

# Revenue Sharing

Effective January 1, 2017

***Special Olympics***  
*Indiana*



# Task Force

*(meeting 9/17/16)*



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# Key Principles



- We do better by working together than by “going it alone”
- Working together maximizes resources for all of Special Olympics Indiana (State and County)
- We will always work to ensure all parties “remain whole” (i.e. nobody “loses” by bringing forward an opportunity for the greater good).

# Factors in Creating Plan



- **Effort & Value:** Who is doing the work for the associated fundraising event or activity?
- **Origination:** Who established the event / relationship?
- **Risk/Cost:** Who bears the risk and expense?
- **Donor Intent:** Special Olympics Indiana honors a donor's intent as a fundamental of accepting charitable gifts. We, however, must be diligent to not send mixed messages as to where in Special Olympics is the best place to donate.
- **Simplicity:** Formulas simple enough for everyone to use

# Revenue Share Models



## Polar Plunge

<b>County Programs</b>	50/50 split on total dollars raised by individual plungers recruited by County Programs and registered in advance of the Plunge date.
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<b>County Bonus</b>	Counties that raise their plunge goal (25% of previous year's expenses) receive 60% of total dollars raised by plungers
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<b>Area Programs</b>	Budget to operate Area for the year – including medals, signs, banners
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<b>Area Bonus</b>	Based on plunge goals , plunges that achieve their goal will earn a new SO-branded tent for use in Area Games and other events
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## Plane Pull

<b>Teams</b>	50/50 split on total dollars raised by team who signifies when registering on behalf of a County Program
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# Revenue Share Models



## Champions Together

The County Program receives 10% of the funds donated by the high school toward a Champions Together banner.

## Third Party *(Organized by an outside group)*

If the County Program supports fundraiser through a demonstration, donor recognition, or planning the County Program receives 10% of the amount donated

## Knights of Columbus

100% returned to County Programs in the form of a discount on Summer Games entry fees for all counties who have a K of C council donate.

## Corporate Sponsorships

County Program that originates a state sponsorship of \$10,000 or more receives 50% of total in first year and 10% of any annual sustaining sponsorship dollars.