



Seize the Day Captain's Kit

The Seize the Day 2.5K walk and 5K run is in support of individuals, families, and members of our community living with epilepsy and seizure disorders. Whether you are walking in memory of someone who has passed away from a seizure, supporting those who are affected by epilepsy and seizures, or want to raise awareness about this condition, this annual event is something that everybody in our community is welcome to participate in.

This guide will provide background information about Epilepsy Southwestern Ontario, highlight your role as Team Captain, and offer tips on how to manage a successful Seize the Day team. Thank you for dedicating your time to become a Team Captain! Your support of Epilepsy Southwestern Ontario is greatly appreciated and we hope you enjoy fundraising and participating in the event with friends, family, and coworkers. Your effort and contributions as a Team Captain make a significant impact for families and individuals in the community and we are truly grateful to have you as a part of the ESWO community.

Event Information

What: Party-themed 10th Annual Seize the Day, 2.5K Walk/5K Run.

This year's event will be hybrid format: join us in person for a family-fun event or participate virtually and walk/run on your own time.

When: In-person: Sunday, September 24, 2023 at 10:30am

Virtual: Complete on your own time between September 22-24, 2023

Where: Graham Family Eco Park, [15769-, 16033 Medway Rd, Arva, ON N0M 1C0](#)

How to participate:

1. Register your team on RaceRoster (Online registration does not include registration fees. See below for fee information).
2. Collect pledges from your friends and family. This can be done through RaceRoster or by using our pledge form to collect offline pledges.
3. Registration fee waived if participant collects \$100.
4. Collect \$150 in pledges and participant will receive a free event t-shirt. Note, **incentives apply to an individual member, not the team total.**
5. Submit a photo on our virtual ["I'm Walking for Wall"](#) to share your reason for participating.
6. Download your ["I'm Walking For"](#) sign. Be sure to fill out and share a photo with us.
7. Join us at the Eco Park in London on September 24, 2023 or walk in your community throughout the weekend.
8. Complete your 2.5K walk/5K run and share your photos with us by tagging @epilepsyswo on social media or emailing katie@epilepsyswo.ca

Registration Fees:

- Online registration does not include the race fees associated with the in-person event. These must be paid via mail, e-transfer, at the event or in person at our main office (797 York St. Unit 3 London, ON).
- In-person participation is free for those under 17 years of age.
- Register in advance for \$20 or at the event for \$25. Virtual participation is free.
- Submit \$100 in pledges and your registration fee will be waived.

- Receive a free t-shirt and have your registration fee waived if you submit \$150 or more in pledges by cut off date (**August 24, 2023**).
- Registration fees and incentives apply to each individual member of the team.
- Offline pledge forms available [here](#). Please ensure all cheques are made payable to Epilepsy Southwestern Ontario.

Event T-shirts:

Collect \$150 in pledges by August 24, 2023, and you will receive a free event t-shirt. Must select size when registering.

***IMPORTANT INFORMATION ABOUT T-SHIRTS

- Each participant will receive only ONE t-shirt if they reach the \$150 goal.
- **Team donations will not count towards individual prizing, so please plan accordingly. As a team captain, ensure each of your teammates are reaching the \$150 goal if they'd like an event t-shirt.**
- T-shirts will be available at the Eco Park for pickup the day of the event, or advanced pickup locations TBD. More information to come.

Didn't reach your fundraising goal, but you would still like a t-shirt? No problem! Order your event t-shirt (\$20 - \$25 each) on our website no later than August 24, 2023.

Offline Donations:

If you receive offline funds (cash/cheques), these can be submitted to our head office or by e-transfer.

Please note that all cheques need to be made payable to Epilepsy Southwestern Ontario. If tax receipts are required for donations, please fill out the pledge form with a legible mailing address and full name.

For more information, please contact avery@epilepsyswo.ca

Benefits of Being a Team Captain

What are the benefits for you?

- Be recognized in your community as a leader.
- Support your local community
- Reduce the stigma and help to dispel myths about epilepsy by raising awareness in your community.

What are the benefits for your company/employer for participating?

- Strengthens your community profile and demonstrates company commitment to charitable causes
- Enhance employee morale in a positive team environment.
- Actively participate in an important cause alongside friends, family and colleagues.
- Be recognized for your support at the Seize the Day event, social media and e-blast to all agency members.

What are the benefits for your team members?

- Promotes team building and generates a sense of social commitment.
- By supporting Epilepsy Southwestern Ontario, it creates a sense of individual and team accomplishment.
- Be involved in a family fun day, which includes: a run and walk, entertainment and a community barbecue.



Your Role as Team Captain

Your role as Team Captain is to **inspire** and **motivate** team members to become involved with the community and raise funds.

A Great Team Captain for Seize the Day provides:

- Support and guidance to all team members. Captains help team members reach their fundraising goal and develop positive engagement with Epilepsy Southwestern Ontario.
- Resources for your team by providing fundraising tips, positive engagement, and information about Seize the Day and Epilepsy Southwestern Ontario. Check out our resources on our website www.epilepsyswo.ca/seize-the-day/ for help.
- Captains highlight the benefits of joining the team and maintain communication during the months of fundraising.



Overview of your role:

- Set a fundraising goal for your team. Keep in mind individual goals – if participants fundraise \$150 by cut off date, they will receive a free event t-shirt.
- Ask friends, family and co-workers to support your team and donate.
- Be a resource for information and tips on fundraising for your entire team.
- Encourage your team to come out to the event and celebrate your success and the success of Epilepsy Southwestern Ontario.

How to Recruit and Manage a Successful Team

Step 1: Start recruiting

- Contact anyone you know who would be interested in joining your team:
 - Co-workers, family, friends, athletic teams or organizations who are committed to a healthy lifestyle
 - Big-hearted people
 - Anyone who volunteers or works with charities and would love to support a great cause
- Your team members can register online or complete a paper form, indicating the Team Name as it appears online.
- If you have permission to do so, we encourage you to post sign-up information or a poster in your office.

Step 2: Set a fundraising goal

Start fundraising today! Carpe Diem.

Set a SMART fundraising goal – Specific, Measurable, Achievable, Realistic and Timely. With an outcome in mind, your team will be motivated to go above and beyond that goal.

Step 3: Talk about Seize the Day

Talk about Seize the Day and Epilepsy Southwestern Ontario with friends, family members and colleagues. Invite them to attend the event in September and watch you cross the finish line.

Step 4: Stay connected

Let us know how you are doing!

Engaging with your teammates is the key to a successful fundraising campaign. Share your progress on your social media accounts. Let us know about your progress, tag Epilepsy Southwestern Ontario on social media (@epilepsyswo) and encourage your team to follow us: <https://www.facebook.com/epilepsyswo>

More Tips: Check out the Resource section on our website for more tools including fundraising and social media tips! www.epilepsyswo.ca/seize-the-day/

Making the Pitch

We know that you have a personal interest in the work ESWO does and we thank you for your commitment to making the Seize the Day event a success. We share the same goal of enhancing the lives of people who are affected by epilepsy and seizure disorders. With this in mind, the following information is designed to help you communicate that to others.

Mission

Epilepsy Southwestern Ontario enhances the lives of people who are affected by epilepsy and seizure disorders by providing a network of services that educate, support and build community awareness.

Vision

Our vision is a community free of barriers where persons affected by epilepsy and seizure disorders are empowered and supported to live a life of dignity, self-worth and hope.

Values

We are dedicated to providing innovative services that are responsive to individual needs. We are both inclusive and collaborative in our approach to ensure that all individuals with epilepsy have the opportunity to fully participate in their community.

Facts about epilepsy

Share our [fact sheet](#) or use the facts below:

- Epilepsy is a condition of the brain which is defined after multiple and recurrent seizures.
- As one of the most common chronic neurological disorders, approximately 1 in 10 Canadians experience at least one seizure during their lifetime.
- 1 in 100 Canadians have epilepsy and based on that estimate, 333,000 people in Canada have epilepsy.
- Fear of exclusion is typical for those with epilepsy. Some families whose children have epilepsy do not inform their schools of their child's condition to avoid potential exclusion.

Thank You!

We thank you for your support of ESWO and we hope you have a fun time with your friends and family participating in this event, raising awareness about epilepsy, and making an impact through the organization. Your participation and effort is greatly appreciated by ESWO and the families and individuals who will benefit from your fundraising.