BUILDING HOMES FOR 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 Habitat for Humanity SF/SCV and Homes for Families!

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. #HabitatVeterans

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 7 & 8, 2016
Why ALL proceeds go directly towards the construction of new homes and social services for low-income Veterans and their families.
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>Go Over the Edge for...</td>
</tr>
<tr>
<td>5</td>
<td>Sponsorship Opportunities</td>
</tr>
<tr>
<td>8</td>
<td>Participant Opportunities</td>
</tr>
<tr>
<td>12</td>
<td>How to Register</td>
</tr>
<tr>
<td>13</td>
<td>Participants: What to Expect</td>
</tr>
<tr>
<td>14</td>
<td>FAQs</td>
</tr>
<tr>
<td>15</td>
<td>About Us</td>
</tr>
</tbody>
</table>

Registration Contact: Brittany Diolosa - BEngh@HumanityCA.org - (818) 914-0140
Sponsorship Contact: Donielle DeLeon - DDeLeon@HumanityCA.org - (818) 884-8808
Go Over the Edge for a Wounded Marine’s Dream to Own His Own Home...

His whole life Dominic has been fighting to find his own way in the world. From a rough background and after 4 years in the Marines, Dominic is finally starting to build his own sense of peace—and dreams of a home for his son, his therapy dog Kyle, and himself. Dealing with sub-par apartments and dangerous neighborhoods over the years has really taken a toll on his everyday life. Now, having a community surrounded by safety and like-minded veterans is truly his dream. With your much-needed help it will finally come true. Dominic is a constant light at our build site, helping to demonstrate that everyone and every animal can be of useful service.

Go Over the Edge for an Army Veteran and Single Mother...

Aracely joined the military at the age of 19, right out of high school, wanting nothing more than to be a part of the “most elite military power on Earth.” She wanted to put to use the values that she was taught by her mother such as loyalty, duty, respect and honor -- the same values associated with our military. She worked hard and did not let “being a girl” discourage her from any challenges. However, being a single mother made it difficult to stay in the military, so she took a break from service to raise her children. In that time, her stepfather passed away, leaving no one to take care of her mother financially. Her mother moved in to take care of her kids and Aracely volunteered to deploy in order to provide for them. Within two weeks she left for training, then went straight to Iraq. She injured her knee and back, but did not allow that to hold her back. While in Iraq, she worked 12-hour days, 7 days a week on high stress, secret missions. When Aracely returned home, her mother moved out of their home without notice, leaving her with two children to care for again and forced to leave the military for good.

Since then, her physical injuries have worsened. She has constant nerve pain in her back, shoulder, arm, hand and fingers, and has tinnitus in her ear. She also suffers from constant eye irritation, which keeps her from driving. Her knee injury makes it difficult for her to get upstairs and she was recently informed that her condition will not improve and will in fact only get worse. With your much-needed help, we were able to move Aracely from a two story home to a fully ADA single story home, something that would not be possible without additional funds. Now Aracely and her children are so excited to be moving into one of the homes in our Santa Clarita Enriched Neighborhood®. They will be moving into a single story unit, making it easier for her to get around the house. She looks forward to having a little garden of her own -- something that eases her anxiety and stress. Her daughter, Sady, looks forward to being able to get a pet, something that is not allowed at their current apartment.
Go Over the Edge for a Navy Seal...

When Norman Ruano emigrated to the U.S. with his mother and siblings from Guatemala 15 years ago, he struggled to find a job. After a few months, he was hired by a few airline companies, and worked a variety of menial positions, but he knew he was destined to do much greater things. He enrolled in the aviation program at his local college and soon graduated with honors in Science in Aircraft Maintenance, Private Pilot Certificate, Airframe and Power Plant Mechanics License and FCC Ship and Aviation Electronics Certification. Norman then got a job with an aircraft maintenance company where he could finally put his education and ambition to work. However, due to the economic downturn, the airline company had to lay Norman off. He joined the Navy. Even though Norman was working 11 hours, 6 days a week, he would make it to the gym by 5 a.m. every day. The only other people with him in the gym at that hour were the guys training to be Navy SEALs. These guys motivated Norman to train even harder, and soon he passed his Physical Screening Test with flying colors.

After two deployments to Iraq, a PTSD diagnosis, and too much time away from his new wife, Norman decided to separate from the military. He has since earned his MBA and now works for Space X. However, Norman’s current neighborhood has been overrun by gang activity, and he still feels that he, forever shaped by his military experience, won’t ever quite fit in as a civilian. To Norman, being able to live in the Santa Clarita Enriched Neighborhood® means having a safe and healthy place to raise his family, and being able to fit in with his community again. He is just waiting for his home to be built—this is the American Dream your support will help Norman achieve.

Go Over the Edge for an Air Force Veteran and Father’s Dream for His Children...

Shane Cavette, an Air Force veteran and a California native has a family history in the military, with his father who served in Vietnam, his grandfather who served in WW II in the Navy, and his great grandfather who served in WW I in the Army. Shane’s goal was to eventually get top clearance to join the FBI and enlisted in the Air Force in 2004 in Integrated Avionics with that goal in mind. After his training he became an Avionics Instruments and Flight Controls Systems Journeyman at Hurlburt Field, the headquarters for Special Ops, so he worked alongside Navy SEALs and Rangers. While he was there he attended school and pursued a Bachelor’s degree during the day and also became a certified EMT. After that, he served two years in Japan and did two tours of duty in Kuwait. In 2009 there were some issues in Shane’s family life and he left the military to come home and decided to finish his Bachelor’s degree. At first he wanted to pursue a career in film, but when he graduated he instead went into the Aviation industry and is still pursuing his dream of a career with the FBI or the FAA. He met his wife Morgan in 2009, and soon became part of her family with her 5-month old daughter. They had their first and second daughters together a few years later and are currently expecting another girl this October. They have been living in tight quarters in Morgan’s mother’s home since they became a family and they are so excited to own their very first home together and, with your help, to finally have their dreams come true.
**SPONSORSHIP OPPORTUNITIES**

### Pillar Sponsor - $25,000
- 2 Participant rappel slots for Day 1, Media Day
- 10 Participant rappel slots for Day 2
- Designated rope color. “Your Company” announced for each participant who uses your company’s rope on both event days
- Each rappeller gets to wear a GoPro camera during their rappel
- Table at Day 2 Sponsor Fair
- 10 guest invitations to VIP Reception on the evening of Day 1
- Two guest room stay for October 7, 2016
- Official event photo for each rappeller
- Exclusive title sponsor recognition displayed prominently on:
  - All media exposure both print and electronic
  - Event t-shirt
  - Event day signage
  - Habitat SF/SCV website and event email communications
  - Event marketing materials
  - Participant helmets (visible in event footage and photos)

### Rope Sponsor - $15,000
- 5 Participant rappel slots, including one for Day 1, Media Day
- Designated rope color. “Your Company” announced for each participant who uses your company’s rope on event day
- Each rappeller gets to wear a GoPro camera during their rappel
- Table at Day 2 Sponsor Fair
- 6 guest invitations to VIP Reception on the evening of Day 1
- One guest room stay for October 7, 2016
- Official event photo for each rappeller
- Company logo displayed prominently on:
  - Event t-shirt
  - Event day signage
  - Habitat SF/SCV website and event email communications
  - Event marketing materials
  - Participant helmets (visible in event footage and photos)
SPONSORSHIP OPPORTUNITIES

Rappel Partner - $10,000
- 3 Participant rappel slots, including one for Day 1, Media Day
- Each rappeller gets to wear a GoPro camera during their rappel
- Table at Day 2 Sponsor Fair
- 4 guest invitations to VIP Reception on the evening of Day 1
- One guest room stay for October 7, 2016
- Official event photo for each rappeller
- Company logo displayed on:
  - Event t-shirt
  - Event day signage
  - Habitat SF/SCV website and event email communications
  - Event marketing materials

Base Partner - $5,000
- 1 Participant slot for Day 2
- Rappeller gets to wear a GoPro camera during their rappel
- Table at Day 2 Sponsor Fair
- 2 guest invitations to VIP Reception on the evening of Day 1
- Official event photo of rappeller
- Company logo displayed on:
  - Event t-shirt
  - Event day signage
  - Habitat SF/SCV website and event email communications
  - Event marketing materials

Lunch Sponsor - $3,000
- 1 Participant slot for Day 2
- Rappeller gets to wear a GoPro camera during their rappel
- 1 Guest Pass for a supporter to come and watch you rappel
- Event t-shirt for both of you
- Company logo displayed on:
  - Event t-shirt
  - Signage at lunch
  - Habitat SF/SCV website and event email communications
  - Event marketing materials
SPONSORSHIP OPPORTUNITIES

Breakfast Sponsor - $1,500
- 1 Participant slot for Day 2
- Rappeller gets to wear a GoPro camera during their rappel
- 1 Guest Pass for a supporter to come and watch you rappel
- Event t-shirt for both of you
- Company logo displayed on:
  - Event t-shirt
  - Signage at breakfast
  - Habitat SF/SCV website and event email communications
  - Event marketing materials

Hire a Hero Sponsor - $2,500
- Sponsor Veteran, policeman, fireman or other local hero to participate on Day 2
- Rappeller gets to wear a 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 on:
  - Event t-shirt
  - Signage at registration table
  - Habitat SF/SCV website and event email communications
  - Event marketing materials

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Sponsorship Contact: Donielle DeLeon - DDeLeon@HumanityCA.org - (818) 884-8808
PARTICIPANT OPPORTUNITIES

“Toss the Boss” Challenge

What does it take to accept the “Toss the Boss” Challenge?

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 commitment and participation you’ll receive:

• Your own personal “Toss the Boss” fundraising page
• Event t-shirt
• Official event photo of rappeller
• 5 Guest Passes for your supporters to come and watch you rappel

Fundraising Incentives

“Toss the Boss” Challengers who go above and beyond the fundraising minimum will be rewarded with some exciting incentives.

• $3,000+ Everything above… PLUS you’ll get to wear a GoPro camera during your rappel to capture every moment + 2 additional Guest Passes for your supporters!

• $4,000+ Everything above… PLUS you’ll get t-shirts for your supporters (Max 20 shirts. Amount must be raised a minimum of 30 days prior to event date) + we’ll add your company logo or team name to the back of the event shirt + 3 additional Guest Passes for your supporters!

• $5,000+ Everything above… PLUS “The Boss” will get to choose their favorite team member to rappel also + 5 additional Guest Passes for your supporters!

• $7,500+ Everything above… PLUS “Save Yourself Pass” which allows “The Boss” to choose someone else to rappel in their place + 5 additional Guest Passes for your supporters!

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“Test Your Teacher” Challenge

What does it take to accept the “Test Your Teacher” Challenge?

Here is an opportunity for students to give their teachers a test of their own. A test of just how brave they really are. This test will include just one question, “How do you feel about rappelling down the side of a 25-story building?”

No rappelling experience necessary, just some school spirit, a bit of bravery and a minimum fundraising commitment of $1,500.

With your commitment and participation you’ll receive:

- Your own personal “Test Your Teacher” fundraising page
- Event t-shirt
- Official event photo of rappeller
- 5 Guest Passes for your supporters to come and watch you rappel

Fundraising Incentives

“Test Your Teacher” Challengers who go above and beyond the fundraising minimum will be rewarded with some exciting incentives.

- **$2,000+** Everything above… PLUS you’ll get to wear a GoPro camera during your rappel to capture every moment + 2 additional Guest Passes for your supporters!

- **$3,000+** Everything above… PLUS you’ll get t-shirts for your supporters (Max 15 shirts. Amount must be raised a minimum of 30 days prior to event date) + we’ll add your school name on the back of the shirt + 3 additional Guest Passes for your supporters!

- **$4,000+** Everything above… PLUS you’ll get to choose a fellow teacher to rappel also + 5 additional Guest Passes for your supporters!
PARTICIPANT OPPORTUNITIES

Individual Rappeller

What does it take to be an Individual Rappeller?

No experience necessary, just a little bravery, some moral support and a $1,000 minimum fundraising commitment. On October 8th, 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:

- Your own personal fundraising page
- Event t-shirt
- Official event photo of rappeller
- 5 Guest Passes for your supporters to come and watch you rappel

Fundraising Incentives

Rappellers who go above and beyond the fundraising minimum will be rewarded with some exciting incentives.

- **$1,500+** Everything above… PLUS you’ll get to wear a GoPro camera during your rappel to capture every moment + 2 additional Guest Passes for your supporters!

- **$2,500+** Everything above… PLUS you’ll get t-shirts for your cheering section *(Max 15 shirts. Amount must be raised a minimum of 30 days prior to event date)* + 3 additional Guest Passes for your supporters!

- **$3,000+** Everything above… PLUS you’ll get to choose a friend to rappel also + 5 additional Guest Passes for your supporters!
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 8th and cheer our rappellers on!
HOW TO REGISTER

Signing up to participate is easy!


2. On this page you will see a brief description of the event along with a **Register Now** button. Click on **Register Now**.

3. This will bring you to our FirstGiving site for the event. On the right side of the screen click the **Register** button.

4. When you click on Register, a window will pop-up giving you your Registration Options. Simply select whichever option you’d like and continue with the registration process. You’ll create your own First Giving account, and then set up your fundraising page.

5. You can customize your fundraising page however you’d like. You can add pictures and even a story about why you’re going “Over the Edge” for Veterans. Then, you can spread the word to your friends, family, co-workers, etc., and share your page on your social media pages to start fundraising.

If you need any assistance with the registration process, please contact Brittany Diolosa at BEngh@HumanityCA.org or (818) 918-0140.

If you are interested in any of our Sponsorship Opportunities or have any questions about the event itself, please contact Donielle DeLeon at DDeLeon@HumanityCA.org or (818) 884-8808.
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 15 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.

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 is Over the Edge?**
Over the Edge is a unique fundraising challenge by Habitat for Humanity SF/SCV and Homes for Families in which participants commit to a fundraising minimum in exchange for the opportunity to rappel down the side of the Universal Hilton Hotel.

**What happens if it rains?**
With the exception of severe weather, the event will take place rain or shine.

**Who can participate?**
While no prior rappelling experience is required, we do ask that all participants weigh between 100 and 300 lbs. 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.

**How can I prepare for my rappel?**
No preparation or experience is required to participate as a rappeller. 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, Habitat 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.

**How will the money raised be used?**
Proceeds from this event will be used directly towards Habitat for Humanity SF/SCV’s construction of affordable housing for low-income families and enrichment services.

**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.*

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Habitat for Humanity, San Fernando/Santa Clarita Valleys’ mission is to build affordable homes for low-income civilian and veteran families, and provide services that empower them to build brighter futures as homeowners.

We are a locally run, independent, 501(c)(3) non-profit organization serving North Los Angeles City and County, building houses and futures for low-income families. We partner with our sister agency, Homes for Families® to specialize in building Enriched Neighborhood® communities—which hold the promise to move low income families up into the middle class. Founded in 1990, we are currently building over 150 homes for low-income veterans in collaboration with the California Department of Veterans Affairs. To date, we have built 317 homes placing us in the top 5% of Habitat affiliates nationwide.

Homes for Families is a 501(c)(3) non-profit organization serving low-income families through the development and replication of the Enriched Neighborhood® model. This model offers a powerful outcome-based program of wrap-around services and education that empowers under-served families to build equity, self-sufficiency skills, and advocacy capacity to move themselves up in socio-economic status. For Veterans and their military families, these wrap-around services are enhanced with much-needed trauma-informed programs and services to address PTSD, Military Sexual Trauma, Traumatic Brain Injury and other issues prevalent in military families. Homes for Families partners with non-profits, government entities, and corporations to bring the outcome-proven Enriched Neighborhood® model to communities.

Over The Edge is a special events company that provides signature events for non-profit organizations around the world. Business leaders, individuals and community members are invited to raise donations in exchange for the experience of going over the edge of a prominent building. This unique event generates front page news, raises thousands of dollars and provides participants with a once-in-a-lifetime experience. Over The Edge is responsible for all technical aspects of the event including the insurance, professional staff and rappelling equipment. In addition, OTE provides a comprehensive Fundraising Manual to conduct a successful fundraising event. Our mission is to create a legacy with a 10 year goal to help non-profit organizations throughout North America raise $50 million dollars.