

FUNDRAISING

FUNDRAISING EVENT APPROVAL

An *Event Application*, with accompanying materials (artwork, designs, ad copy, etc.), must be sent to the State Office at **least 30 days** prior to the start of any fundraising project or event. Contracts or agreements for State Office signatures should accompany the application. The State Office will review the *Event Application* and work with the Area or County Program to ensure the development of an effective, legal, and profitable fundraising project. Only 30% or less of income generated annually should be spent for costs incurred to raise funds.

REPORTING FUNDRAISING

Area and County Programs raising money must report fundraising expenses and income through the consolidated accounting system. See the example of the *Deposit Form* to be utilized, as well as the *Check Request Form*.

PROHIBITION OF FEES

County Programs shall not require payment of fees by athletes or their families for the athlete's participation in Special Olympics, including charges to register or enroll for the program.

TOBACCO AND ALCOHOL

No Accredited Special Olympics Program shall allow the manufacturer or distributor of a tobacco product, alcoholic beverage, or non-alcoholic beer to connect (publicly or visibly) the name or trademark of the product with Special Olympics in any way.

COMMERCIAL MESSAGES

No advertising, other than normal commercial markings found on retail goods, is permitted on equipment used in Special Olympics Games, or on the uniforms or numbers worn by athletes, coaches, or officials.

DONATION VS. SPONSORSHIP

When a corporation or other organization provides financial support for a Special Olympics fundraiser or competition conducted by an Accredited Program, that corporation or organization may receive "benefits" in consideration for their support further defining them as a sponsor versus donor. A sponsorship is defined by the State Office as, "a mutually beneficial business arrangement between SO Indiana and a third party, wherein the third party provides cash and/or in-kind services in exchange for prescribed benefits outlined in a written sponsorship agreement covering a specified period of time." Benefits are goods or services with a monetary value, and could include, but are not limited to the following: free items or goods; complimentary tickets to a dinner event; complimentary foursome for a golf outing; or other complimentary fee which is waived in consideration for a contribution. A portion of the sponsorship amount provided may be considered a charitable donation (defined below), and therefore tax-deductible. This is the amount of the sponsorship contribution, less the benefit value received by the sponsor.

A donation is a contribution of money, goods or services which is given to a not-for-profit in which no goods or services are provided in consideration of a gift. Recognition and acknowledgement strategies of donations may include some minimal valued benefits but are not provided in consideration for the donation. For more information, or for questions regarding donations vs. sponsorships, contact the State Office.

GAMES/EVENT SPONSORSHIPS

When a corporation or other organization provides financial support for a Special Olympics fundraiser or competition conducted by an Accredited Program, that corporation or organization may describe itself, and/or may be listed in signage, publicity, and promotional materials, only as a "sponsor" of the Special Olympics event. To protect the ownership and integrity of the Special Olympics name and proprietary symbols, contact the State Office before utilizing organizational or product names in the title or name of the event. Additionally, sponsors may never include their corporate, organizational or product names in the title or name of the event. For example, if XYZ Company is the sponsor of an Accredited Program's Basketball Tournament, the event shall NOT be named or described as the XYZ Company's Special Olympics Basketball Tournament.

RAFFLES, BINGO, OR OTHER GAMING

The State of Indiana has strict guidelines and gaming laws concerning the use of raffles or bingo events as fundraisers, making it illegal to conduct such without a license. SO Indiana's policy is that no raffles, bingo or other gaming activities are to be held other than those organized by the State Office.

DIRECT MAIL FUNDRAISING

An Area or County Program may not conduct a direct mail campaign to acquire contributions. Any program wishing to conduct a special fundraising project involving a mailing, before making any commitment to the project, shall provide SO Indiana with a written, detailed description of the project at least 30 days prior to the launch date.

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REVENUE SHARING

These guidelines are intended to apply to special events and corporate partnerships. The intent is to encourage all programs to think strategically about situations where all levels of SO Indiana can do better working together, rather than separately.

100% of the revenue remains with the State or County Program when any event sponsorship is established and managed entirely by that program.

The key principles in implementing a revenue share model are:

1. SO Indiana does better by working together than by “going it alone”.
2. Working together maximizes resources for all of SO Indiana.
3. SO Indiana will always work to ensure all parties “remain whole” (i.e. nobody “loses” by bringing forward an opportunity for the greater good).

Listed below are the basic models for revenue sharing. Revenue share for any event or project outside these basic models can be adjusted based on mutual consent of the County Coordinator and CEO of SO Indiana. Shared revenue distributions will be made once financials for an event are complete.

SPECIAL EVENTS

Polar Plunge <i>(Saturday/Sunday plunges only)</i>	
<i>County Programs</i>	50/50 split on total dollars raised by individual plungers recruited by County Programs and registered in advance of the Plunge date.
<i>County Bonus</i>	Counties that raise their plunge goal (25% of previous year’s expenses or \$1,000 whichever is greater) receive 60% of total dollars raised by plungers.
<i>Area Programs</i>	Budget to operate Area for the year, including medals, signs, banners.
Run Unified Relay	
<i>County Programs</i>	50/50 split on total dollars raised by individual when registering on behalf of a County Program.
Champions Together <i>(Funds raised by schools whose involvement was initiated by SO Indiana & Champions Together)</i>	
	The County Program receives 10% of the funds donated by the high school toward a Champions Together banner. County Programs are encouraged to support the school’s efforts, if requested.
Third Party <i>(Organized by an outside group to benefit SO Indiana (e.g. 5K Run, Bowlathon, Fire Truck Pull)</i>	
	If the County Program supports the fundraising event by participating in demonstration events, donor recognition, or event planning the, County Program may be eligible to receive 10% of the amount donated.

Freezin' For A Reason



SPONSORSHIPS

STATE OFFICE FUNDRAISING PROJECTS

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 Knights of Columbus Council donate (excludes 4 “grandfathered” Counties).
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.



Accredited Area and County Programs with consolidated accounts are given the opportunity to participate in State Office fundraising projects for a portion of the proceeds generated locally. These projects include the Polar Plunge and the Run Unified Relay.

The Polar Plunge is a “PG-12” rated event. Children under the age of 12 are prohibited from plunging. Parents should use discretion in bringing children, who are under 12, to the event.

The Plane Pull Challenge is a “G” rated event - suitable for all ages.

Area and County Programs are not permitted to conduct their own fundraising activities during state competitions or fundraising events. This same restriction applies to outside charities or organizations.

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POLAR PLUNGE INTENT TO PARTICIPATE & PLUNGER ROSTER

For those County Programs that participate, the revenue share program will be in effect. To register your Plunge team for the 2021 Plunge season, please complete the following steps.

Complete and submit the *Polar Plunge Intent to Participate Form* by Monday, February 1. The form lets the State Office know County Programs plan to participate. On this form, designate the Plunge Coordinator and estimated number of participants who recruited to be a part of the team.

Complete and submit the *Polar Plunge - Plunger Team Roster Form* at least two days before the plunge. It is part of the agreement that rosters represent only those new participants or those participants who have been on past rosters. Each roster member should be personally recruited, communicated with throughout the plunge season, and sent a thank-you after the event.

Questions? Contact Scott Furnish at sfurnish@soindiana.org.

FUNDRAISING FOR THE BENEFIT OF SPECIAL OLYMPICS ONLY

Fundraising events organized by the State Office, as well as by Area and County Programs, are for the benefit of Special Olympics only. Special Olympics resources (including, but not limited to, its name, logo, equipment, training materials, and supplies) should not be used to enhance other organizations fundraising, without the prior approval of the State Office.

KNIGHTS OF COLUMBUS SUMMER GAMES FUND

All funds donated by the Knights of Columbus to SO Indiana (at any level of the organization) will be transferred to the *Summer Games Fund*. The total amount in this fund as of March 31 each year will create a dollar-for-dollar discount for each Summer Games entrant. **All donations must be sent to the State Office for deposit.** Only County Programs participating in the Knights of Columbus sponsorship will receive a Summer Games discount.

ONLINE FUNDRAISING

A program may not conduct electronic fundraising except through the SO Indiana website. All online fundraising is part of the revenue-sharing program.

ONLINE DONATIONS

Special Olympics Indiana has a collaborative agreement with Special Olympics Inc. for digital, direct mail & online campaigns. If you have a local donor that gives a gift to Special Olympics Indiana through the website, it is not possible to request that 100% of the gift be given to the local program unless the donation is from a Special Olympics Indiana Board Member or intended as a Peer to Peer fundraising gift for Polar Plunge or Plane Pull.

A friendly reminder about exceptions, these should be rare, and a misrouted gift from a Special Olympics Indiana Board Member or Peer to Peer donation. An existing relationship with a donor is NOT justification for an exception, unless you have been actively cultivating the donor for a gift directly to your Program, AND the gift in question represents an upgrade over-and-above what the donor has historically given via direct mail or on-line. Additionally, tribute gifts (or In Honor of/In Memorial of giving) do not qualify as an exception. Gifts given as a tribute to "Special Olympics" or "Special Olympics PROGRAM/AREA" are both considered a shared general donation under the contract between Special Olympics Indiana and Special Olympics Inc.

CONTRACTUAL AGREEMENTS FOR FUNDRAISING

Area and County Programs, and their leadership, are not authorized to enter into any agreement to raise funds or solicit contributions without State Office approval through the *Event Application*.

FUNDRAISING BOUNDARIES

The geographic boundaries of each respective Area and County Program must be honored whenever fundraising occurs through any means. At no time may a program solicit from an out-of-state company.

UNITED WAY AFFILIATION

An Area or County Program may not participate in United Way campaigns and cannot be an affiliate or a member of a local United Way.

LAW ENFORCEMENT TORCH RUN (LETR)

Law enforcement officers from across Indiana participate in the LETR program. Area and County Programs are encouraged to recommend officers who may be interested in raising awareness and funds to the State Office for more information and membership. Officers will be provided with the necessary forms, local Special Olympics contacts, and support through this process. LETR fundraisers are not part of the County revenue-sharing program, unless otherwise indicated by the State Office.

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ACKNOWLEDGEMENT OF DONORS

While best practices in fundraising suggest that acknowledgement of donations regardless of size is important in developing a fundraising program, Area and County Programs receiving a donation of \$250 or more must, by law, provide a thank-you letter within 2-4 weeks that includes the following:

1. Specific amount of contribution;
2. Information about what the donation will support; and
3. This statement: "Charitable gifts to Special Olympics Indiana, Inc. are tax-deductible to the extent provided by law. No goods or services were received in consideration of this contribution."
 - This statement can appear anywhere in the body of the letter or even at the bottom of the page, beneath your signature.
 - NOTE: This acknowledgment statement, is not applicable to a sponsorship, as goods or services are received in consideration of the contribution. (See Donation vs. Sponsorship section for more information).

For documentation and recognition purposes, a copy of the letter must be included with the *Deposit Form*, which also is required to be submitted to the State Office.

THIRD PARTY EVENTS:

FUNDRAISING BY OTHER ORGANIZATIONS FOR THE BENEFIT OF SPECIAL OLYMPICS

Organizations wishing to conduct fundraising on behalf of Special Olympics must first obtain the specific authority to use the name Special Olympics from the State Office.

No organization shall use the Special Olympics name or marks in association with any fundraising campaign being conducted by a professional solicitor without approval by SO Indiana President & CEO.

2021 THIRD PARTY EVENT OPPORTUNITIES:

BOB'S DISCOUNTY FURNITURE

If you visit a Bob's Discount Furniture in Indiana, be sure to look for their donation opportunity in their café. Though they may not be hosting food in 2021, they are still inviting guests to donate to Special Olympics Indiana. Stores can be found in Castleton, Greenwood and Merrillville, Indiana.

CASEY'S GENERAL STORE

To support Special Olympics Indiana in April 2021, visit any participating Casey's General Stores across the state. Round up your purchase to support Special Olympics Indiana from April 1 to April 15. Visit www.caseys.com for a list of locations.

JAGGER BURGER

Visit your local Jagers restaurant in February 2022 to support Special Olympics Indiana athletes. During this promotional time, a portion of each double cheeseburger meal purchased will be donated to Special Olympics Indiana. Jagger locations can be found in Noblesville and Greenwood.

PRAIRIE FARM DAIRY

When you purchase Prairie Farms milk products, be sure to register your cap online to support Special Olympics Indiana through the Our Caps, Your Cause program. Just have the code on your milk cap ready and visit prairiefarms.com/ourcapsyourcause. Then scroll down and click "Redeem Codes Now", in the select a category box choose "Sports & Teams" then select Special Olympics Indiana as your organization. To do this in the easiest manner, save a few caps and log them all at once, or you can log one at a time.

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DOCUMENTATION OF DONATED GOODS OR SERVICES

An *In-Kind Gift Receipt Form* must be completed and signed by the donor of the goods or services (not by a SO Indiana employee or volunteer). All donated goods and services are to be recorded at the fair market value that is documented and provided by the donor. Fair market value, according to IRS guidelines, should be established on a measurable basis (i.e., standard rent for a facility, advertised cost of equipment, posted price for food and beverage by the vendor, etc.).

WHAT IS CONSIDERED A DONATED GOOD OR SERVICE?

An in-kind donation of goods or services will be accepted only after the appropriate SO Indiana staff approves the donation.

Programs should only accept donated goods or services **that would otherwise require approved cash budget expenditures.**

Items considered "in-kind contributions"

- Cost-free use of a facility
- Contributions of food for athletes
- T-shirts from a sporting goods store
- Physicians giving a free medical exam
- Use of vehicle for transportation of athletes

Items not considered "in-kind contributions"

- Physician volunteering as a timer
- Use of basketballs for a day
- Promotional key chains

These lists are not comprehensive and represent examples only.

NOTE: Once it is determined that an in-kind contribution has been made, approval granted, and documentation received, the full value of the goods or services will be recognized as an in-kind contribution.

IN-KIND ITEMS FOR FUNDRAISING EVENTS (e.g. Items for a Silent Auction)

Donated goods or services to be auctioned for fundraising purposes are to follow the in-kind donation process. Often, the fundraising event may have separate in-kind donation forms specific to the event. This is acceptable.

DISCOUNTS

Discounts considered for in-kind donation are those granted as a result of a vendor's specific recognition and support of SO Indiana only.

- Example: "SO Indiana receives a 50% discount on any order."
- Example: "We'll sell you the item at our wholesale price, not regular retail."

Discounts not considered as an in-kind donation are those that result from volume purchases, or that are offered as a standard pricing package or business practice to any customer or client.

- Example: "Our customers receive a 50% discount if 500 or more t-shirts are ordered."
- Example: "Storage fee is \$50 a month. If you sign up for a year, one month is free."
- Example: "Our packages include 20 rooms - 10% discount, 40 rooms - 20% discount."

DONATED PROFESSIONAL FEES

Professional fees considered as in-kind donations are those normally charged by a professional trained (and licensed, if applicable) in that profession for which they are providing services but are waived by the professional service provider. This is not a comprehensive list examples (of those services for which there is a DIRECT relationship to the profession of the donor may be considered in-kind contributions): accountant, architect, carpenter, doctor, electrician, lawyer, nurse, plumber, officially licensed referee, teacher, professional coach, and other professionals and craftsmen.

- Example: "a doctor coordinating the Healthy Athletes screening area."
- Example: "an attorney drafting the rental agreement contract for a venue."

Professional fees not considered for in-kind donation are those where a service is provided, but the service is NOT in direct relation to the profession of the donor.

- Example: "a doctor volunteering to escort athletes at track & field."
- Example: "a business manager serving lunches at the cafeteria."

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PROTECTED CORPORATE AND ORGANIZATIONAL CONTACTS

The following is a list of businesses or organizations that are current and/or prospective SO Indiana supporters through the State Office. Area and County leadership must contact the State Office before approaching these entities for a donation, so the company only receives one “knock on the door.” This list will be updated as needed and any revised version will be emailed to Area and County leadership. You are encouraged to check with the State Office before approaching support from organizations with which you do not have a previous relationship. If you have any questions, please contact Kelly Ries, kries@soindiana.org.

AAR Aircraft Services	Eli Lilly and Company
Ackerman Foundation	Engel & Voelkers
Allegient	Enneking Auto Body Inc.
Allegion	Enterprise Fleet Management Inc.
Alpha Chi Sigma	Enterprise Holdings Foundation
Alpha Gamma Delta	Enterprise Leasing Company
Alpha Sigma Alpha	Dquiteam LLC
American Family Mutual Insurance Co.	Erie Insurance
Anthem Blue Cross & Blue Shield	FALK PLI
Anthem Foundation Inc.	FedEx Express
Apex Behavioral Services LLP	Ferraro Behavior Services LLC
ARC of Indiana	Fifth Third Bank
Artez	Financial Enhancement Group
Aurora Lions Club	Fine Promotions, Inc.
AWS Foundation	First Financial Bank
Ayres Foundation, Inc.	Fleschner, Stark, Tanoos, & Newlin
Ball Brothers Foundation	FOE Aerie 1130
BAM Outdoors	FOE Aerie 2022
Bank of America	FOP Associates
Batesville Chrysler Dodge Jeep	FOP Lodge 148
Batesville Lions Club	FOP Lodge 154
Becknell Services LLC	Fraternal Order of Eagles (FOE)
Biggby Coffee	Frederick Benson Trust/First Financial Bank
Bingham Greenebaum Doll LLP	Froderman Foundation Inc.
Bob's Discount Furniture	GE Aviation
Bradford Woods - Camp Riley	Gen Con LLC
Brickyard Crossing	Gibault, Inc.
Bridges of Indiana	Golisano Foundation
Brown & Kress, DDS	Gordon F. Homes
Browning Investments, Inc.	Graycor Services LLC
Business Professionals of America	Haag Ford Sales
Butler, Fairman, & Seufert, Inc.	Haggard & Stocking Associates, Inc.
Casey's General Store	Hamilton Center, Inc.
Central Indiana Educational Service Center (CIESC)	Haubstadt Sommerfest, Inc.
Central Indiana Police Foundation	Hays & Sons
Central Supply Co.	Hickory Hall Polo Club
CHA Consulting, Inc.	Horton Holding Inc.
Channel 13 (WTHR)	Huse Culinary
City of Lawrenceburg	IAC Sports Foundation, Inc.
Coca-Cola	IHSAA Foundation
Cohoat and O'Neal Management Corp.	IM-KMSHA
Community Health Charities	Indiana AMVETS Department Service Foundation, Inc.
Covering Kids and Families of Indiana	Indiana Association of Chiefs of Police
CWC Commercial Warehouse & Cartage, Inc.	Indiana Chemical Trust
Data Bank	Indiana Correctional Industries
DEEM, LLC	Indiana Criminal Justice Association Inc.
Delta Dental	Indiana Department of Correction
Delta Sigma Pi	Indiana F.O.P. Foundation, Inc.
DePuy Products, Inc.	Indiana Golf Foundation, Inc.
Duke Energy	Indiana High School Athletic Association (IHSAA)
Dunkin Donuts	Indiana Interscholastic Athletic Administrators Association
E & B Paving, Inc.	Indiana Law Enforcement Training Academy

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Indiana Lions Club
Indiana Moose Association
Indiana Pacers
Indiana Section PGA of America
Indiana Sheriff's Association
Indiana State Fraternal Order of Police (FOP)
Indiana State Police
Indiana State Police Alliance
Indiana State University
Indianapolis Airport Authority
Indianapolis Airport Police
Indianapolis Colts
Indianapolis Colts Foundation, Inc.
Indianapolis Indians
Indianapolis Indians Charities
Indianapolis Police Foundation
Indy Eleven
Indy Fuel
IPMG
Irving Materials, Inc.
IU Health
Jagger Burger
Jarred Bunch Consulting, LLC
JD / Finish Line Youth Foundation
JD / Finish Line, Inc.
John W. Anderson Foundation
Jones Lang LaSalle Inc.
Kappa Sigma
Kerauno
Kimball Electronics Group LLC
Knights of Columbus, Indiana State Council
KONE Americans - Indianapolis
Koorsen Fire & Security
Kort Builders, Inc.
Kroger
Lamda Chi Alpha
Law Enforcement Torch Run
Law Office of Elizabeth A. Homes, LLC
LEADers INDY
LEL Home Services, LLC
Leon Growth Inc. dba Steve's Sunoco
Lilly Endowment, Inc.
Lucas Oil Products, Inc.
Lumina Foundation
Lutgring Brothers, Inc.
M2 Promotions LLC
Markey's Rental & Staging
Mathis Moto Mart & Amsoil Synthetics
Matthews International DBA Interim Care, L-burg
McDonald's
MediaFuel
Midwest Premier Painting
Moore Restoration
Moose Charities, Inc.
Morgan Stanley Gift Fund
Mosaic, Inc. Terre Haute
Newburgh Civitan Club
Newburgh Junior Civitan Club
Nicholas H. Noyes Jr. Memorial Foundation
North Dearborn Conservation Club
North Manchester Moose 1518
Ohio Mills, Inc.
OmniSource
ONI Risk Partners
Orchard Software
Osgood Lions Club
Pacers Sports & Entertainment
Parkview Health
Pepsi Bottling Company
Phi Sigma Kappa
Prairie Farms
Psi Iota Xi, Eta Gamma Chapter
Randle Fine Family Foundation
RCR Technology
RE/MAX Advantage 1, Inc.
Rolls-Royce
Rose-Hulman Institute of Technology
Ryan Fire Protection
Sallie Mae
Seamless Roofing, LLC
SIA Foundation, Inc.
Sigma Tau Gamma
Sign*A*Rama, Inc. (Carmel)
Solid Platform
Sons of the American Legion #235
Southeastern Indiana REMC
Southwest Airlines
St. Elmo's Steakhouse
State Farm Insurance
Stedman Machine Co.
Steel Dynamics, Inc.
Subaru of Indiana Automotive, Inc.
Sun King Brewing Company LLC
Sweetwater Sound, Inc.
Taft Stettinius & Hollister LLP
Tangoe
Teachers Credit Union
Terre Haute Convention & Visitors Bureau
Terre Haute Regional Hospital
Texas Roadhouse
The Duke Energy Foundation
The Napoleon State Bank
Thompson Thrift
Thyssen Krupp
Toyota Motor Manufacturing of Indiana
Tuesley Hall Konopa LLP
UCB Charitable Foundation
United Healthcare
University of Indianapolis
University of Indianapolis, Greyhound Club
Versailles Lions Club, Inc.
Vigo County Sheriff's Dept.
Wabash Valley Asphalt Company, LLC
Wabash Valley Correctional Facility
Wal-Mart Foundation
Warrick Co. FOP Lodge 148
Whiskey River BBQ Inc.
Wilhelm-Waggoner & Bundy, LLC