

Let's get Started!

A 12-Step guide to Starting a Local Program



Special Olympics
Kentucky





Thank you for your interest in starting a Special Olympics Local Program. This packet of information will help you and potential Special Olympics athletes become fully involved in the Special Olympics movement. Launched in 1968, Special Olympics currently involves more than 1.2 million athletes in 150 countries worldwide. This free, year-round sports training and athletic competition program offers eligible athletes a choice of 16 Olympic-type sports. In Kentucky almost 5,000 Special Olympics athletes are currently registered for the program.

Any person age 8 years and older with intellectual disabilities is eligible. An athlete's present skill level in sports is secondary because Special Olympics is available for all ability levels. Athletes may choose from the 16 Olympic-type sports for all ability levels, developmental events for the most significantly challenged participants with both cognitive and physical disabilities, to Unified Sports® Programs for Special Olympics athletes and teammates without intellectual disabilities.

A local team/program can be a school, an association, a team, an ARC group, or any grouping of individuals that join together in their objectives to form a Special Olympics team/program. If no groups exist in your community, **ONE individual** can register and be considered a local team/program.

Along with this packet you will need the following materials to get started:

- New Local Team/Program Registration Form
- Athlete Medical Status Form
- Volunteer Application Form
- Athlete Registration/ Medical Form
- Program Guide

Most of these forms can be downloaded from our website under the Local Programs tab, go to Resource Library and then Forms. Simply complete the enclosed forms and send them to the Special Olympics Kentucky State Office. For more information about sports training, competition opportunities, and to locate the Special Olympics Program nearest you, visit www.soky.org.

Special Olympics Kentucky

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TABLE OF CONTENTS

General Information

Mission	1
Philosophy	1

Sports Information

Sports Season Calendar	3
Sports Programs Offered	3-4

Athlete Information

Statement of Eligibility	5
Age Requirements	5
Identifying Persons with Intellectual Disabilities	5
Athlete Medical-Release form	5-6

Volunteer Information

Volunteer Opportunities	6-7
Coaches Certification Information	7-9

Local Program Activities

Planning Activities	9
Registering for Regional/Area Competitions	9
Registering for State Level Competitions	10

Promoting Public Awareness

Media Efforts	10-12
Special Olympics International Language Standards	12

Program Financing

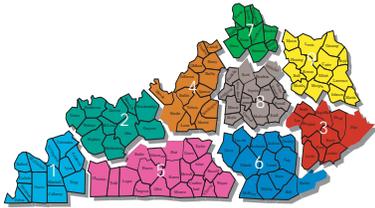
Basic Financial Information	13
Program Fundraising	14-15
Local Fundraising Application Process	15
Share the Proceeds	16

Developing Your Program

Key Partners of a Local Team/Program	16-17
Expanding Your Local Program	17
Evaluating Your Local Program	17



Step 1: ***Make Contact***



- Special Olympics Kentucky is divided into nine different “areas” across the state. Each area has at least one volunteer serving as a Local Coordinator. The Local Coordinator’s role is to serve as a “point of contact” for local teams/programs OR anyone inquiring about the Special Olympics Kentucky Program. This is the person who can assist you with most of your needs. Please contact your Local Coordinator to get local information.
- To find the Local Coordinator nearest to you, simply go to our website www.soky.org, click on the local programs tab located at the top of the home page and then click on Local Coordinators. Here you will find a complete list of contact information. Local Coordinators are also listed in our newsletter, the Sportsline, or you may call our office and someone can assist you! It is essential that you keep on-going contact with your Local Coordinator.

Step 2: ***Know the facts***

Mission

The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for persons eight year or older with intellectual disabilities and other closely related developmental disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

Philosophy

Special Olympics is founded on the belief that people with intellectual disabilities can, with proper instruction and encouragement, learn, enjoy, and benefit from participation in individual and team sports.

Special Olympics believes that consistent training is essential to the development of sports skills, and that competition among those of equal abilities is the most appropriate means of testing these skills, measuring progress and providing incentives for personal growth.

Special Olympics believes that through sports training and competition, people with intellectual disabilities benefit physically, mentally, socially and spiritually; families are strengthened; and the community at large, both through participation and observation, is



united in understanding people with intellectual disabilities in an environment of equality, respect and acceptance.

Participants

Special Olympics is the world's largest program of year-round sports training and competition for persons with intellectual disabilities. More than one million athletes participate in Special Olympics in over 150 countries worldwide. In Kentucky, almost 5,000 athletes participate. Individuals must be at least eight years old to compete at regional, area and state level competitions.

Training for Life

When they train, and when they compete, the athletes of Special Olympics Kentucky are training for life. Children and adults with intellectual disabilities who participate in Special Olympic sports training competitions are more likely to engage in a lifetime of healthy lifestyles. The uniqueness of the training carries over with them from the fields of competition to their own daily lives promoting increased conditions where they are accepted and respected. The social skills they develop through interaction with others can lead to a lifetime of benefits that include employment, independent living and enhanced physical fitness.

Competitions

Special Olympics Kentucky conducts over 50 competitions annually on area, regional and state levels. Event divisions are based on age, gender and ability level to give athletes an equal chance to win. Each participant receives a medal or ribbon following his or her competition event.

Athlete Training

Special Olympics athletes train for a minimum of eight weeks prior to participating in a regional/area-level competition. Participation at a regional/area-level competition qualifies the athlete to participate in the corresponding state-level competition. Volunteer coaches are responsible for training the athletes.

Volunteers

Currently there are more than 1.5 million individuals worldwide who dedicate their time to Special Olympics. Volunteers are the backbone of Special Olympics Kentucky. Volunteers serve as coaches, officials, committee members, competition managers, local coordinators, first aid, event photographers and much more. Whether they participate for one day or for years, volunteers make a difference in the lives of Special Olympics athletes and in their communities.



Funding

Special Olympics Kentucky is a registered 501(c)(3), non-profit organization supported by private donations from individuals, corporations and organizations throughout the state. Special Olympics is “the most credible charity in America” according to a survey in the Chronicle of Philanthropy. Special Olympics Kentucky also has several statewide fundraisers throughout the year to help raise funds to insure the lowest possible fees for our participants at state level competitions. Some of these fundraising events are the Polar Bear Plunges, Plane and Pumper Pulls, and the Ride to Win; to name a few. Special Olympics Kentucky is also proud to pay for most of the athlete entry fees for area/regional level competitions.

Sports

Fall Season <i>Aug. - Dec.</i>	Winter Season <i>Nov. – March</i>	Spring Season <i>Feb. – June</i>	Summer Season <i>June – Sept.</i>
Bowling	Alpine Skiing	Aquatics	Golf
Equestrian	Snowshoeing	Track & Field	Softball
	Figure Skating	Powerlifting	Roller-skating
	Basketball	Gymnastics	
	Cheerleading	Tennis	
		5 a-side Soccer	

Sports Programs Offered:

Special Olympics offers a broad spectrum of sports programs for athletes of all ability levels. These programs empower every athlete to develop skills and they encourage participation and competition in an appropriate and meaningful manner. This continuum of programs includes:

- Unified Teams
- Traditional Teams
- Individual/Team Skills Contest
- Developmental Events
- Play Activities (5-7 year olds)

Unified Sports®

Unified Sports® teams are designed to integrate athletes with and without intellectual disabilities in training and competition programs, as well as social activities. They give Special Olympics athletes the opportunity to participate in sports side by side with their non-disabled peers. In addition, Unified Sports® dramatically increases inclusion in the community by helping break down barriers that have historically kept people with and without intellectual disabilities apart. At the same time, Unified Sports® provides a valuable sports opportunity to individuals who are not presently involved with Special Olympics or other sports programs. These programs can be implemented in the schools,



intramural leagues, or other community events.

Traditional Team & Individual Sports

Traditional team and individual sports are any sport that is officially approved by Special Olympics Inc. (SOI). SOI is the sanctioning body for all Special Olympics programs worldwide. Special Olympics athletes train and compete in these individual or team sports with other Special Olympics athletes with similar age and athletic capabilities.

Individual/Team Skills Contest

Special Olympics Kentucky offers skills competitions in golf, softball and basketball. The purpose of each event is to develop and measure an athlete's ability in isolated skills. The ultimate goal is for athletes to acquire a better knowledge of the skills required to be successful in that sport.

Developmental Events

The developmental Sports program is offered to ensure that those Special Olympics athletes of low skill/ability levels, who could not compete in traditional events, will have the opportunity to participate in Special Olympics. Developmental Events are offered in the sports of: aquatics, track & field, gymnastics and equestrian.

Play Activities

Special Olympics Play Activities program is designed to meet the recreational needs of young children ages 5-7 with intellectual disabilities. Participation in the program will also acclimate children and their families to Special Olympics and will help prepare them for the transition to the traditional competitive Special Olympics program. The emphasis in this program is on playing and not competing.

Step 3:

Conduct initial athlete recruitment and registration

There are many people who will want to be involved in your Special Olympics program. You will have some that will want to participate as either an athlete or a Unified Partner. Athletes can be recruited through organizations that provide services for individuals with intellectual disabilities in your area. They may include: schools, group homes, supported employment agencies, supported living agencies, adult daycare programs, associations for individuals with disabilities (Down Syndrome societies, etc.) Creating a contact list of these people will help you organize and communicate with everyone.



Statement of Eligibility

Special Olympics training and competition is open to every person with intellectual disabilities who is at least eight years of age and who registers to participate in Special Olympics as required by the general rules.

Age Requirements

There is no maximum age limitation for participation in Special Olympics. The minimum age requirement for participation in Special Olympics state-level competition is eight year of age.

Degree of Disability

Participation in Special Olympics training and competition is open to all persons with intellectual disabilities who meet the age requirements, regardless of the level or degree of that person's disability, and whether or not that person also has other mental or physical disabilities, so long as that person registers to participate in Special Olympics as required by the general rules.

Identifying Persons with Intellectual Disabilities

A person is considered to have an intellectual disability for purposes of determining his or her eligibility to participate in Special Olympics if that person satisfies any one of the following requirements:

- a. The person has been identified by an agency or professional as having an intellectual disability for purposes as determined by their localities; or
- b. The person has a cognitive delay, as determined by standardized measures such as intelligent quotient or "IQ" testing or other measures that are generally accepted within the professional community in that accredited program's nation as being a reliable measurement of the existence of a cognitive delay; or
- c. The person has a closely-related developmental disability. A "closely-related developmental disability" means having functioning limitations in both general learning (such as IQ) and in adaptive skills (such as in recreation, work, independent living, self-direction, or self care).

However, persons whose functioning limitations are based solely on a physical, behavioral, emotional disability or a specific learning or sensory disability, are not eligible to participate as Special Olympics athletes, but may be eligible to volunteer (such as a unified partner).

Athlete Medical-Release Form

All Special Olympics athletes must have an Athlete Medical-Release Form completed and signed by a parent or guardian and when required a physician, physician's assistant or a registered nurse practitioner prior to beginning their sports training. These forms are



three-page carbon copies: the pink copy is for the parent/guardian to keep for their records, the yellow copy is for the coach to keep on-site for practices and competitions, and the white copy should be immediately sent to the state office. Faxed forms are accepted, but please call to confirm that the state office received your fax and that it is legible. Also, in addition to faxing the forms it is best practice to mail the original form to the state office.

Step 4:

Recruit and register coaches and support volunteers

- Calculate your needs based on athlete interest
- Identify available recruitment channels (athletic clubs, sports federations, governing bodies, schools, parks and recreation staff, teachers, service providers, parents and family members, etc.)
- Ensure that a volunteer Application is completed for all individuals who will be involved with your program and is turned in to the state office prior to the first day of volunteering.

Volunteers increase integration and socialization opportunities for the Special Olympics athletes. The dedication of Special Olympics volunteers provides positive mainstreaming experiences for athletes. Not to mention, when a volunteer leaves a Special Olympics event, they will have touched the heart of another person and will be moved in a meaningful way that uplifts the spirit and touches the heart.

Coaches ultimately convey the ideals of Special Olympics and should always exhibit respect for athletes, other coaches, volunteers, families and officials. Coaches should always reflect a positive and constructive attitude toward all individuals that they work with in order to provide a fair and positive competitive experience for all Special Olympics athletes and volunteers.

Special Olympics Kentucky offers many types of volunteer positions to suit any individual/group needs. The Volunteer Opportunities listing describes these volunteer positions and the Volunteer sign-up form gives volunteers a chance to select what type of role that they would like to play in Special Olympics. Once the sign-up form is returned to our office, those volunteers are then sent a volunteer packet including S.O. information and a Volunteer Form. Volunteer positions include:

- One Day Event Volunteers (sports competitions)
- Special Event Volunteers (fundraisers)
- Coaches
- Sports Officials
- Sport Clinic Volunteers



- Medical Team
- Camp Counselor
- Local Program Committee Member
- Local Coordinator
- Unified Sports Partner
- Competition Management
- Play Activities Volunteer
- Administrative Volunteer
- Event Photographer
- Event Entertainment

All volunteers must have completed a Volunteer Registration Form and must attend a Volunteer Orientation/Athlete Protective Behaviors training prior to interacting with Special Olympics Athletes!

Step 5: *Train Coaches*

Coaches Certification Information

Being a Special Olympics coach is a lot of fun and has many rewards. A coach refers to an individual who assumes responsibility for athletes, actively trains athletes, and works directly with the athletes on the field of play.

Coaches not only provide skills training for athletes but they are also role models and character builders. Coaches give Special Olympics athletes the most immediate awareness of their own worth, ability, courage and capacity to grow and improve. Anyone who is interested can become a coach, as long as they fulfill the basic requirements/guidelines set by Special Olympics Kentucky.

Who needs to become certified?

Special Olympics Kentucky is committed to coaching excellence and asks that all Special Olympics Coaches become certified. In support of our commitment, a Coaches Education System has been developed. Through coaching education and certification, coaches are able to enhance their skills while helping athletes reach their sport potential.

Why become certified?

- Promote the mission of Special Olympics Kentucky
- Provide athletes with the safest and most effective training sessions possible
- Enhance coaching skills
- Keep up to date regarding current rules and training techniques
- Ensure coaching consistency statewide



How to become certified?

Depending on your background and experience, different options are available to become certified. Experienced and knowledgeable instructors will provide the resources that you need.

Prerequisites:

- Fill out a volunteer registration form.
- Complete the Volunteer Orientation/Protective Behaviors Course and submit the accompanying training quizzes from each section. (one-time requirement)
- Pass a criminal background check and become an Approved Class A Volunteer.

Level 1:

- Coach has fulfilled prerequisites as stipulated above.
- Participate in either a Basic Skills Course **OR** a Coaching Special Olympics Athletes Course. (Fulfillment of this component is determined by how much *Sport Experience** the person has.)
- Sign the Coaches Code of Conduct.
- Complete a 10-hour practicum and submit form.
- Fill out and submit an Application for Sports Training Certification. (Coaches will be required to be certified in each sport they coach.)

**Sport Experience* is defined as having competed or coached at the high school, university, club or equivalent levels as determined by SOKY staff.

Once a person has completed all level 1 requirements within the Coaches Education System, they are considered to be a certified Special Olympics Coach. From this point forward in order to remain certified a coach must maintain/upgrade their current level of certification through continuing their education using approved curriculum.

Level 2:

- Coach has fulfilled all Level 1 requirements.
- Complete Principles of Coaching Course.

Level 3:

- Coach has fulfilled all Level 2 requirements.
- Complete a Tactics Course in the sport being coached **OR** complete an ASEP Online Course
 - Courses currently offered online include:
 - Basketball
 - Soccer
 - Softball



- Tennis
- Volleyball

Level 4:

- Coach has fulfilled all Level 3 requirements.
- Complete a Comprehensive Mentor Program.
- Turn in a completed and signed program log.

Step 6:

Plan your Local Program Activities

- Once you have identified your athletes and coaches, you can begin to plan your practice or training schedule.
- Assist your athletes in choosing one sport per season.
- Plan a weekly practice schedule and distribute it to the athletes and families involved with your program.
- Begin your practices minimally eight weeks prior to the area/regional level competition. You can find out when your area/regional competitions are by calling your Local Coordinator, or by going to www.soky.org. There you will find a current calendar of events for the entire state.
- Determine where and when you will conduct sports training.
- Consider transportation options to and from training and competitions once you know who the athletes will be.
- It is imperative that the coaches for your program maintain records of athlete practice times/distances, et cetera. This information is crucial for registering athletes for competitions.

Step 7:

Registering for regional/area and state-level competitions

Area/Regional Level Competitions

If your team has trained for a minimum of eight weeks they are eligible to compete at the area/regional level. Each season, if you are registered with the state office, you should be sent competition information and a registration packet. If you have not registered or notified the State office that you are starting a new sport, please do so. All area/regional level competitions have a deadline for registration entry. You must submit the proper entry forms by the deadline designated by the state office in order for your athletes to compete at the area level.



State Level Competitions

If your team is interested in participating at state-level competitions, there are a few requirements that you must fulfill.

- Team or individual must have competed in the sport at the area/regional level competition to be eligible to compete at the state-level competition.
- All teams interested in attending state-level competitions must submit competition entry forms to the state office by the entry deadline set by the state office.
- An Athlete Medical-Release or Unified Partner form must be on file at the state office prior to the registration entry deadline.
- Athletes must be chaperoned at the state competitions. You must have one coach or chaperone for every three athletes attending. When possible, it is important to match chaperones by athlete gender.
- There must be at least one certified coach per team present at state-level competitions.

Step 8:

Promote Public Awareness

One of the goals of Special Olympics is to increase the public's awareness of individuals with intellectual disabilities and their capabilities and needs. In an effort to do this, the state office publicizes several events. Let us know about the great things that your athletes, volunteers, family members, etcetera are doing for your program by filling out the Athlete Profile forms on your athletes and return your Summer Games story forms to our office. These will give us information to use to add interest to stories about your program.

The state office media relations efforts are as follows:

- All state-level competitions
- All area/regional competitions
- National and World Games efforts
- Other major localized events (MedFest)

What does that leave?

- Specific local volunteer needs
- Interesting stories about local athletes or volunteers
- *All state-level competitions
- *All area/regional competitions
- *National and World Games efforts
- Local sports Sign-Ups
- *Other major localized events



*Even though the state office publicizes these events, follow-up by someone in the local community is often more effective than a press release that comes from the state level. If you can include some information that adds local interest or provide more of a tie to your community, not only will the media be more likely to run your story, but the story will be that more appealing.

What is the media?

- Newspaper
- Radio
- Television
- Magazines
- Your neighbors or friends who might have connections to any of the above.

Who should you contact?

It depends on your particular media outlet(s).

Radio/Television

- News Director
- Public Affairs Director
- Individual Reporter(s)
- Anchor

Newspaper

- Assignment Editor
- News Editor
- Sports Editor
- Features Editor
- Community Editor

How do I make contact?

- Designate one person to communicate with media (coach, local coordinator, etc.)
- Make initial call to introduce yourself to appropriate media contact(s).
- Call with story ideas/possibilities
- The Press Release

Sending Press Releases:

- Should only be done for specific needs (event, meeting, volunteers, etc.)
- Make sure the release contains all of the necessary information
- E-mail (Clear subject line, Short personal message, prominent contact information, release date, headline, body)
- In most cases, keep it brief.
- No attachments should be sent accompanying your press release.
- Follow up with a phone call
 - Make sure the release was received
 - Ask if the recipient has any questions
 - Let them know they can call you if they think of any

Helpful Hints:

- Ok to cultivate a personal relationship with media contacts.



- Don't badger media outlets.
- If you do have to call the media outlet with a complaint, do so in a constructive way.
- Discourage parents, grandparents, care givers, etc. from making angry calls to media outlets regarding Special Olympics coverage/non-coverage.
- Follow through.

Sending the Right Message:

- Whenever you talk to the media you are an ambassador for the entire program.
- Think about what you want to say before you start talking to a media member, and stay with your plan.
- Remember: Athletes of all ability levels with intellectual abilities can compete in Special Olympics. And that Special Olympics is different from organizations like the Paralympics and the Miracle League.
- The right message starts with the right language.

Special Olympics International Language Standards:

Do Use

- Intellectual disabilities
- Special Olympics Athletes
- “People with” or a “person has” an intellectual disability
- Distinguish between children and adults
- A person “uses” a wheelchair
- Down Syndrome
- Physically challenged or disabled
- Special Olympics

Avoid

- Mentally Retarded or Retarded
- Special Olympians
- “intellectually disabled people”
- “Kids”
- “confined to” a wheelchair
- Down's Syndrome
- Crippled
- The Special Olympics

Other things to avoid:

- “Unfortunate”
- Don't over sensationalize
- Use “special” with caution except as part of the program name



Step 9: ***Program Financing***

There are several things that you will need to do. One of the first things to ensure a quality experience for your athletes is to determine your team's needs and the money or items that are required to meet those needs.

Some items you might need are:

- Uniforms or appropriate attire for any given sport.
- Sporting equipment
- Use of facilities for training or meetings.
- Transportation costs to area/regional competitions or state competitions.
- Meals or snacks for team travel.
- Housing costs
- Administrative costs: cost of printing, copying, postage and any office supplies

In order to do any fundraising for your local program, you must have an established Special Olympics Kentucky checking account that has been set-up at the state level. If you wish to do this or have any questions, your Local Coordinator has information on establishing a checking account or you may contact Teresa Capps-McGill, Vice President of Finance at the State office.

Special Olympics Kentucky is a non-profit tax-exempt 501(c)(3) organization. The IRS has provided Special Olympics Kentucky a TIN (Tax Identification Number) for IRS tracking purposes. There are several things required of the organization to maintain this status.

- All sources of income for all programs accredited with Special Olympics Kentucky (anyone benefiting from the TIN) must be recorded in the audited financial statements of Special Olympics Kentucky.
- Identified local program accounts are available to new programs that want to conduct fundraising in the name of Special Olympics.
- Local programs are expected to send in monthly bank statements to the state office in a timely manner.
- Local programs must follow all of the guidelines given to them from the state office.
- Local programs are not authorized to open individual accounts outside of the Special Olympics Kentucky protocol.
- At no time are programs permitted to fundraise in the name of Special Olympics Kentucky for non-sports training or competition related expenses.



Step 10: ***Program Fundraising***

A successful fund-raiser can definitely help you reach your team's goals. Fundraising can take many forms:

- Auctions, live or silent
- Bake sales, cake sales, or a cake walk
- Dinners or Breakfasts
- Golf tournaments
- Pre-paid car washes
- Dances, movie nights, roller-skating parties
- Holiday oriented events
- Talent shows
- Walk-a-thons
- Ice cream social
- Bowl-a-thons
- Car or bike shows
- Yard Sales
- Road Blocks
- Selling items
 - Pizza kits
 - Cookies
 - Candles
 - Asking local businesses to share proceeds from sales (Mary Kay, restaurants, photographers)
- 3rd party event (civic clubs, restaurants, et cetera that hold fundraising events to benefit your local program)
- Sell concessions at large events

Suggestions:

- Don't pay for items upfront
- Avoid "high risk" fundraisers
- Have as little initial cost for expenses as possible
- Contact the Development Staff if you have any questions or need suggestions or advice on your local fundraiser. The Special Olympics Kentucky Development Staff consists of: Dave Kerchner, Mark Buerger, Kelly Hutchinson, Courtney Sullivan-Staples, and Beth Higdon.

Before you decide to conduct a fundraising activity, ask yourself:

- Will the event make the money you need?



- Is it efficient use of time, energy and money? You should plan to only spend 30% or less of the anticipated revenue on fundraising costs.
- Is the event timed well in your community? What logistics do you need to consider?
- Does the event provide a family atmosphere that promotes the mission and vision of the Special Olympics movement?
- Will the Local Coordinator and community support the event?
- Do you have enough volunteers, sponsors, and support people to make the event successful?

Local Fundraising Application Process:

You have a great fundraising idea, you think it will make tons of money for your local team/program; you have several volunteers that want to help...now what??

- A fundraising application should be filled out 30 days before the event and sent to Mark Buerger at the state office. (available through your Local Coordinator, on the website: www.soky.org/by going to the Local programs tab, scroll down to resource library and then down to financial forms or it can be requested by calling the state office.) This form is a necessary step in adhering to the Special Olympics Kentucky 501 (c)(3) nonprofit organization status and for insurance liability requirements.
- An approved application will be returned to you for your records.
- Special Olympics Development staff will call you with any questions or concerns about your proposed fundraiser on an as needed basis.
- A fundraising report should be filed once the event or fundraising drive is completed. (Also available on-line)
- Fundraisers must comply with fundraising guidelines
 - No "charitable gaming" events (raffles, casino nights, bingo, Texas Hold' Em, etc.)
 - No direct mail or telephone solicitations
- Programs submitting applications must have an approved Special Olympics checking account and must have up to date financial records.
- Events that may have insurance liability issues must be approved by VP of Finance and cleared by insurance company.
- When soliciting potential sponsors for your event, it is essential that you coordinate with the state office to ensure that the potential sponsor is appropriate and does not conflict with sponsor solicitation made by the state office. This ensures that we are not overlapping requests; you wouldn't want to approach a sponsor for example that had just donated for another event, unless the state office felt that it was appropriate. This protects all parties involved.
- Be sure to plan a wrap up meeting to thank all of the volunteers involved and report on the event earnings. You can also ask for ideas for future fundraising events and get feedback on ways to improve the event.



Share the Proceeds:

Special Olympics Kentucky discovered when talking to new and existing teams/local programs that one of the most difficult aspects of keeping a local program active is funding. After discovering this, in 2004, the Share the proceeds program was developed. This program allows local team/programs to participate in Special Olympics Kentucky's statewide fundraising efforts with a portion of the proceeds distributed to the local programs that choose to participate.

The Share the Proceeds program takes a lot of the headache out of fundraising at the local level. Special Olympics Kentucky develops the concept, creates the printed materials, organizes the events, secures the locations, volunteers, etc. The local team/programs that participate are expected to raise funds for Special Olympics by selling raffle tickets, getting a team of new plungers together or organizing a Plane or Pumper Pull team. A percentage of the money raised from these events is then distributed back to the local level. The events that are currently offered as part of the Share the Proceeds program are:

- Polar Bear Plunges
- Torch Run Raffle
- Plane & Pumper Pulls

Guidelines for all Share the Proceeds Events:

- All checks should be made out to Special Olympics Kentucky
- Do not deposit any money into your program account and write "one big check" to SOKY
- Your program must have an approved Special Olympics checking account
- All money raised must be submitted during registration for the event or by the determined date for raffle tickets
- There are more guidelines specific to each Share the Proceeds event; if you choose to participate in these events you will be given this information when you register with the state office.

Step 10:

Establish Ongoing Relationships

Key partners of a Local Team/Program can include:

- **Schools** (for athlete recruitment, volunteers, transportation, facilities, coaches, and families).
 - **Special Olympic Sports**
 - **Unified Sports**
- **Park and Recreation Centers** (for athletes recruitment, volunteers, transportation, facilities, coaches, and families)



- Special Olympics Sports
 - Unified Sports
- **Families** (for volunteers, transportation, athlete recruitment, and coaches)
 - Family Support/Participation
 - Family Committees
 - Unified Sports
- **Community** (facilities, fundraising, public awareness, volunteers and coaches, sponsors)
 - Other community organizations, religious institutions
 - General public
- **Residential Settings** (Such as group homes, foster care, supported living facilities for athlete recruitment, transportation, volunteers and coaches)
 - Peer involvement
 - Developmental athletes

Step 11:

Expand your local program

- Recruit year round for athletes, volunteers and coaches.
- Conduct training for increased numbers of athletes (allow your group to grow).
- Expand partnerships, funding and media relations (form a committee, get people involved, continue to try new things, spread the word about Special Olympics and the important role that it plays in the lives of your athletes, families, and yourself.
- Empower athletes to participate in new, meaningful roles (encourage athletes to try new sports or events, help them excel in their chosen sport, let existing athletes mentor new athletes, etc.).

Step 12:

Evaluate your Program:

- After each sport season evaluate how you did as a head person for your local program Ask yourself:
 - Were there things that you could do better?
 - Where there areas that didn't get much attention?
 - Were there people you wanted to get involved, but didn't?
 - Were your fundraising events successful? Why or why not?
 - Did you have support from others?
 - Were you happy with how things are going?
 - Do you need help?
- Maintain data on program growth.
- Seek athlete input on how they enjoy participation in the program and ways to improve their experience.