Law Enforcement Torch Run® Manual

Your GUIDE to raising funds & gaining friends for Special Olympics Missouri athletes

“Guardians of the Flame”

2017
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### Regions of the Missouri Police Chiefs Association

#### 2017 Torch Run Region Coordinators

<table>
<thead>
<tr>
<th>Region</th>
<th>Coordinator</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
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<tr>
<td>1</td>
<td>Rita Ketchem</td>
<td>St. Joseph Police Dept. 501 Faraon Street St. Joseph, MO 64501</td>
<td>816-271-4701</td>
<td>816-271-5376</td>
<td><a href="mailto:ritaketchem@ci.st-joseph.mo.us">ritaketchem@ci.st-joseph.mo.us</a></td>
</tr>
<tr>
<td>2</td>
<td>Officer Amanda Geno</td>
<td>Lee’s Summit Police Dept. 10 NE Tudor Rd Lee’s Summit, MO 64086</td>
<td>816-969-4205</td>
<td>816-969-1629</td>
<td><a href="mailto:Amanda.Geno@cityofls.net">Amanda.Geno@cityofls.net</a></td>
</tr>
<tr>
<td>3</td>
<td>Sgt. Jeff Fugett</td>
<td>MSHP Troop D 3131 E. Kearney St Springfield, MO 65803</td>
<td>417-895-6868</td>
<td>417-895-6877</td>
<td><a href="mailto:jeffery.fugett@mshp.dps.mo.gov">jeffery.fugett@mshp.dps.mo.gov</a></td>
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<tr>
<td>4</td>
<td>Lynn McClamroch</td>
<td>MO Dept. of Conservation 29852 Cedar Way Kirksville, MO 63501</td>
<td>660-665-3514</td>
<td>660-785-2553</td>
<td><a href="mailto:mccal270@yahoo.com">mccal270@yahoo.com</a></td>
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<tr>
<td>6</td>
<td>Sgt. Anthony Lauth</td>
<td>Rolla Police Dept. 1007 N. Elm St. Rolla, MO 65401</td>
<td>573-308-1213</td>
<td>573-364-6346</td>
<td><a href="mailto:tlauth@rollacity.org">tlauth@rollacity.org</a></td>
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<td>7</td>
<td>Trooper Greg Tesch</td>
<td>MSHP Troop G 1226 W. Business 60/63 Willow Springs, MO 65793</td>
<td>417-469-3121</td>
<td><a href="mailto:Gregory.Tesch@mshp.dps.mo.gov">Gregory.Tesch@mshp.dps.mo.gov</a></td>
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</tr>
<tr>
<td>8</td>
<td>Sgt. Mark Koeller</td>
<td>St. Louis County Police Dept. 7900 Forsyth Blvd. Clayton, MO 63105</td>
<td>314-751-3414</td>
<td><a href="mailto:mkoeller@stlouisco.com">mkoeller@stlouisco.com</a></td>
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<tr>
<td>9</td>
<td>Lt. J.R. (Buddy) Davis</td>
<td>Cape Girardeau Police Dept. 40 So. Sprigg Cape Girardeau, MO 63703</td>
<td>573-335-6621</td>
<td>573-335-8571</td>
<td><a href="mailto:jdavis@cityofcapegirardeau.org">jdavis@cityofcapegirardeau.org</a></td>
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<td></td>
<td>MSHP</td>
<td>Lt. Paul Reinsch</td>
<td>MSHP – GHQ PO Box 568 Jefferson City, MO 65109</td>
<td>573-526-6115</td>
<td>573-526-6383</td>
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</table>

**Chair:**
James E. Moran (Jim)  
Asst. Vice President Director of Public Safety  
St. Louis University  
Wool Center  
3545 Lindell  
St. Louis, MO. 63103  
314-977-3876 (office)  
Jemoran@slu.edu
What is the Torch Run?

The Law Enforcement Torch Run® is a unique project that partners law enforcement with Special Olympics. What started in Kansas as a one-day run has now expanded to include 48 countries and a year-round fundraising program. In 2015, the world-wide movement raised more than $55 million. Since 1986, Missouri's law enforcement has been responsible for making a tremendous impact on Special Olympics Missouri. In 2016, more than 5,250 officers from 144 agencies in Missouri raised money in their local communities all year long. Each year officers are honored to carry the torch en route to the annual State Summer Games in the Torch Run.

All who are able should plan to attend the Opening Ceremony at Summer Games, which will be held at Missouri State University, in Springfield on June 2, 2017. It makes a world of difference to see what all the hype is about. Officers have the chance to escort the athletes into the arena as well as change into running gear and present the torches as part of the culmination at the ceremony. It is a moving sight to see the response of the crowd to the runners and officers. Officers always enjoy meeting the athletes, and vice versa, so we hope to see you attend. There is a significant need for medal presenters at State Summer Games (June 2-4, 2017) and we would like law enforcement to participate in this opportunity. This happens the day after the Opening Ceremony so plan to stay in Springfield and participate. SOMO can arrange lodging for officers. We will communicate this via our e-comm system and/or website. We also need medal presenters for our other state events. Check out the calendar dates inside the back cover.

Throughout the year, agencies raise funds in a variety of ways. All agencies participate in selling shirts. Many fundraising efforts center on special events such as Trivia Nights, Cops on Top, Polar Plunges, Over the Edge, Drive It Home Raffle, Poker Runs, Tip-A-Cop, and dress down days. Others raise funds through donations by contacting local businesses. Whatever the source of fundraising, it is important to realize that you can make a difference – whether it is selling 12 shirts or getting a $100 donation.

The Torch Run is managed by a volunteer group of committed law enforcement individuals, who make up the Torch Run Committee. This Committee is a committee within the Missouri Police Chiefs Association’s membership and remains a top priority each year. The MPCA is the founding law enforcement organization of the Torch Run. The committee’s liaisons to Special Olympics Missouri are Susan Stegeman and Crystal Schuster.

The mission of the Torch Run Committee is simple: to put programs in place to raise funds to help sustain Special Olympics Missouri’s program needs. Expenses are closely scrutinized since the focus is on net dollars raised.

A critical ingredient to our success is year-round participation and support from all areas of law enforcement in Missouri. A focus that needs to be on everyone’s mind is to bring more law enforcement agencies into the LETR family. The Torch Run is open to federal and state law enforcement agencies, sheriffs’ departments, police agencies, as well as park rangers, corrections and campus police personnel.
The Torch Club

The Torch Club was established in 1993 to recognize those agencies that raised a minimum of $1,000 (net) for Special Olympics Missouri. The consideration period runs for a 12-month period from Sept. 1 through Aug. 31 of each year. Funds must be received at the SOMO Headquarters Office (1001 Diamond Ridge, Suite 800 Jefferson City, MO 65109) by Aug. 31 to count.

Members of the Torch Club are featured in alphabetical order on the back of the next year’s T-shirts.

FORMS OF RECOGNITION

- All participating agencies receive a resolution from the Special Olympics Missouri Board of Directors commemorating their participation.
- Use Special Olympics Missouri’s website (www.somo.org) to post your agency’s fundraising events. Check out the Torch Run page.
- Agencies are eligible to attend the International Torch Run Conference. Each year the LETR Committee establishes the amount of funds necessary to win the trip. The conference is held to provide the opportunity to learn new fundraising concepts, fine-tune logistics, exchange ideas and serves as the forum for international recognition.
- International LETR Conference attendance is based on funds raised and turned in from Jan. 1-Dec. 31 of the year previous to the conference. This practice began with the 2014 Conference in New Orleans and attendance was based on funds raised and turned in January thru December 2013.

2017 Conference: Gaylord Opryland, Nashville, Sept. 21-23
- Agency criteria is based on funds raised from Jan. – Dec. 2016:
  - Full conference attendance:
    - $15,000 net – one person
    - $30,000 net – two people
    - $60,000 net – three people
    - $120,000 net – four people
    - If all monies raised is through Polar Plunge – no more than two people can attend
  - Partial spot:
    - $10,000 net – paid registration fee and hotel room only for one person
    - $5,000 net – paid registration fee only for one person
  - Incentive spot:
    - For Drive it Home Raffle sales – awarded to top agency in raffle ticket sales (who sells at least 500 raffle tickets and who doesn’t qualify in one of the other categories)
  - Scholarships:
    - Region coordinators can nominate a delegate for consideration for a scholarship.
    - Scholarships will be awarded to bring new people when fundraising results allows it.
  - Anyone can elect to pay on their own and still be part of the Missouri delegation.
2018 Conference Las Vegas, Nevada, Nov. 8-10

- Agency criteria is based on funds raised from Jan.–Dec. 2017:
  - Full conference attendance:
    - $15,000 net – one person
    - $45,000 net – two people
    - $90,000 net – three people
    - If all monies raised is through Polar Plunge – no more than two people can attend
  - Partial spot:
    - $11,000 net – paid registration fee and hotel room only for one person
    - $5,000 net – paid registration fee only for one person
  - Incentive spot:
    - For Drive it Home Raffle sales – awarded to top agency in raffle ticket sales (who sells at least 500 raffle tickets and who doesn’t qualify in one of the other categories)
  - Scholarships:
    - Region coordinators can nominate a delegate for consideration for a scholarship. Scholarships will be awarded to bring new people when fundraising results allows it.
    - Anyone can elect to pay on their own and still be part of the Missouri delegation.

*When choosing your agency representatives, who will attend the conference, please consider choosing those who will benefit the most from this experience, and who will come back energized and ready to be of the most help while spreading the Special Olympics message.*

- The annual John Michael Letz Award was established in 1994 to recognize those unsung heroes in Missouri’s program. These individuals possess the spirit of Special Olympics, go beyond the call of duty for Torch Run efforts and never expect anything in return.
- Previous recipients include:
  - 1994 - Lt. Colonel Ralph Biele, MO State Highway Patrol
  - 1995 - Major John Cira, Hazelwood Police Department
  - 1996 - Sgt. Rich Banahan, St. Louis Metropolitan Police
  - 1997 - Chief Randy Boehm, Columbia Police Department
  - 1998 - Mary Branstetter, St. Ann Police Department
  - 1999 - Lt. Tim Goebel, Crossroads Correctional Center
  - 2000 - Major David Pudlowski, St. Louis County Police Department
  - 2001 - Janelle Waterman, MO State Highway Patrol – Troop A
  - 2002 - Captain Graham Burnley, Chesterfield Police Department
  - 2003 - Captain Jim Moran, St. Louis Metropolitan Police Department
  - 2004 - Chief Jim McCart, Osage Beach Department of Public Safety
  - 2005 - Captain Zim Schwartz, Columbia Police Department
  - 2006 - Sergeant Randy Werner, Jefferson City Police Department
  - 2007 - Sergeant Rick Hayes, St. Louis County Police Department
  - 2008 - Captain Don Spears, Belton Police Department
  - 2010 - Capt. Joseph Champman, Kansas City Police Department
  - 2011 - Officer Jeff Cook, O’Fallon Police Department
  - 2012 – Sgt. Mark Koeller, St. Louis County Police Department
  - 2013 – Mark Wiesemann, Lee’s Summit Police Department
  - 2014 – Sgt. Jeff Fugett, MO State Highway Patrol – Troop D
  - 2015 – Lt. Steve Davis, MO State Highway Patrol – Troop I

The Letz Award recipient is to be surprised during the Torch Run Awards Banquet. Official description and criteria can be found in this manual on page 59. Nomination forms may be located online at www.somo.org/trforms. Anyone can make a nomination.
Beginning in 1999, the LETR implemented a regional awards program. These awards recognize efforts for:

- Outstanding agency participation (chosen by each region coordinator)
- Outstanding volunteer effort (chosen by each region coordinator)
- Highest percentage increase in dollars raised
- Greatest overall gross dollar increase

Region awards recognize region coordinators efforts for:

- Greatest percentage increase in gross dollars raised
- Greatest percentage increase in torch club members
- Greatest percentage increase in agency participation

These awards are presented at the annual Torch Run Awards Banquet held in conjunction with the Missouri Police Chiefs Association Training Conference in December.

International Awards are presented at the International LETR Conference for Torch Run Hall of Fame and the John Carion Award for unsung heroic efforts. The John Carion Award nominee each year will be the winner of Missouri’s “Unsung Hero Award.” Captain Jim Moran with St. Louis Metro PD received this award in 2001. Major David Pudlowski with St. Louis County PD was inducted into the International Torch Run Hall of Fame in 2000 and Chief Rich Banahan with St. Louis Community College was inducted in 2004. In 2007 Susan Stegeman, Missouri’s LETR liaison, was inducted, and in 2016 Chief Randy Boehm, retired from the Columbia Police Dept., was inducted.

Each state Torch Run program is asked to submit one name to represent its state in the years of the World Games or National USA Games as a Final Leg Runner. This selection is made by SOMO and the chair of the LETR committee based on commitment to SOMO, runner requirements as outlined by the Final Leg Coordinator and years of service and dedication to the Law Enforcement Torch Run®.

Missouri Final Leg runners are:

- 1989  David Heath  Reno
- 1991  Charlie Lauman  Minnesota
- 1995  Rich Banahan  Connecticut
- 1997  Dave Pudlowski  Canada
- 1999  Randy Boehm  N. Carolina
- 2001  Tim Goebel  Alaska
- 2003  Jim Moran  Ireland
- 2005  Randy Werner  Japan
- 2006  Pete Leyva  Iowa
- 2007  Jeff Fugett  China
- 2009  Rick Hayes  Idaho
- 2010  Bernadette Bond  Nebraska
- 2011  Zim Schwartz  Greece
- 2013  Rita Ketchem  Korea
- 2014  Steve Davis  New Jersey
- 2015  Jeff Cook  Los Angeles
- 2017  Mark Koeller  Austria
Expectations for Participating Agencies

- Contact your region coordinator to get started.
- Set a dollar goal for your agency.
- Enter runners into a local route by completing the official Torch Run Registration Form (www.somo.org/trforms). Deadline for runners to be registered to receive a shirt is April 21, 2017.
- Raise funds in a responsible manner by selling Torch Run T-shirts, seeking donations, and/or holding fundraising events. Funds raised in the name of Special Olympics Missouri belong to Special Olympics Missouri and should be forwarded in a timely manner.
- Consider participating in our signature events:
  - Polar Plunge (somo.org/plunge)
  - Drive It Home Raffle (somo.org/raffle)
  - Over the Edge (somo.org/edge)
- Complete appropriate forms, especially a Class A Volunteer/Staff Application (found in the forms section of this manual) and the Fundraising Application for Approval (www.somo.org/trforms or a paper copy can be found in the Forms section as well), for each fundraiser being held in the name of Special Olympics by your agency.
- Convert cash to a money order or check. Submit funds collected in a timely manner, no longer than 30 days after your event. Agencies do not have permission to open bank accounts in the name of Special Olympics; nor can the accounts name SOMO or Special Olympics Missouri anywhere on the account.
- Submit a Revenue Source Slip when sending your monies in. You can find this form in the forms section of this manual, or on the SOMO website in the Torch Run section (somo.org/letr). Keep clear records, separating T-shirt revenue from other forms of revenue. This is so we can track how many shirts are sold. Orders are tracked at SOMO HQ – if you have discrepancies from what you ordered, please contact Crystal Schuster (cschuster@somo.org) know ASAP.
- Turn in unsold inventory by July 1 unless you plan to sell all of it.
- Be responsible with the T-shirts. Order conservatively and keep shirts under lock and key at all times. If you have several people helping you, collect the money before giving them more shirts. Understand that the shirts you order are yours to sell. Excess shirts at the end of the year should not occur. This wastes money that could be going to the program.
- Reconcile all shirt money/inventory by Dec. 15 each year.
- Give credit to sponsors:
  - Shop’n Save is our statewide partner for Torch Run
  - Missouri Police Chiefs Association is the founder of Missouri’s Torch Run
- Look for ways to keep expenses down by seeking in-kind donations. Whenever possible, run the expenses through your event books and forward net proceeds to Special Olympics Missouri.
TOP 10 THINGS TO KNOW

1. **DEADLINE FOR FUNDS IS AUGUST 31** every year to count for Torch Club. Because of International Conference being earlier, criteria will be based on the previous calendar year.

2. All funds raised in the name of Special Olympics Missouri are the property of Special Olympics Missouri. You are responsible for collecting all funds raised and forwarding them to the Special Olympics Missouri (SOMO) office. You will receive a receipt by mail if requested. **Agencies are not permitted to open bank accounts bearing Special Olympics’ name.**

3. Participate in Polar Plunge, Over the Edge, Drive it Home Raffle—all LETR events where your agency can raise funds.

4. Use the Revenue Source Slip to indicate what the money you are sending in is for. You can find this form in the forms section of this manual, or on the SOMO website in the Torch Run (somo.org/letr) section. This will greatly help in the depositing of revenues and ensuring that we get the money credited as you intend. It is your responsibility to keep funds separated by shirts, hats and what is from a fundraiser. Also, include what type of fundraiser you held. (e.g. carwash, barbeque, trivia night, etc).

5. T-shirt orders will be placed using the online T-Shirt Order Form (www.somo.org/trforms). SOMO places T-shirt orders with the vendor each Thursday at noon beginning on January 5, 2017. **Do not forward any T-shirt revenue to SOMO from 2017 shirts until after the first of the year. Please ensure when submitting revenue for 2017 T-shirts/hats that it is clearly indicated on the Revenue Source Slip as 2017 for tracking purposes.**

6. **Long sleeve** T-shirts and **Youth size short sleeve** t-shirts need to be handled and ordered online (www.somo.org/trforms) based on pre-sales. **Only order what is paid for and submit money along with a printout of your order confirmation.** (This is emailed to you after you submit your online order). These orders will not be placed until the money arrives at SOMO.

7. Special Olympics Missouri is a year-round sports training and athletic competition for children and adults with intellectual disabilities—serving 15,000 athletes!

8. As a volunteer, you are the best person to ask for a donation. People give to people—your community is more likely to give when a volunteer asks. Don’t underestimate your value as a volunteer!

9. Have fun! Your “real” jobs are serious, so when working on LETR projects be creative, have fun, think outside the box and know that you have a lot of resources available to you for information. They include:

   A. SOMO’s website at www.somo.org
   B. Your area SOMO office
   C. Region coordinator
   D. State Torch Run Office

10. All funds raised by your agency in the Polar Plunge will be credited to your agency when you Plunge in your region or at the Lake of the Ozarks. Be sure that you indicate your agency name when you register online. This works the same way for Over the Edge and the Drive it Home Raffle. Be sure to indicate your agency when you register online and funds will be credited to your agency.
COMMUNICATION

1. Regions are encouraged to meet periodically as a group to cover regional fundraising projects. These meetings also serve as a forum for specific agency questions and needs.


3. About LETR specific news: If you are not receiving LETR news thru email periodically, that means we do not have your correct email address. Please forward your e-mail address to Crystal Schuster at cschuster@somo.org.

4. Every year, we ask that your agency submit an online Agency Contact Form (www.somo.org/trforms). This provides SOMO with contact information for all LETR networks in your agency and ensures we have the most up to date records.

WEBSITE

The SOMO website (www.somo.org) is a great resource for news, photos and materials for the events of Special Olympics Missouri. The Torch Run page on the website is a perfect place to stay up-to-date with the biggest/most important information about the Torch Run in Missouri. In addition, we encourage you to utilize the Torch Run page to download LETR-related materials, such as logos and sample press releases.

To help promote your local events, we encourage you to submit information regarding them to Crystal Schuster at cschuster@somo.org. This is an easy and excellent PR tool to help maximize your event’s success. In addition to being added to the online calendar, entries submitted via the website are also published in various SOMO publications, including newsletters.

HOW CAN I ADD A LEG IN MY TOWN?

We encourage agencies to localize the Torch Run. This is the best way for the Torch Run to have special meaning for your officers and community. If you want to coordinate a leg of the Torch Run through your town, contact your region coordinator ASAP. He/she will work with you on the logistics.
**LAW ENFORCEMENT TORCH RUN® (LETR)**

**Fact Sheet**

- The term “Torch Run” is a little misleading of the true efforts of law enforcement throughout Missouri. The Torch Run is much more than just running a torch across the state to the State Summer Games. In fact, it is an active year-round campaign. Officers representing every branch of law enforcement work within their local communities to raise both money and awareness for Special Olympics Missouri. Their efforts generate tremendous positive media coverage and demonstrate daily that law enforcement cares about people.

- The Law Enforcement Torch Run® is a torch relay, conducted by law enforcement officers to benefit Special Olympics. What started in Kansas as a one-day run has now expanded to a year-round fundraising program, involving 50 states and 45 countries.

- The Law Enforcement Torch Run® is the largest year-round grassroots fundraising event benefiting Special Olympics. This series of torch relays has two goals: to raise money and increase public awareness for the athletes of Special Olympics.

- The Torch Run is open to all law enforcement groups including: federal and state law enforcement agencies, sheriff’s departments, park rangers, corrections and campus police.

- The International Law Enforcement Torch Run® raised more than $55 million in 2015 and $619 million in the 35 year history of the LETR. Annually, more than 90,000 dedicated, compassionate and volunteer law enforcement officers participate in the torch run.

- The Torch Run is endorsed internationally by the International Association Chiefs of Police.

- The Missouri Police Chiefs Association founded Missouri’s Torch Run in 1986 and has supported it ever since.

- Shop ’n Save teams up with the Law Enforcement Torch Run® in Missouri, raising unprecedented dollars and awareness for our athletes. Their annual support is more than $515,000 cash and in kind (2015), which makes them the leading sponsor of the Torch Run. They have earned the title of Torch Run Premier Partner in Missouri.

- All funds raised go toward supporting Special Olympics Missouri year-round training and athletic competition program.

- Special Olympics changes lives. It is a not-for-profit organization offering year-round training and competition for athletes ages 8 and older with intellectual disabilities. In 2008, SOMO started a Young Athletes Program for children ages 3-7. Special Olympics programs enhance physical fitness, motor skills, self-confidence, social skills and encourage family support.
## Torch Run At A Glance

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<td>$760,000</td>
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<td>2006</td>
<td>931</td>
<td>160</td>
<td>$909,298</td>
<td>$706,087</td>
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<td>2007</td>
<td>903</td>
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<td>159</td>
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<td>$1,386,016</td>
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<td>2011</td>
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<td>171</td>
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<td>2015</td>
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<td>158</td>
<td>$2,529,185</td>
<td>$2,063,981</td>
<td>12,309</td>
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<td>2016*</td>
<td>3,097</td>
<td>144</td>
<td>$2,285,299</td>
<td>$1,745,799</td>
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**Total:**

<table>
<thead>
<tr>
<th>Gross Dollars (Cash)</th>
<th>Net Dollars</th>
<th>T-Shirts</th>
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</thead>
<tbody>
<tr>
<td>$28,868,079</td>
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*Projected year end total (numbers are Jan-Dec each year)  
2017 Goal: $2,398,100
<table>
<thead>
<tr>
<th>Number</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>6</td>
<td>Missouri's Torches Ranks Internationally</td>
</tr>
<tr>
<td>9</td>
<td>LETR Regions</td>
</tr>
<tr>
<td>13</td>
<td>Polar Plunges</td>
</tr>
<tr>
<td>31</td>
<td>Years of the LETR in Missouri</td>
</tr>
<tr>
<td>37</td>
<td>Routes of the Torch Run</td>
</tr>
<tr>
<td>90</td>
<td>Different Special Events</td>
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<tr>
<td>111</td>
<td>Torch Club Agencies</td>
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<td>144</td>
<td>Participating Agencies</td>
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<td>Likes on LETR page on Facebook</td>
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<td>Miles in the Torch Run</td>
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<tr>
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<td>Runners in 2015</td>
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<tr>
<td>5,900</td>
<td>Participating Officers</td>
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<td>11,230</td>
<td>T-shirts Sold in 2015</td>
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<tr>
<td>15,000</td>
<td>Athletes in Special Olympics</td>
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<tr>
<td>978,564</td>
<td>Dollars Raised from the 14 Polar Plunges in 2016</td>
</tr>
<tr>
<td>2,398,100</td>
<td>LETR $ Goal for 2017</td>
</tr>
</tbody>
</table>
INTERNATIONAL RANKING - #6!

(2015)

Florida $4,204,320
Minnesota $4,148,608
Illinois $4,139,192
New Jersey $3,517,373
Maryland $2,592,382
Missouri $2,529,185
Wisconsin $2,520,844
New York $2,004,298
Ontario $1,827,288
Southern California $1,750,286

Numbers represent what Torch Run programs reported to Special Olympics, Inc. for funds raised from Jan. 1 - Dec. 31, 2015.

Missouri is a part of Region 6 within the International LETR structure – the other states in our region include Arkansas, Kansas, Louisiana, Oklahoma and Texas. Randy Boehm served as the Region 6 Coordinator and the International Executive Council, ending November 2013.

Mark Musso, SOMO President, was appointed to the International LETR Executive Council as a Special Olympics “at-large representative” in 2010, to serve a three-year term, ending November 2013. He was re-appointed to a third year term ending November 2016. Mark was elected Vice Chair of the Council to serve 2015/2016. He was just recently reelected as Vice Chairman of the council and will serve through 2018.
What is the LETR Executive Council?

The Law Enforcement Torch Run Executive Council is authorized by Special Olympics, Inc. (SOI) and is supported by the International Association of Chiefs of Police (IACP) for the purpose of encouraging, promoting, supporting and providing technical guidance to Special Olympics Programs and Torch Run volunteers in planning and coordinating Torch Run events and activities worldwide, facilitating the expansion of existing Torch Run activities and programs, and planning for the development of new Torch Run initiatives and events.

The Executive Council shall conduct its business in accordance with these policies and procedures, as approved by SOI, and consistent with the Special Olympics Official General Rules.

**STANDARD DEFINITION OF LETR FUNDRAISING EVENT/ACTIVITY GUIDELINES**

To be recognized and recorded as a LETR event, ONE or more of the following criteria must be met:

1. Event organizing committee includes significant* law enforcement representatives.
2. Event organizing committee is chaired by a law enforcement representative.
3. Significant* involvement by law enforcement that benefits the success of the event (i.e., law enforcement organizes dive team, park permits, etc. at a significant* cost reduction to the success of the event).

*Significant – To be determined by each Program’s LETR committee AND respective staff.
Runner Registration

In 2017, the Torch Run Statewide Dates will be:
May 22-26 and May 30-June 2

The routes and their dates need to be worked out with your regional coordinator.

It is required for each runner to complete a "Runner Registration Form" (www.somo.org/trforms), by April 21, 2017.

This guarantees you will receive the official runner shirt, helps us track the number of participating runners, and ensures you agree to the waiver.

Charity Miles App
Do you know some fitness enthusiasts? Encourage them to download the Charity Miles App. They'll track their fitness, and SOMO will get money for every mile they log! Learn more at http://www.charitymiles.org/.
TORCH RUN FINAL LEG

AND

OPENING CEREMONY FOR STATE SUMMER GAMES

Friday, June 2 for State Summer Games – Springfield

The involvement of Law Enforcement at the Opening Ceremony is vital to the continuation of the project and is an important addition to the pageantry of the Opening Ceremony. Your role as “Guardian of the Flame” is apparent as officers from around the state join together to carry the “Flame of Hope” into the stadium.

The Letz Award winner is the runner in the “Final Leg”. He/she enters the stadium and hands off the torch to the reigning Outstanding Athlete who then lights the cauldron to indicate the start of the Games. Your role in protecting the symbolism and integrity of this ceremony greatly enhances the experience of the athletes participating in the Games.

The mission of the Final Leg, like the rest of the Torch Run, is to create awareness and excitement for Special Olympics and to encourage support and attendance of the Games. The Final Leg also inspires and motivates runners to increase their level of commitment to Special Olympics when they return to their local programs.

If you are interested in participating in the Final Leg, please complete our Final Leg Runner Form (www.somo.org/trforms) by April 21, 2017. Registration is required.
One of the goals of the Torch Run has always been to include Special Olympics athletes as runners on all legs. As the Torch Run has become an established special event within each state and as law enforcement and Special Olympics organizers have become proficient with the logistics and planning of the run, it has provided an opportunity for the public to learn more about Special Olympics athletes.

There are several ways for a Torch Run leg to include athletes. The most obvious way is to have an athlete(s) run in the event and even carry the torch. The following is a list of other ways to integrate Special Olympics athletes into the Torch Run:

- Plan photo opportunities with the athletes and law enforcement representatives.
- Have athletes take part in the run kick-off or post-run celebrations.
- Have athletes line the routes to cheer the runners as they pass.

The key is to remember that involving Special Olympics athletes can only enhance the Torch Run. Involving the athletes boosts the image of law enforcement that the Torch Run creates. Public interaction between Law Enforcement runners and Special Olympics Missouri athletes increases the runners’ commitment to Special Olympics Missouri in public perception as well as internally.

Finally, it gives the runners the opportunity to learn first-hand about intellectual disabilities and to see close-up the unique abilities of the athletes. Runners are able to experience the commitment and courage the athletes possess. Interaction with the athletes is a learning experience that can enrich your life.

GLOBAL MESSENGERS

Another great opportunity to be involved with the athletes is to have them come and speak at your events. SOMO trains athletes to tell their Special Olympics story and how to give speeches. These athletes are called “Global Messengers.” They love having the opportunity to speak and would be honored to attend any of the Law Enforcement Torch Run® events. If you are interested in having a Global Messenger attend your event, please contact your local area office.
WHAT IS SPECIAL OLYMPICS?

The concept of Special Olympics was started in the early 1960s when Mrs. Eunice Kennedy Shriver started a day camp for persons with intellectual disabilities. She learned quickly that people with intellectual disabilities were far more capable in sports and physical activities than many experts thought.

In 1968, when Special Olympics began, people with intellectual disabilities had little chance of leading normal lives. Today, what a person with intellectual disabilities cannot do is not the issue. Special Olympics has sent a clear message throughout the world that what a person with intellectual disabilities CAN do is what defines the true spirit of humanity—the spirit of Special Olympics.

Special Olympics Missouri was founded in 1971 and today serves 15,000 athletes through 21 official sports. Athletes compete free of charge except those athletes who advance to three state events—there are more than 300 events that are free of charge for our athletes at local area, district and regional levels. There is a $60 assessment for the State Games that involve athletes in fundraising if they want to be. That is why the funds raised through the Law Enforcement Torch Run® are so necessary. The overall annual budget of Special Olympics Missouri is $7 million for 2017.

To be eligible to compete in Special Olympics, athletes must be at least 8 years of age and be identified by an agency or professional as having some form of intellectual disability. In 2008 SOMO started a “Young Athletes Program” for children ages 3-7. Athletes can then train and participate in their local Special Olympics Missouri program at the age of 8.

Special Olympics Works

Special Olympics provides each athlete the opportunity to become useful and productive citizens who are accepted and respected in their communities. On June 12, 1995, Special Olympics Incorporated held a press conference at Yale Medical Center to announce the results of a comprehensive study conducted by Elizabeth Dykens, Ph.D. and Yale researchers. The study compared athletes who actively competed in Special Olympics games against a control group of people with intellectual disabilities who were not involved in the program.

The researchers discovered that the length of time spent in Special Olympics is the greatest predictor of increased social competence—better than I.Q. or age. For the first time, there was scientific documentation that athletes who participate in Special Olympics develop skills that help them to hold a job, live independently and develop close friendships.

Special Olympics Sells

According to the Cone/Cause Evaluation Study, one-third of Americans say that after price and quality, a company’s business practices are the most important factor in deciding whether to buy a brand. For causes they care about:
- 80% would switch brands
- 85% have a more positive image of a company when it supports a cause they care about
- 92% of employees are loyal to their company for supporting charity work
**President:** Mark Musso

**Headquarters Office:**
1001 Diamond Ridge, Suite 800
Jefferson City, MO 65109
573/635-1660 phone
573/635-8233 fax
stegeman@somo.org
www.somo.org

**Number of Athletes:** More than 15,000

**Number of Volunteers:** More than 18,300

**Mission:** To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual 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.

**Athlete’s Oath:** “Let me win. But if I cannot win, Let me be brave in the attempt.”

**Official Sports Offered:** Alpine Skiing, Aquatics, Athletics, Basketball, Bocce, Bowling, Cross-Country Skiing, Equestrian, Figure Skating, Flag Football, Floor Hockey, Golf, Gymnastics, Horseshoes, Powerlifting, Snowshoeing, Soccer, Softball, Speed Skating, Tennis, Volleyball

**Unified Sports® Offered:** (combines athletes without intellectual disabilities on teams with Special Olympics athletes) Basketball, Bocce, Bowling, Flag Football, Floor Hockey, Soccer, Softball, Tennis, and Volleyball

**2017 State Competitions:**
- State Indoor Games (March 17-19), Waynesville/Fort Leonard Wood
- State Summer Games (June 2-4), Springfield
- State Outdoor Games (October 13-15), Jefferson City
Special Olympics Missouri (SOMO)

Quick Facts

Special Olympics was founded by Eunice Kennedy Shriver (JFK’s sister) in 1968. The first event, the International Summer Games, was held at Chicago’s Soldier Field with 1,000 athletes from 26 states and Canada who competed in track and field and aquatics events. Special Olympics, Inc. is a part of the Joseph P. Kennedy, Jr. Foundation.

Today, Special Olympics, Inc. is a worldwide movement serving more than 3.7 million athletes in more than 170 countries.

SOMO currently serves more than 15,000 athletes from across the state.

SOMO provides year-round sports training and competition to individuals with intellectual disabilities. We hold more than 250 trainings and competitions per year including state, area, districts and local level competition. This does not account for practices that also occur year-round.

SOMO offers training and competition opportunities in 21 Olympic-type sports. Participation in these sports takes place on a seasonal basis (basketball – winter/spring, softball – fall, etc.). Athletes are divisioned according to age, ability level and sometimes gender.

SOMO athletes range from 8 to 80 years old. The average age of our athletes is around 25, therefore the terms “children” and “kids” are not appropriate the majority of the time. The term “athletes” is preferred. Children with intellectual disabilities grow into adults with intellectual disabilities; they do not remain “eternal children” and should not be referred to nor treated as such.

In order to be eligible for Special Olympics, an individual must be at least 8 years old and diagnosed with an intellectual disability or other closely-related intellectual disabilities by their localities. Some athletes may also have physical disabilities.

Intellectual disabilities know no boundaries. They cut across the lines of racial, ethnic, educational, social and economic backgrounds; therefore Special Olympics athletes are a very diverse population of people. The SOMO Board of Directors approved a change in our program’s terminology in 2010. We use the phrase “intellectual disabilities” rather than “mental retardation” or “mental disabilities” in every capacity with the exception of our statement of eligibility. This change is a direct reflection of our athletes’ views and feelings on the subject of this terminology.

The state is broken down into six different geographical areas. Each of these Areas has a Program Director. Headquarters is located in Jefferson City and oversees the entire state. Although we are located in Jefferson City, we are NOT a state agency. A Board of Directors, which serves on a voluntary basis, governs our organization.
Athletes must **qualify** for state competitions in order to attend. They must have earned gold, silver or bronze at an area level competition (areas average 12 counties each) in the sport(s) of their choice and fulfilled any other qualification standards. Complete requirements for qualification are not the same for each state event. Upon qualification, athletes must participate in a minimum of eight weeks of training in the sport of their choice prior to that state event.

Special Olympics athletes **do not pay** to participate in the program. There is a $60 assessment to encourage athletes to fundraise to assist as partners in their state competition experience.

The Special Olympics movement celebrates the **abilities and achievements** of a group of people who happen to have a disability. Special Olympics athletes are like any other athletes -- they train and compete, they learn to win and to lose, they strive to do their best and they inspire us. They are true athletes who embrace and often define the true "spirit of sport."

**Athlete’s Oath:** Let me win. But if I cannot win, let me be brave in the attempt.

**SOMO is proud to:**

- Return 85 percent of each dollar raised to program services for our athletes
- Have been inducted to the Missouri Sports Hall of Fame as a sports organization
- Have received the 3-star rating by Charity Navigator
- Be rated A+ by the BBB for meeting 20 BBB Standards for Charity Accountability
- Guidestar Gold Level
Special Olympics Volunteer Screening Policy
How it Affects You

Introduction
Special Olympics has the right and responsibility to take all reasonable steps to promote and ensure a safe environment for all participants: athletes, coaches, volunteers and staff. With this in mind, Special Olympics, Inc. has developed and implemented a mandatory volunteer screening policy to set certain standards for each of the US programs to follow with regard to Class A and Class B Volunteers.

This policy was not the result of a specific incident, but rather a pro-active approach to providing a safe environment for everyone involved with Special Olympics Missouri (SOMO).

What this means to you
To determine how this policy affects you, you must first determine your classification as a volunteer. Class A Volunteers have regular, close, physical contact with athletes. They are in a position of authority, supervision or trust of the athletes. Class A Volunteers include coaches, chaperones, Unified Partners, drivers, committee members, and those handling $5,000 or more of SOMO cash or assets. Class B Volunteers are volunteers who have limited contact with athletes or who have contact with athletes accompanied by coaches and chaperones. Class B Volunteers include day-of-event volunteers, athlete buddies, Healthy Athlete volunteers and First Aid volunteers.

Class A - Effective Jan. 1, 2006, all Class A Volunteers will be asked to submit paperwork for background screening. This paperwork consists of a two-page form and a copy of a government issued ID (ex. driver’s license). If you are under 18 years old, please be sure to complete the Class A form specifically for minors. Once you have completed and turned in this paperwork, SOMO will complete, at their expense, a background check with a national screening vendor that includes the sex offender registry. If your background check comes back approved, you will receive a letter stating your qualification as a Class A Volunteer and the information regarding Protective Behaviors online test. This test should be completed as soon as possible. If your background check comes back showing disqualifying offenses, you will receive a letter stating terms and restrictions for your continued involvement with SOMO. For a complete list of disqualifying offenses, please refer to the Volunteer Screening Policy.

Every three years thereafter that you are an active volunteer, SOMO will automatically re-screen you. You will not need to fill out any new paperwork for the re-screening. You will only be notified that you have been re-screened if the result prompts a change in your volunteer status.

Class B – Effective Jan. 1, 2006, you will be required to sign in at each event at which you volunteer. Upon signing in you will be asked to show government-issued identification or have your identification verified by another known volunteer. For minors, ID is only required to the extent available.

You, the volunteer, are the backbone of the SOMO Program. The program could not function without your support. You are welcome to receive a copy of the full Volunteer Screening Policy by contacting your area office or www.somo.org. SOMO staff is also happy to answer any questions. This is a positive step for Special Olympics Missouri in improving the quality of our program. Your understanding and cooperation in this positive step toward a safer environment is greatly appreciated.
VOLUNTEER REGISTRATION

It is required by Special Olympics Inc. to have anyone who has a direct impact on the athletes or who has fiscal or administrative authority to complete a Class A Volunteer Information/Application Form (which can be found in the forms section of this manual). When sending in this form, please be sure to attach a copy of your government issued photo ID.

This is a one time only application.

**Examples of those who need to complete these forms:**

1. Torch Run committee members
2. Agency coordinator – one per agency
3. Event committee members (like Polar Plunge & Over the Edge)

**Examples of those who need NOT complete the forms:**

1. Torch runners
2. Fundraiser participants or attendees

- For events that you, as an agency coordinator hold, we have a Day-of Registration Form that serves as a volunteer sign-in sheet. It allows us to track the number of volunteers we have working for SOMO statewide and allows you to have a record of who helped at your event. This form will be sent to you upon receipt of your Fundraising Approval Form (www.somo.org/trforms or a paper copy can be found in the forms section of this manual).
Please join us for Special Olympics Missouri’s Annual Spring Games! These games consist of track and field events, aquatics, powerlifting, soccer and volleyball. Your local Area Spring Games is a great time to get involved one-on-one with the athletes!

**WHAT:** Medals / Awards presenters  
Run the Torch as part of Opening Ceremony

**WHO:** All local Law Enforcement

**WHY:** *To truly experience Special Olympics athletes and their magic!*

**WHERE:**
- **Central Area** – April 22 – Hickman High School  
  TBA – Waynesville Middle School
- **North Area** – April 15 - April 22 – Kirksville High School  
St. Louis Area – April 21 – Carl Junction High School
- **Southwest Area** – April 21 -  
  St. Louis Area – April 29 – St. Louis Community College - Meramec
- **KC Area** – April 29 – Lee’s Summit North High School
- **Southeast Area** – April - TBA  
  Missouri State University  
  Morrow Stadium

If you are interested in participating, please contact your local area office.  
(Contact information can be found at [www.somo.org](http://www.somo.org))
CRISIS or an EMERGENCY at a SPECIAL OLYMPICS EVENT

Example

Medical emergency, death or an unexpected situation and/or incident posing potential or actual harm to Special Olympics Missouri's reputation or viability.

Dealing with the Crisis

1. Protect those involved.
   In the case of a medical emergency, contact medical crew.

2. Notify Special Olympics Missouri immediately of the situation.
   Contact Mark Musso, President & CEO at # 573-635-1660.

3. Don’t talk to the media.
   Under no circumstances should anyone except Mark Musso make any comment to the media regarding the crisis. If approached by the media, please say, “A statement will be released by Special Olympics Missouri after the organization has gathered all the facts and had time to review the situation.”
SPECIAL OLYMPICS MISSOURI
1001 DIAMOND RDG STE 800
JEFFERSON CTY MO 65109

Employer Identification Number: 23-7328374
Person to Contact: Mrs. Towe
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Mar. 25, 2014, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in August 1977.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Susan M. O'Neill, Department Mgr.
Accounts Management Operations
FUNDRAISING IDEAS

**T-shirts** - These are the most popular ways to raise funds. It’s easy and it can help you reach Torch Club status.

**Dress-down day** – This can be promoted city wide and anyone who has purchased a TR shirt can dress down for the day. A great time to promote this fundraiser is during the actual Torch Run. Ask your mayor to establish this day and issue a proclamation to the affect.

**Over the Edge** – Over the Edge (OTE) is a fundraising event now in its eighth year. This event is where participants take their support of SOMO to a whole new level – by rappelling from the top of a very tall building. In 2016, 84 people participated and raised $162,135! The events are open to the public and anyone 14 years of age or older who raises at least $1,000 can participate. Missouri plans to hold two events in 2017 – in St. Louis and Jefferson City. Local law enforcement wanting to participate and/or get involved should contact the OTE event planners. The OTE events are Law Enforcement Torch Run® events coordinated and hosted with local law enforcement. For more information on participating contact: Amanda Castetter, castetter@somo.org, for St. Louis and Tim Schuster, schuster@somo.org, for Jefferson City.

**Sports Tournaments** – Golf, softball, bowling, dodge ball and volleyball are just some examples that work.

**Plane/School Bus/Fire Truck Pull** – Gather teams of about 20 and see who can pull the fastest or furthest. Chesterfield PD and Sedalia PD have both had great success with these events, so feel free to contact them with questions.

**Pumping Gas** - Pick a gas station that will allow you to pump gas for the customers for a day. You can work it out with the gas station as to whether they give you a portion of the profits for the day or if you do it for donations.

**Car Wash** – Pick a central location with high car traffic. Be sure that you have several hoses so that you can wash several cars at once. You can also have someone selling T-shirts while people wait. Another option is to contact a car wash company and ask them to pick a day or two dedicated to SOMO and the LETR, and then they donate a portion of their proceeds from those days.
**Monopoly Tournament** – This is a great event for all ages, and believe it or not there is an actual website that you can go to and get all of the information on hosting this event! It is – http://www.hasbro.com/games/kidgames/monopoly/default.cfm?page=News/tournament.

**Cookbook Fundraiser** – This has been done by several agencies in Missouri. Have members of your agency submit their favorite recipes, compile them all and have the cookbook printed. Net proceeds go to SOMO. For help contact Herculaneum PD or Columbia PD.

**Bagging for Bucks** – With permission from your local grocery store, you can help bag groceries and even carry them to the car for donations. Target one or two days, promote it in the media and have fun.

**Mall Coat Check** – Between Thanksgiving and Christmas is a great time to host this fundraiser. Talk with mall management and pick a secure area to have the coat check. Ask stores to donate the temporary use of racks to hang the coats on, and have tables available to store packages that customers may want to check. You can purchase “coat check” tickets at most office supply stores.

**BBQ** – Food is always a great fundraiser; everyone has to eat! You can offer “package” deals, for example – one hot dog, a bag of chips, a cookie and a can of soda for $3. Ask your local grocer to donate the food. The MSHP GHQ has done this for several years now. For tips or questions, please give them a call. You can also tie this to an already existing event – e.g. Poker Run or Plunge.

**Chili Cook-off** – Have different people from your agency make pots of chili and have judges do taste tests to pick the winning chili. Everyone wanting to eat that day pays a couple bucks. The MSHP GHQ has also done this event for several years. For more information contact Lt. Hotz at GHQ.

**“Mile of Quarters”**
The International Association of Campus Law Enforcement Administrators (IACLEA) supports Special Olympics through the “Mile of Quarters” fundraiser. Individuals, groups and organizations are asked to donate a quarter, foot of quarters ($3), a yard of quarters ($9), or whatever they wish to donate to help reach the university’s goal—a quarter, half, or full mile.
Fundraising is at the core of the Law Enforcement Torch Run®. There are many resources available to you:

1. This manual
2. The SOMO website – somo.org
3. Your region coordinator (law enforcement)
4. Your Area Development Staff (SOMO)
5. Susan Stegeman and Crystal Schuster (LETR SOMO Team)

When hosting an event, you have two options:

1. Promote it as “net proceeds to benefit Special Olympics Missouri.” In this case, checks are made out to your police project fund, for example, bills are paid out of the funds, and the net is sent to SOMO.

2. All funds collected will be in the name of SOMO and checks will be made out to SOMO. In this case, SOMO insurance will only apply if we have knowledge and input in planning your event. Also, expenses are not to exceed 30 percent of gross revenues. In this case, you may have to provide a waiver for participants to sign. SOMO can assist you with this.

Please be sure to fill out a fundraiser approval form, www.somo.org/trforms or a paper copy can be found in the forms section of this manual, when hosting any event.
**Walmart Funds:** Contact your local Walmart or Sam’s Club store manager to inquire about permission to sell Torch Run T-shirts at their store.

Walmart also has a (VAP) Volunteerism Always Pays program offered for their associates to aid in contributions to non-profit 501(c) 3 organizations.

When a Walmart associate volunteers a minimum of 15 hours during a Walmart quarter off-site, the associate must complete an application given to him/her by the store manager. The non-profit 501(c) 3 must sign the application, and then the associate sends the application to the foundation. If approved, a $100 check is mailed back to the associate to present to the charity. If you have a project that requires a lot of man-hours and you have enough associates involved this could be several thousand dollars (i.e. 100 people with 15 plus hours in a quarter is $10,000).

**Social Media**

Social media is a great way to send out the message of Special Olympics. However, we can’t do it without some help! SOMO has thousands of followers, but to speak only to those individuals would be preaching to the choir. A committee member dedicated to social media will help your message spread exponentially. Here are some examples of tasks:

**Pre-event**
- If HQ has created a Facebook event (Plunges, OTEs and state events will always be created by HQ), invite all your friends and encourage other committee members to do the same. If HQ has not created an event, you may do so yourself.
- Post your event on the Facebook pages of local media outlets, community groups, well-known restaurants and shops, etc. – anywhere that has local followers who might be interested!
- Tweet about your event using community hashtags such as #KCMO, #JCMO, #STL
- Tweet your event to local media outlets, community handles, well-known restaurants and shops, etc. – again, anywhere local that has followers who might be interested!

**During event**
- If your event has a location, create a Facebook check-in and encourage participants to use it
- Post photos to your own Facebook page as well as SOMO’s
- Collect participant Twitter handles and tag them in posts the day of the event.
  Also tag @SOMissouri for retweets!
- Thank your sponsors on Twitter using their handles

**Post-event**
- Send a collection of photos to ballinger@somo.org and we’ll post them to our outlets
- Post photos of your sponsors to their Facebook pages
- Post results on community Facebook pages and using community hashtags on Twitter

We ask that you not set up Facebook pages, Twitter handles or dedicated hashtags. Chances are, we already have one that we are directing people to use. Questions: email ballinger@somo.org. We do encourage you to set up a Facebook group for communicating to your committee if you wish.
Cops on Top

**WHAT**
Also commonly known as building sits, Cops On Top is an event where law enforcement officers are perched on top of a building to raise both funds and awareness for Special Olympics Missouri. The largest single-day collection in Missouri was on top of Walmart in Lebanon and $10,000 was collected.

**WHEN**
Anytime. The more terrible the weather (either hot or cold) the better the results usually. People feel sorry for you.

**WHERE**
While there are a wide variety of locations suitable to host such an event, typical sites that have been used include: Walmart, Shop ‘n Save, Hy-Vee, hotel and a gas station.

**HOW**
- Set a date with the venue manager; start the planning process about six months ahead of the event.

- Ideally, have at least five officers/volunteers work this event (however, you can work with fewer).
  - At least two officers positioned on the venue’s rooftop.
  - One person at the drive-thru collecting donations and issuing coupons for contributions.
  - One to two officers greeting outside of the store.
  - An officer in the store itself.

- Have Special Olympics Missouri athletes present to greet customers and create awareness of the Special Olympics programs in the area.

- Have donation jars present at every cash register inside.

- Create a donation apparatus for your officers on the rooftop (this can be as simple as a bucket and rope).

- Set up a Torch Run merchandise/sales table inside or outside of the store to sell TR hats, T-shirts.
  - Have a donation jar at this table too.

- In addition to collecting donations from customers, make calls to local individuals and business leaders asking for pledges.

- Find local community officials, media personalities or sports figures to join you on the rooftop and contribute in your fundraising efforts.

- Have a local radio DJ, morning show, personality on air with you during Cops on Top. Invite them as an equal partner to this unique community event. If they can’t do it live, you can call in to the station with reports of dollars collected.
**Why**
This is a high visibility event – good for your agency, good for the business and good for everyone to see your department’s commitment to the community. This is a proven fundraiser. It works to support the Polar Plunge if you’d like to tie it into a Plunge theme – use the idea of “Freezin’ for a Reason.”

**ADDITIONAL FACTS/INFORMATION**
- Position squad cars outside of your venue – turn lights on to attract attention.
- If possible, try to have Special Olympics Missouri athletes at your event. Pairing them with officers to greet customers or help with an information table has been a proven success.
  - This is a great way to use this event to get more people involved, not just raise money.
- Recruit as many friends and family as possible to come out to the building on the designated date.
- Have your Chief of Police invite the mayor, trustees, village manager and other local administration figures to join you on the rooftop.
- Greet everyone and let them know why you are there.
- Set a fundraising goal.
  - Continually update the manager and the media on money totals.
  - Refuse to leave the rooftop until your goal is achieved.
- Go up on the roof one time – make this a media event.
- Establish a relationship with a local radio station for an all-day live remote on site.
  - Periodically provide updates on how close you might be to reaching your goal.
  - Auction items live and over-the-air to benefit this Torch Run event.
- It is important that you foster a good working relationship with the venue manager.
- Auction off a dozen donuts that an officer will deliver to the winning individual/business.
  - Provide this opportunity once an hour
  - Use the radio to promote this donut auction.
- If the manager provides them, hand out fresh hot donuts to motorists at a nearby intersection and encourage them to stop by the store.
- Provide an added incentive for individuals to donate.
  - Work with the retail location to get something for free.
  - Tie in with the radio DJ to have free giveaways from advertisers for people who make a $10 or higher donation.
  - Provide TR merchandise for higher donations (e.g. a TR hat for a $15 donation).
  - Offer to send a car/officer to pick up donations if they call your number.
T-SHIRT FUNRAISER

WHAT
T-shirt and merchandise sales are a great way to include large numbers of officers. It is an easy project. Merchandise can be sold to neighbors, family, friends or co-workers. Additionally, merchandise can be sold at other Torch Run events, in sponsor retail outlets or at other locations.

WHEN
Sell Torch Run merchandise year-round, not just for a few months. Buy one yourself and wear it!

WHERE
You can sell TR merchandise within your department and to all of your contacts. If you are arranging a “T-Shirt Day” fundraiser, some successful locations include local grocery stores, Walmart, Shop ‘n Save, gas stations, assorted Torch Run or police events and other areas of high visibility and traffic. In St. Louis, only do at Shop’n Save.

HOW
- Set a fundraising goal.
- Preview the merchandise.
  - Place various Torch Run items and posters in different areas of your workplace or any related agencies.
- When selling TR merchandise, be sure to specify that all proceeds from sales benefit the Law Enforcement Torch Run for Special Olympics Missouri.
- Ask everyone in your department/district if they would like to buy a T-shirt.
  - Set a specific date to physically sell the T-shirts.
  - Send out an email beforehand to this group, letting them know the date that you will be coming around to sell T-shirts.
- Sell T-shirts and hats at all police and Torch Run functions.
  - Be sure to provide any personal stories that you can share about your involvement with the Torch Run and Special Olympics Missouri.
- Greet each person with enthusiasm and a warm smile and explain how their donation would make a difference in the life of a Special Olympics Missouri athlete.
- Check if any of your local sponsors can sell T-shirts for you.
- Sell to both the law enforcement community and the general public.
- Getting more officers involved definitely increases sales.
  - Challenge each officer in your department to sell at least five T-shirts.
- Develop a plan that challenges officers to sell the most T-shirts. Provide the winner with some type of incentive (e.g. you or your Chief will work one of their shifts).
- Check with local businesses and try to coordinate a “dress down” or “jeans day” for all employees who purchase a Torch Run T-shirt.
Tip-A-Cop

WHAT
This successful fundraising event allows members of the law enforcement community to assume everyday restaurant tasks and responsibilities, including greeting and seating guests, waiting on tables, serving beverages and meals and bussing tables. The goal of the Tip-A-Cop program is to collect as many donations as possible for Special Olympics Missouri (SOMO) through “tips.” Officers do not handle alcoholic drinks and are usually in Torch Run shirts. One greeter should be in uniform at the door explaining the promotion.

WHEN
There are year-round opportunities for scheduling a Tip-A-Cop event in your area, mutually determined by the restaurant manager and the local law enforcement organizer. Ideally, try to hold the event during a period of high traffic: for example, during a Friday evening (5-9 p.m.) or a Saturday (noon-8 p.m.). The Statewide Tip-A-Cop is July 9-15, 2017 and November 12-18, 2017.

WHERE
While there are a wide variety of restaurants suitable to host such an event, typical locations that have been used include: Applebee’s (Bees & Badges), Red Lobster (Cops & Lobsters), Colton’s, Red Robin and Texas Roadhouse (Roundup at the Roadhouse). Feel free to expand beyond these sites and start your Tip-A-Cop at a new location.

HOW
- Set date(s) with the restaurant manager. Start the planning process about six months ahead of the event.
- Event runs anywhere from four to eight hours.
- Typically requires 6-12 officers/volunteers. Have officers dress in uniform if approved or in a Torch Run shirt.
- Provide different volunteer opportunities: wait staff, greeters and sales staff at merchandise and ticket table.
  - The location usually provides extra incentive for the volunteer officers and clerks by providing a free meal before the event.
- Greet everyone who enters the restaurant and let them know why you are there.
- Directly inside the main entrance provide a merchandise/sales table, complete with Torch Run T-shirt, hats, a donation jar, etc.
  - Many locations also have a table with giveaways for kids, including such items as pencils, rulers, whistles, Jr. Police badges, etc.
- Officers must ask for additional “tips,” with all proceeds benefitting SOMO.
  - You can leave a Tip-A-Cop envelope (available from SOMO Headquarters) at each table after explaining this event and how it benefits the LETR and SOMO athletes. Get approval from management on the envelope.
- Get the local media involved and advertise to the general public as much as possible.
  - Convince them to run ads on the radio or in the newspaper starting two weeks prior to the event.
  - On the day of the event, have reporters and news crew show up for a live broadcast.
- Use an appealing name for your event that coordinates with your location (Cop & Lobsters, Bees & Badges, Roundup at the Roadhouse, etc).
**Why**
This is a fun way to raise funds and awareness for Special Olympics Missouri, while earning credit for your respective department.

**Additional Facts/Information**
- **A popular trend is to let patrons round up their bill**, with the difference being donated to SOMO.
  - Arrange this with the restaurant in advance.
- Position squad cars outside of your venue. Turn lights on to attract attention!
- If possible, try to have Special Olympics Missouri athletes at your event. Pairing them with officers to greet customers or help with an information table has been a proven success.
  - This is a great way to use this event to get more people involved, not just raise money.
- Recruit as many friends and family as possible to come out to the restaurant on the designated date.
- In the parking lot, let guests test the radar gun on cars speeding past the restaurant.
- Once a date is set, look to get your public relations office involved.
  - They can help get your event information to local papers, TV stations, the village website and even the employee email system.
- Have your chief of police invite the mayor, trustees, city manager and other local administration figures to participate.
- Pick a date that will enable your event to be successful.
  - For example, Columbia PD selects Secretary’s Day at their local Red Lobster. Others like to host it during Lent at Red Lobster for higher traffic opportunities. Those are typically the busiest days of the year for Red Lobster, so a big crowd is a given.
  - It is important that you foster a relationship with the restaurant manager.
Torch Run Trivia Nights

WHAT
A relatively easy to arrange and successful fundraising event organized by law enforcement departments throughout the state of Missouri. Several programs currently organize Torch Run Trivia Nights, including Columbia, St. Louis and Jefferson City PD.

WHEN
There are year-round opportunities for scheduling a Trivia Night in your area, mutually determined by the venue manager and the local law enforcement organizer.

WHERE
While there are a wide variety of venues suitable to host a Torch Run Trivia Night, be sure to consider the anticipated participant size. Typical locations utilized include: local Knights of Columbus, American Legion, Lions Club, FOP Lodge, etc. (typically no fee for room or space)

HOW
- Typically consists of teams of 8-10 people (set up your table size to match this).
- Entry fee usually $100 per team.
  - Entry fee also includes a number of chances to win door prizes.
  - Look into getting local businesses to donate prizes for raffle drawings.
- Commonly runs for approximately four to five hours, including one hour for registration and food.
- For an event with 100+ people, try to have at least three people at your registration table.
  - Pre-register as many teams as possible.
  - On registration forms, capture email addresses for future contact (e.g. for next year’s event).
- Create an event program that details the rules, highlights your sponsors and explains the Torch Run.
  - Be sure to cover these rules aloud before the start of your event.
- You will need someone to emcee the event and read the questions to the participants.
- Ideally, have at least one judge for every seven tables (the more judges, the quicker you can score the answers).
- Teams are encouraged to decorate their table or bring a favorite appetizer (best table gets a prize).
- Big cost is food for each person (look to get this donated).
  - Price of food is usually included in the entry fee; cash bar often provided.
- Most include a silent auction and 50/50 raffle. Have someone actively selling these tickets (an athlete is great).
  - One ticket for $1, 6 for $5 and a ‘wingspan of tickets’ for $20.
- Typical game format: 10 rounds of 10 questions for a total of 100 questions.
  - Each round of 10 questions covers a different category/topic.
  - Questions will be read a select number of times, with no repeats.
Torch Run Trivia Nights cont.

- Winning team determined by the highest number of correct answers.
- Tiebreaker: ties are commonly broken by a team’s guess of how many questions they will actually answer correctly (guess must take place before the competition starts).
- Winning team awarded a small prize, normally a traveling trophy or a plaque (minimal cost for prizes) or free admission next year.

Why
This is an easy and fun way to raise funds for Special Olympics programs throughout the state, while also earning credit for your respective TR department.

Additional Facts/Information
- Have a laptop computer, LCD projector and screen (two of each for a large venue) so you can display your trivia questions and answers in a PowerPoint presentation (add more appeal and interest to your slides and include fun photos).
- Other supplies needed: question sheets, answer sheets, pens, pencils, 50/50 raffle tickets, auction items, decorations (if you are having a themed event) and the event program/flyer.
- Design flyers/posters to advertise and attempt to get the media involved with promoting your event.
- Once a date is set, get your public relations office involved.
  - They can help get your event information to local papers, TV stations, the village website and even the village employee email system.
- Get sponsors for your event.
  - For example, $100 sponsorship for a round/category of questions.
  - Be sure to include their company logo on the PowerPoint slides for this round and also in the event program.
- Ask everyone you know to participate! Teams can consist of law enforcement, doctors, teachers, students, restaurants or any group of friends that want to play.
  - Have your chief of police invite the mayor, city manager and other local administration figures to participate.
- Look to get your local Knights of Columbus involved with this event and create a Torch Run Trivia Night.
  - They can help provide such things as food and a location to host your event.
2016 Results from OTE Events are:

St. Louis - 51 Edgers raised $80,761
Jefferson City – 33 Edgers raised $81,374

TOTAL – 84 people raised $162,135

2017 events will be held in St. Louis and Jefferson City only. No matter where you live, you can come and join the fun in one of these two cities.

2017 Dates:

St. Louis – October 7, 2017
Jefferson City – October 14, 2017

We need law enforcement agencies to recruit teams and Edgers and spread the word. The money they raise will get credited to your agency when they register online!

Our 2017 goal is $221,000!
Polar Plunge

WHAT
Plunge season is exciting at SOMO! We love gearing up for the official party of winter. Polar Plunges are our signature event and they attract many new people (young and old) to our program. Organized by local committees of community volunteers, law enforcement and staff, the Plunges involve participants raising money to jump into freezing bodies of water in winter. It’s the reason for freezin’ that we love – all proceeds benefit the programs in SOMO. Participants also really just love the braggin’ rights and the warm shirt afterwards. The Plunge started 20 years ago at the Lake of the Ozarks. Known as the granddaddy of our Plunges, this location is where any law enforcement can come and get credit for the funds they raise. Otherwise, they need to stay home and Plunge to support the local plunge in your area which supports your local athletes! Go to www.somo.org/plunge to get registered.

WHEN
Saturdays starting end of January through February. What else is there to do?

WHERE
1 pool, 1 quarry and 11 lakes.

HOW
- Hosting law enforcement agencies are already set for all of our current Plunges.
- We know Plunges are successful, but in order to handle what we currently have, we have a conservative plan in place for future Plunges. Contact Susan Stegeman or your area development staff if you want to see another Plunge in your area. Be mindful that we need to achieve full potential at our current sites before adding a new site.
- Polar Plunge name is trademarked by Special Olympics Inc. Please notify Susan Stegeman if you know of anyone using this name for their copycat plunge event.
- People register mostly online because it’s simple, fun and they can raise funds by using our online system.
- Other than possibly students who collect so much money at their schools, it is a proven fact that you can raise more money online than off because you can email anyone you know.
- You can also use your Facebook friends and account to promote your personal fundraising page.

WHY
- Why not? Come on – join the fun! It’s a great way to build camaraderie in your agency, neighborhood, and family. Start a team, sign up first and get others to join your team. You can compete for more than braggin’ rights. There are some fun prizes to win as well. Especially if you want to be really fun and dress up in costume. These creative types are vying for title of “Golden Plunger Award.”
ADDITIONAL FACTS/INFORMATION

- Recruit as many friends and family as possible to come out and Plunge with you.
- Or simply invite them to come and watch – they’ll decide to do it next year.
- Start fundraising at your agency. Put out a donation jar.
- There are rules in place to plunge. A minimum must be raised, there is a minimum age requirement, and you only have to go in as far as you want. Polar Bear Strut – a 5k fun run/walk is offered at the Lake of the Ozarks, St. Joseph and at Lake Viking. This events attract 50 to 150 people each year. The Lake of the Ozarks is one of the biggest run/walk events at the Lake. The course is challenging but you can take it at your own pace.
- Super Plungers: this is for the super stars among us who just aren’t challenged by one dip in the freezing waters. Super Plungers plunge 24 times in 24 hours and raise a ton of attention and money while doing so. This is a limited opportunity and currently only offered at the Lake of the Ozarks and Kansas City. Contact Kami Delameter at delameter@somo.org for the Lake of the Ozarks or Adam Wright at wright@somo.org For Kansas City if you think you might be interested.
Icons are available thru your SOMO Area Office:

I proudly support

Law Enforcement Torch Run®

POLAR PLUNGE

Benefitting Special Olympics Missouri

Name

Minimum Donation $1
2016 Results are:

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Grand total raised by 4,113 polar bears is..........................$ 979,837!
Our GOAL for 2017 Polar Plunge is..........................$1,061,500!

Register at [www.somo.org/plunge](http://www.somo.org/plunge)
PLUNGE LIKE THERE’S NO MANANA!

**WHO:** YOU AND ALL OF YOUR FAMILY AND FRIENDS

**DATE:** SATURDAYS RANGING FROM JAN. 28–MARCH 4

**PLACE:** AT A BODY OF WATER NEAR YOU

**RSVP:** WWW.SOMO.ORG/PLUNGE

**FOR:** 15,000+ SPECIAL OLYMPICS MISSOURI ATHLETES

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**2017 LOCATIONS AND DATES**

- Cape Girardeau (Feb. 4), Columbia (March 4),
- Joplin (Feb. 18), Kansas City (Jan. 28), Kirksville (Feb. 11),
- Lake of the Ozarks (Feb. 25), Lake Saint Louis (Feb. 4),
- Lake Viking (Feb. 25), Maryland Heights (Feb. 25),
- Mexico (Feb. 18), Rolla (March 4),
- St. Joseph (Feb. 18), Springfield (Feb. 4)

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The Polar Plunge is one of many events hosted by law enforcement to benefit their charity of choice, Special Olympics Missouri. All proceeds benefit year-round sports training and athletic competition for children and adults with intellectual disabilities.

Register and fundraise online at WWW.SOMO.ORG/PLUNGE

Some design elements from FreePik.com
Drive It Home Raffle

**WHAT**
The Drive It Home Raffle is an LETR project and a signature event of Special Olympics Missouri. Through our partnership with Missouri Automobile Dealer’s Association (MADA) a vehicle is donated for the raffle. Built on 20 years of success between MADA and the Missouri/Illinois Dodge Dealers, we have raised more than $800,000. Law enforcement, board, coaches, athletes, Knights of Columbus, auto dealers, constituents and SOMO employees sell raffle tickets for $5 in their communities. This year’s vehicle was a 2016 Ford F-150 XLT Super Crew Cab. This was the sixth year of partnership with MADA, so this has become a tradition for them as well.

Congratulations to the Drive It Home Raffle Winner John Owens. John purchased his ticket from Jennifer Krumm at a walk in Old St. Charles. John and his wife both have a disability and they understand the impact that living with challenges holds. He and his wife are professional clowns and have been to Special Olympics area games in the past to create balloon animals and do face painting. They have also been foster parents.

We will announce the 2017 grand prize vehicle early in 2017, so stay tuned! You and your agency receive credit for raffle ticket sales, so plan to participate because we need all LETR agencies involved.

**WHEN**
Typically we kick it off at State Summer Games and wrap up sales the end of October. We will work with Zimmer Radio Group, Learfield and Mizzou Sports Properties in an effort to hold the Grand Prize Giveaway event during the Zimmer Tailgate Party prior to the last Mizzou Home Football Game. This is a great venue; it provides great exposure for MADA and our winner on the field.

**WHERE**
Sales literally can be to anyone, anywhere. You will have better success if you have a vehicle present when you are selling. Please contact Stacey at koeller@somo.org to coordinate having the actual vehicle present at your event or work through a local dealer to secure a stand-in vehicle if the actual vehicle is not available in your area.

**HOW**
- If you have sold raffle tickets in the past, you will receive a packet with tickets from SOMO HQ.
- If you need more tickets or have not sold tickets previously, please contact Crystal at cshuster@somo.org to request tickets. They come in books of 10 tickets.
- Each ticket is $5 and a book of tickets is $50 – focus on selling books and you will see your sales increase.
- Ask others to help you and use social media to generate online sales.
- Coordinate with local businesses to sell raffle tickets at their stores/locations. This could include: banks, convenience stores, gas stations, malls, grocery stores if you are located outside of the St. Louis Metro Area, local fairs/festivals, concerts in the park, etc. Shop’n Save is our partner and participates in a big way in raffle sales in the St. Louis Metro.
- Contact car dealers to see if they have tickets already or if they need more. The Missouri Automobile Dealers Association (MADA) is helping to get their dealers involved, so many may have tickets.

**WHY**
This is a great way to raise money. Anyone can donate $5. They know they are helping SOMO athletes and they just might be a winner. The Grand Prize Winner receives the vehicle and the remaining finalists receive $500.

**ADDITIONAL FACTS/INFORMATION**
- Prizes are awarded for overall top fundraiser and overall top selling LETR agency.
- The top fundraising agency earns tickets to the Zimmer Tailgate Party and tickets to the last Mizzou game.
- Online sales makes selling tickets much easier – for you, your customers, and SOMO!
As of 11/29/2016

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<td><strong>$50,650</strong></td>
<td><strong>$1,640</strong></td>
<td><strong>$40,860</strong></td>
<td><strong>$142,040</strong></td>
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</table>

Thanks to the Missouri Automobile Dealers Association – 100 percent of the proceeds from the Drive it Home Raffle support Special Olympics Missouri Athletes.

If you have ideas or suggestions to make our raffle even better, please contact Stacey Koeller at koeller@somo.org. Thank you for all that you do to make the Drive it Home Raffle a success!
Torch Run Icons sell for $1 and are a great way to get local businesses to help support the LETR and SOMO.

To get some for your agency, please contact Crystal Schuster at cschuster@somo.org or call her at (573) 635-1660.
Calling all Truckers!

Sept. 23, 2017

Entry fee: $100 per truck
Benefits Special Olympics Missouri

This event is sanctioned by the Guinness Book of World Records and is hosted all over the United States and Canada!

Joplin’s 2016 Convoy broke the record with 403 trucks – which is No. 1 in the world! Joplin was also No. 2 in funds raised with more than $101,618.00!

Look out Wisconsin – here we come!!

Help us by spreading the word to the trucking community where you live.

You can help by spreading the word among truckers. The event is open to any truck bigger than a pickup. Why does it work? Because truckers love Special Olympics AND they want to partner with law enforcement. The trucking industry is an untapped resource. Awards go to top fundraisers. Goodie bags, lunch and entertainment are provided for all truckers. Truckers are America’s compassionate army – they literally move America. Now they are joining with LETR to raise funds for Special Olympics.

For more information please call:

Robin Anderson, Southwest Area Development Director
417-624-5505
LETR Merchandise

One of the most popular ways to raise funds is by selling the Torch Run T-shirt and hats. It’s easy and helps spread awareness for SOMO and LETR.

Shirts are first made available at the Kickoff Conference in December. Otherwise, orders are accepted from agencies weekly. You must complete an online order form found at www.somo.org/trforms. Orders are placed on Thursdays at noon. If your order is received at 12:15 p.m. it will be held until the next Thursday.

**LETR Merchandise Prices are:**

- Short (YM-YL) $15 (Must be pre-paid)
- Short (S-2XL) $15
- Short (3XL–6XL) $20
- Long Sleeve (S-2XL) $20 (Must be pre-paid)

Please be sure to place orders conservatively, as you can always order more. We do look over the orders and yours will be questioned if it represents a large increase. Your orders will be shipped directly to you from our printer in Columbia, D'Sport. Please provide the UPS shipping address on your online order form.

Try to sell your entire inventory. If you see that you will not sell all that you have on hand, please return them to SOMO. You will be credited with your returns. **Any short sleeve shirts that you are not able to sell are needed for the huge Shop'n Save event. We need those turned in no later than July 1.** This is a great money saver because we won’t have to order more shirts and can use your returns.

**Long Sleeves & Youth Short Sleeves:** These are only available on a pre-pay basis. Take orders within your department and complete an online order form (www.somo.org/trforms). **Only order what is paid**
**For and submit money along with a printout of your order confirmation.** (This is emailed to you after you submit your online order).

The second opportunity to return unsold short sleeve inventory is **Aug. 31**. It doesn’t work to get your returns in October, as we have very few opportunities to liquidate excess inventories at this late date. Please work to meet one of these two deadlines.

Here are a few of the proven ideas for sales success:

- Encourage a local business or organization to purchase shirts and hats for all local athletes competing in Special Olympics Area Spring Games. A photograph of the company leader with the athletes wearing the shirts and or hats are ideal for a media release and/or a show of appreciation for their support.
- Many agencies establish dress-down days. This is promoted citywide and anyone who has purchased his or her shirt can dress down for this day.
- Some retail outlets will allow uniformed officers to sell shirts at their stores. Walmart, for instance, may decide to match the amount sold on a designated day. This requires prior approval from the manager.
- Sell shirts and hats at other agency events or fundraisers.
- Sell shirts at area Special Olympics events, especially at your area Spring Games. Please see page 23 for more info.
- Send shirts with your spouse to his/her work.
- Get your SROs involved in selling shirts/hats at their schools.
- Work up an order form for your businesses to use for their employees to take orders and you deliver their order to them.
- Sell them to your Citizens Police Academy classes. Incorporate it with a session on SOMO and how they can get involved locally.
- Challenge your academy recruit classes to sell shirts and hats. Keep track of session results and start some competition by posting the results on a T-shirt sales record chart.

**The sale**

While the merchandise is popular, they do not sell themselves by display or catalogue. Advertise them on a central bulletin board and at satellite offices and buildings; put up posters around all agencies. However, the most success is achieved by showing them to groups and individuals. You can do this at daily briefings, roll call, meetings with merchants, other groups, or any other daily contact that you make. Do not forget your friends, family and anyone else you can think of. Show the shirt and/or hat and explain what the Law Enforcement Torch Run is and how the funds raised go to benefit Special Olympics athletes in their area. Everyone wears T-shirts!

Many communities have street fairs, festivals or other gatherings that bring a large number of people to one area. This is a great opportunity to set up a booth and sell your merchandise, as well as display other law enforcement literature.

Those agencies who have been successful in t-shirt and hat sales continually sell shirts and hats at every chance. They do not stop until the entire agency and community has been offered a shirt or hat.

Most importantly, please do not allow your inventory to sit packed in boxes in your offices. If you feel you will not be able to sell what you ordered, arrange to return them to Special Olympics Missouri to be redistributed.
# Back the Badge Sponsor

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>$25,000 LEVEL</th>
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<tbody>
<tr>
<td>Company logo on 12,000 TR shirts</td>
<td>√</td>
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<tr>
<td>Recognition at the Regional Run</td>
<td>√</td>
</tr>
<tr>
<td>Statewide Press release recognizing company as Back the Badge sponsor</td>
<td>√</td>
</tr>
<tr>
<td>Inclusion in LETR E-comm and on LETR Webpage</td>
<td>√</td>
</tr>
<tr>
<td>Recognition at the LETR Awards Brunch</td>
<td>√</td>
</tr>
<tr>
<td>Company logo on 2,000 runner shirts (to include Statewide Run and Final Leg)</td>
<td>√</td>
</tr>
<tr>
<td>Reserved seating at Final Leg Dinner and Summer Games Opening Ceremonies</td>
<td>√</td>
</tr>
</tbody>
</table>
Yes, we want to become the sponsor at the following level:
- $25,000 Back the Badge Sponsor

Payment Method Options:

- Please accept our check today in the amount of $________________
- Please invoice our company $__________ and we will pay in 30 days
- Please call me to discuss other terms

No, we are unable to make a sponsorship commitment at this time, but please accept our contribution of $______________.

<table>
<thead>
<tr>
<th>Contact Name:</th>
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<tbody>
<tr>
<td>Company:</td>
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<tr>
<td>Phone:</td>
<td></td>
</tr>
<tr>
<td>Address:</td>
<td></td>
</tr>
</tbody>
</table>

Sponsorships are confirmed upon receipt of this letter. Please make your checks payable to Special Olympics Missouri and mail to the address below. If you have questions, please contact Crystal Schuster at (573) 256-6367.

I have read the Features and Benefits that Special Olympics is providing and I am supplying my company logo for my sponsorship level by email to cschuster@somo.org.

Agreed upon by: ___________________________________________  ___________________________  Date
Brand Loyalty and Equity

87% Believe it is appropriate for Special Olympics to align with corporate citizens

85% Would like to buy a product from a company that supports Special Olympics

70% Feels more positively about companies that support Special Olympics

95% Brand recognition of Special Olympics within the United States

77% Familiarity with Special Olympics of focus group respondents

95% Favorability toward Special Olympics among all respondents

Support Special Olympics. It feels good AND it works.
Sample Solicitation Letter
(Best if written on agency letterhead)

Date

Dear Friends:

On (date), law enforcement officers from (agency) will carry the Special Olympics Missouri Flame of Hope in an effort to raise awareness for this year-round program. More than 2,100 officers from Missouri will carry the torch more than 1,100 miles with this Torch Run culminating at the Opening Ceremony of the State Summer Games.

Special Olympics Missouri is a sports training and athletic competition program for children and adults with intellectual disabilities. 15,000 athletes now participate in this year-round program.

Tax-deductible donations from individuals, businesses, and organizations are what make Special Olympics Missouri possible. Law enforcement’s goal for the 2017 Torch Run is to raise more than $2.3 million (or you may substitute your personal goal for your agency). The Law Enforcement Torch Run® has grown each year since it began in 1986 by the Missouri Police Chiefs Association. We are proud that Missouri’s Torch Run ranks No.6 in the world for funds raised. I am even more proud that law enforcement is the top fundraising entity for Special Olympics Missouri.

If you choose to show your support for this project, please make checks payable to: Special Olympics Missouri and mail to (your address) by (date).

My sincere thanks for your consideration and support of this project that is so near and dear to our hearts.

Sincerely,

NAME
TITLE
SPECIAL OLYMPICS LANGUAGE GUIDE

Words matter. Words can open doors to enable persons with disabilities to lead fuller, more independent lives. Words can also create barriers or stereotypes that are not only demeaning to persons with disabilities, but also rob them of their individuality. The following language guidelines have been developed by experts in intellectual disabilities for use by anyone writing or speaking about persons with disabilities to ensure that all people are portrayed with individuality and dignity.

Appropriate Terminology

- Refer to participants in Special Olympics as Special Olympics athletes rather than Special Olympians or Special Olympic athletes.
- Refer to people with intellectual disabilities as individuals, persons or people with intellectual disabilities, rather than intellectually disabled people or the intellectually disabled.
- A person has intellectual disabilities, rather than is suffering from, is afflicted with or is a victim of intellectual disabilities.
- Distinguish between adults and children with intellectual disabilities. Use adults or children, or older or younger athletes.
- A person uses a wheelchair, rather than is confined or restricted to a wheelchair.
- “Down Syndrome” has replaced Down’s Syndrome and mongoloid.
- Refer to participants in Special Olympics as athletes. In no case should the word athletes appear in quotation marks.
- When writing, refer to persons with a disability in the same style as persons without a disability: full name on first reference and last name on subsequent references. Do not refer to an individual with an intellectual disability as “Bill” rather than the journalistically correct “Bill Smith” or “Smith.”
- A person is physically challenged or disabled rather than crippled.
- Use the words “Special Olympics” when referring to the worldwide Special Olympics movement.

Terminology to Avoid

- Do not use the label “kids” when referring to Special Olympics athletes. Adult athletes are an integral part of the movement.
- Do not use the word “the” in front of Special Olympics unless describing a specific Special Olympics event or official.
- Do not use the adjective “unfortunate” when talking about persons with intellectual disabilities. Disabling conditions do not have to be life-defining in a negative way.
- Do not sensationalize the accomplishments of persons with disabilities. While these accomplishments should be recognized and applauded, people in the disability rights movement have tried to make the public aware of the negative impact of referring to the achievements of physically or mentally challenged people with excessive hyperbole.
- Use the word “special” with extreme care when talking about persons with intellectual disabilities. The term, if used excessively in references to Special Olympics athletes and activities, can become a cliché.
Our name is: Law Enforcement Torch Run® for Special Olympics Missouri

Please note that “for Special Olympics Missouri” is an integral part of our name. Our name should be used in full the first time it appears on any document.

After the first use, it may be abbreviated to LETR.

Our mark

Mark colors
When printing the mark in spot color please match to an up-to-date Pantone swatch.

<table>
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<th>Color</th>
<th>Pantone® Code</th>
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<tr>
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<td>281 M</td>
</tr>
<tr>
<td>LETR Gold</td>
<td>1235 M</td>
</tr>
<tr>
<td>LETR Silver</td>
<td>196 M</td>
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</tbody>
</table>

Core mark

Mark variations

- Black
- Single color
- Color reverse (Only use against LETR Blue)
- White

Our badge

The LETR badge has been created as a combination of the LETR and Special Olympics identities in a single emblem that can be used primarily to identify active participation within the movement.

Badge variations

- Black
- Single color reverse

To obtain a copy of any of the graphics in vector format, or for additional questions, please email communications@somo.org or call 573.635.1660.

November 2014
Use these words and bullets to craft a 30-second speech or interview about SOMO.

**Sports. Confidence. Opportunity. Rewards. Experience.**
The main thing: Through sports we change lives.

**Through year-round sports, Special Olympics Missouri improves the physical fitness and health of individuals with intellectual disabilities.**

- 21 Olympic-type sports offered, divisioned by age and ability.
- Athletes train for a sport for 8 weeks prior to a competition.
- Competition on local, area, district, state, national and international levels.
- More than 16,000 children and adults with intellectual disabilities participate.

**Through year-round sports, our athletes gain the confidence to succeed in school, work and in their communities.**

- Self confidence has increased in 90% of athlete survey respondents.*
- Job performance has stayed the same or increased in 92% of athlete survey respondents.*
- More than half of our athletes have jobs, compared to only 10% of the population with intellectual disabilities who are not in Special Olympics.
- Platform for building communities of acceptance and respect through the joy of sports.
- Let me win, but if I cannot win, let me be brave in the attempt. – Athlete Oath

**Through year-round sports, Special Olympics provides an opportunity for every individual to be accepted and respected.**

- Brings communities of people together to where everyone belongs.
- Anyone can be involved. Volunteers come from all ages and backgrounds and can contribute their time. It is said, “You get more than you give.”
- Athletes participate on a local level at no charge.

**Through year-round sports, you can see rewards immediately whether you coach, volunteer or donate.**

- Tax Deduction- SOMO is a 501c3 organization that relies solely on individual and organization contributions to support its $7 million budget.
- See your donation of money or time immediately when you attend an event.

**Through year-round sports, you can experience Special Olympics in your local community.**

- Come for a day, stay for a lifetime.
- We change attitudes by changing hearts.
- Donate: online somo.org or to your local office
- Coach: SOMO provides the training to certify you as a coach in any sport you desire. No previous experience required.
- Volunteer: we have over 300 events a year across the state. Visit our website, www.somo.org to find an event near you.

* Survey developed by John M. Olin School of Business, Washington University, St. Louis.
** Changing Lives through Sport - A Report Card on the Impact of Special Olympics
**REVENUE SOURCE SLIP**

**This form must accompany all money sent to SOMO**

Please fill in the appropriate amount in each category, making sure that the total on this form equals the total you are sending us.

Agency Name

Agency Contact

Phone Number

Short Sleeve T-Shirts $______________

Long Sleeve T-Shirts $______________

Hats $______________

Other (please specify) $___________________________

For questions please contact:

Crystal Schuster
Development Manager
Special Olympics Missouri
1001 Diamond Ridge – Ste 800
Jefferson City, MO 65109
573-635-1660
cschuster@somo.org
JOHN MICHAEL LETZ AWARD

Description
The John Michael Letz Award was established in December of 1994 for the purpose of recognizing an individual whose unselfish efforts and contributions are directly responsible for the success of the Missouri Law Enforcement Torch Run for Special Olympics. The award is named after an individual who deserves this distinction from his long-time efforts while serving on the St. Louis Metropolitan Police Department and who died from cancer in 1994. The St. Louis Trivia Night fundraiser was his creation and continues today. The first recipient of this award was Ralph Biele who was instrumental in starting Missouri’s Torch Run in 1986.

Criteria
- A person whose effort shows sustained commitment over a period of time.
- Responsible for significant fundraising results.
- Participate in year-round support of Special Olympics Missouri through the Torch Run.
- Exemplify the Special Olympics mission.
- Be a visionary for the Torch Run.
- Source of motivation comes from helping the Special Olympics athletes.

Presentation
While intended as an annual award, it is only presented if there are individuals deserving of this distinction. The award will be presented at the LETR Awards Banquet and Kickoff on Dec. 8, 2016.

Nomination
Nominations will be accepted from:
- Torch Run committee members to the committee chairman
- MPCA board members to the board president
- Special Olympics staff
Nominations are due by Nov. 30. Nominations are made by completing an official nomination form and submitting it to SOMO Headquarters.

Selection
There will be three votes for the selection of the recipient:
- Torch Run committee chairman
- MPCA board president
- Special Olympics staff liaison
Notification is intended to be a surprise.

Nomination forms may be found online at www.somo.org/trforms. Deadline to receive nominations is Nov. 30 of each year.
To be completed for each event that is promoted to the public.

**Special Olympics Missouri**

Date Received ____________  
Date Approved ____________

**Fundraising Application for Approval**

1. Please Check one:  
   - [X] LETR  
   - ______Athlete Agency  
   - ______Knights of Columbus  
   - ______Other  

2. Organization: __________________________  
   Person Submitting Form: __________________________  
   Phone Number: __________________________  
   Email: __________________________

3. Name and Place of Project: __________________________

4. Project Chair: __________________________  
   Daytime Phone: __________________________

5. Event Date: ____________  
   Begin Time: ________ am/pm  
   End Time: ________ am/pm

6. Complete description of project: __________________________
   (enclose/attach appropriate material, price for tickets, registration forms, etc.)

7. Who will be the sponsor: __________________________

8. Target group of audience: __________________________

9. How do you plan to publicize project: __________________________

10. Target amount to be raised (gross): ____________  
    Estimated Expenses: __________________________  
    Net Return: __________________________  
    Percent Return (net % gross): __________________________

11. Describe how funds will be accounted for: __________________________

12. Will the Special Olympics name and/or logo be used?  
   (if so, attach appropriate supporting material)

13. Is this an annual project?  

14. If so, what was raised last year? $ ____________/gross  
    $ ____________/net

15. Have you developed a budget for this event?  
   yes ___  
   no ___ (if yes, please attach)

16. **SOMO Use only**:  
   Is this a third-party event?  
   Yes  
   No  
   (no SOMO involvement)  
   Is this a co-hosted event?  
   Yes  
   No  
   (some SOMO involvement)

**Please send completed application to:**  
SOMO, 1001 Diamond Ridge, Suite 800  
Jefferson City, MO 65109, or fax to 573-635-8233

Area Development Staff  
Date

HQ Development Staff  
Date

Form must be submitted at least two months prior to the event.
Class A Volunteer/Staff Application
Confidential

Please type or print

Name: ____________________________

<table>
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<tr>
<th>Last</th>
<th>First</th>
<th>Middle Initial</th>
<th>Suffixes</th>
<th>Maiden</th>
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SSN: __________-________-________

DOB: ________ (mm-dd-yyyy)

Gender: M [ ] F [ ]

Mailing Address: 
Street: ________________________
City: ________________________
State: ________________________
Zip: ________________________
Country: ________________________

Previous Address: 
Street: ________________________
City: ________________________
State: ________________________
Zip: ________________________
Country: ________________________

Home Phone: (______)__________
Cell Phone: (______)__________

E-mail: ________________________

Your Employer: ________________________
Occupation: ________________________

Employer Address: 
Street: ________________________
City: ________________________
State: ________________________
Zip: ________________________
Country: ________________________

Business Phone: (______)__________

☐ Check here to join our eFan community and receive relevant communication through email. This keeps you informed and saves SOMO postage and printing costs.

PLEASE READ BEFORE SIGNING

• I grant Special Olympics Missouri permission to use my likeness, voice and words in television, radio, film or in any form to promote activities of Special Olympics Missouri.

• I authorize Special Olympics Missouri at its discretion to periodically access, review and obtain copies of state and federal criminal history records and make any reasonable efforts to determine whether I have been convicted of, been found guilty of, or pled guilty or nolo contendere to committing, attempting to commit, or conspiring to commit, any crime that may bear upon my fitness to be a volunteer for a position of trust over individuals with disabilities and convey that determination to the qualified entity. I hereby release and hold harmless Special Olympics Missouri, including its Board of Directors and its agents, employees, officers, successors, heirs, executors, administrators and assigns and all persons, organizations, or government agencies from any and all claims, demands and causes of action which I may now or may ever have by reason of or on account of, authorizing the release of, accessing, obtaining copies of or furnishing such information.

• In the course of volunteering for Special Olympics, I understand I may be dealing with confidential information and I agree to keep said information in the strictest confidence.

• The relationship between Special Olympics and volunteers is an 'at will' arrangement that may be terminated at any time without cause by either the volunteer or Special Olympics Missouri.

• I understand that it is my responsibility to notify Special Olympics Missouri of any change of information provided in this application during the time I serve as a Special Olympics volunteer.
Please answer the following questions:

1) Do you use illegal drugs? Yes No

If yes, explain what drug(s); how often you have used each drug; and the date(s) most recently used

2) Have you ever been convicted of, been found guilty of, or pled guilty or nolo contendere to committing, attempting to commit, or conspiring to commit any crime, whether or not sentence was imposed or executed?

Yes No

If yes, please provide details, including dates, charge(s), venue and disposition:

3) Have you ever been charged with any crime, (other than a minor traffic violation) or had a judgment or court order entered against you involving sexual or physical abuse of a minor or restricting your contact with a minor or involving allegations of domestic violence?

Yes No

If yes, please provide details, including dates, charge(s), venue and disposition:

4) Has your driver’s license ever been suspended or revoked in any state?

Yes No

If yes, please provide details, including dates, reason(s), venue and disposition:

5) Have you been convicted of, been found guilty of, or pled guilty or nolo contendere to committing, any traffic offense involving any moving violation, including careless or reckless driving, or any traffic offense related to the use of drugs or alcohol, including DWI or DUI, whether or not sentence was imposed or executed?

Yes No

If yes, please provide details, including dates, charge(s), venue and disposition:

I declare that I am the person referred to in this application, that the information supplied herein is true to the best of my knowledge, that I have read and understand this application and further understand that any false, misleading, or incomplete information substituted for accurate information will be grounds to immediately disqualify me from further consideration or remove me as a volunteer with Special Olympics Missouri.

Signature ___________________________ Date: ___________________________

In the event of an emergency, contact:

______________________________ ( ) ______________________________
Name Relationship Phone #

Attach copy of photo ID (government issued)

Updated 4/15/11
# 2017 RETURNED TORCH RUN MERCHANDISE

Agency: __________________________________________

Contact Name: ________________________________

Date Returned: ________________________________

Place Returned: (circle one) HQ STL KC St. Joe

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<td>Event</td>
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<tr>
<td>On-Line Registration available for Plunges/Strut</td>
<td>Available now</td>
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<tr>
<td>Polar Plunge – Kansas City</td>
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<td>Polar Plunge – Springfield</td>
<td>February 04, 2017</td>
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<tr>
<td>Polar Plunge – Cape Girardeau</td>
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<tr>
<td>Polar Plunge – Lake Saint Louis</td>
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<tr>
<td>Polar Plunge – Kirksville</td>
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<tr>
<td>Polar Plunge – Mexico</td>
<td>February 18, 2017</td>
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<tr>
<td>Polar Plunge – Joplin</td>
<td>February 18, 2017</td>
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<tr>
<td>Polar Plunge – St. Joseph</td>
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<tr>
<td>Polar Plunge – Lake Viking</td>
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<td>Polar Plunge – Maryland Heights</td>
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<tr>
<td>Polar Plunge – Lake of the Ozarks</td>
<td>February 25, 2017</td>
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<tr>
<td>Route Leaders get your local route dates and let SOMO HQ know</td>
<td>February 25, 2017</td>
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<td>Polar Plunge – Columbia</td>
<td>March 04, 2017</td>
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</tr>
<tr>
<td>State Indoor Games – Fort Leonard Wood</td>
<td>March 17-19, 2017</td>
</tr>
<tr>
<td>Torch Run Runner Registration Forms due</td>
<td>April 21, 2017</td>
</tr>
<tr>
<td>Law Enforcement Torch Run® Statewide Routes</td>
<td>May 22 – 26, 2017</td>
</tr>
<tr>
<td>SSG Opening Ceremony/Final Leg</td>
<td>June 02, 2017</td>
</tr>
<tr>
<td>State Summer Games – Springfield</td>
<td>June 02-04, 2017</td>
</tr>
<tr>
<td>Return excess shirts to SOMO HQ</td>
<td>July 01, 2017</td>
</tr>
<tr>
<td>Statewide Tip-A-Cop</td>
<td>July 09-15, 2017</td>
</tr>
<tr>
<td>Shop ’n Save Golf Tournament &amp; Gala</td>
<td>August 06-07, 2017</td>
</tr>
<tr>
<td>Send Torch Club Money in</td>
<td>August 15, 2017</td>
</tr>
<tr>
<td>Last day to qualify for Torch Club</td>
<td>August 31, 2017</td>
</tr>
<tr>
<td>Broadway Bridge Run – Kansas City</td>
<td>TBA</td>
</tr>
<tr>
<td>LETR International Conference – Nashville</td>
<td>September 21-23, 2017</td>
</tr>
<tr>
<td>World’s Largest Truck Convoy®</td>
<td>September 23, 2017</td>
</tr>
<tr>
<td>Over the Edge – St. Louis</td>
<td>October 07, 2017</td>
</tr>
<tr>
<td>State Outdoor Games – Jefferson City</td>
<td>October 13-15, 2017</td>
</tr>
<tr>
<td>Over the Edge – Jefferson City</td>
<td>October 14, 2017</td>
</tr>
<tr>
<td>Clayton 5k Run</td>
<td>November 05, 2017</td>
</tr>
<tr>
<td>John Michael Letz Nominations Due</td>
<td>November 30, 2017</td>
</tr>
<tr>
<td>2017 Awards Banquet and Kickoff – Jefferson City</td>
<td>December 07, 2017</td>
</tr>
</tbody>
</table>
June 25 - July 1, 2018
June 15 - 21, 2020

Benefiting:

Special Olympics
Missouri
Check out our website at [www.somo.org](http://www.somo.org) for up to date information!

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