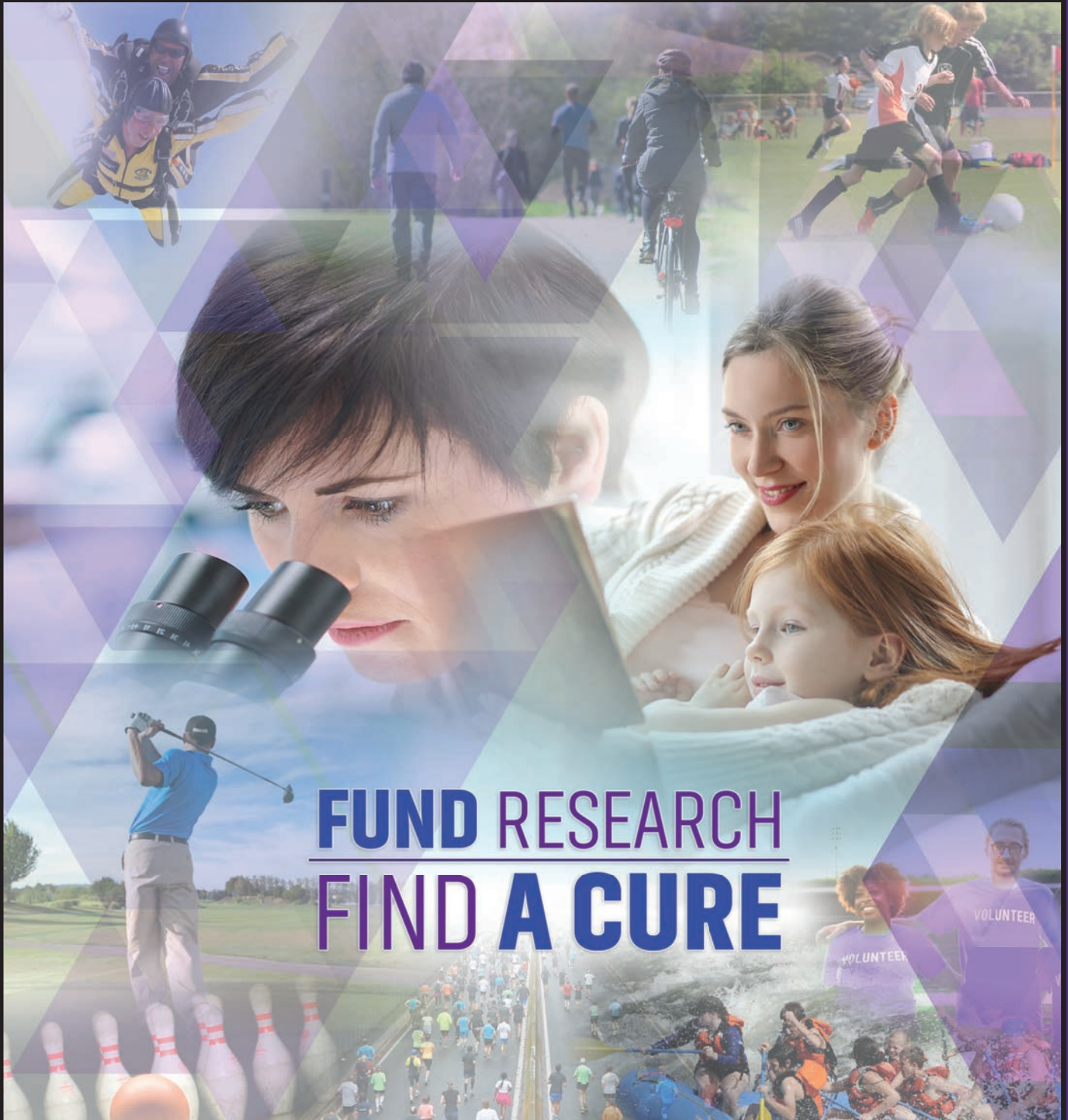


Epilepsy  Épilepsie  
CANADA



**FUND RESEARCH**  
**FIND A CURE**

FUNDRAISING GUIDEBOOK

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Epilepsy Canada is a registered Canadian charity dedicated to positively affecting the lives of those living with epilepsy.

Through its active financial support of epilepsy research, it strives to help the Canadian neurology community find a cure for epilepsy.

It also undertakes education and awareness activities to build understanding, acceptance and hope for those effected by epileptic seizures or SUDEP (Sudden Unexplained Death from Epilepsy).





## 1.1 Our Goals

- To fund the best epilepsy research in Canada;
- To increase public and professional awareness of epilepsy as a universal, treatable brain disorder;
- To change attitudes, dispel myths and raise epilepsy to a new plane of acceptability in the public domain;
- To promote public and professional education about epilepsy;
- To identify the needs of people with epilepsy on a national basis
- Each year we strive to increase our fundraising financial goals. Our goal for the upcoming year is over \$650,000.

## 1.2 Our Vision

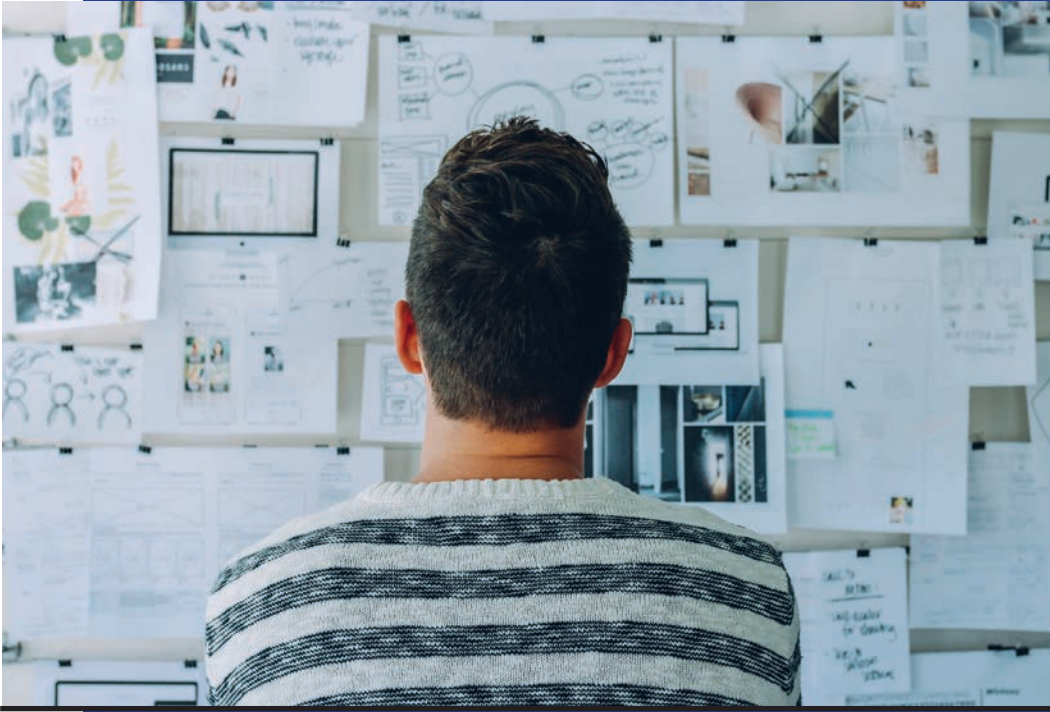
To generate awareness in the community, break stigmas,

and ultimately **find a cure for epilepsy.**

# Strategy and Considerations

# 2.0





# SMART { Specific? Measurable? Attainable? Realistic? Time?

Before the initial steps of formulating an idea and bringing it to life, take the time to review your strategy. There are some key points to consider. Always keep in the back of your mind the SMART (Is your goal Specific? Measurable? Attainable? Realistic? And Time) framework. This concept needs to be applied throughout the steps in order to run a successful event.

Most people championing fundraising events have some kind of personal connection to epilepsy, whether it is through having epilepsy themselves, a family member, friend or business associate. Others will organize events just because it is a good cause that affects many people around the world. Both kinds of people are equally important, as long as they share the same passion to organize an effective event. Success can be measured through funds raised, creating awareness in the community, or both. It is important to decide your goal before planning the event.

When taking on the task of championing an event there are some things you must consider. What are your time constraints? What is your ability to reach out to your community to gain support (Whether it be through volunteering or coming out to the event)? What is your level of organizational skills? Some events take a considerably more time to organize than others and require a lot of support. So, this will be a factor in your decision of what event to organize.

# 3.0

## General step-by-step guide to running an event

### 3.1 Step #1: Developing your event goals and objectives

You would think coming up with the event is your first step, but you must consider what you hope to achieve beforehand so that you can align your idea to best fit your goal. First you will establish a tangible goal and clearly outline what your objectives are for the event/campaign. This can be done through answering the questions;

- What is your reason for organizing the event?
- What do you hope to achieve?

“

Think little goals and expect little achievements.

Think big goals and win big success.

*David Joseph Schwartz*





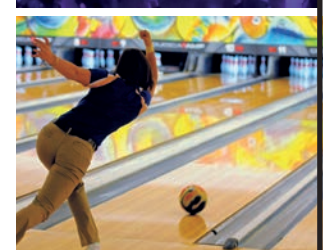
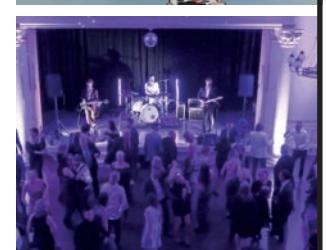
## 3.2 Step #2: Creating my IDEA.

- How creative do you want to be?
- Do you want to come up with a unique idea that will generate buzz in your community, or do something that you already know has been successful in the past?
- Are there certain events that your community will respond to better than others?

### Event Ideas

- Golf Tournament
- Gala
- Charity Auctions
- Walkathon or Fun Run
- Sports Tournament
- Bowling
- 50/50 raffle
- School-wide Yard Sale or Talent show
- Fashion Show
- Scavenger hunt
- Obstacle Course
- Reaching out to businesses to carry donation boxes
- Can/bottle collection
- Purple Day at schools. \* March is Epilepsy Awareness month and "Purple Day" is held March 26th
- Dollars for Dares

\*This is just to name a few. You have the freedom to come up with any idea you want! If you choose something that aligns with your interests, you will work harder to ensure it is a success.



### 3.3 Step #3: Organizing a Team



This is where you will need to gauge the number of volunteers needed prior to and on the event day. The number of volunteers vary widely based on the event. On the event day will other volunteers know exactly what needs to be done? You will have many tasks throughout the day and do not want to have to micromanage. It might be good to have a team meeting during the beginning stages, as well as right before the event.

- Who will be in charge of securing a venue?
- Who will be your speaker at the event?
- What will be your entertainment?
- Epilepsy Canada will promote your event, but will there be someone else in charge of promoting within your local community?
- Who will be reaching out to your sponsors?
- Who will be in charge of your volunteers?  
Offer a clear sense of direction for your volunteers.



## 3.4 Step #4: Setting a Date

When setting a date make sure you are giving yourself enough time. You want to have enough time to secure all of the tasks laid out in Step#3, but you also don't want to wait too long and lose interest in the task at hand.

A good amount of time to have to organize an event will be around 6 months (Depending on the nature of your event).

The first year will be a learning experience for years to come.

## Things to keep in mind

- Make sure you are not putting the event on a statutory or religious holiday.
- Depending on your event you might want to avoid school holidays (A lot of people go away on vacation).
- Check your dates with key participants of the event.
- Try to ensure that your event does not conflict with other Epilepsy Canada events.

## 3.5 Step #5: Brand Your Event

You want to come up with a name and theme that aligns with your event. Epilepsy Canada's marketing team is available to assist you in creating a brand name, creating and fine tuning your story, posting that brand on all our media channels.

While brainstorming names for the event, think about how yours is different from others that have been done.



After you have come up with a name, this is where EC will work with you to create slogan and design a logo. We will offer our creative assets to ensure the event is carried out in a professional manner in the eyes of the public.

## 3.6 Step #6: Create a Master Plan and Set a Budget

This is where you will need to gauge the number of volunteers needed prior to and on the event day. The number of volunteers vary widely based on the event. On the event day will other volunteers know exactly what needs to be done? You will have many tasks throughout the day and do not want to have to micromanage. It might be good to have a team meeting during the beginning stages, as well as right before the event.

### “ What does a 35/65 split mean? How does it affect the budget for my event?”

This means that every non-profit must follow guidelines where only 35% of revenue can go towards expenses, with the remaining 65% going towards the cause. We understand that first time events are more difficult to organize, and therefore an exception can be made whereas a 50/50 split may be applied to the fundraiser.

**Example: According to the 35/65 split, if you spent \$3,500 on expenses your total raise needs to be \$10,000.**

#### **Consider:**

- What needs to be paid for?
- What can you get for free/sponsored?
- A venue is perhaps your largest cost, are there places you can run the event for free, or at a discounted rate?

*\*Feel free to follow the framework listed below  
(Events will vary, but this is a general guideline of what may need to be done) :*

**Venue, logistics and catering:** Does your event require contracts, permits or insurance? What are the restrictions? Can you only use the venue during a certain time frame? Are there noise restrictions? Etc.

**Speakers/Presenters:** Who will they be? Is there an influential figure (celebrity, sports athlete. Etc.) that would like to be your personality?

**Activities/Entertainment:** The better mood people are in, the more likely you are to get larger donations. Is there something for both the adults and the children to do? What can you do to ensure people stay at the event longer?

**Publicity/Promotion:** EC will promote on your behalf via social media, but will you be promoting in any way online/offline? Will you create a web page for the event? Do you require signage or printed programs to hand out prior to the event?

**Registration:** Do you need an online registration page? Is there a limit to the number of people you can have at the venue? Will there be a cost associated to attending the event? Will there be a registration table at the event? How many volunteers will you need to run that? Etc.

**Sponsor/Partner Management:** Who will be your point of contact for all your sponsors? This person will need to keep them informed and up to date on when/where they are needed. What can you offer sponsors for their support (Ex. Advertise on EC website, will there be acknowledgement of sponsors at the event through banners and vocally?). What will be the difference between a large and small corporate sponsor? What different incentives can you offer to get them to donate more?

**Volunteer Management:** Who will be in charge of organizing the volunteers?

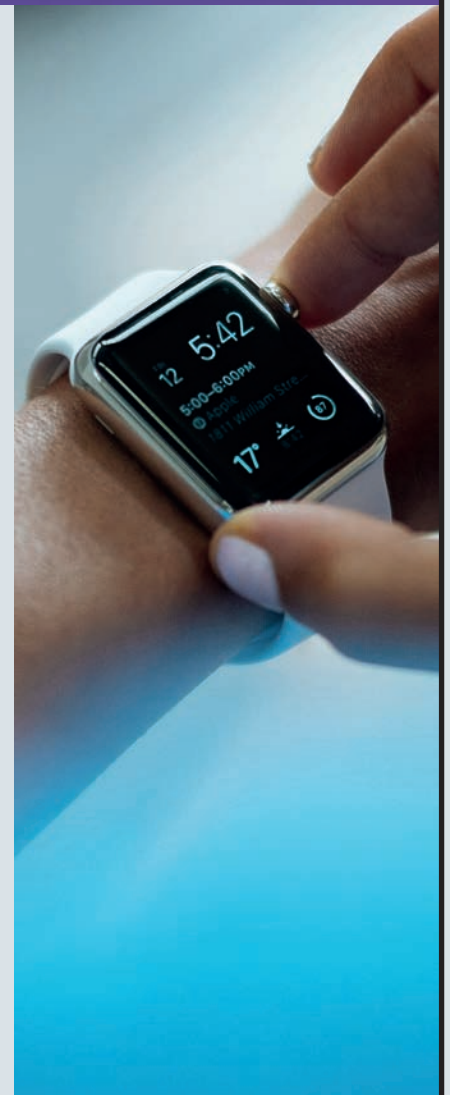


“  
Timing is Everything

## 3.7 Step #7: Timing

After creating the Master Plan you will need to keep track of what tasks you have done and which ones still need to be completed.

- How long will it take to set up?
- What time would you like your speakers to be there?
- What is the start/finish time?
- How long will registration take?
- How long will it take to complete each activity?



## 3.8 Step #8: Identify and Establish Partnerships and Sponsors

### What will be your approach to fundraising for this event?

- Are there community organizations or corporate sponsors that you can speak to that will reduce the cost of the event? For example, we have had success with local and regional Rotary Clubs.
- Do you have friends/family that are willing to ask their contacts to sponsor the event?

#### Sponsorship can come in all different forms;

- Funding a portion of the event.
- In-kind gifts for an auction or raffle.
- Local businesses providing goods/services such as; gift bag items, food/drink for the event. Etc.
- Partnership with venue to minimize cost.

*In our experience, the most efficient way to fundraise is through the pursuit of “Small to Business” (SMB) or mid-sized corporations.*

**\*Example: Let’s assume you have a fundraising goal of \$15,000.**

#### Individual donations:

- Average donation of \$50 = In order to achieve this you would need 300 sponsors.
- Average donation of \$100 = In order to achieve this you would need 150 sponsors.

#### Now, let’s consider corporate sponsorship:

- Corporate Sponsorship @ \$7,500 = 2 corporate sponsors needed to reach your goal.
- Corporate Sponsorship @ \$5,000 = 3 corporate sponsors needed to reach your goal.
- Corporate Sponsorship @ \$2,500 = 6 corporate sponsors needed to reach your goal.

\*There is a 10 (Suspects) - 3 (Prospects) -1 (Sale) rule that will be revisited in “**Key Learnings**” at the end of the guidebook. This means that for every 10 people you contact you will only receive 1 donation (Obviously the number is higher when reaching out to personal contacts). When you consider this rule, at an average donation of \$50 you would need to reach out to 3000 people.

# What if don't have any connections with corporate sponsors?

Most people have some sort of connection to corporate sponsors. It is important to leverage the tools around you. Approach your entire network, including but not limited to; Family, friends, workplace. Use the 4 magic words, "I need your help." You will be surprised at the amount of support that is available to you if you just ask.

\*Jay Barker, our Champion for Aiden's Drive has all 18 holes sponsored for his event. Of these 18 sponsors, 12 come from personal connections. Jay works at Air Canada and was able to attract corporate sponsors by using his personal story about his sons struggles with Epilepsy.

## Now I have people to reach out to, what do I say?

- Start with telling them about the event that you're planning
- The key to raising funds is not just creating an avenue to give. People give to people: supporters will be more inclined to donate if they feel emotionally invested in the cause. By sharing your personal story, you allow your supporters to join the narrative for change. Here are some questions to consider:
  - Why are you campaigning for epilepsy?
  - How has it affected you and your loved ones?
  - Was there a particular event that compelled you to act?
  - Why Epilepsy Canada? What do our goals represent to you?
  - Explain the impact your supporters will have. Why is this initiative worth their money and time?
  - Charity takes courage; sharing your personal story is an intensely vulnerable experience.'

## Not having corporate sponsors can be overcome with a little creativity!

Two of the climbers who participated in Kim's Climb, our most successful single fundraising event, took a different approach to raising money. Their donations came through hosting small community events rather than seeking out corporate sponsorship.

### Putt Putt for Epilepsy

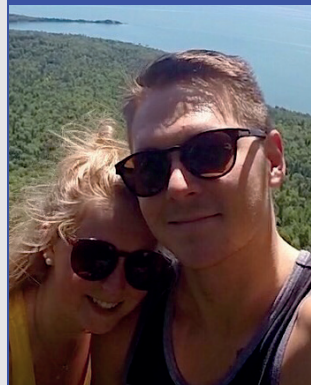
- Started marketing for event 5-6 weeks prior (Upon reflection they should have done it closer to the date of the event)
- Looked for support for events through personal relationships but it felt like
- 25 tickets sold before hand and the hopes was to sell 100. Day of the event over 100 people showed up.
- Approximately 15 hours of own time went in to planning each event (Picking up balloons, getting t-shirts done)
- Contacted organization in Toronto to get cartoon mascot from Paw Patrol (Great for family event)

### The Third Round Rocks

- Started marketing for event 2 weeks prior (Upon reflection they should have started a lot sooner. This event happened on a long weekend which means people already made plans)
- Harder to get people to attend events in the summer when they are on vacation
- Looked for corporate sponsorship for event but was difficult with no personal connections. Discovered that companies would prefer to give in kind donations

**Cole & Lindsey: Total raise = \$6,162.24 with an average donation of \$83.27**

If you have corporate sponsors in mind, this is a time where you can leverage our resources. If you give us information on the sponsor we can then create a flyer, buck-slip or email campaign that can help you to sell the idea of businesses sponsoring your event.



## 3.9 Step #9: Create a Publicity Plan

### Articulate The ‘Why’

No matter how you choose to communicate your event, the most important detail is your ‘why’. The success of your fundraiser will depend on how effectively you share it. Here are three significant points to consider when crafting your message.

#### Make it personal.

How does epilepsy affect you, your family, and friends? What inspired you to create this event? By sharing your unique story, you’ll motivate others to become part of the narrative by donating or fundraising.

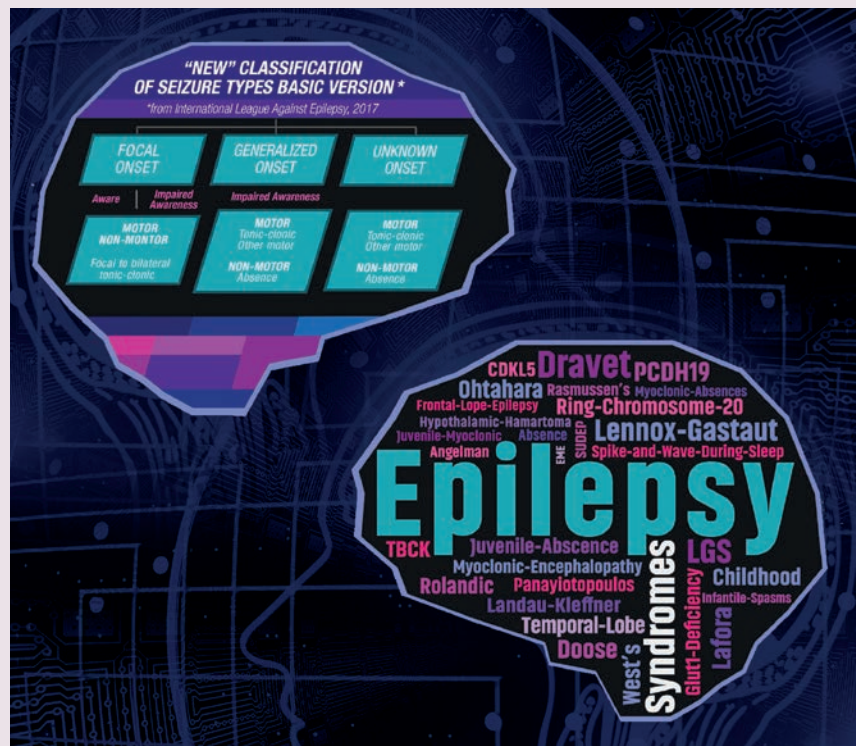


#### Educate them about epilepsy.

Describe the problem we’re trying to solve. Address how epilepsy impacts you, your family, and the global community. Including some important facts and statistics will really help drive your message home.

##### Here are some examples:

- Approximately 360,000 Canadians live with epilepsy and approximately 38 are diagnosed every day (Epilepsy Canada, 2019).
- Epilepsy is one of the most common neurological conditions worldwide, affecting 50 million people. However, it is the least funded when adjusted for prevalence (Epilepsy Foundation, 2016).
- It is estimated that up to 70% of people living with epilepsy could live seizure-free if properly diagnosed and treated (WHO, 2019).
- 30% have intractable epilepsy, meaning their seizures cannot be controlled through medication (Epilepsy Canada, 2019).
- The risk of premature death in people with epilepsy is up to three times higher than for the general population (WHO, 2019).
- Epilepsy is not one disorder, it encompasses over 40 types of seizures and a variety of syndromes (see images to the right) (Epilepsy Canada, 2019)



#### Share the impact.

Potential donors want to know how their contribution will help others. Outline the various research our funding supports. Explain what a cure would mean for the 360,000 Canadians who live with epilepsy, and their families. Here is your chance to explain why their support is significant.

For more information on our grant recipients, go to [www.epilepsy.ca](http://www.epilepsy.ca) and click the “Research” tab.





## Marketing Your Event

Spreading the word about your fundraiser is crucial — it directly affects your ability to meet and exceed your goals. We've outlined common strategies — both online and offline — to reach new supporters and mobilize your current ones.

### Important Note:

Epilepsy Canada will also be actively involved in the publicity process. The marketing team will create a web page for you, plus advertise through our own email, website, and social channels. Our site features an easy, no-fee payment portal to collect donations. Consider these resources that are available while planning the marketing phase of your event.



## Appeal Letter.

An inspiring, clear, and compelling letter is often at the heart of many successful campaigns. This can be done via traditional mail or by email. In addition to your 'Why', here are important elements of a great letter:

- Details about your event, such as when and where
- A clear request for donations/financial support, plus your overall fundraising goal
- A date by which you want their support
- A link to your Epilepsy Canada webpage or payment portal
- Instructions on how to donate via cheque
- How to reach you with any questions
- If possible, a personal note to the potential supporter

This guide features a few sample letters than can help you craft your ask. In addition, many of our past events have featured a promo card. Refer to the appendix for some examples.



## Social Media.

Facebook, Instagram, Twitter, LinkedIn. Platforms like these can provide an invaluable set of tools to help facilitate your event goals and objectives. Here are some tips to consider when crafting your social strategy.

### Share pictures or video.

Social platforms are becoming increasingly visual. Including a few relevant, high-quality photos or video goes a long way. Feel free to ask Epilepsy Canada for materials to share.

### Keep text succinct.

Most platforms are not optimized to share long paragraphs, or restricts word count altogether. Try to highlight only the most relevant points.

### Ensure you are using hashtags and location.

If you can add a location or hashtags, do it. These allow you to access like-minded people and build relationships with them.

### Customize your message.

A one-size-fits-all approach doesn't work for social media. Write an inspirational status on Facebook. Draw in donors with a picture or video on Instagram. Every channel is unique; your posts should reflect that.

### Feature Epilepsy Canada in your posts.

Tag @EpilepsyCanada or use #EpilepsyCanada so we can share your content with our own followers. By connecting you to our vast, passionate community, we can help your event gain some traction.

### Consider paid posts. *'You've got to spend money to make money.'*

And while social media platforms are free to use, it's worth noting that the old adage does ring true here. For mere dollars a day, you can vastly expand your reach. In addition, you can select relevant locations, communities, or interests. Organic growth is a slow process; find people who share your mission quickly.

### Optimize a variety of features.

Scouring your LinkedIn contacts might generate some corporate sponsor leads. Creating a Facebook Event can help organize a guestlist. Platforms have many features that can assist with different fundraising tasks.

### Use a diversity of platforms.

By using a multitude of social media platforms, opportunities for growing your circle increases. In addition, different platforms have various uses and strengths. Optimize a few to address the unique needs across your event's lifespan.

### Important note:

Some social platforms, like Facebook or GoFundMe, allow you to raise money directly on the site. Please notify Epilepsy Canada if any funds were collected via social media. These donation tools are not to be used for ticket sales. As we are not privy to the information collected on these sites, tickets or accurate tax receipts cannot be administered.



## Reach out to your surrounding community.

### Local media.

Local media exposure can heighten awareness of your cause, broaden the reach of your fundraiser, and dramatically boost the funds you raise. Examples include TV, radio, magazines, newspapers, blogs or online and offline event calendars. Create a list of local media contacts and find out who reviews pitches for stories. Can't find their phone or email? Look for a contact form or figure out if you have a personal connection to the outlet. Social media can also be a great place to reach out to reporters and journalists. Our third-party fundraisers have been on CTV, Global, Sauga 960, and a variety of other fantastic outlets.

### Important Note:

Epilepsy Canada has a strategic partnership with **snapd** , a community-based media company with locations across Canada. In addition to various paper publications, they have over 500,000+ followers across a variety of platforms. Lastly, they specialize in Augmented Reality , an interactive tool that brings printed material to life. Snapd would be a valuable addition to your local media contact list.

### Community service clubs.

Reach out to your local chapter of clubs such as Rotary International, Lions Club, Kiwanis, etc. If applicable, religious organizations such as Knights of Columbus and the Jewish Foundation are also great resources to contact.

### Trade unions.

Many organizations provide community and service work, in addition to financial donations. Examples include national affiliates, such as the Canadian Union of Public Employees (CUPE), or international affiliates, like United Steelworkers. These can also include organizations independent of the Canadian Labour Congress, such as Unifor.

## 3.10 Step #10: Determine Evaluation Process



The evaluation process is meant to be a reflection on the positives and negatives of the event.

### Were you able to reach your goal?

Regardless of your answer to this question you will still need to ask yourself the questions listed below.

- What went well?
- How can I learn what my attendees liked at the event?
- What went wrong?
- How can I learn what my attendees didn't like at the event?
- What is something I can add/take away from the event?
- How can I prevent (blank) from happening in the future?
- In what aspects can I improve the event?
- Did I set an appropriate goal?
- If the event was a huge success, then how can I expand the event?

## 3.11 Step #11: Recognition

This is one of the most important steps to ensuring you have continued support for any future events.

You will work with EC to ensure that those who attended the event receive a post-event thank-you, as well as which sponsors need to be recognized on our website. Awards will be made by EC and handed out based on the level of support or sponsorship someone has given. EC will then create a press release to stress the key messages of the event, along with the fundraising successes.



# Roles and Responsibilities – We're here to help

# 4.0

## 4.1 Epilepsy Canada

- Advanced Financial support for costs such as venue, food & beverage, vendors
- Marketing material development and exposing our 3rd Party Fundraiser Partners through our social media channels
- Logo and concept creation
- Write story and build narrative for Partner
- Create website portal
- Online donation engine
- Supporting marketing materials include – sponsorship packages, presentation specific to their event, selling materials such as the Grant Marketing document which outlines research projects being funded
- Collection of money and tax receipts for donors (Includes calculations of net tax receipt where recipient is receiving some value)
- Authorization letter and material
- Creation of agreement – to clearly define roles and behavior as the 3rd Party Partner becomes an extension of our brand. (Can find an example of an agreement below)
- Suggestions and recommendations on best practices

## 4.2 Fundraising Partner

- Marketing to your network and community
- Creation of tracking system to determine who they're marketing to; required to support CRA questions of validity of drive under 'education' rules (EC commits to keep confidential and private 3rd Party lists and will not use them in any other event or program. Records are kept confidential to that event)
- Presentations to potential sponsors; ensure messaging is consistent with EC's brand and mission and supports their interest in raising monies; joint presentations are powerful and recommended when applicable
- Set reasonable and achievable financial goals; leverage EC's experience in this regard
- Solicits venue(s) for their event; manage process to the event
- Recruit a volunteer team to support their event; ensure they have enough resources for set-up, collection of additional donations at event. Etc.
- Communicate activities with EC
- Advance notice of 5-7 days for joint presentations
- Co-ordinate event so that it doesn't conflict with other EC events (if possible)
- Use EC's experienced fundraising personnel whenever convenient

## 5.0

# Your Relationship with Epilepsy Canada Agreement

(Sample Agreement)



August 2017

*Fundraising Agreement: Kyle Conquers Kilimanjaro for Epilepsy*  
*Goal: \$10,000*

Epilepsy Canada is extremely pleased to support our 3<sup>rd</sup> Party fundraisers to raise monies for that supports epilepsy research at Canadian hospitals and universities.

Because of the support Epilepsy Canada receives from events like yours, and community initiatives like it, important advances have been made in epilepsy therapies. Our goal is to continue to fund research until the elusive cure for epilepsy is found.

To assist the success of your fundraising program, Epilepsy Canada will advance monies to ensure **'Kyle Conquers Kilimanjaro for Epilepsy'** is a success. We use a simple formula in our support. We look to support our fundraisers by assisting in their costs and use a 35/65 ratio. If you raise \$10,000, Epilepsy Canada will provide \$3,500.00 in funding to cover a variety of your costs.

We recognize that some fundraisers need monies in advance of their programs. As a result, we are prepared to advance those monies on a conditional basis. If you do not reach your goal, you agree to refund the difference between our advance and the 35% measurement. Here's an example:

Raise: \$5,000 (Actual)  
 Event Support: \$1,750.00 (@ 35%)  
 Advanced: \$3,500.00  
 Refund to Epilepsy Canada: \$1,650

Epilepsy Canada would still issue you a tax receipt for your donations and any refunded amount.

Should you agree to this arrangement, please acknowledge so by signing below

\_\_\_\_\_ Kyle Anderson

\_\_\_\_\_ Witness

Thank you for your generosity, and for supporting Epilepsy Canada and our vision for Funding Research | Fueling Hope

Sincerely,

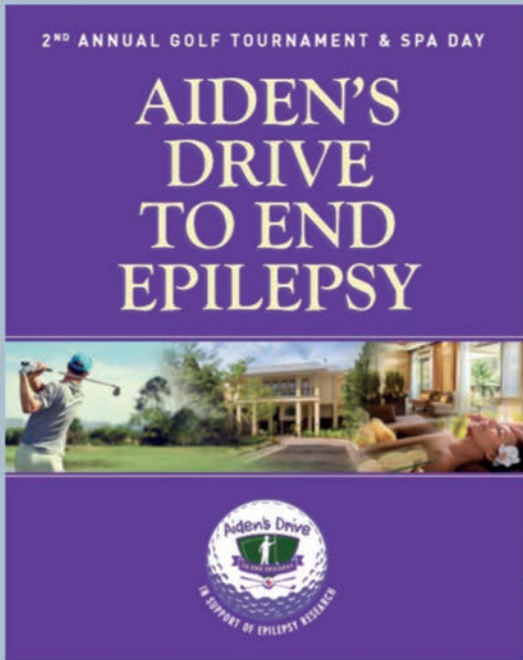
Gary Collins

President, Epilepsy Canada, [garycollins@epilepsy.ca](mailto:garycollins@epilepsy.ca), 416-346-1446

Epilepsy Canada, 21-25 Vallevwood Drive, Markham, On. L3R 5L 9

# Sponsorship Packages

# 6.0





**REGISTRATION & SPONSORSHIP**

<p><b>NAME:</b> _____</p> <p><b>ADDRESS:</b> _____</p> <p><b>PROVINCE:</b> _____</p> <p><b>PHONE:</b> _____</p>	<p><b>COMPANY:</b> _____</p> <p><b>CITY:</b> _____</p> <p><b>POSTAL CODE:</b> _____</p> <p><b>EMAIL:</b> _____</p>
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<p><b>Foursome or Spa Names</b></p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>	<p><b>Foursome or Spa Names</b></p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p> <p>4. _____</p>
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<p><b>SPONSORSHIP</b></p> <p><input type="checkbox"/> CHAMPIONS SPONSORSHIP - \$10,000</p> <p><input type="checkbox"/> PRO SPONSORSHIP - \$7,500</p> <p><input type="checkbox"/> SEMI-PRO SPONSORSHIP - \$5,000</p> <p><input type="checkbox"/> CLUB SPONSORSHIP - \$2,500</p>	<p><b>PAYMENT TYPE</b></p> <p><input type="checkbox"/> VISA    <input type="checkbox"/> MASTERCARD</p> <p><input type="checkbox"/> AMEX    <input type="checkbox"/> CHEQUE</p> <p>PAYMENT TOTAL \$ _____</p> <p>NAME ON CARD _____</p> <p>CARD NUMBER _____</p> <p>EXP. _____ CCY. _____</p> <p>SIGNATURE _____</p>
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Please scan and email to: [aidensdrive@gmail.com](mailto:aidensdrive@gmail.com)  
 Please indicate whether you'd like your receipt emailed or mailed.  
 Tax receipts available for sponsorships.  
 \*\*\*All Payments must be received prior to golf\*\*\*



## 6.1 Sponsorship Request Letters Aiden's Drive (Jay Barker)

August 10<sup>th</sup>, 2018

Regarding: Donation Request

To Whom It May Concern,

On May 28<sup>th</sup> 2016, the lives of our entire family dramatically changed when our 2-year-old baby boy had a seizure. This, was by far, the worst day of our lives, and something we would never want any other parents to experience. A few days later, after multiple tests, it was discovered that my son has epilepsy. He now takes medicine twice a day to control his seizures.

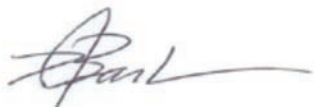
Since then, I have spent much time researching epilepsy. Not knowing many people with epilepsy, you would think it is a rare neurological disorder, when in fact, 360,000 Canadians alone (1 in 100) are epileptic. This means that close to a million Canadians are touched by, or affected by epilepsy each and every day. The numbers are even more staggering around the world! The unfortunate reality is that a cure has not been discovered, and that's not good enough for me.

On July 17<sup>th</sup> 2019, we will be hosting our 3<sup>rd</sup> annual "Aiden's Drive to End Epilepsy" Charity Golf Tournament, which will be followed by a live and silent auction. So far, Aiden's Drive has raised over \$200,000 in the first 2 years. We are hoping to raise \$250,000 this coming year. Our goal is to raise awareness & much needed funds for research. We've teamed up with Epilepsy Canada (Charity Reg. # 13117 6042 RR0001), and 100% of the proceeds will be going to them, specifically towards research into finding a cure for epilepsy. There is not nearly enough funding into research for epilepsy, and we plan on changing that today.

Your generosity of a sponsorship, or donation to be used in our auction would be greatly appreciated. This would be a huge help in getting us closer to our goal of ending epilepsy. We are also able to provide a tax receipt or a gift in kind tax receipt, as well as list your company's name on our auction donation page in our golf program and website.

From the bottom of our family's hearts to you... we want to say thank you for your kindness and generosity.

Sincerely,



Jay Barker  
(416) 312-1779  
[aidensdrive@gmail.com](mailto:aidensdrive@gmail.com)  
[www.epilepsy.ca/aidens-drive.html](http://www.epilepsy.ca/aidens-drive.html)



## 6.2 Sponsorship Request Letters Kim's Climb (Leonard Allen)

Hi .....

Aside from the solar business I have become more active in the 'giving back' side of life.

I'm leading a fundraising effort, the purpose of which is to raise funds for epilepsy research in Canada, and I need your help.

My sister was lost to this disorder many years ago and I am committed to helping support critically needed research, to one day find a cure for this condition that presently afflicts 360,000 Canadians. This year in Canada approximately 9000 families will lose a loved one to SUDEP - *Sudden Unexpected Death from Epilepsy*. That means 9000 parents will learn that their son or daughter has suddenly died from something that is still not widely known as being deadly. Our task is twofold; 1. Raise funds directly for research to find a cure; 2. Raise greater awareness of the grave risk of SUDEP.

Four new high-potential research projects are now underway at the Universities of Toronto, Montreal, and McGill, supported by \$214,000 recently awarded from our registered charity Epilepsy Canada. In an effort to raise the additional half a million dollars required to complete this critical research, in August of this year a team of 16 Canadians will be climbing Mount Kilimanjaro in Africa.

The attached material tells the story and sets out the packages and benefits available to corporate sponsors, in addition to describing the research projects that are now underway. [www.epilepsy.ca/kims-climb](http://www.epilepsy.ca/kims-climb) provides for simple sponsorship by individuals and anyone who sponsors an amount of \$100 or more will have their signature printed on our banner that will be unfurled at the summit of the mountain. Corporate sponsors will benefit from substantial exposure generated across Canada.

I would be grateful for your corporate or private support of our effort by means of a sponsorship (one time only).

Thanks for your consideration and I should note that we are looking for a few more people to climb with us (13 out of 16 are in place now). You guys are pretty fit...

Cheers,

Leonard

# 7.0

## Support Materials - Promo Cards

Kim's Climb

**CONQUERING KILI - 2018**  
**KIM'S CLIMB**  
 Epilepsy CANADA Epilepsie  
**FUNDING RESEARCH**  
 "FUELING HOPE"

**The goal is to raise \$500,000 for epilepsy research**  
 Kim's Climb is named to honour Kim Allen, who died from SUDEP (Sudden Unexpected Death in Epilepsy).  
 Read her story at [www.epilepsy.ca/kims-climb](http://www.epilepsy.ca/kims-climb)

- Epilepsy affects 1-in-100 people
- 30% of epileptics cannot control the seizures with medication
- There is no cure

My son was diagnosed with epilepsy at the age of 19...

I'm Carol McCreesh and I...  
 This August, I'm joining a team of special...  
 Africa's highest peak - to raise money for Epilepsy Canada...

My son is one of 360,000 Canadians who live with this disorder and I need to do more...  
 just hope for a cure. Please consider supporting my efforts with a tax-deductible donation  
 to Epilepsy Canada. You can sponsor me at my secure Crowdfunding website.

[www.epilepsy.ca/kims-climb](http://www.epilepsy.ca/kims-climb) Click the Sponsor Carol Button.

SPONSOR CAROL

Or phone Epilepsy Canada at 1-877-734-0873.  
 Or mail a cheque to Kim's Climb: Carol McCreesh, Epilepsy Canada,  
 21-25 Valleywood Drive, Markham Ontario, L3R 5L9

**Epilepsy CANADA Epilepsie**  
 Epilepsy CANADA IS A REGISTERED  
 CANADIAN CHARITY #13117 6412 990001

Black Tie - Purple Ribbon Gala

**BLACK TIE PURPLE RIBBON GALA**  
 SUPPORTING EPILEPSY RESEARCH

**FUNDRAISING WITH PANACHE**  
 XPRIME

**SUPPORT THE SEARCH FOR A CURE FOR EPILEPSY**

"Over 360,000 Canadians are living with epilepsy and the constant threat of seizures. This event is just one way that we can all help them regain hope for a seizure free life."  
 - Carson Tucker, Host

Tickets and info:  
[www.epilepsy.ca/black-tie--purple-ribbon-gala](http://www.epilepsy.ca/black-tie--purple-ribbon-gala)  
 Or call 905-351-9894

**Saturday, January 11, 2020**  
 Niagara-on-the-Lake Courthouse  
 8:30 PM to 2 AM

You're Invited To Dance and Party  
 To The Music of X-PRIME.  
 Support The Search For A Cure For Epilepsy.

Tickets and info: [www.epilepsy.ca/black-tie--purple-ribbon-gala](http://www.epilepsy.ca/black-tie--purple-ribbon-gala)

**Epilepsy CANADA Epilepsie**  
**FUND RESEARCH**  
**FIND A CURE**

# 7.1 Checklist - Aiden's Drive

## Aiden's Drive to End Epilepsy Checklist



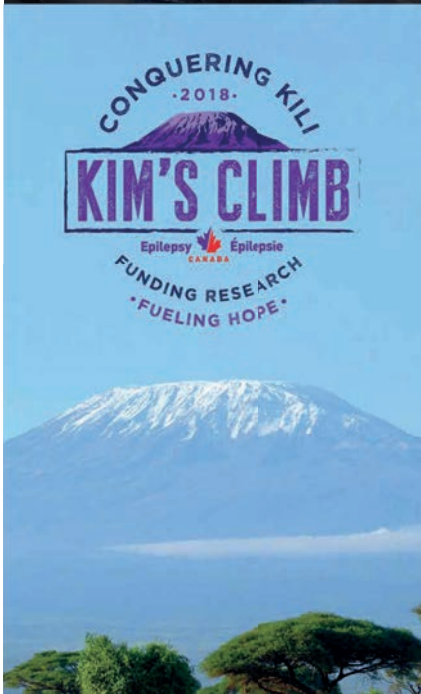
Prep time - 1 year

	<u>Item</u>	<u>Comments</u>
1	Seek quotes from prospective courses	To include A/V
2	Visit facilities/venue to see if appropriate	
3	Select Course/Venue	Select Date of Event
4	Work alongside EC on contract with course	Deciding on Lunch/Dinner, wine, etc...
5	Align down payment schedule	
6	Update Event info on EC Website	Add disclaimer for weather events
7	Create event Flyer	Includes Sponsor Packages/Benefits
8	Create donation request letter	
9	Seek Sponsors	Hole, Cart, Wine, Lunch, Dinner, Event, etc...
10	Seek Donations	Live/Silent Auction
11	Hole in one sponsor	Car dealership in the area
12	Recruit volunteers for day of event	Roughly Require at least 10
13	Work with EC on Volunteer Shirts	
14	Work with EC on event trophies	Winning, honest, closest to pin, long drive (12)
15	Align donation volumes with EC	To ensure enough frames, clipboards, pens, etc...
16	Gift bags for each participant	Recruit goodies for each
17	Beverages for each participant	placed on golf cart
18	Putting contest	Save stand YOY
19	Create sponsor and donor tracking sheet	
20	Create Participant Sheet	
21	Establish regular contact with EC	Regarding sponsor committed payments
22	Purchase 50/50, Raffle Tickets & Highlighters	
23	Discuss credit/debit machine options	Site visit maybe required
24	Look for MC or auctioneer	Outside or self
25	Putting contest/Mulligan sheets	\$20 each
26	Day of event brochure	
27	Day of pictures/video	Photographer
28	Organization of Hotel Rooms	
29	Write Speech	
30	Provide course with final numbers	
31	Create auction bid sheets with amounts	
32	Day before & day of prep	

## Kim's Climb (Leonard Allen)



- Idea developed first.
- Reached out to Epilepsy Canada.
- Got volunteers through own networks.
- Email blast was also sent out to see if there was anyone that wanted to climb.
- Leonard identified Tusker Tours: EC contacted and negotiated with Tusker
- Set up different profiles on social media.
- EC created web interface and participant pages
- Sponsors came from personal relationships.
- High success rate.
- Wanted event to be within a year but needed plenty of time to fundraise still.
- Group discussion with volunteers on what is expected of them.
- Lead by example-Did something then drew on personal experience to drive enthusiasm in volunteers.
- Huge time commitment.



# Key Learnings (Kim's Climb)

9.0

APPENDIX

As you can see from the breakout below, the volunteers who raised the most amount of money with the least amount of effort were those who solicited support from corporate sponsors and/or business associates.

## Primary Funding - Corporate Sponsorship

Leonard Allen: Total raise = \$51,310.30 with an average donation of \$900.18

Dereck Paul: Total raise = \$30,293.40 with an average donation of \$1,007.98

Carol McCreesh: Total raise = \$25,638

Gary Collins & Pat Hutchison: Total raise = 14, 977.75 with an average donation of \$713.22

## Primary Funding - Organizing Events

Consider the 10-3-1 rule when deciding your approach to getting donations.

For every 10 suspects there are only 3 prospects, which in turn leads to 1 sale.

According to this rule reaching out to individuals will create a lot of cold calling and footwork to reach your donation goal. If you seek out corporate sponsorship instead, your raise will be much higher and the time you save can be put into organizing a more successful event.

## Our Shining Stars



Become part of the people has made a real difference and enabled world-class epilepsy research to be carried out in Canada. We invite you to join the team.

### AURORA'S WAY:

Fourteen-year-old Aurora Rieder was diagnosed with epilepsy in 2015. With her mom accompanying her, she walked the 778 Km, Camino de Santiago in Spain in the summer of 2019 and raised \$40,000 for epilepsy research.



### OTTAWA RUN / WALK FOR EPILEPSY:

Richelle and Geoff Weeks' daughter Emily is one of the 360,000 Canadians with epilepsy. She inspired them to organize a Fun Run in Ottawa that raised over \$12,750. They plan to make the run an annual event.





## PADDLE FOR EPILEPSY:

IN 2017 Ann Stéphanie and her boyfriend Patrick paddled and portaged over 105 km to cross the Algonquin Provincial Park to raise over \$5,000 for research.



## KIM'S CLIMB:

Leonard Allen lost his sister, then 16 years old, to SUDEP more than 20 years ago. In the summer of 2018 Lenard led a climb of Mount Kilimanjaro, Kim's Climb™ to honour her memory and to raise \$200,000 for epilepsy research.



## MICHELLE REID GALA FOR EPILEPSY RESEARCH:

Michelle Reid, the eldest of three sisters suffered from epilepsy and died from SUDEP at the aged of 23. For three years, Michelle's sisters Katlyn and Jennilu, with the support of their parents, have honoured Michelle with an annual Gala in Gravenhurst Ontario. It has raised over \$50,000 for epilepsy research.



**Only a life lived in the service  
to others is worth living.**

*Albert Einstein*

Thank you for serving with Epilepsy Canada



**FUND RESEARCH**  

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**FIND A CURE**

Contact Us at 1-877- 734-8417

Visit [www.epilepsy.ca](http://www.epilepsy.ca)