



LETR

A PANDEMIC SUCCESS STORY

CATCH THE ACE – \$96,880+ GROSS SALES

- Launched January 23rd in Kingston as a School Champs fundraiser and we pivoted to a provincial office led initiative once COVID hit and Games cancelled
- Event Launch - COVID Shutdown (March 13) Gross Sales: **\$10,090**
- March 14 – November 25: **\$86,790**
- Ace was caught on week 44, (November 25) with Winning Jackpot at = **\$30,739**
- Total Gross Raised = **\$96,880**
- Special Olympics Proceeds = **\$48,440**



THE ACE HAS BEEN CAUGHT!



**CONGRATULATIONS TO THE
BIG WINNER!**

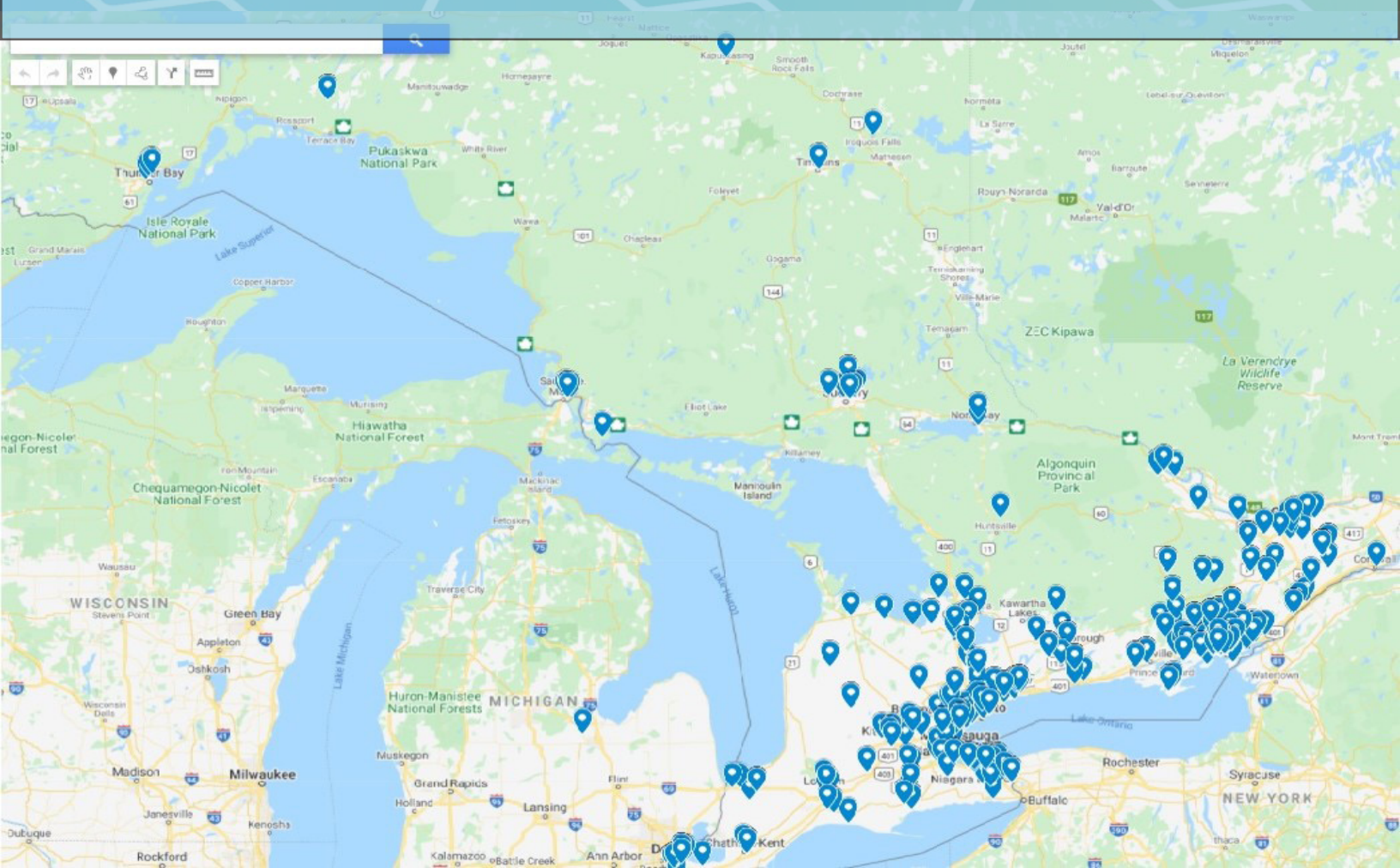


WHERE HAVE WE SOLD TICKETS?

- Started as Kingston-centric but has spread throughout GTA and SW Ontario steadily

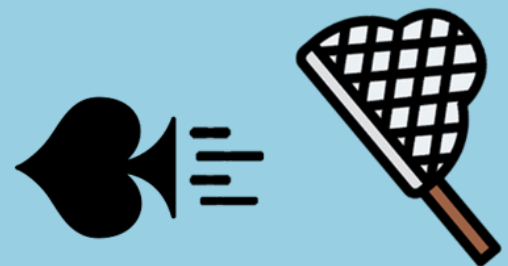
How do we promote?

- Email Weekly (2x) to 950 registered emails as of November 25 with an average open rate of 35% (21% is industry average)
- Social media push on Twitter, Instagram and Facebook ADs
- Pushed online by Kingston Police Service, local Kingston radio stations and a handful of LETR Agencies who support the initiative



CATCH THE ACE - NEXT STEPS

- Relaunch with new provincial strategy with LETR and SOO communities supporting
- We will identify 5 to 6 communities to “partner” in the Provincial Catch The Ace, all contributing and growing the jackpot
- More partners amplify our reach, ie: Radio stations, Chamber of Commerce, Police Services etc.
- Other Catch The Ace fundraisers that have launched during our campaign (SickKids and Niagara Hospice) have massive jackpots due to strong community partners/support



HARLEY DAVIDSON RAFFLE - \$97,250 RAISED

5,555 TICKETS SOLD
How did we sell tickets?



In-person: \$48,980
Online: \$48,300



2020 HARLEY DAVIDSON RAFFLE

- Traditionally sell-out 5,000 tickets all IN PERSON at Trade Shows etc.
- We introduced online selling capability as a value-add, not knowing at the time what was ahead...
- January 2020 Launch - COVID (March 13) = **\$66,480 in sales**
- March 14 – September 13 (COVID Sales - online only) = **\$30,800**
- Ticket Prices were 1 for \$20, 3 for \$50. Interestingly, we had a near split of sales:

\$20 tickets – **1409 sold**

\$50 tickets – **1382 sold**

HOW DID WE DO IT?

- Mass e-mail marketing & digital campaigns such as: Police week, Torch Ride organizers, Blue Knights, OACP blast to Chiefs, 680 News



NEXT DRAW - 2021 HARLEY DAVIDSON RAFFLE

- Plan is to launch February 1, 2021
- Move to 100% online sales with same electronic technology provider as Catch the Ace
- We have formed a Provincial Committee comprised of members from Thunder Bay, Sault Ste. Marie, Niagara Falls, Toronto, Kingston and Ottawa
- Provincial Committee will engage partners, including: Police Services, Motorcycle Groups such as Blue Knights, local sponsors, radio stations etc.
- Continually increase our database of supporters while spreading the word of Special Olympics

GOAL - Sell out 7,500 tickets for approx. \$150,000



GLOBAL VIRTUAL TORCH RUN

\$35,000 + RAISED

RESULTS:

- 292 Runners - \$35,022.33 total raised
- \$10,319.80 raised by registered athletes and volunteers

TYPICAL TORCH RUNS PRE-COVID:

- 100 community runs, 10,000 LETR Shirts distributed

THIS YEAR:

- Pandemic hit just after we placed the order for 10,000 shirts. All community in-person runs were cancelled. Shirt sales are tied to runs and represent \$130,000+ annual revenue
- Shifted our messaging to join the Global Virtual Torch Run and set a challenge to raise \$33,000 for 33 years of Torch Run in Ontario



LETR SHIRT SALES

- 7,306 shirts distributed to LETR Agencies during Virtual Run
- Additionally, 155 individual orders were placed for \$5,838 in sales (new for Virtual)

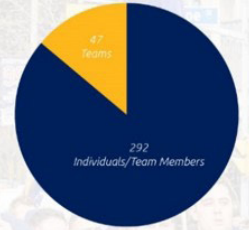
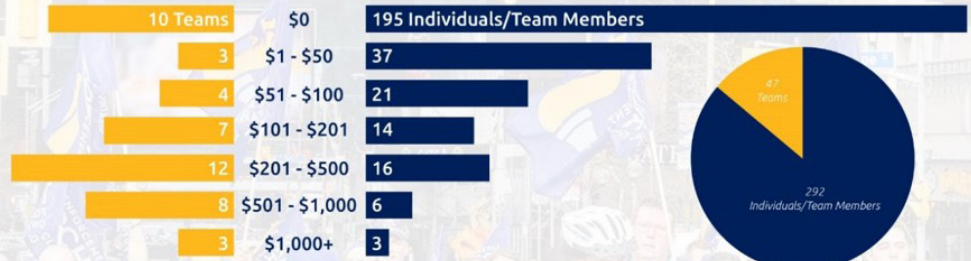
GLOBAL VIRTUAL TORCH RUN

\$35,022.33
TOTAL RAISED

As of September 30th @ 11:59pm

339 Fundraising Pages

AMOUNT RAISED BY TEAMS VS INDIVIDUAL/TEAM MEMBERS



\$4,041.00
TOP INDIVIDUAL FUNDRAISER

\$1,725.00
TOP TEAM FUNDRAISER

\$208.44
AVERAGE RAISED/INDIVIDUAL

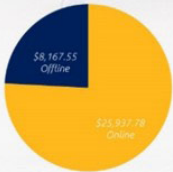
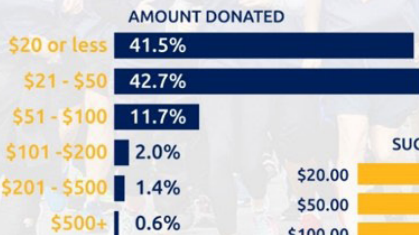
\$396.42
AVERAGE RAISED/TEAM

494 Online Donations

\$3500
60 Donations

Daily \$ Amount Raised

Daily # of Donations



SUGGESTED DONATION AMOUNTS



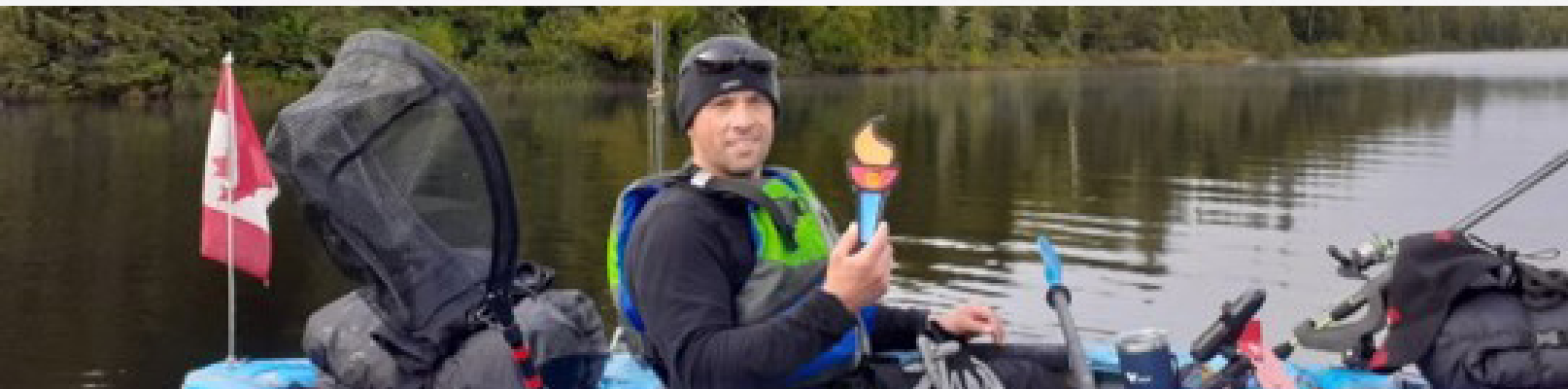
\$52.51
AVERAGE DONATION

55 Donations
\$3,304.80
36 Donations
\$2,841.00

August 7
- Launch -

August 31
- Early-Bird Deadline -

September 19
- Global Virtual Torch Run -



Athlete Impact - Melanie Heroux



Melanie Heroux

September 15 · 🌐



So this coming Saturday(Sept 19th, 2020), is the Global Virtual Torch Run, and I would like to EXTEND A BIG HUGE THANK YOU TO THOSE OF YOU WHO'VE ALREADY SPONSORED ME, but if you have not yet done so, now is your time to do it!!! This year marks the Special Olympics Law Enforcement Torch Run's 33 yrs, so everyone is strongly encouraged to walk, bike, run or roll 3.3 km on or before Sept 19th, to help honor the Law Enforcement Torch Run's 33 yrs(folks are also welcome to do more if they wish)!!! Special Olympics are such BIG AND IMPORTANT PART OF MY LIFE, and the Law Enforcement Torch Run just happens to be ONE OF SPECIAL OLYMPICS' BIGGEST SPONSORS!!!

So, yesterday, after I got home from Masters practice, my mom and I set off for hike so I could complete 3.3 km of the Torch Run (although technically I believe my mom and I actually completed closer to 5 😊

;-)) [#GlobalVirtualTorchRun](#)

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VIRTUAL TRUCK CONVOY - \$19,000 + RAISED



- Virtual Truck Convoy, open to all past truckers, supporters and sponsors
- \$100 Registration fee included a free T-Shirt to a local Special Olympics athlete
- September 19th was the Virtual Truck Convoy – an online celebration of the trucking industry and their unwavering support of Special Olympics
- Event was livestreamed over Facebook live (over 150 live viewers, and over 1,000 views to date on YouTube) engagement between Truckers and Special Olympics athletes was fantastic



OPP GUARDIANS HALF MARATHON

\$42,000 + RAISED

VIRTUAL REGISTRATION

- 551 Runners
- 358 Runners from OPP representing 76 different Detachments in the Province, many of whom never participated in Torch Run events before

DRAFT AN ATHLETE

- Commissioner Carrique set a challenge to Draft an Athlete for \$250
- In total, 103 athletes were drafted raising close to \$29,000

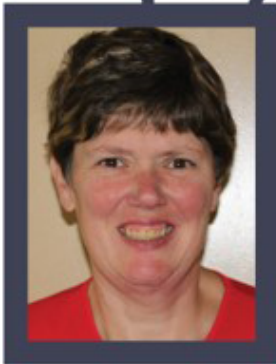
\$39,300 NET PROCEEDS

- Our only costs were printing logo on LETR Shirt sleeve and shipping



OUR
BIGGEST
PANDEMIC
SUCCESS
STORY

AN EXAMPLE OF WHAT WAS SENT TO SUPPORTERS WHO DRAFTED AN ATHLETE



YOU HAVE DRAFTED:

**JACKIE
MCDONALD**

Age: 47

Community:

Kincardine

Sport(s):

Curling, athletics, bocce,
swimming

Other hobbies/interests:

Working at McDonald's, knitting,
reading, watching TV

My best Special Olympics memory was winning gold in curling at the 2016 National Games in Cornerbrook, Newfoundland. Thank you very much for sponsoring Special Olympics. Without your help, we athletes would not be able to have the great competitions that we have.

Thank you for registering for the 2020 Guardians Run! We are sad that we won't get to see you in person this year, but cannot wait to come back bigger and better for 2021.

By participating in this event, you are helping local athletes in your community get back to their sports when it is safe to do so to ensure that no athletes are left behind.

Spread the word and follow this event on social media.

#GuardiansRun

Click below to follow us on social media:



OPP GUARDIANS HALF MARATHON

What did it used to look like?

- This is an event we had low return on investment in past
- 2019: \$30,000 raised, \$8,000 NET

Why is our margin so high this year?

- No overhead!
- Relationship with the Commissioner made this work
- OPP being a vast provincial agency lent itself to virtual vs. local Orillia event

What's Next?

- Ideal 2021 world: In-person and virtual event. Framework has been laid for virtual success

2020 WINS:

- Draft an Athlete model
- Mass exposure to OPP officers we've never engaged before



VIRTUAL OPP GUARDIANS RUN

\$43,035.00
TOTAL RAISED

As of November 17th @ 11:59 PM



551 Event Registrants

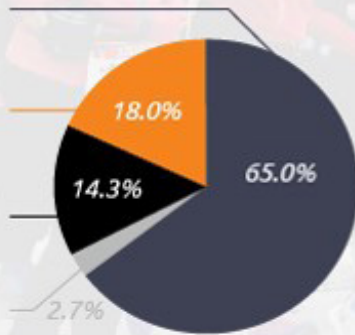
55 Fundraising Teams **104** Athletes Drafted

OPP MEMBERS
358 Registrants

GENERAL PUBLIC
99 Registrants

OTHER LAW ENFORCEMENT
SERVICES/AGENCIES
79 Registrants

SPECIAL OLYMPICS
ATHLETES
15 Registrants



\$29,258.10

**RAISED THROUGH
DRAFT AN ATHLETE**

**TOP FUNDRAISING TEAM
ANNOUNCEMENT COMING SOON!**



ATHLETE IMPACT - STEPHEN GRAHAM

“It’s been a hard year for everyone, this event has given me something to look forward to and I appreciate your support!”

- Stephen Graham

“Thank you for helping my son achieve his full potential. Thank you for giving Stephen the confidence to succeed. Thank you for the many unforgettable moments and experiences that he can now cherish forever. Where would he be without your help?”

- Elaine, Stephen’s mother.



2020 NATIONAL ROB PLUNKETT AWARD



Named after the late Detective Constable Robert Plunkett, a 22-year veteran of York Regional Police who was a leader in both the community and Special Olympics, this award is presented to a Law Enforcement Torch Run representative who best exemplifies the spirit, philosophy, dedication and goals of the Law Enforcement Torch Run and the Special Olympics movement.

Congratulations Sgt. Mark McGugan London Police Service



WHAT'S NEXT?

2021 OLETR VIRTUAL KICKOFF CONFERENCE AND AWARDS

January 21, 2021- 7:00pm

- Registration open late December
- Celebrate 2020 Virtual OLETR successes
- Look ahead with excitement towards 2021
- Celebrate our Award of Honour and Distinguished Service Award winners

Celebration Box:

- Watch the show while enjoying some treats that fellow OLETR members across the province will also be enjoying
 - Projected cost for the Celebration Box is \$50 (will depend on the pricing of items)
 - Targeting 100-150 sold
-
- Full show will also be clipped into smaller segments for social media





VIRTUAL

POLAR PLUNGE



FOR SPECIAL OLYMPICS ONTARIO

- Registration Opens **January 4**
- Plunge any day up until **February 20**
- Be creative and have fun as you take the Plunge at home - Prizes for Plunge creativity
- Fundraising incentives and prizing
- Weekly profiles during Polar Plunge season, detailing some of our amazing supporters over the years
- 2021 Goal: \$100,000 Raised

New for 2021: Polar Plunge Celebration Week,
February 22- 26, 2021!

NEW



TORCH RIDE/RIDE FOR TEDDY



- Preliminary stages of planning for 2021 Virtual (or small group) Rides
- Connectivity between Torch Ride & Harley Raffle – promote one another
- 2021 Goal: \$20,000 Raised
- 2022 Target: In person Torch Ride events, including a “Ride for Teddy” in Peterborough to honour the late, great Ted Farr





GET ALL THE
TORCH RUN
UPDATES IN THE
PALM OF YOUR
HAND!



Download the **Torch Run** app
today to stay connected with
Torch Run news and events
near you!

STAYING ENGAGED



TORCH RUN APP

- First Torch Run program in world to launch an app!
- Designed user friendly app to promote events, registration, peer to peer fundraising etc.
- App will strengthen provincial communications and make it easier for our volunteers to stay engaged and connect with one another during COVID and beyond
- App was donated by Make me an Offer Inc. (\$8,500 value)



**WHAT HAS BEEN THE IMPACT OF
OUR FUNDRAISED DOLLARS DURING
THE PANDEMIC?**



Operational Highlights & Future Priorities



Challenge creates opportunity!

The last 9 months have brought unique and unprecedented challenges for Special Olympics Ontario as we have adapted to the changing landscape of sport, recreation, health and well-being brought by the COVID-19 pandemic.

We believe that challenge brings opportunity. Opportunities that the athletes, volunteers and staff of Special Olympics have embraced. In the last 8 months SOO has reinvented every aspect of the organization to meet the needs of those we serve in these challenging times.

We have changed how we work, what programs we deliver and broadened who we deliver these programs to.

Innovative approaches to programs, partnerships, fundraising and how we work have created new opportunities and new hope for our athletes.

In 2021 as we turn the corner on this pandemic, we are confident in our ability to build on these successes and to sustain these innovations to benefit Special Olympics and the athletes and families we serve.

What's Inside

1. **Program Highlights - The Last 9 Months**
2. **Program Priorities – The Next 6 Months**
3. **Our People – How We're Working
Staff, Volunteers and Partners**
4. **Thank you Torch Run!**

Check These Out!

To see some of the great things we've been working on visit these sites!

- Healthy @ Home – sohealthyathome.ca
- MyPAHL – www.mypahl.com
- Return to Program – soontar.io/return-to-program
- Provincial Awards Ceremony – soontar.io/2020-awards
- Virtual School Champs – schoolchamps.ca
- Virtual Spring Games – 2020springgames.com
- Walk the World – walktheworldwithme.com

Program Highlights

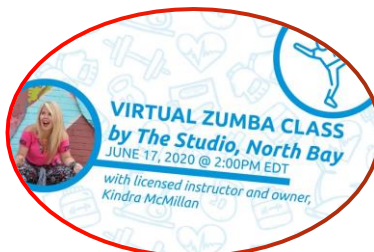
A snapshot of program offerings and successes during the first 9 months of COVID-19

The Last 9 Months



Healthy @ Home

The online hub for all things virtual for Special Olympics including international, live and on demand events and resources. To keep athletes connected, active, positive and informed.



Virtual Events Calendar

In coordination with the Virtual Program Task Force led by Special Olympics Ontario and Alberta, we have played a key role in connecting people with ID and their families to events and resources offered through Special Olympics and our many partners.



Virtual Games

A virtual presentation of our Provincial Spring Games (in Waterloo) and our Virtual School Championships (in Kingston)

With Sports Events, Online Competition, Social, Health and Ceremonial Events hosted by the host police services.



From the Stands

Special Olympics Athlete led interview program featuring Special Olympics Athletes and key people in the movement.

One of many live stream events (including mindfulness, mental health, wellness and interactive activities).



Summer Sport Training

Provincially led and coordinated Summer Training Programs designed and created by SO Staff and Volunteers to engage athletes in sport specific training through the provision of 6 week online training modules for all summer sports.



Walk the World With Me

Began as the Coast to Coast Challenge in Canada

Expanded to include participation from athletes around the world with athletes collectively walking around the planet.



Marathon of Sport (Motionball)

\$1,025,000 Raised!
Broadcast nationally on Sportsnet
Hosted by Olympic Gold Medalist Tessa Virtue with: Morgan Reilly, Jon Montgomery, Penny Oleksiak.



Provincial Awards

Presented by Gallagher, Produced and edited by staff and livestreamed for the first time in its history.

Participation and involvement from across the province.



Sectoral Leadership

We have led the sector in:
- Rowan's Law (Concussion Safety)
- The Ontario Para-Collective
- COVID-19 Advisory (Government of Ontario)

VIRTUAL GAMES... WHAT WE HEARD...



"Despite all the things the kids have lost during this difficult time, the loss of the Provincial Championships opportunity was the worst – especially for our graduating students. Thanks for providing this opportunity!!! So exciting!!!" – **Tara Shewchuk, Educator, Westgate CI, Thunder Bay**

"Thanks a lot for providing this wonderful opportunity for my students to stay active and involved in a Special Olympics community. We had an absolute blast the entire week." – **Mariana Veletic, Educator, Applewood Heights, Peel**

"Thanks for continuing the competition. It gives something fun to do during a time that is very hard for everyone, but especially for our children that are desperately missing their schools, Special Olympic sports, and friends." – **Donna Scullion, Parent, Brooklin H.S.**

WALK THE WORLD WITH ME

As of November 19th this program has:

- 181 days, 141,187 km walked
- 1,463 active walkers
- 328 team walking pages
- 11,659 time entries into the system

We are currently in Kastoria, Greece and will continue our way through Europe heading through Austria, Slovenia and Croatia.



Program Priorities

The Next 6 Months

Listing of programs, initiatives and fundraisers as we have pivoted back to solely Virtual during the second-wave.



Hometown Games

A platform for both Virtual and the gradual introduction of real life competition.

We aim to bring competition opportunities to athletes and hosts in all sports in multiple settings (virtual, small group, in-person)



Virtual Sport Festivals

Working with the Faculty of Kinesiology at the University of Toronto and Computer Science Students we are developing modules for a virtual sport festival and young athletes program for our youngest athletes and their families (Age 2-12)



Community Virtual Programs

We have made the tools / Resources / Program Model and Training available and are deploying it province wide to allow coaches / communities to virtualize local programs at the grassroots moving virtual programs closer to the local community and keeping athletes and volunteers connected.



MyPAHL

An online health tracking and education program developed by Special Olympics Ontario with Best Lives Rewarded. MyPAHL helps gamify the act of keeping healthy and getting fit by tracking and acquiring points for participation and healthy living.



Return to Program

SOO has created an online process for tracking and monitoring program restart and COVID-19 risk compliance.

This process is supported by staff and monitored through our Return to Program Hub.



Lets Chat / Get in Motion

Get In Motion – in partnership with Queen's University to provide access to physical activity coaches and telephone based support for goal setting and at-home physical activity.

Let's Chat is a Peer to Peer athlete chat program to connect athletes from across the province.



Virtual School Programs College/University Unified

Schools engaged and are being mobilized to participate and host virtual programming.

U/C Unified programs continue to engage post secondary students virtually.



Tablet/Offline Program

Healthy @ Home resources pre-loaded onto Tablets to be distributed on a library loan basis to identified athletes who do not have access to the internet.



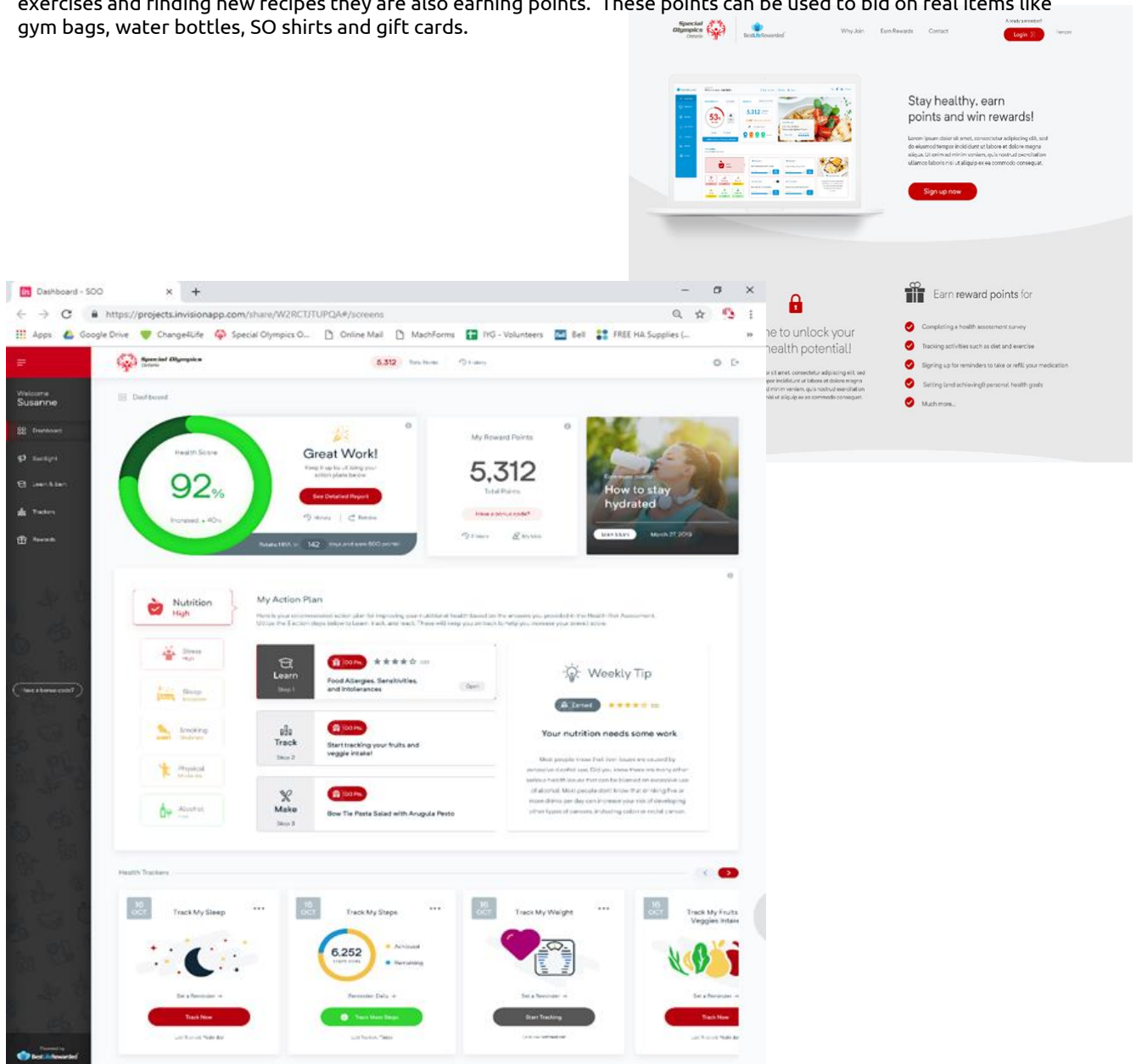
Research / Partnerships

Ongoing partnerships in Research and Program Development including (but not limited to) Sport & Belonging @ U of T Canoe / Kayak and Cycling

A technology innovation directly benefitting the health and well-being of our athletes

MyPAHL: MyPAHL (Physical Activity and Healthy Living) is an online health tracking and education program designed for Special Olympics athletes and people with an intellectual disability. MyPAHL helps athletes track things like sleep, steps, how much water they drink, and how many fruits and vegetables they are eating. The program can even connect with wearable devices like FitBit, Garmin, MistFit, and Wear OS.

MyPAHL also provides athletes with a step by step health plan made specifically for them and has recipes, exercise videos and more that they can follow along with each day. While athletes are tracking their progress, learning new exercises and finding new recipes they are also earning points. These points can be used to bid on real items like gym bags, water bottles, SO shirts and gift cards.



Our People

How we're working Staff, Athletes & Volunteers

In challenging times changing how we work has made us more flexible, efficient, communicative and collaborative which has been critical to our success.



Flexible Staff Teams

Staff flexibly working on multi-disciplinary teams to execute projects and objectives across departments. Ex: Hometown Games, Provincial Awards, Catch the Ace



Virtual Programs Taskforce

Multi-disciplinary group led by SOO and SOA that has coordinated the creation and development of Virtual Programs and resources across the country



Communication / Support

Frontline support to communities, athletes and volunteers has been distributed across a broader staff group making us more responsive to grassroots needs and allowing for more regular check-ins



Technology / Digital Resources

Enabled and deployed technology for staff and volunteers/communities to improve connectivity, communication and collaboration.

This has kept our programs running



Cross Canada / International Collaboration

SOO staff are playing key roles in national & International working groups on programs, health, sport, technology and fundraising

We have been recognized for our innovation and leadership



Athletes Leading the Way

We have been at the forefront of putting athletes in the drivers seat in the creation of programs, events, training, workshops and leadership programs eg, Cooking Workshops, Live Streams and Sport & Belonging Research Group



Torch Run App

Launched the first Torch Run App in the World

Partnership with Versaterm Inc.

Constant engagement of LETR, revenue driver



Engaging Partners

We have and continue to create innovative and collaborative partnership with org. and institutions to develop programs for people with ID. Ex U of T, Queens U, Down Syndrome Association of Ontario



BIPOC / Diversity Strategy

We are committed to creating and becoming a more diverse and culturally aware organization. Our BIPOC Task Force has been created and mobilized with a focus on creating opportunities for Black & Indigenous People of Colour.



THANK YOU TORCH RUN!

Special Olympics has always been able to operate with financial stability due to the unrelenting fundraising efforts of Torch Runners from across the Province. This has not changed during the pandemic. Torch Run has once again stepped up to the plate and provided 26,000 athletes living in Ontario with an intellectual disabilities a chance... A chance to compete... A chance to be included... a chance to be a part of the TEAM. Thank you.

Tough times don't last, tough people do

