

Special Olympics BC Volunteer Professional Development Series

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Land Acknowledgment

We wish to acknowledge that the Burnaby office of Special Olympics BC sits on the lands of the Coast Salish, Qayqayt and Te'mexw people. We also recognize all Traditional Territories where you are working, living, and playing.

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Housekeeping

We will be recording this webinar so it can be accessed later. Please mute yourself if you are not speaking

To enable you to see the full PowerPoint Presentation you can move zoom into Speaker Mode



Facilitators:
SOBC – Fund Development Team

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Fundraising Workshop

SOBC Volunteer Professional Development Series

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Sponsorship vs. Grants



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Sponsorship generally refers to funding from a corporate entity in exchange for public recognition and/or benefits

- Often tied to an event in order to maximize publicity
- Usually unrestricted funds (i.e. no reporting necessary)
- Not considered a donation because there is a transaction.
Sponsorships are not eligible for tax receipts

Grants generally refer to funding from a foundation, government, or other non-profit organization

- Funding is usually granted through an application process
- Funding is often restricted
 - Must be spent on a specific program or initiative within a certain timeline
 - Reporting is often required
 - Unspent funds sometimes must be returned

Sponsorship vs. Grants



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Corporate grants refer to funding from the charity arm, or foundation, of a corporate entity

- Other terms to refer to this funding structure:
 - Community investment / development
 - Social impact
 - CSR (Corporate Social Responsibility), DEI (Diversity, Equity, and Inclusion) or ESG (Environmental, Social, and Governance) funding
- Requirements, application process, recognition and reporting expectations vary
- Corporate grants typically only fund programs and initiatives in the geographical area in which they operate or are headquartered

Sponsorship



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Resources

- [Sponsorship Request Letter Template](#)
- [Grant Writing Basics Guide](#)

Tips for Sponsor Solicitation

- Be prepared to introduce Special Olympics, and talk about your current programming
- Try to understand what they value in a partnership
 - Brand association / recognition?
 - Engagement opportunities for employees?
- It can be helpful to be flexible in your request
 - In-kind sponsorships are the transfer of goods or services in exchange for sponsorship benefits
 - Think about having multiple sponsorship tiers, or custom opportunities
- Leverage existing provincial and national sponsors

Sponsorship



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Examples of Typical Sponsorship Benefits

- Naming rights
- Logo recognition on print marketing collateral, such as signage, flyers, posters, mail-outs, etc.
- Logo recognition on digital marketing collateral, such as e-newsletters, social media, website, etc.
- Invitations to event / program
- Opportunity for sponsor representative to address athletes
- Opportunity for sponsor to send employees to volunteer at event / program
- Opportunity to invite an athlete to speak to employees

Sponsorship Restrictions

- Corporate logos are not permitted on athlete uniforms or apparel
- Please do not allow sponsors to use / display the Special Olympics logo
- Please reach out to us before approaching a car dealership

Grants

Finding Opportunities

- [ViaSport Grants](#)
- Search for major corporations headquartered in your area and research their community investment programs
- Sharing is caring! Send any eligible granting opportunities you come across to your peers. Share with your CDC, or myself! We will spread the word.
- Look for opportunities that focus on the following areas:
 - Inclusion and Diversity
 - Health, Sport, Well-Being
 - Pandemic Recovery
 - Volunteer Retention / Recruitment



Grants

Key Dates

- [Community Services Recovery Fund](#)
 - Deadline: **Feb 21**
 - Minimum \$10,000
 - Please apply as “Special Olympics BC – [LOCAL]” to ensure that everyone can apply
- [Community Gaming Grant](#)
 - Apply between **March 1 – May 31**

Resources

- [Grant Writing Basics Guide](#)



We're here to help!

Book a session with me to brainstorm, or go over your grant application or sponsorship letter together!

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Provincial Events



Third-Party Events

VANCOUVER

KELOWNA



Proprietary Events





Overview



The Law Enforcement Torch Run (LETR) for Special Olympics is the largest grass-roots fundraiser for Special Olympics globally.

The term “Law Enforcement Torch Run” refers broadly to this initiative. It can also refer to the flagship event, the Torch Run.

At Torch Run events, LETR members run (or walk) alongside Special Olympics athletes. Funds are raised via peer-to-peer. Some agencies also host other fundraising activities such as barbecues and raffles.

Over the years the LETR has evolved and now encompasses a variety of innovative fundraising events, including the Polar Plunge.

LETR events are considered **third-party provincial fundraising events**. Law enforcement members take the lead in planning and executing events, with guidance and support from SOBC (provincially and locally).



How Locals can get involved



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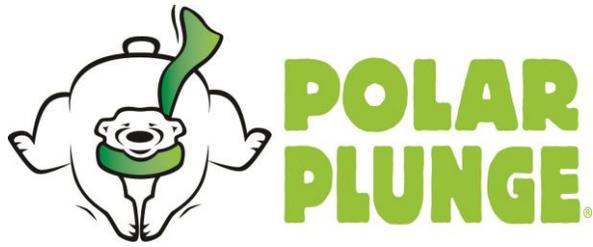
For Torch Run events, Locals may receive funds by encouraging their athletes to participate in events. **Funds raised (net proceeds) by registered SOBC athletes will be redistributed back to the Local.** This includes virtual Torch Run events, so everyone across the province can participate.

Torch Run season is typically in the spring (late-May through early June), though LETR members may choose to host a Torch Run at any time of the year.

Other LETR events have included: Free the Fuzz, Cops, Pops, and Pizza, Cycle for a Cause, and 50/50 raffles. Local revenue share for these events are determined on a case-by-case basis.

For more information on the LETR:

<https://www.specialolympics.ca/british-columbia/ways-give/law-enforcement-torch-run>



Overview

The Polar Plunge for Special Olympics BC is staged in partnership with the Law Enforcement Torch Run for SOBC.

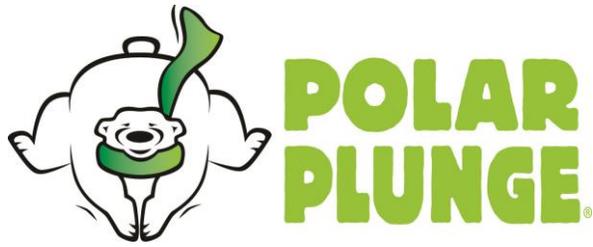
The Polar Plunge is a peer-to-peer fundraising event, where LETR members, alongside Special Olympics athletes and supporters, and members of the community, collect donations from family and friends for taking on the challenge of jumping into frigid waters.

Polar Plunge events are LETR-led initiatives and are considered **third-party provincial fundraising events**. Committees made up of law enforcement members are responsible for the coordination and execution of events, with guidance and support from SOBC (provincially and locally).

In British Columbia, the Polar Plunge has become the most profitable LETR event since its inaugural year in 2016. An option for people to participate virtually was introduced in 2020 and will remain an option for participants indefinitely.



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How Locals can get involved

Locals may receive funds by encouraging their athletes to participate. **Funds raised (net proceeds) by registered SOBC athletes at in-person or virtual events will be redistributed back to the Local.**

There will always be a virtual component to the Polar Plunge, so everyone across the province can participate.

In 2023, the Polar Plunge is taking place **February 18 to March 5**, with a handful of in-person community events occurring within that time period.

We encourage every Local to create a team and invite your athletes to participate!

<https://www.specialolympics.ca/british-columbiaways-givelaw-enforcement-torch-run/polar-plunge-special-olympics-bc>

Success story: Abbotsford Police Department and SOBC – Abbotsford

In 2022, eight athletes from SOBC – Abbotsford joined Abbotsford Police Department members to participate in the Polar Plunge. From the athletes' fundraising efforts, the Local received \$5,600!



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motionball is its own non-profit organization that raises funds for Special Olympics Canada and is considered a **national partnership**.

motionball events are organized and run by volunteer committees. Committees receive support and guidance from motionball staff in their national office. SOBC (provincially) supports by coordinating athletes to participate in their events. The establishment of new events is largely out of our hands.

Their flagship event, Marathon of Sport, is a peer-to-peer fundraising event.

Currently in British Columbia, Marathon of Sport events take place in Kelowna and Vancouver. Universities are also involved, including: TRU, SFU, UBC, and UBCO.

Special Olympics Canada receives a portion of all funds raised across the country. Special Olympics BC receives a portion of funds raised from events in our province. **Locals involved in motionball events will receive a share of the net proceeds from SOBC.**

<https://www.specialolympics.ca/british-columbia/ways-give/motionball>



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Fundraising Tools

CrowdChange

CrowdChange is SOBC's online fundraising platform.

Each Local is already set up with their own personalized fundraising page, where donations made get deposited directly into your bank account. Your page URL can be shared for all your generic Local fundraising initiatives.

If your Local hosts a specific fundraising event (such as a walk-a-thon or golf tournament) an event-specific page can be created for your event. Pages can facilitate things such as: peer-to-peer fundraising, registration, ticket sales, one-time and monthly donations, sponsorships, and merchandise sales. Funds through these pages can also flow directly into Local's bank accounts. Contact the provincial office for help with setting up CrowdChange pages.

The platform takes a fee from each transaction, though donors have the option to cover these fees. There is no up-front cost to your Local for utilizing CrowdChange.

Examples: Oceanside and Chilliwack's golf tournaments

For a list of all local CrowdChange pages: [SOBC Community Fundraising \(crowdchange.ca\)](https://www.sobc.ca/community-fundraising/crowdchange)



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CrowdChange (cont'd)

One of the many useful fundraising features in CrowdChange is the ability to set up a recurring donation. Donors have the option to set up a monthly or annual donation to the amount of their choice. This recurring donation can be set up on your local fundraising page.

The below option will show whenever a user is trying to make a donation.

I'd like to donate

<input checked="" type="radio"/> One-time					<input type="radio"/> Monthly					<input type="radio"/> Annually				
\$20			\$50			\$100			\$250			\$500		
Other														

Sometimes donors would like to make changes to their recurring donation such as when they have a new credit card, or switching from general donation to local specific donation. If that happens let Adjani know and he'll be happy to help!

Givergy provides online fundraising solutions. Historically Special Olympics BC has used Givergy to host online auctions and gather fund a need pledges.

Givergy provides a suite of online fundraising services including:

- Silent Auctions
- Donations
- Payment Handling & Ticketing

Givergy allows Locals to build and use their own fully responsive and customizable website that allows supporters to bid on items from any device and donate directly to your cause. With Givergy, Locals can collect payments seamlessly with a secure and integrated payment system and receive detailed reporting after each campaign.

Contact me for help in setting up a Givergy page!

Tax Receipting

Tax receipts are more advantageous to individuals. Businesses and Organizations usually do not require a tax receipt and write off the donation in other ways. However if specifically asked we can issue tax receipt for Businesses or Organizations

Minimum donation amount that is eligible for tax receipting is \$20. While tax receipts can be issued for any amount, this is our policy in order to cover the costs associated with processing the tax receipt (admin fees, postage, etc.).

CrowdChange have automatic tax receipts enabled. Every donation will have a tax receipt emailed to donors within 24 hours.

Receipts issued by the provincial office.

Any donation that requires the provincial office to issue tax receipts should have complete information to ensure accuracy of receipt. Including but not limited to: **dates on the cheques**, date received, date deposited, Full Name and Address, etc.

If there are any issues with someone's receipt e.g. lost, wrong address, wrong name, feel free to contact Adjii to reissue.



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We're here to help!

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Questions & Discussion

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Thank you for joining us!

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