Special Olympics BC
Volunteer Professional Development Series

Local Fund Development Opportunities

November 2, 2026

Facilitated by: Meg Ishida

Special Olympics British Columbia

Housekeeping

- This webinar will be recorded so it can be accessed later.
- Please mute yourself if you are not speaking.
- Raise your hand or write questions in the chat.

Special Olympics British Columbia

Upcoming Webinars

Dec 7:	Athlete Support – Behaviour 101
Jan 11:	Athlete Support – Tools for Success
Jan 21:	Navigating Microsoft Teams/SharePoint
Feb 18:	Communication Tactics for Locals
	…and more

Special Olympics British Columbia

Land Acknowledgement

Tsleil-Waututh

Musqueam

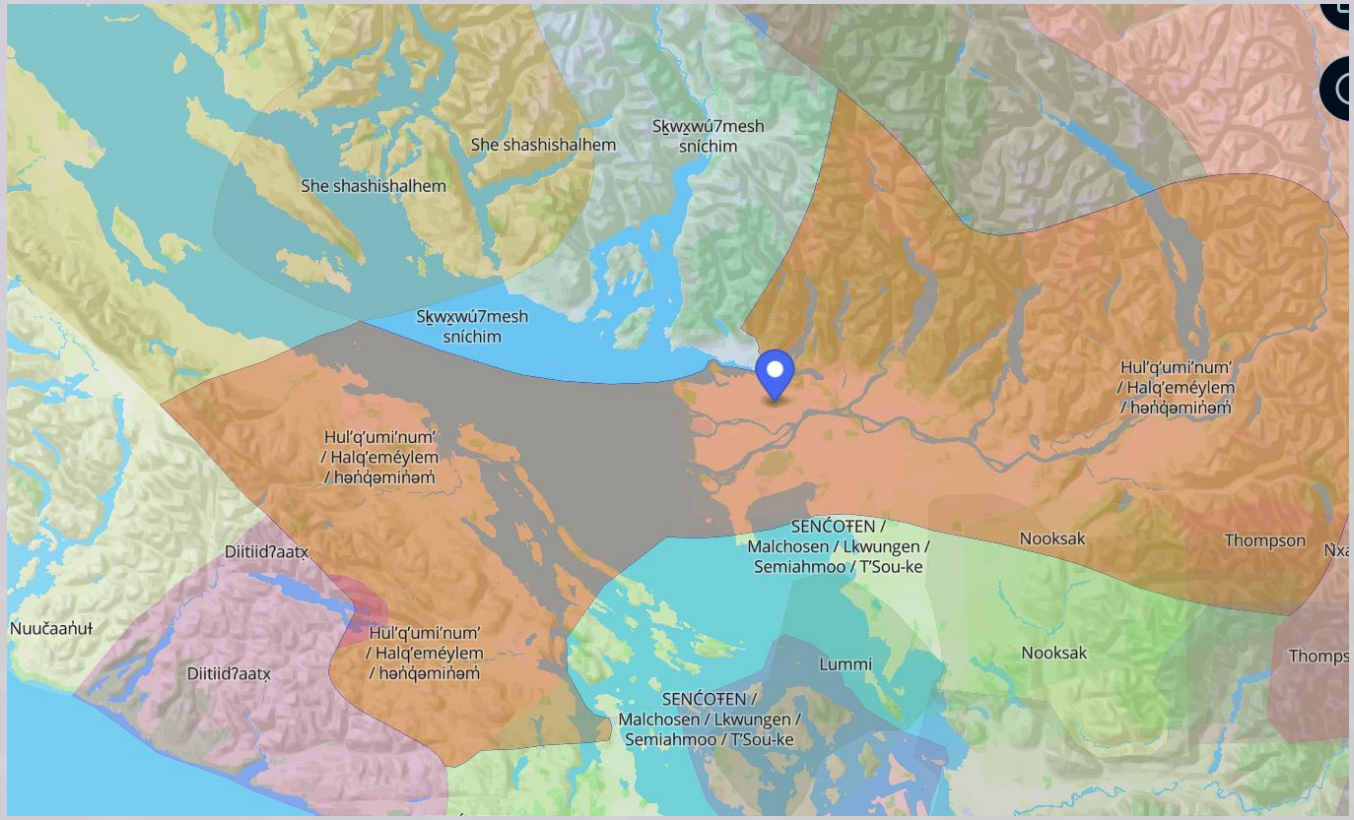
Qayqayt

Hul’qumi’num Treaty Group

Stz’uminus

Stó:lo̲

Cayuse, Umatilla, Walla Walla



Special Olympics British Columbia



Local Fundraising

SOBC Volunteer Professional Development Series

Special Olympics British Columbia



Agenda

- National Campaigns
  - Tim Hortons & Empire
- Law Enforcement Torch Run®
  - Polar Plunge®
  - Torch Run®
- Local fundraising opportunities
  - Events
  - Auctions and raffles
  - Individual giving
  - Grants
  - Sponsorship
  - Online fundraising tools
- FAQs
  - How provincial funds support all Locals
  - Tax receipting

NATIONAL CAMPAIGNS

National Campaigns are coordinated through partnerships with Special Olympics Canada.
SOC receives all funds raised, then distributes funds to provincial SO Chapters.
Special Olympics BC distributes a portion of the funds to SOBC Locals.

Tim Hortons: Special Olympics Donut campaign

- 2027: January 29-31

Empire (Safeway/Thrifty Foods)**:** Check Stand campaign

- 2027: June (exact dates TBD)

Local participation:

- Keep an eye out for newsletters for links to sign-up to participate
- In-store activities may vary by location due to manager preferences

Local fund distribution:

- Locals who participate in store visits will receive a portion of the proceeds.

Resources and support:

Did you know you can request Tim Hortons and Empire gift cards from the provincial office?
Empire/Tim Hortons Gift Card Request Form

LAW ENFORCEMENT TORCH RUN®

LAW ENFORCEMENT TORCH RUN® FOR SPECIAL OLYMPICS BRITISH COLUMBIA

Special Olympics British Columbia

The Law Enforcement Torch Run® (LETR) for Special Olympics is the largest grass-roots fundraiser for Special Olympics globally. This international movement is powered by dedicated law enforcement personnel who help raise crucial funds and awareness in support of Special Olympics.

The LETR is considered an external and separate entity from Special Olympics. LETR initiatives 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).

This movement and community has raised critical funds and awareness to support Special Olympics BC's life-changing programs.

Since its inception in 1990, the LETR has raised over $6 million in British Columbia!

TORCH RUN

LAW ENFORCEMENT TORCH RUN® FOR SPECIAL OLYMPICS BRITISH COLUMBIA

Special Olympics British Columbia

The Torch Run is the flagship event of the Law Enforcement Torch Run® (LETR).

Torch Run events see law enforcement members and members of the community run (or walk) alongside Special Olympics athletes while carrying the torch – the Flame of Hope – to raise funds, spread awareness, and share the message and spirit of inclusion.

Some revenue is earned through t-shirt sales. Majority of funds are raised via peer-to-peer fundraising, and some agencies also host other fundraising activities such as barbecues and raffles.

The 2027 Torch Run season will be May 22 through June 6.

POLAR PLUNGE®



LAW ENFORCEMENT TORCH RUN
POLAR PLUNGE®
FOR SPECIAL OLYMPICS BRITISH COLUMBIA

Special Olympics British Columbia

The Polar Plunge® for Special Olympics BC is a fundraising event that is held in partnership with the Law Enforcement Torch Run® (LETR).

The Polar Plunge is a peer-to-peer fundraising event, where LETR members, Special Olympics athletes, and members of the community collect donations from family and friends for taking on the challenge of experiencing cold waters (in a variety of formats).

The Polar Plunge is a registered trademarked event through the LETR and therefore requires law enforcement member leadership when hosting formal, in-person community events. If law enforcement is hosting an event in your community, we will be in touch!

Resources and support:
Find past Polar Plunge webinars HERE
For general inquiries and support, please contact Meg: mishida@specialolympics.bc.ca

HOW LOCALS CAN FUNDRAISE WITH THE LETR

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100% of net* proceeds raised by registered SOBC athletes** will be redistributed back to their Local

*Net: Minus platform fees not covered by the donor and Polar Plunge incentive prize costs
**Funds raised by other participants, including SOBC volunteers and law enforcement members, support SOBC's provincial initiatives

For accounting purposes, all funds raised through the LETR (including Polar Plunge) must first flow through the SOBC provincial office.

If you are interested in having law enforcement host a Polar Plunge or Torch Run event in your community in 2027, please reach out to Meg!



LAW ENFORCEMENT TORCH RUN
POLAR PLUNGE®
FOR SPECIAL OLYMPICS BRITISH COLUMBIA

LAW ENFORCEMENT TORCH RUN®
FOR SPECIAL OLYMPICS BRITISH COLUMBIA

2027 PROVINCIAL/NATIONAL FUNDRAISING OPPORTUNITIES FOR LOCALS

Special Olympics British Columbia



LAW ENFORCEMENT TORCH RUN
POLAR PLUNGE
FOR SPECIAL OLYMPICS BRITISH COLUMBIA

LAW ENFORCEMENT
TORCH RUN®
FOR SPECIAL OLYMPICS
BRITISH COLUMBIA

Law Enforcement Torch Run® Provincial Events

JANUARY 29 – 31 | FEBRUARY 20 – MARCH 7 | MAY 22 – JUNE 6 | JUNE (dates TBD)

National Campaigns

Tim Hortons

empire COMPANY LIMITED

- **Safeway**
- **Thrifty Foods**



LOCAL FUNDRAISING OPPORTUNITIES

- Events
- Auctions and raffles
- Individual giving
- Grants
- Sponsorship
- Fundraising tools

HOST YOUR OWN EVENTS

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Set up an online CrowdChange page for any type of event!

- Tip: Can you incorporate **auctions, raffles, or sponsorship** into the event?

- **Walkathons** – some Locals have incorporated a Walkathon into registration day
  - 2026 SOBC - Kelowna Walkathon – $23,000 raised
- **Golf tournaments, bowling competitions, or other sports events**
  - SOBC Chilliwack 4th Annual Golf Classic - $17,450 raised
- **Restaurant collaborations** – pub nights
- **Product sales**
  - Purdy's chocolates, Mitchell's Soup Company, gift card programs (Meridian Meats), BrightRaiser

Resources and support:

- Walkathon event planning Resources (SOBC email address required for access, or email Meg)
- Request a fundraising website: Local Fundraising Website Request Form

Other event page examples:

- SOBC - Vancouver Dance into Spring | SOBC Community Fundraising
- SOBC Cowichan Valley Swim-a-thon | SOBC Community Fundraising

AUCTIONS AND RAFFLES

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Auctions

- Collect donations from businesses in your community
  - Use your contacts for connections! Ask volunteers and athletes to reach out to their employers, family businesses, etc.
- SOBC can set up an online auction platform at no cost!
- BC Gaming licenses are not required for online auctions, except if alcohol above a certain volume* is offered in the auction
- Example site: Kamloops Pin Party 2025 | Home | Powered by Givergy

Raffles – prize or 50/50

- BC Gaming licenses are required for any type of raffle, which includes mandatory post-event reporting

Resources and support:
For auction assistance, please contact Meg: mishida@specialolympics.bc.ca
For raffle assistance, please contact Adji: arahardjo@specialolympics.bc.ca

*Source: Miscellaneous Policy Manual – section 8.3

INDIVIDUAL GIVING – JUST ASK!

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General Appeals

- All Locals have their own general donation CrowdChange page where funds are delivered directly to the Local's bank account
- Send out a general appeal for donations. Consider a monthly giving campaign.

Giving Tuesday and Holiday Giving

- Messaging will be provided to Locals from SOBC

Service Clubs

- Send donations requests to your local service clubs (i.e., Rotary, Lions)

Resources and support:

Example: 2024 SOBC Vancouver Matching Donations Campaign | SOBC Community Fundraising

For CrowdChange support, please contact Adji: arahardjo@specialolympics.bc.ca

- For support with donation appeal messaging, please contact Amanda: aliao@specialolympics.bc.ca

GRANTS

Special Olympics British Columbia

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 may need to be returned

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

GRANT CONSIDERATIONS

Special Olympics British Columbia

- Grants should only support work you are already doing or have already planned to do. Grants are not a make-work project!
- Is it a good fit? Read the grant guidelines very thoroughly.
  - Does your project fit within the funding criteria?
- Are you confident you can fulfill the grant requirements?
  - Can you execute as you describe? Can you spend the money?
  - Reporting is often a requirement.

GRANTS – FINDING OPPORTUNITIES

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Finding Opportunities

- ViaSport Grants
- Community Gaming Grants through BC Gaming
- Search for major corporations headquartered in your area and research their community investment programs
- Search for grants through local community foundations

- Look for opportunities that focus on the following areas:
  - Inclusion and Diversity
  - Health, Sport, Well-Being
  - Volunteer Retention / Recruitment

Resources and support

- Grant Writing Basics Guide
- For support with grants, please contact Amanda: aliao@specialolympics.bc.ca
- For support with Community Gaming Grants, please contact Roxanna: rkong@specialolympics.bc.ca

SPONSORSHIPS

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A 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.

In-kind support: Goods or services donated to support an event or program. This may be in exchange for logo recognition as a sponsor of an event/program OR for a tax receipt

- Note: If a donor receives recognition as a sponsor, they are not eligible for a tax receipt. Services are not eligible for tax receipts.

SPONSORSHIPS

Special Olympics British Columbia

Examples of 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, CrowdChange fundraising site, etc.
- Invitations to event / program
- Opportunity for sponsor representative to address athletes, event attendees, etc.
- Opportunity for sponsor to send employees to volunteer at event / program
- Opportunity to invite an athlete to speak to employees

Note:
As per Special Olympics policies, uniforms and apparel worn during competition or ceremonies (opening, closing, awards) may **not** bear commercial names/logos. Markings on uniforms from the manufacturer are acceptable. When not engaged in competition or ceremonies, clothing and apparel may contain small and attractively designed identifications of corporate or organizational sponsors.

SPONSORSHIPS

Special Olympics British Columbia

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
  - Consider what aspects of the event can be sponsored or provided in-kind
  - Think about having multiple sponsorship tiers, or custom opportunities
  - Ensure that sponsors receive benefits equivalent to their level of support

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 SOBC before approaching a car dealership
- Tim Hortons has national and provincial exclusivity for quick service restaurants. Empire has national and provincial exclusivity for grocery stores. We appreciate Local support in working with Tim Hortons and Empire where feasible.

Resources and support

- Sponsorship Request Letter Template
- For support navigating sponsorships, please contact Meg: mishida@specialolympics.bc.ca

ONLINE FUNDRAISING TOOLS

Special Olympics British Columbia

CROWD CHANGE

givergy
Raising more

ONLINE FUNDRAISING TOOLS

CrowdChange is SOBC's online fundraising platform.

Each Local has their own fundraising page, where donations made get deposited directly into Local bank accounts. Your page URL can be shared for all your general Local fundraising initiatives.

If your Local hosts a specific fundraising event, an event-specific page can be created. Pages can facilitate things such as: Peer-to-peer fundraising, participant 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.

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.

Resources and support
Request a fundraising website: Local Fundraising Website Request Form
Find your Local CrowdChange page: SOBC Community Fundraising (crowdchange.ca)
For general support with CrowdChange, please contact Adji: arahardjo@specialolympics.bc.ca

ONLINE FUNDRAISING TOOLS

Special Olympics British Columbia

Givergy is SOBC's online auction platform.

Givergy provides a suite of online fundraising services including:

- Silent Auctions
- Ticketing
- Donations
- Payment Handling

Givergy allows Locals to host silent auctions online, allowing a wider audience of supporters to bid on items and donate to support your Local. Givergy can collect payments online and provide Locals with detailed reporting after each event.

Resources and support

For general Givergy inquiries, please contact Meg: mishida@specialolympics.bc.ca
Request a Givergy auction site: Local Silent Auction Givergy Site Request Form – Fill out form
Example: Kamloops Pin Party 2025 | Home | Powered by Givergy



FAQs

- How provincial funds support all Locals
- Tax receipting eligibility and process

HOW PROVINCIAL FUNDS SUPPORT ALL LOCALS

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COMPETITIONS

Allows SOBC to host competitions like Provincial Games, support local and regional competitions, and send SOBC athletes and volunteers to major competitions both internal and external to Special Olympics.

TRAINING & DEVELOPMENT

Creates opportunities for SOBC athletes and volunteers to take part in provincial training and development programs (e.g., Athlete Leadership, Coach Development, Volunteer Professional Development Series).

PROGRAM SAFETY, QUALITY, & GROWTH

Helps SOBC staff build resources and support communities in promoting, expanding, and ensuring the quality and safety of their local programs.

OPERATIONS

Supports Local operations - including insurance premiums for athletes and volunteers, Community Development Coordinators, and providing grants from fundraising events to support day-to-day operations.

TAX RECEIPTING: ELIGIBILITY

Special Olympics British Columbia

Tax receipt eligibility:

- Donors can receive a tax receipt for funds that do not provide any advantage, tangible or otherwise, in return for their donation
- 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 costs associated with processing the tax receipt (admin fees, postage, etc.).
- Gifts of goods (in-kind) are eligible for a tax receipt if the donor can provide supporting documentation for ascertaining the gift's cost and/or fair market value

Contributions NOT eligible for tax receipts:

1) Sponsorships. (The donor receives advertising/recognition for their contribution and therefore are not eligible for tax receipts.)
2) Funds received where the donor receives any advantage (tangible or intangible) in return for the funds. (i.e., Item purchases, golf foursome entry fees, admission fee to an event, and raffle tickets.)
3) Gifts of services (i.e., time or labour)
4) Gift certificates from the issuer

*Note: Generally, businesses do not require tax receipts as they have more advantage of writing off the funds in other ways. If specifically requested, we can issue tax receipt for businesses or organizations.

TAX RECEIPTING ELIGIBILITY OVERVIEW

Grants vs. Sponsorships vs. Donations vs. In-Kind Support	Tax receipt eligible?
Grant – typically awarded through an application process from a company, organization, or foundation. Grants usually fund a specific program or event. Grant recipients are often required to submit reporting to the granting body about how the funds were utilized.	No
Sponsorship – a cash contribution from a company or organization in exchange for brand and/or logo recognition as part of an event.	No
Donation – a cash contribution (gift) from an individual (or company or organization*) where no advantage is received for their donation.	Yes
In-Kind Support – goods donated (at no cost or at a reduced cost) to support an event. This may be in exchange for brand and/or logo recognition as a sponsor of an event OR for a tax receipt (only in certain situations).	Yes, in certain cases

*Note: Generally, businesses do not require tax receipts as they have more advantage of writing off the funds in other ways. If specifically requested, we can issue tax receipt for businesses or organizations.

Special Olympics British Columbia

TAX RECEIPTING PROCESS

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Receipts can be issued by the provincial office:

- For donations that require the provincial office to issue tax receipts, Locals are responsible for:
  1. Certifying donations are legally eligible for a tax receipt, as per CRA regulations.
  2. Providing all the required donor/donation information, as outlined on the form
- Tax receipts should be requested within 90 days of receiving the donation

Resources and support:

For questions about eligibility, please contact: accounting@specialolympics.bc.ca
Request form: SOBC Tax Receipt Request Form
For assistance with the form, please contact Adji: arahardjo@specialolympics.bc.ca
Sources: What you need to know to issue an official donation receipt - Canada.ca | What is a gift? - Canada.ca



Questions?



Thank you!

We're here to help!

Meg Ishida

Events and Fundraising Manager

mishida@specialolympics.bc.ca

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