Special Olympics BC
Volunteer Professional Development Series

Law Enforcement Torch Run®: Polar Plunge Fundraising

October 5, 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.

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Upcoming Webinars

Nov 2:	Local Fund Development Opportunities
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

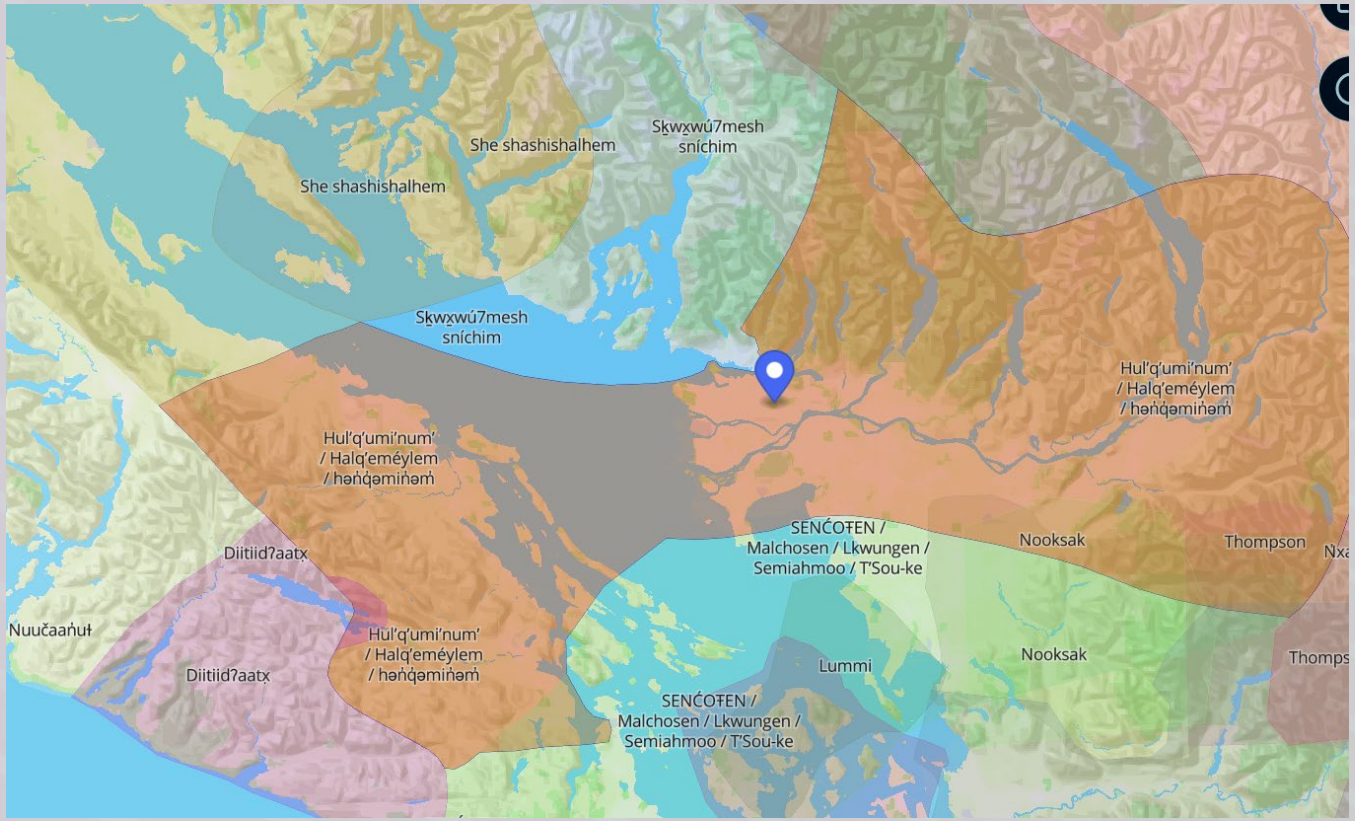
Qayqayt

Hul’qumi’num Treaty Group

Stz’uminus

Stó:lo̲

Cayuse, Umatilla, Walla Walla



Special Olympics British Columbia







LAW ENFORCEMENT TORCH RUN

POLAR PLUNGE®

FOR SPECIAL OLYMPICS BRITISH COLUMBIA

Local Fundraising through the Polar Plunge®

IN PARTNERSHIP WITH LAW ENFORCEMENT TORCH RUN® FOR SPECIAL OLYMPICS

IN SUPPORT OF Special Olympics British Columbia

AGENDA

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

1. What is the LETR and the Polar Plunge®?
2. How Locals fundraise through the Polar Plunge®
3. Local Successes in 2026
4. How to Get Involved
5. Connecting with Law Enforcement



About the

Law Enforcement Torch Run®

The Law Enforcement Torch Run® (LETR) for Special Olympics is a global fundraising and awareness movement powered by dedicated law enforcement personnel who help raise crucial awareness and funds in support of Special Olympics.

It is considered an external and separate entity from Special Olympics. It is a third-party, provincial initiative for SOBC.

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

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

LAW ENFORCEMENT TORCH RUN® FOR SPECIAL OLYMPICS

About the

Polar Plunge®

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

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.

Since 2016, the Polar Plunge has raised over **$2 million** in British Columbia!

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



LAW ENFORCEMENT TORCH RUN
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FOR SPECIAL OLYMPICS BRITISH COLUMBIA

How Locals Can Fundraise

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

*Net: Minus platform fees and 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 Polar Plunge must first flow through the SOBC provincial office

25 PARTICIPATING LOCALS

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IN 2026

Region 1

1A Kimberley/Cranbrook
1B Nelson
1C Creston
1D Grand Forks
1E Trail
1F Castlegar
1G Elk Valley

Region 2

2E Kelowna
2M Merritt

Region 3, 4, 5

3B Coquitlam
3C Surrey
3D Ridge Meadows
3E Abbotsford
3F Langley
4A Richmond
4B Burnaby
5A North Shore
5B Vancouver
5D Sunshine Coast

Region 6

6A Campbell River
6C Victoria
6F Oceanside
6G Powell River

Region 7, 8

7B Smithers
8D Prince George

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IN 2026

LOCALS MADE A BIG SPLASH!

$96,463	25	171	$2,908	$682
TOTAL DISTRIBUTED TO LOCALS	LOCALS PARTICIPATED	SOBC ATHLETE PARTICIPANTS	AVERAGE PER LOCAL	AVERAGE PER ATHLETE
+$28,902 40% increase	+2 Locals	+72 72% increase	+$952 30% increase	-$219 decrease

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TOP 5 FUNDRAISING LOCALS

Abbotsford	Nelson	Kelowna	Surrey	Oceanside
$23,380 RECEIVED	$17,549 RECEIVED	$8,581 RECEIVED	$7,809 RECEIVED	$5,107 RECEIVED
17 ATHLETE PARTICIPANTS	8 ATHLETE PARTICIPANTS	19 ATHLETE PARTICIPANTS	17 ATHLETE PARTICIPANTS	11 ATHLETE PARTICIPANTS

Other Locals who received over $3,000: Victoria, Prince George, North Shore

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Our Athletes are Our Best Fundraisers

Top 3 athletes:

1. Daniel - **$7,500** (Abbotsford)
2. James - **$5,707** (Abbotsford)
3. Sheenagh - **$3,350** (Victoria)

Even when removing the top three fundraisers as outliers, the **average per athlete** is still quite high at **$498** (compared to $615)

22 athletes raised over **$1,000** (up from 16)
22 athletes raised between **$500-$999** (up from 16)
41 athletes raised between **$200-$499** (up from 29)
58 athletes raised **$10-$199** (average of **$78**) (up from 48)

INCENTIVE PRIZES

Encourages fundraising

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Level 1: **Raise $75+**

Level 2: **Raise $200+**

Level 3: **Raise $1,000+**

*Prizes are mailed out after the event (no additional cost)

2027 incentive prizes to be announced soon!



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How to Get Involved

1) In-Person Community Events (LETR-led)
2) Individual Polar Plunge (no LETR support)



The 2027 Polar Plunge® will be held February 20 to March 7

Confirmed Events:

- Vancouver Island (Saanich) – Feb. 21
- Vancouver – March 6

Everyone can join the Individual Polar Plunge!

Anticipated locations:

- Abbotsford
- Castlegar
- Chilliwack
- Cranbrook
- Kamloops
- Langley
- Maple Ridge
- Nelson
- North Vancouver
- Oliver
- Port Alberni
- Port Moody
- Powell River
- Sechelt
- Surrey
- Terrace

How to Get Involved

Community Events

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- If law enforcement coordinates an event in your community, we will be in touch in early 2027 to connect your Local with the law enforcement members coordinating the event, including instructions on how to register, guidance, and resources
- If you are interested in having a law enforcement agency host an event in your community, please contact Meg before December 1st



How to Get Involved

Individual Polar Plunge

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- If law enforcement does not coordinate an event in your community, you can get involved through the **Individual Polar Plunge**
- **Gather informally as a group to complete your Plunge together!** And/or encourage athletes and volunteers to complete their Individual Polar Plunges on their own!



Examples

Personal Polar Plunge

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- Lake, river, ocean
- Car wash
- Dunk tank
- Fire truck hose, sprinkler







Offline Fundraising



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- For financial purposes, **all funds raised through the Polar Plunge must flow through the SOBC provincial office** before being redistributed back to Locals
- We request everyone register online, even if funds are raised offline
- Offline donation pledge sheet
- SOBC direct deposit information (any RBC branch)

Connecting with Law Enforcement

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- **Please reach out to Meg to connect with your local law enforcement agencies!**
  - The BC LETR Executive Council consists of high-ranking leaders who make the right connections with law enforcement members at the community level
  - Find opportunities to **build relationships** with law enforcement year-round in non-fundraising events



QUESTIONS?





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Thank you!

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Special Olympics British Columbia

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