



Drop Zone - September 21, 2018 - 1801 Hollis Street, Halifax

What is Drop Zone?

Drop Zone is one of our signature fundraising events in support of our programs and services for Nova Scotians with disabilities. It involves a 23-storey rappel from the top of Halifax's tallest downtown office tower at 1801 Hollis St. It's fun and extremely exhilarating! Individual participants must raise a minimum of \$1,500 to rappel. In 2018, Drop Zone will take place on **Friday, September 21st**. If you have any questions, please contact Tom at 902.453.6000 ext. 220 or at tom.ohandley@easterseals.ns.ca to sign up and get donation pledge sheets.

Your fundraising goal and registration fee

You can register as an individual, or as part of a team. Minimum fundraising amount required to rappel is: \$1,500 for an individual, \$2,500 for a team of two (or \$1250 per team member) \$5,000 for a team of four, \$12,500 for a team of ten, and so on. Upon registration, there is a registration fee of \$20 per person to confirm your participation. This fee will be applied to your fundraising goal.

Where does the money go?

Funds raised go to our programs for Nova Scotians with disabilities. While Drop Zone is a national Easter Seals campaign with events taking place in many provinces, 100 per cent of funds raised for Nova Scotia's Drop Zone remain *in Nova Scotia*. The money you raise enables us to keep our barrier-free summer Camp Tidnish physically and financially accessible to our campers, helps us provide affordable wheelchairs and mobility equipment, assists us with our inclusive sport programs, and supports our skills and workplace training services for Nova Scotians with disabilities. We help 2,700 people annually. Visit www.easterseals.ns.ca, for more information on what we do.

How do I learn to rappel? Will there be training?

Absolutely! We've run this event smoothly and professionally for 14 years. We engage a local company to look after the technical requirements of the drop, and it handles our event with care and safety uppermost in mind. The crew provides training before Drop Zone day, as well as a refresher on the day of the rappel. All essential equipment is

provided. You may bring your own Go-Pro device the day of the rappel and the Tacten crew will assist you in mounting it on your helmet.

How to fundraise

We have an online fundraising portal which makes fundraising efficient and easy to track! Once you have registered for Drop Zone and created your online profile, you can email and share your profile page link to your colleagues, friends and other networks. This is how many participants have raised money online in previous years. Many of our rappellers have successfully used social media such as Facebook to raise funds. We will also provide you with pledge sheets.

How we can help with your fundraising

In the months ahead, we'll share fundraising tips and strategies with you. Many of our rappellers have held bake sales and barbecues, trivia or paint nights, or yard sales to raise funds for Drop Zone. Others have held pool or sports tournaments. We are more than happy to come speak to your colleagues or friends to share more information about Drop Zone and our work serving Nova Scotians with disabilities!

Learn more about Easter Seals Nova Scotia

Visit www.easterseals.ns.ca, 'like' us on Facebook, or follow on Twitter @eastersealsns!

Questions? Don't hesitate to contact us with any questions. Please contact Tom O'Handley at 902.453.6000 ext. 220 or tom.oandley@easterseals.ns.ca.

Thanks for considering the rappel!



National Sponsors:

