



**2020 EASTER SEALS  
DROP ZONE  
PARTICIPANT GUIDE BOOK**





## THE NITTY GRITTY

**Drop Zone Vancouver**  
**Thursday September 10, 2020**  
**8:00AM to 5:00PM**  
**Guinness Tower**

**Drop Zone Surrey**  
**Tuesday September 15, 2020**  
**8:00AM to 5:00PM**  
**Central City Office Tower**

The Easter Seals Drop Zone is a unique and exhilarating fundraising event that encourages individuals and teams to become superheroes for a day. Participants step outside of their comfort zones and face their fears by rappelling from the top of a building, while raising a minimum of \$850 for persons with diverse abilities.

The hard earned fundraising dollars support two essential Easter Seals services: **Easter Seals House** and **Easter Seals Camps**. Easter Seals House in Vancouver provides a low cost, caring place to stay for more than 100 parents and children every night. Our camps offer once-in-a-lifetime, week-long, fully accessible camping experiences for hundreds of children and young adults each summer. Your support truly makes a difference.

In 2020, Drop Zone is taking place in cities across Canada. We invite you to be a part of a formidable group of heroes and continue this amazing fundraising trend. By doing so, you will make a big difference for persons with diverse abilities in BC and the Yukon.



# EVENT DEETS

## **DROP ZONE VANCOUVER**

**WHEN:** Thursday, September 10, 2020

**WHERE:** Guinness Tower -1055 W Hastings St

## **DROP ZONE SURREY**

**WHEN:** Tuesday, September 15, 2020

**WHERE:** Central City Office Tower -102 Avenue & University Drive

**WHAT:** A knee-shaking and adrenaline-filled 25 storey rappel down a downtown sky scraper, while astonished onlookers gaze up into the sky in amazement.

**WHO:** Anyone over the age of 19 who is willing to step outside of their comfort zone and face their fears!

**HOW:** By paying or raising a minimum of \$850 (or \$800 if you paid the Registration Fee), participants earn the opportunity of a lifetime to participate in this truly unique and exhilarating event.

**WHY:** To raise funds for persons with diverse abilities in British Columbia/Yukon. You get to be part of a superhero club which has raised millions for Easter Seals kids and families!

# 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 25 storey building!

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

Not at all! It doesn't matter if you're an average Joe couch potato, a weekend warrior, or a seasoned rappelling expert, the Drop Zone is for you. If you weigh more than 275 lbs, please inform us.

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

You must be 19 years of age or older by event day, to participate in Drop Zone. No if, ands, or buts about it! If you are over the age of 80, please inform us.

## **How safe is this?**

It's incredibly safe! Our technical crew are highly trained, highly skilled, fully certified and extremely experienced. Their primary function is to ensure your safety at all times. Did we mention that this is really safe? You are required to wear a full body harness, helmet and leather gloves. All the ropes used for your rappel are rated to support over 9,000 lbs and are meticulously inspected after each rappeller – the rope will not snap! We mentioned this is super safe, right? The device you use to control your descent is designed to eliminate user error. 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. Like we said, it's extremely safe!



# FREQUENTLY ASKED QUESTIONS

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

Prior to your rappel, you will be required to attend a mandatory training session provided by our highly trained experts. On the day of the 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 fifteen minutes to go from top to bottom.

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

Absolutely! The more the merrier!

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

You should arrive about 45 minutes before your rappel. This will give you time to check in, turn in any offline pledges, change into your costume (unless you already rode the skytrain 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.

## **So I notice that Drop Zone participants are referred to as 'superheroes' – does this mean I can wear a superhero costume?**

You bet! In fact, we encourage it. While we want you to get creative with your costume, safety does come 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 concerns. Certain costume pieces or accessories may still need to be removed on the day of the event, depending on the conditions. The rooftop technical crew will make the final call. Rubber soled shoes/boots are also recommended.



# COSTUME / SUPERHERO IDEAS

We encourage you to wear a costume! When else can you dress like a superhero or another character 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
- Spiderman
- James Bond
- The Hulk
- X-Men
- Batwoman/Robin
- Catwoman
- Wonder Woman
- Iron Man
- Black Panther
- Thor
- Superwoman
- The Incredibles
- Buzz Lightyear
- Minions
- Black Widow
- Captain America
- Guardians of the Galaxy
- Characters from Star Trek / Star Wars
- Astronauts
- Hamburglar
- Power Rangers



# FUNDRAISING TIPS

Participation in the 2020 Easter Seals Drop Zone requires every rappeller to pay or raise a minimum of \$850. We know what you're thinking, "Whoa! \$850, that's a lot of money. How am I supposed to raise \$850?" Our tips and strategies will help make this a lot easier!



- 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. Don't underestimate the power of asking.** Ask your friends, family members, co-workers, business associates, clients, old friends you haven't spoken to in a while, local businesses you frequent, and anyone else you can think of that might support you. You'll be surprised where some of your donations will come from - it never hurts to ask!
- 3. 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 that can make your day much more enjoyable.
- 4. Make it work for your audience.** Try some traditional fundraising techniques such as 50/50 draws, car washes, bottle drives, bake sales, trivia games, casual days at the office, and more! Find out what your social circles might enjoy participating in and plan it!
- 5. Spread the word and be persistent!** Put up posters at your work and take opportunity to inform your friends and family that you are throwing yourself off a building for kids! Most every importantly, be persistent and don't give up!

# HOW TO RAISE \$1000 IN 10 DAYS

Here's a simple template that breaks down how easy fundraising can be! The ideas below are just suggestions, so feel free to add or change depending on your network contacts.

**Day 1: Put in your own \$50 contribution** - Kick start your fundraising and lead by example! Make a self-donation. Your network will be more likely to give if they see that you have.

**Day 2: Get Social** - Post a link of your Participant Center on Facebook, Twitter, Instagram, etc. and let people know that no donation is too small. **If ten of your connections each donate \$10, that's \$100!**

**Day 3: Ask your employer for a company contribution of \$50** or more. Better yet, find out if your company will match what you raise!

**Day 4: Ask ten close friends to donate \$25 each** to raise an additional \$250.

**Day 5: Ask your company if you can accept donations in exchange for a "dress-down" day** (or auction off a private parking spot) at work. **Charge five of your co-workers \$5 each and add \$25 to your fundraising!**

**Day 6: Reach out to five family members and ask them to donate \$25 each**, getting you \$125 closer to your goal!

**Day 7: Ask four neighbors to each make a \$25 donation** to raise an additional \$100

**Day 8: Ask ten running group members, your yoga class, or attendees of your place of worship** if they'll each contribute \$10 to your efforts.

**Day 9: Ask five coworkers for \$20 each** for an additional \$100.

**Day 10: Ask 4 businesses you frequent (favourite sushi place, hair salon, dentist, health club, etc.) to contribute \$25** to raise that final \$100 for a grand total of \$1000! That's even MORE than you need to participate in the event and more that goes towards supporting persons with diverse abilities in BC!

*Other network ask suggestions: Asking your business partners, business sponsors, clients, family friends, in-laws, significant other, and team mates.*





# ONLINE + 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 email contacts you have 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. Personalize your fundraising page - customize your page with a photo, personal story and your call to action. Donors are more inclined to donate if you have put some effort into your page!
3. Send out the ask! Email the link of your personal fundraising page to friends, family members, colleagues or anyone else you think may support you. Also share it on your social media channels! Leading up to the day of the event, update your friends on your fundraising and preparation for the big day.

They can donate through your personal fundraising page by credit card. With their donation, your donors will receive an electronic tax receipt via e-mail. It's that easy! No need to fill out pledge forms and count cash or cheques.



**Offline Fundraising:** Along with collecting pledges online, you can also collect pledges in the form of cash or cheques. You can find a copy of our offline pledge form below or contact Ashley at [acheah@eastersealsbcy.ca](mailto:acheah@eastersealsbcy.ca) and start fundraising today! *Cheques can be made out to **Easter Seals BC/Yukon** and should include "Drop Zone" and participant name in the memo line.*

**\*\*** Encourage your supporters to submit their donations to you before the event. Your participation in the event is based on your fundraising total as of event day, so it is important to have all of your donations submitted on or before event day. **\*\***



# Easter Seals BC/Yukon

By joining Easter Seals Drop Zone, you are raising funds for two essential Easter Seals services in the province: Easter Seals Camps and Easter Seals House Vancouver.

**BC Easter Seals Camps** provide overnight, fully accessible summer camping experiences for children, teens, and young adults with physical and/or cognitive disabilities throughout British Columbia and the Yukon. It costs \$3,700 to send a child to Easter Seals Camp, families pay only \$550, the rest is subsidized by the society. We operate two accessible camp locations: Camp Shawnigan on Vancouver Island, and Camp Winfield in the Okanagan Valley. Every summer hundreds of individuals with disabilities come to camp to have the best week of their year.

Since 1955, the BC Lions Society has provided a “home away from home” for families. The **Easter Seals House** is a welcoming home which offers out-of-town families affordable accommodations when they must bring their child to Vancouver for medical treatment. We provide over 30,000 bed nights a year for families and each self contained suite includes a private bathroom and kitchenette. The house is located just blocks from Children’s Hospital and is open 24 hours a day, 365 days a year for families to feel comfortable and safe so they can focus on the only thing that matters - getting their loved one better.





## GET IN TOUCH

Easter Seals BC/Yukon  
& British Columbia Lions Society for Children with Disabilities  
3981 Oak Street  
Vancouver, BC V6H 4H5

Tel: 604-873-1865  
Toll Free: 1-800-818-4483  
Website: [DropZoneBC.ca](http://DropZoneBC.ca)

Facebook: [Facebook.com/EasterSealsBCY](https://www.facebook.com/EasterSealsBCY)  
Instagram: [Instagram.com/EasterSealsBCY](https://www.instagram.com/EasterSealsBCY)  
Twitter: [Twitter.com/EasterSealsBCY](https://www.twitter.com/EasterSealsBCY)

### **Drop Zone Contacts:**

#### ***Ashley Cheah***

Assistant, Philanthropy  
Tel: 604-873-1865 ext. 438  
Email: [acheah@eastersealsbcy.ca](mailto:acheah@eastersealsbcy.ca)

#### ***Sam Bishop-Thomas***

Event Manager  
Tel: 604-873-1865 ext. 447  
Email: [sbishophthomas@eastersealsbcy.ca](mailto:sbishophthomas@eastersealsbcy.ca)