

rappel down 25 stories **Over** **EDGE**

FOR VETERANS
FOR VETERANS



October 6, 2018

ALL proceeds go directly towards the construction of new homes and social services for low-income Veterans and their families.



BUILDING HOMES FOR OUR VETERANS

OUR VETERANS

You step to the edge, look over and catch your breath. Adrenaline takes over and, next thing you know, the thrill of adventure consumes you. Welcome to **Over the Edge for Veterans** — an unforgettable experience for the most daring donors to Homes4Families!

The best part is, you are doing fantastic good for those who stood brave for you. You will be helping United States Veterans who have returned home receive the real home that they deserve. Low-income Veterans and their families will be given an opportunity to own their own home, but even greater, the opportunity to experience the American Dream that these Veterans and their families sacrificed so much to protect. These Veterans live in your community. They are your friends and community members—their children go to school with yours, they and their spouses are your coworkers; you pass each other on the street every day.

And just think: You, your company and your friends will have the chance of a lifetime to be part of something truly courageous!

There are so many ways to participate at this two-day event and during the months leading up to it. This packet outlines some of those ways. However, if you have additional adventurous or innovative fundraising ideas, please feel free to discuss them with Donielle DeLeon at (818) 884-8808.

And here's the most important thing of all: 100% of the funds you raise will go to build homes for veteran families in North Los Angeles County. All we ask is that you join us and... Go **Over the Edge for Veterans**.

WHO

Anybody **daring** enough to make a **difference**

WHAT

Rappel down from the roof of the 25-story UNIVERSAL HILTON HOTEL located at the world-famous and iconic Universal Studios Hollywood

WHERE

Hilton Universal City
555 Universal Hollywood Dr.
Universal City, CA 91608

WHEN

October 6, 2018

WHY

ALL proceeds go directly towards the construction of new homes and social services for low-income Veterans and their families.

CONTACT

Registration : Donielle DeLeon - (818) 884-8808
Sponsorship :

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VETERAN ENRICHED NEIGHBORHOODS

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GO **over** the **EDGE** FOR VETERANS

Marine Julio Mares

My name is Julio Mares. I was born in East Los Angeles, California. I am the oldest of five siblings. I was raised in the city of Sylmar in a one-bedroom apartment by my mother. I began working odd jobs at an early age in order to help my mother out financially. Growing up I always excelled at school but often found myself in trouble due to being misguided. My mother spent most of her time working but always stressed the importance of education to us growing up. Although she did not have more than a 7th grade education, my mother knew the importance of education and the difference it would have on our futures. I wanted to attend college but was unsure of how, knowing that my mother could not afford it.

I enlisted in the Marine Corps upon graduating high school as a way to better myself and give back. During my service I was stationed in Twenty-nine Palms, CA where I worked as an Administrative Specialist. During my second year, I volunteered for a deployment to Afghanistan. I was attached to 7th Marine Regiment and deployed for ten months. When I returned I was 21 years old and, with my first daughter on the way, I decided not to re-enlist. The transition out of the Marines presented its own difficulties.

I was unprepared for the challenges that I would face adjusting to civilian life. I came back to the San Fernando Valley with a newborn daughter and without a place to stay. I quickly found a garage unit for rent which gave us a place to call home for a bit. I continued to move from place to place due to financial hardships. These hardships took their toll on my personal life and resulted in a divorce. I remarried along the way and managed to obtain a two-bedroom apartment that my family and I have been calling home for the past four years. As a growing family, we hope to one day have a place of our own.

Having a home to us means no longer living with the fear of never knowing if we might have to move again at a moment's notice, giving our children a place to call home, stability, and access to a better future. We are grateful and honored to be part of this program.

I look forward to living in a veteran community because it makes me feel more at ease to know I am amongst neighbors whom I share something in common with.



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR – \$50,000

- 10 Participant rappel slots, choose Rappellers or Hire a Hero
- Company logo displayed prominently
- Each rappeller gets to wear a GoPro camera during their rappel
- 20 guest invitations to VIP Reception
- Table at Sponsor Fair
- Four guest room stay for October 6, 2018
- Official event photo for each rappeller
- Logo on event t-shirt sleeve
- 20 guest t-shirts



PILLAR SPONSOR - \$25,000

- 8 Participant rappel slots
- Company logo displayed prominently
- Each rappeller gets to wear a GoPro camera during their rappel
- 10 guest invitations to VIP Reception
- Table at Sponsor Fair
- Two guest room stay for October 6, 2018
- Official event photo for each rappeller
- Logo on event t-shirt sleeve
- 10 guest t-shirts



SPONSORSHIP OPPORTUNITIES

ROPE SPONSOR – \$15,000

- 5 Participant rappel slots
- Company logo displayed prominently
- Each rappeller gets to wear a GoPro camera during their rappel
- 6 guest invitations to VIP Reception
- Table at Sponsor Fair
- One guest room stay for October 6, 2018
- Official event photo for each rappeller
- Logo on event t-shirt
- 10 guest t-shirts



RAPPEL PARTNER – \$10,000

- 3 Participant rappel slots
- Each rappeller gets to wear a GoPro camera during their rappel
- 4 guest invitations to VIP Reception
- Table at Sponsor Fair
- One guest room stay for October 6, 2018
- Official event photo for each rappeller
- Company logo displayed
- Logo on event t-shirt
- 5 guest t-shirts



BASE SPONSOR - \$5,000

- 2 Participant rappel slots
- Rappeller gets to wear a GoPro camera during their rappel
- 2 guest invitations to VIP Reception
- Table at Sponsor Fair
- Official event photo for each rappeller
- Company logo displayed
- Logo on event t-shirt
- 5 Guest t-shirts



LUNCH SPONSOR – \$3,000

- 1 Participant rappel slot
- Rappeller gets to wear a GoPro camera during their rappel
- Event t-shirt
- Company logo displayed
- Logo on event t-shirt
- 5 Guest t-shirts



BREAKFAST SPONSOR – \$2,500

- 1 Participant rappel slot
- Rappeller gets to wear a GoPro camera during their rappel
- Event t-shirt
- Company logo displayed
- Logo on event t-shirt
- 3 Guest t-shirts



PARTICIPANT OPPORTUNITIES

HIRE A HERO SPONSOR - \$1,500

- 1 Participant rappel slot
- Sponsor Veteran, policeman, fireman or other local hero to participate
- Rappeller wears GoPro camera during their rappel
- Custom t-shirt for your hero and 1 corporate representative with your company's logo
- Official event photo of your hero and corporate representative
- Company logo displayed
- 2 Guest t-shirts

PHOTOGRAPHY SPONSOR – \$2,500

(minimum fundraising commitment)

No rappelling experience is necessary, just a little bravery, some office support and a minimum fundraising commitment of \$2,500. This can be achieved through a corporate gift or team fundraising.

With your participation you'll receive:

- 1 Participant rappel slot
- Your own personal fundraising page
- Official event photo of rappeller
- Event t-shirt with your company logo
- 5 Guest t-shirts

RECEPTION SPONSOR – \$3,000

(minimum fundraising commitment)

No rappelling experience is necessary, just some school spirit, a bit of bravery and a minimum fundraising commitment of \$3,000.

- 1 Participant rappel slot
- Rappeller gets to wear a GoPro camera during their rappel
- Event t-shirt
- Company logo displayed
- Logo on event t-shirt
- 5 Guest t-shirts



VIP DELUXE RAPPEL PACKAGE – \$ 1,500

(minimum fundraising commitment)

No rappelling experience is necessary, just a bit of bravery and a minimum fundraising commitment of \$1,500.

With your participation you'll receive:

- 1 Participant rappel slot
- Your own personal "Deluxe Rappel" fundraising page
- 2 guest invitations to VIP Reception
- Official event photo of rappeller
- Event t-shirt
- 1 Guest t-shirt



INDIVIDUAL RAPPELLER – \$ 1,000

(minimum fundraising commitment)

No experience necessary, just a little bravery, some moral support and a \$1,000 minimum fundraising commitment. All you'll need are comfortable clothes, good sneakers and your sense of adventure; we'll take care of the rest.

With your \$1,000 commitment and participation you'll receive:

- 1 Participant rappel slot
- Your own personal fundraising page
- Event t-shirt
- Official event photo of rappeller



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VETERAN FINANCED NEIGHBORHOODS

(818) 884-8808 • www.Homes4Families.org

PARTICIPANT OPPORTUNITIES

JOIN OUR "CHICKEN COOP"

Want to support our Veterans, but not necessarily rappel down the side of a 25-story building? Understandable. That's why we've set up this special team for everyone who would like to show their support, but for whatever reason (distance, fear, etc.) aren't able to participate as rappellers.

Joining the "Chicken Coop" is easy and we are excited to have you as a part of the team! There is no fundraising minimum, so you can adjust your goal on your "Chicken Coop" fundraising page to whatever amount you'd like. As an added incentive, any "Chicken" that raises \$500 or more will receive an official event t-shirt!

We also encourage all of our "Chickens" to come out on October 6th and cheer our rappellers on!



HOW TO REGISTER

Signing up to participate is easy!

1. Visit www.homes4families.org/event/over-the-edge/
2. There's a brief description of the event along with a Register Now button. Click to Register.
3. This takes you to our First Giving site for the event. Click the Register button on the right side. (<https://www.firstgiving.com/event/Homes4Families/Go-Over-the-Edge-for-Veterans-2018>)
4. When you click on Register, a pop-up window will give you Registration Options. Select the option you'd like and continue with the process. You'll create your First Giving account, and set up your fundraising page.
5. You can customize your fundraising page, add pictures and even a story about why you're going **Over the Edge for Veterans**. Then, you can spread the word to friends, family, and coworkers, plus you can share your page on your social media pages to start fundraising.



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PARTICIPANTS: WHAT TO EXPECT

IN GENERAL

This is not your typical rock climbing rappel! You'll wear a full-body harness and you'll be able to control your speed going down. Getting your weight off the roof and into the harness is the most difficult part for most people. Once you're off the roof, you'll have a radio to communicate with an Over the Edge team member.

It will take between 5 and 20 minutes to get to the bottom. Rappelling can take more effort than some people expect, and you may find that your hands or arms get tired. You can stop to rest or switch hands if you need a break.

A team member will be there to instruct you on the correct positioning and control to make your rappel as easy as possible. A team member will also be at the bottom of the rope. Once you're within 20' of the ground, your landing will be assisted by the Over the Edge staff.

TRAINING

Training begins in the "Staging Room," where participants get into their gear. Team members will ensure that all harnesses and equipment are the correct fit and are worn properly.

In the "Training Area," on the roof, team members will train participants on how to use the equipment.

Training takes approximately 20-30 minutes. Once training is complete, participants will head over to the "Main Rappel."

In the "Main Rappel" area, team members will assist participants in getting attached to the ropes. All gear will get one final check by a certified Over the Edge technician to ensure that everything is correctly positioned. Then the participant is assisted into position, and their rappel begins!

WHAT TO WEAR

You're going to be walking down the side of a building, so wear good shoes. Well-fitting sneakers, light hiking boots or other soft-soled shoes are recommended. No sandals, slip-on shoes, slippers, flip flops, high heels or steel-toed boots will be allowed.

Long pants and a long-sleeved shirt are recommended. The harness goes around your legs, waist and shoulders, so it is best to avoid anything too bulky. Long hair should be tied back. You will be required to leave droppable items like keys and cell phones, or jewelry that could get caught on things, with a friend who is not rappelling or with the volunteers at registration. You will be given a pair of leather gloves and a helmet when you arrive in the "Staging Room."

WEIGHT RANGE OF PARTICIPANTS

In order to ensure the safety of all participants, there are specific and non-negotiable weight restrictions. The minimum weight limit is 100 lbs. The maximum weight limit is 300 lbs.

There is also a No Fit - No Go Policy, which states that if Over the Edge gear does not fit the participant appropriately and without alteration, we cannot accommodate them to rappel during the event (which may supersede the weight issues).

FAQs

What happens if it rains?

With the exception of severe weather, the event will take place rain or shine.

How can I prepare to participate?

While no prior preparation or experience in rappelling is required, we do require that all participants weigh between 100 and 300 lbs. These are non-negotiable weight restrictions. If you do not meet these requirements or have physical challenges that you feel may prevent you from participating but are still interested in rappelling, please contact overtheedge@abc2.org. The best way to prepare is just to get excited, raise funds and recruit friends and family to come cheer you on as you go “Over the Edge” for Veterans!

How long will it take me to complete the rappel?

Depending on your desired speed, it will take between 15-20 minutes to reach the pool deck. You will be in constant radio contact with our rope technicians who can help put you at ease if your nerves get the best of you. We encourage you to go slow and take in the whole experience...and of course the unbelievable view!

I'm not a 'fundraiser', how can I hit my fundraising commitment?

If you have friends, family, co-workers, neighbors or any community connections then you can be a fundraiser! Once your registration is complete, you'll have your own personal fundraising page that will make collecting donations easy. Of course, if you need any help along the way, staff members are happy to help with some ideas!

What happens if I do not meet my fundraising commitment?

We are confident that all of our participants will reach their commitments and are eager to support you in your fundraising efforts! However, in the case that you are unable to meet your fundraising minimum you will have to either forfeit your rappel slot or contribute a donation/guarantee at check-in to cover your fundraising gap.

Is Over the Edge safe?

Absolutely! Over the Edge has never had a single incident or accident at any event since their inception in 2003. Every Over the Edge event is set up as an industrial worksite and as a result is compliant with all federal and state OSHA Fall Protection Standards and OSHA Federal and State Laws. Further to this, their policies and procedures adhere to the best practices identified by IRATA (Industrial Rope Access Trade Association) counsel. This counsel is a strict regulatory body that has regimented guidelines and safety protocols that far exceed the OSHA, Workers Compensation and state labor codes.

Special Note: This event's liability insurance is coordinated by Over the Edge. Liability coverage is arranged in the amount of \$1,000,000.





ABOUT HOMES 4 FAMILIES

Homes 4 Families empowers low-income veterans and their families to enter the middle class through affordable, full-equity homeownership combined with holistic services that build resiliency, self-sufficiency and economic growth. Through our outcome-proven Enriched Neighborhood® model, we provide servicemen, servicewomen and their families with comprehensive wraparound services that equip them to succeed in civilian life, including financial education, therapeutic workshops, trauma-informed programs and veteran-to-veteran support. With more than ten years of research-backed experience and success, Homes 4 Families works closely with the California Department of Veterans Affairs and others to build permanent, thriving veteran communities.

MISSION

Homes 4 Families' mission is to build resiliency, economic growth, neighborhoods, and homes for veteran families.

VISION

Homes 4 Families' vision is to replicate the proven Enriched Neighborhood® model such that low-income veterans are able to own homes and move up into the middle class.