourage it. When else can you dress like a superhero and rappel down a building? Take advantage of this once-in-a-lifetime opportunity and have fun! Here are some ideas to get you started:

- Superman
- Batman or Robin
- Captain Marvel
- Batwoman
- Catwoman
- Daredevil
- Spiderman
- The Bionic Woman
- Hercules
- James Bond
- The Dark Knight
- Teenage Mutant Ninja Turtles
- The Hulk
- Wonder Woman
- Mr. Incredible

While we encourage you to get creative with your costume, safety comes first. If you're unsure about your costume, cape or superhero accessories, feel free to bring these items to your training session and our technical crew will determine if there are any safety issues. Certain costume pieces or accessories may still need to be removed on the day of the event, depending on the conditions. Our rooftop technical crew will make the final call.

### **What do I have to fundraise in order to rappel?**

First time rappellers must fundraise (or pay) \$1,500 in order to rappel. For 2018, returning rappellers have a minimum fundraising of \$1,000 in order to participate. All funds must be submitted by event day on Thursday, October 11, 2018.

### **What if I am part of a team? How much does my team have to raise?**

Forming a corporate team is easy! Simply visit [thedropzone.ca/toronto](http://thedropzone.ca/toronto) to register, set your team's fundraising goal and create your team's fundraising page. Joining together as a team allows you to combine your fundraising efforts and reach your collective group goal.

### **How about prizes? Everyone loves prizes!**

You're in luck! Drop Zone Toronto will feature amazing prizes. Prizes will be awarded for:

1. Top Individual Fundraiser
2. Top Fundraising Team

***\*Check [thedropzone.ca/toronto](http://thedropzone.ca/toronto) often for announcements and updates on prizes, incentives and fundraising challenges.***



## Fundraising 101

Participation in the 2018 Drop Zone Toronto requires rappellers to fundraise or pay the \$1,500 minimum (\$1,000 for returning rappellers).

### Tried and True Fundraising Strategies

1. Start fundraising early! Give yourself plenty of time to solicit pledges and generate support. The more time you allow yourself to fundraise, the more likely you are to reach your goal.
2. Ask your friends, family members, co-workers, business associates, clients, friends, local businesses you frequent, and anyone else you can think of that might support you. It never hurts to ask!
3. Make your ask sincere. Let people know why you are participating in Drop Zone. Explain what the cause means to you and why it's so important to you that people support Easter Seals Ontario.
4. Encourage others to join you and create a team. Many companies will offer to match funds when their employees get together to fundraise for a charity. You could double your fundraising with no additional effort! Being part of a team also promotes camaraderie and makes your day much more enjoyable.
5. Create your own webpage or Facebook group explaining what you are doing, why you are doing it, and how people can support you. Encourage your friends on Facebook to 'like' your group.
6. Approach local businesses for donations. Please note that you should make it clear that you do not work for or represent Easter Seals Ontario. Instead explain that you are participating in an event that requires you to fundraise to participate.
7. Don't underestimate the effectiveness of some traditional fundraising techniques: 50/50 draws, car washes, card tournaments, garage sales, bake sales and casual days at the office. These methods of fundraising are very effective and offer something in return to those making a donation.
8. Take any opportunity to inform your friends, family and acquaintances that you will be throwing yourself off a building for Easter Seals kids. It makes for great conversation and can lead to additional pledges.
9. Speak with your social committee at work about holding fundraising events in the office. Put up Drop Zone Toronto posters or rack cards to help spread the word.
10. Be persistent! Don't give up if your fundraising starts slowly.



[TheDropZone.ca/toronto](http://TheDropZone.ca/toronto)

## Want to Raise \$700 in 7 Days?

### Looking for a way to really kick-start your fundraising?

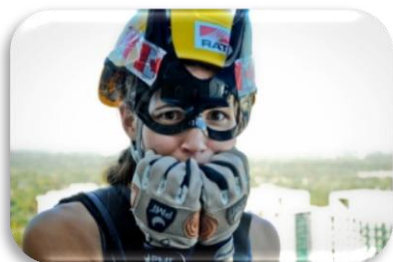
- Day 1:** Donate \$50 to yourself. Your 2018 registration fee will be contributed towards your fundraising minimum.
- Day 2:** Ask two businesses that you frequent (i.e. health club, local restaurant, neighbourhood store) to donate \$50 each
- Day 3:** Ask three people from your sports or social groups to donate \$25 each
- Day 4:** Ask four family members to donate \$25 each
- Day 5:** Ask five colleagues, co-workers or clients to donate \$25 each
- Day 6:** Ask six friends to donate \$25 each
- Day 7:** Ask your employer to donate \$100

## Online vs. Offline Fundraising

### Online Fundraising

Fundraising online is the simplest, easiest and most effective way to collect pledges and meet your fundraising goal. Just think of how many work related and/or personal e-mail contacts you have in your address book who you can approach for support. Online fundraising is secure and a great way to reach many contacts all at once. It's as easy as...

- 1.** Register for the event online as an individual, team captain or member of a team.
- 2.** Create your own personalized online fundraising page. Customize your page with a photo, a personal message and your call to action. Be honest. Be genuine. Be creative. Let everyone know exactly why you are participating in Drop Zone.
- 3.** Send out the ask! E-mail the link to your personal fundraising page to friends, family members, colleagues, business associates, clients and anyone else you think may support you. In your email, explain what you are doing, what Easter Seals Ontario does, why you are doing it, and how people can help support your cause. Your contacts will be able to make a secure donation by credit card through a link that is included automatically in the email. Your donors will even receive an electronic tax receipt instantly via e-mail. It's that easy! No need to fill out pledge forms and count cash or cheques.



# You're not scared, are you?



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## Online Fundraising Using Social Media

Online fundraising doesn't end with your personal online fundraising page. Try using social media sites, such as **Facebook, Instagram and Twitter**. Ask all your friends on Facebook and direct them to your personal fundraising page. Or, tweet about your experience and provide a link to your fundraising page. Leading up to the day of the event, update your followers on your fundraising and preparation for the big day.

## Offline Fundraising

Along with collecting pledges online, you can also collect pledges in the form of cash or cheques. Download an offline pledge form from our website or contact Jessica Simpson at [jsimpson@easterseals.org](mailto:jsimpson@easterseals.org) and start fundraising today!

Encourage your supporters to submit their donations to you before the event. Your participation in the event, along with eligibility for fundraising incentives and prizes are all based on your fundraising total as of event day, so it is important to have all of your donations submitted before or on Thursday, October 11, 2018.

**\*\*Please ensure that all cheques are made payable to *Easter Seals Ontario*.  
Easter Seals Ontario cannot issue a tax receipt without full and complete donor information.**

## Questions or Concerns?

If you have any questions or concerns, please contact:

**Jessica Simpson**  
**Event and Fundraising Specialist**  
**Easter Seals Ontario**  
**Tel: 416-421-8377 ext. 311**  
**E-mail: [jsimpson@easterseals.org](mailto:jsimpson@easterseals.org)**



Helping Kids with  
Physical Disabilities  
Succeed