

# Connecticut

## Law Enforcement Torch Run

### 2021 Handbook



**Special Olympics**





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## Letter from Torch Run Directors



The mission of the Law Enforcement Torch Run for Special Olympics Connecticut is to raise funds and awareness of the Special Olympics movement. Special Olympics is a program which reaffirms our beliefs that with hope and dedication, we can see achievement and self-worth realized by any individual. It is our belief that people with cognitive disabilities, by their involvement in Special Olympics, can show the community at large that there are no limits to human potential or the human spirit.

The Law Enforcement Torch Run (LETR) for Special Olympics is the movement's largest grass-roots fundraiser and public awareness vehicle in the world. In 2020, dedicated law enforcement volunteers raised \$65 million for Special Olympics programs around the world. Over \$865 million has been raised since the inception of the LETR. More than 111,000 law enforcement members from 109 LETR programs in 42 countries contribute to LETR efforts annually as Guardians of the Flame®, ensuring the delivery of the Special Olympics competitions, state/provincial Games, and national/regional Games.

We would like to thank everyone for their hard work and dedication during this past year. We look forward to continuing to work with everyone in 2021 to make this an even better year! It is through your dedication that helps allow Special Olympics to raise awareness and funds for people with intellectual disabilities.

We encourage you not only to participate in the Law Enforcement Torch Run and its various fundraising events, but to also participate in any of the Special Olympics games throughout our state.

*Tom Madera*

(Ret.) Lt. Tom Madera  
Yale University  
Co-Director, CT LETR

*Rob Didato*

Lt. Rob Didato  
Fairfield Univ. DPS  
Co-Director, CT LETR

*Tim Bernier*

Lt. Tim Bernier  
Guilford Police Department  
Assistant Director, CT LETR

# Contact Information



## CT LETR Council Members

Name	Department	Email	Phone
<b>Lt. Tim Bernier</b> Asst. Director	Guilford PD	<a href="mailto:bernier@ci.guilford.ct.us">bernier@ci.guilford.ct.us</a>	203.213.1577
DOC Liaison			
<b>Lt. Don Crabtree</b> Past Director	Wethersfield PD	<a href="mailto:donald.crabtree@wethersfieldct.gov">donald.crabtree@wethersfieldct.gov</a>	860.462.4813
<b>Lt. Rob Didato</b> Co-Director	Fairfield University DPS	<a href="mailto:rdidato@mail.fairfield.edu">rdidato@mail.fairfield.edu</a>	203.996.3594
<b>TFC Carlo Guerra</b> CSP Liaison	Connecticut State Police	<a href="mailto:guerra420@sbcglobal.net">guerra420@sbcglobal.net</a>	860.213.0493
<b>Lt. Tom Madera</b> Co-Director	Yale University	<a href="mailto:Thomas.madera@yale.edu">Thomas.madera@yale.edu</a>	203.605.1582
<b>Chief Paul Melanson</b>	Farmington PD	<a href="mailto:melansonp@farmington-ct.org">melansonp@farmington-ct.org</a>	
<b>Chief Chris Chute</b>	New Britain PD		
<b>Sgt. Nikki Mordasiewicz</b>	Hartford PD	<a href="mailto:shern001@hartford.gov">shern001@hartford.gov</a>	860.982.5963
<b>Dir. Todd Pelazza</b> Past Director	Fairfield University DPS	<a href="mailto:tapelazza@mail.fairfield.edu">tapelazza@mail.fairfield.edu</a>	203.395.5677
<b>Ret. Lt. Kelly Walsh</b>		<a href="mailto:Walsh_k@att.net">Walsh_k@att.net</a>	
DOC Liaison			
<b>SRO Laurel Harrington</b>	Simsbury PD	<a href="mailto:l.harrington@pd.simsbury-ct.gov">l.harrington@pd.simsbury-ct.gov</a>	860.309.7190
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<b>Ofc. Erin Connoles</b>	Avon PD	<a href="mailto:econnoles@avonct.gov">econnoles@avonct.gov</a>	860.622.8230
<b>Ofc. Nicole Theriault</b>	DMHAS	<a href="mailto:Nicole.theriault@ct.gov">Nicole.theriault@ct.gov</a>	203.671.9008

## SOCT Staff

Name	Title	Email	Phone
<b>Jackie Turro</b>	Senior Director, Special Events Torch Run Liaison	<a href="mailto:jackiet@soct.org">jackiet@soct.org</a>	203.230.1201 x265
<b>Lisa Carlone</b>	Senior Director, Special Project	<a href="mailto:lisac@soct.org">lisac@soct.org</a>	203.230.1201 x231
<b>Jeff Veneziano</b>	Director, Special Events	<a href="mailto:jeffreyv@soct.org">jeffreyv@soct.org</a>	203.230.1201 x270
<b>Taryn Prozano</b>	Coordinator, Special Events	<a href="mailto:tarynp@soct.org">tarynp@soct.org</a>	203.230.1201 x264



## Fact Sheet: Special Olympics Connecticut

### Our Mission

The mission of Special Olympics is 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.

### Our Reach

- **6,500+** Athletes
- **5,500+** Unified Partners
- **250+** Schools offering Unified Sports®
- **70+** Local Programs
- **25+** Sports Offered
- **50+** Competitions

### What We Do

Special Olympics are sports and so much more. It is a movement that transforms lives by inspiring inclusion, understanding and respect for people of all abilities, both on the playing field and in our communities.

### Sports & Health

A catalyst for social change, the power of sports can also transform lives. Through sport, the strengths and abilities of people with intellectual disabilities are recognized and appreciated while misperceptions are broken down, stereotypes are challenged, and attitudes are forever changed. In addition to creating societal change, sport provides opportunities for lifelong physical activity resulting in positive health outcomes. Recognizing sport as a gateway to health promotion is perhaps one of the most transformative discoveries since the movement's inception.

### Youth Engagement

The Unified Schools Program is designed to promote Unified Sports, physical activity and health. At its core, Unified Schools is not just about including students with disabilities, but unifying all students and shifting the norm in schools - from adult-led programming to student-led mobilization and action; from sports as recreation to sports as a catalyst for social inclusion and attitude and behavioral change.

### Inclusion & Athlete Leadership

Being offered the opportunity to live up to your fullest potential on and off the playing field is one of the greatest benefits of inclusion. Today individuals with intellectual disabilities serve on Boards of Directors, as coaches, officials and are employed by Special Olympics around the globe. In addition, many Special Olympics participants have sought and retained employment in the private sector.



## Fact Sheet: Law Enforcement Torch Run

### Our Mission

The mission of the Law Enforcement Torch Run for Special Olympics Connecticut is to raise funds and awareness of the Special Olympics movement. Special Olympics is a program which reaffirms our beliefs that with hope and dedication, we can see achievement and self-worth realized by any individual. It is our belief that persons with cognitive disabilities, by their involvement in Special Olympics, show the community at large there are no limits to human potential or the human spirit.

### About Us

The Law Enforcement Torch Run® (LETR) is the largest public awareness vehicle and grass-roots fundraiser for Special Olympics. Law enforcement members and Special Olympics athletes carry the “Flame of Hope” into the Opening Ceremony of local competitions, and into Special Olympics State, Provincial, National, Regional and World Games.

### Connecticut Participation

Each year more than 1,500 Law Enforcement officers and Special Olympics Athletes will participate in the Torch Run. The Torch Run visits over 100 cities and towns as officers carry the “Flame of Hope” over 530 miles to its final destination at the Opening Ceremonies to the Special Olympics Connecticut Summer Games each June.

- 1,500+ active and retired law enforcement officers
- Over 90 active municipal departments
- 18 Department of Correction facilities
- Military police and Federal employees (IRS, FBI, DOD, etc.)
- Connecticut State Police
- College & University Public Safety

### A Global Movement

The LETR engages law enforcement worldwide championing acceptance and inclusion for people with intellectual disabilities, starting first with their own communities. Over the years the Torch Run has evolved and now encompasses a variety of innovative fundraising platforms to include Tip-a-Cops, Penguin Plunges, and more.

- 111,000+ participants worldwide
- 112 LETR programs in 45 nations
- 53 US state programs
- \$865+ million has been raised to support Special Olympics athletes worldwide



## Fact Sheet: International LETR Conference

The Conference provides an opportunity for LETR volunteers from around the world to network share ideas, learn more about LETR and the Special Olympics and celebrate in the accomplishments of the movement.

For more information about the International LETR Conference, including a detailed schedule of events and photos of past events, visit [www.letrconference.org](http://www.letrconference.org)

### Selection of Attendees

SOCT is able to send a select group of LETR volunteers, and cover all conference expenses. These individuals will be chosen based on the following criteria:

- Fundraising totals and year to year growth
- Individual's potential to raise awareness and funds in the future
- Overall involvement with the torch run program
- The same individual or agency cannot attend the conference more than 2 years in a row unless they choose to cover their own costs and they are approved to attend.

Cost of attendance	
<b>Roundtrip Airfare</b>	\$500 (approx.)
<b>Hotel Accommodations</b>	\$120 per night, per person based on double occupancy
<b>Conference Registration Fee</b>	\$465
<b>Region 1 Dinner</b>	\$50 - \$75
<b>CTLETR Branded Apparel Item</b>	\$35 - \$50

Additional LETR volunteers may be selected to attend the Conference if a portion of or all conference expenses are covered by the individual or their department. Spouses and other guests are welcome to attend the Conference. Please note that SOCT is not able to cover the cost of guests, including hotel accommodations. All Conference attendees, including guests, must be approved by SOCT and LETR Executive Council.

Attendees who cancel after travel arrangements and conference registrations have been secured will be responsible for reimbursing any expenses incurred by SOCT.

## Stay Connected



### Follow us on Social Media

Follow CT LETR and Special Olympics Connecticut on social media at @CTLETR and #CTLETR to share photos and stay updates on the latest news and events



facebook.com/ctletr  
facebook.com/specialolympicsct



@CTLETR  
@specialolympicsct



@CTLETR  
@SOCTConnecticut



youtube.com/specialolympicsct



@CTLETR



@CTLETR

### Visit us online

[www.soct.org/letr](http://www.soct.org/letr)

Visit us online for additional resources, calendar listing and more information about Special Olympics Connecticut and the Connecticut Law Enforcement Torch Run

[www.lettr.org](http://www.lettr.org)

Learn more about the history of the LETR movement, International LETR Conference, and additional resources.

# 3-Day Run Routes & Maps



## Day 1: Wednesday, June 16, 2021

### **Leg 1**

Chester to Ledyard

### **Leg 2**

Putnam to Ledyard

## Day 2: Thursday, June 17, 2021

### **Leg 3**

North Branford to Wethersfield

### **Leg 5**

Plymouth to West Hartford

### **Leg 4**

Willimantic to West Hartford

### **Leg 6**

Naugatuck to West Hartford

### **Leg 4A**

Enfield to Glastonbury

### **Leg 7**

Hamden to Newington

## Day 3: Friday, June 18, 2021

### **Leg 8**

Westbrook to Fairfield

### **Leg 9A**

Ridgefield & Wilton

### **Leg 9**

New Milford to Bethany

### **Leg 9B**

New Haven to Monroe

### **Leg 10**

Greenwich to Fairfield



## 3-Day Run Rally Locations & Final Leg

### Day 1: Wednesday, June 16, 2021

Foxwoods Resort Casino, Ledyard

Join us on the Bingo Hall Patio for a brief ceremony and photo opportunity before enjoying a short program and refreshments provided by Foxwoods Resort Casino.

### Day 2: Thursday, June 17, 2021

Blue Back Square, West Hartford

Run through the center of busy Blue Black Square and join runners from across central CT as we mingle with the public and local businesses.

### Day 3: Friday, June 18, 2021

Rafferty Stadium, Fairfield University, Fairfield

Torch Runners and uniformed bicycle and motorcycle officers from across the state are asked to join us as we light the Flame of Hope and kick off the 2021 Summer Games in front of thousands of Special Olympics Connecticut athletes and fans!

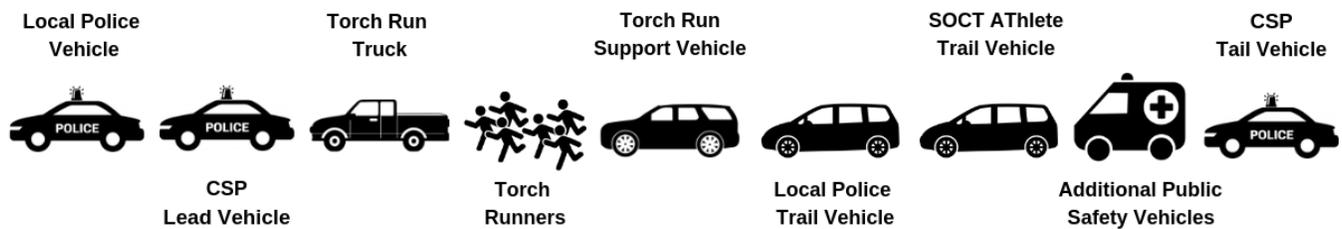
Meet at Rafferty Stadium at Fairfield University. Parking is available at several lots on campus. Visit [www.soct.org](http://www.soct.org) for more information.

<b>5:45 PM</b>	Check In	Meet your fellow runners and pick up your complimentary Final Leg T-shirt
<b>6:15 PM</b>	Athlete Parade	Cheer, high-five, and greet SOCT athletes as they enter Opening Ceremonies
<b>7:00 PM</b>	LETR Party	Sandwiches, chips and light refreshments will be provided
<b>8:00 PM</b>	Final Leg	Escort the Flame of Hope as we light the cauldron to open Summer Games!

## 3-Day Run Safety Guidelines

### Vehicle Procession

Please adhere to the following vehicle procession to ensure runner safety. Contact your Leg Coordinator with any questions about where your department vehicles should be placed or any concerns you have.



The runner's safety is of the utmost importance during the run. Please watch for tired runners and direct them off the running surface or into a trail vehicle. The pace must be maintained at 11 minutes per mile.

- No children or children in strollers will be allowed to run **NO EXCEPTIONS!**
- No participants will be allowed to use roller blades or bicycles. Only Law Enforcement on bicycle patrol assisting in the safety of the run will be allowed.
- **Runners must maintain an eleven (11) minute mile pace to ensure the proper coordination and timing of the Torch Run.** Walkers cannot be accommodated during the run.
- **If tired and unable to maintain pace runners must move off the roadway onto the sidewalk or similar surface.**
- Runners can complete the run but must do so out of harm's way. Motorcade will continue maintaining the pace.
- Tired runners will not be allowed to ride on the support vehicle (pick-up truck w/ Torch supplies etc.) but must get into a trail vehicle provided by the local department.
- Runners must never run ahead of the support vehicle (pick-up truck) nor should they fall behind the trail vehicle (CSP vehicle).
- **NO ALCOHOL** or intoxicated persons will be allowed to be part of the Torch Run.

Anyone NOT abiding by these rules will be asked to leave the run.



## 3-Day Run Crisis Intervention Plan

The following is the Crisis Intervention Plan for any emergency during a torch run event for Special Olympics Connecticut. Representatives from LETR and the SOCT torch run liaison will determine if the situation is an emergency and, they will determine if a command center needs to be activated.

### **Crisis Intervention Team (CIT)**

#### **Determines if there is a true crisis**

Jackie Turro, State Torch Run Liaison	Cell # (860) 912-5356
(Ret) Lt Tom Madera, Torch Run Director	Cell # (203) 605-1582
Lt. Rob Didato, Torch Run Director	Cell # (203) 996-3594
Lt. Tim Bernier, Asst. Torch Run Director	Cell # (203) 213-1577

### **Active Crisis Management Team**

#### **Implement crisis management / communications plan)**

Jackie Turro, State Torch Run Liaison	Cell # (860) 912-5356
(Ret) Lt Tom Madera, Torch Run Director	Cell # (203) 605-1582
Lt. Rob Didato, Torch Run Director	Cell # (203) 996-3594
Lt. Tim Bernier, Asst. Director of the Torch Run	Cell # (203) 213-1577
Debbie Horne, Director of Communications	Cell # (203) 889-6002
Beau Doherty, President	Cell # (203) 640-1632
Mike Mason, Sr. VP / CFO	Cell # (860) 307-6638
SOCT Emergency #	(203) 230-1201 x 275

### **Actions**

Contact emergency and police services immediately.

Contact crisis intervention team starting with:

- Torch Run Liaison, Jackie Turro (860) 912-5356

If you cannot reach Jackie follow

- Co-Torch Run Director – Tom Madera (203) 605-1582
- Co-Torch Run Director – Rob Didato (203) 996-3594
- Assistant Torch Run Director – Tim Bernier (203) 213-1577



## 3-Day Run Crisis Intervention Plan (continued)

If a situation is deemed a potential emergency, an immediate meeting will be called with the **Crisis Intervention Team (CIT)** to activate command center and dispatch resources.

### **On Scene Operations Coordinator**

- Evaluate severity
- Determine event level criteria (refer to Addendum)
- Determine actions to respond
- Determine need for other staff and resources

### **Incident Commander**

- Establish location for command center in consultation with all parties
- Obtain continuous updates from Operations Coordinator
- Brief all leaders on current situation
- Determine corrective actions as needed
- Exchange frequent updates with crisis management team as needed
- Ensure no statements are released unless issued by command staff at command center

### **LETR Event Coordinator**

- Continues with existing event
- Continue to brief Incident Commander on the status of the event
- Inform the Command Center if the media is at any events and a PIO is needed.

### **Public Information Officer**

- Determine affected PIO's and notify
- Gather information related to incident
- Draft statement and have approved by CIT
- Determine if PIO's need to have personal at event locations

In collaboration with LETR, LETR designated Public Information Officer and Special Olympics Connecticut, one statement is created, it will be determined who gives statement.



## **3-Day Run Crisis Intervention Plan (continued)**

### **Event Level Criteria**

#### **Level I Monitor**

- No immediate danger or emergency exists, but the potential is present
- A minor incident occurs that appears to be a short duration
- The situation is limited in scope and can be managed by the appropriate administration

#### **Level II Standby**

- The potential danger is real; key personnel should be prepared to react
- The situation has the potential for expanding beyond a limited area
- The situation may continue for an extended duration
- Additional outside resources are needed

#### **Level III Emergency**

- Personnel are in danger; facilities are at risk
- Immediate action is necessary
- The incident is off property but close enough to affect a facility or involves students and personnel
- The situation requires the coordination of resources and/or coordination with outside agencies



## Recruiting & Retention

### Getting Your Department Involved

#### **Set a Goal**

The first step in a successful Torch Run effort is setting a fundraising goal for your agency. For new departments, that goal should be something ambitious but realistic. For departments that have been involved before, try to increase your revenue from the previous year. Whatever your goal is make sure you periodically inform everyone in your department concerning the progress of that goal, for example: "We have raised \$2,500, almost halfway to our goal of \$5,000."

#### **Support of Administration**

The second step is to make sure your agency's upper management is behind the Torch Run effort and everyone in your department knows the goal and can easily get involved. CTLETR Council and SOCT staff can help educate your department about SOCT's mission and how LETR can have a positive impact on your department, morale, and the entire community.

#### **Delegate**

You don't have to do everything alone! Form a committee to help organize events, recruit volunteers, and spread the word about SOCT and CTLETR. If your department is large, by forming a committee consisting of representatives from all areas of your agency, communication lines will be greatly improved to officers working different shifts. Effective lines of communication will increase merchandise sales and participation.

Consider separating your department's responsibility for the run and fundraising. Have one person in charge of the logistics of the run and one person in charge of fundraising (distributing T-shirts, collecting money, etc.). Delegating responsibility to committed officers within your agency will help your operation run smoothly. Determine your department's priorities and use your committee to see your needs are filled. This will also allow for the development of others to step up to leadership roles.

#### **Competitions & Incentives**

In addition to the incentives are offered at the state level, many departments have their own incentive and competition programs. Recognition goes a long way in saying "Thank you" for the effort and the help. Whatever you do, make sure all incentives or contests are advertised to the entire department well in advance. Some ideas include:

- Have a plaque made for the platoon or unit that raises the most money. Do the same for the individual that raises the most money.
- Let top fundraisers carry the torch during your run while the media is there. Get their names mentioned in the department newsletter!



## Recruitment & Retention Awareness & Inclusion

Special Olympics and over 5 Million of our athletes are leading the charge for full inclusion of people with Intellectual Disabilities (ID). The movement is rooted in the spirit of our founder, Eunice Kennedy Shriver, who took a rebellious stand against the injustices faced by people with Intellectual Disabilities in 1968. Today, the fight for inclusion is more relevant than ever. People of all ages, races, genders, cultures, backgrounds, and abilities continue to face discrimination, ignorance, and disparagement. Just as Eunice Kennedy Shriver did 50 years ago, Special Olympics is setting a stake in the ground to create change and, this time, our athletes are leading the way.

Join the inclusion revolution and sign the inclusion pledge at [www.JoinTheRevolution.org](http://www.JoinTheRevolution.org)

### Engagement Opportunities

- Participate in the Torch Run by running in your local leg or Final Leg
- Participate in current special events and fundraising for your area. Get a team together for your local golf tournament, Penguin Plunges, Over The Edge or other Special Olympics fundraising events
- Use the Torch Run as a leadership training tool. By giving officers the opportunity to organize and run Torch Run events, you give them a chance to develop or enhance their leadership and management skills.
- Invite athletes to speak at your department meetings. Through its Athlete Leadership Programs and Global Messenger initiative, Special Olympics trains athletes to be public speakers. Hearing an athlete speak will give officers a better understanding of Special Olympics.
- Bring officers to local Special Olympics Games to award medals and see the athletes compete. Close personal contact with the athletes during a competition is the best way to motivate officers to become more involved in Special Olympics.
- Encourage officers to become Unified Sports® Partners. Special Olympics Unified Sports brings together athletes with and without intellectual disabilities to train and compete on the same teams.
- Encourage officers to become coaches. Help Special Olympics athletes reach their potential through sports by teaching them the skills they need to compete and win.



## Recruiting & Retention

### 5 Ways to Get Involved with Torch Run

#### 1. Volunteer

There are State and local competitions held each year where Law Enforcement are always welcome to attend in their uniforms and hand out awards to the athletes –you are their heroes! Or, attend the Opening Ceremonies and help bring in the Flame of Hope. To find out more about our various competitions, visit [www.soct.org](http://www.soct.org) and click on the “Calendar” tab.

#### 2. Merchandise Sales

Torch Run shirts are \$20+ each and all money raised goes directly to Special Olympics Connecticut. Hang a poster in your department and provide your contact information so others can contact you to purchase official Torch Run merchandise.

#### 3. Run

The 2021 Torch Run will be held Statewide from June 16-18, with the Final Leg into Opening Ceremonies taking place on June 18. Contact Jackie Turro ([jackiet@soct.org](mailto:jackiet@soct.org)) to get put in contact with a Leg near your department. Or just join us for the run into the Opening Ceremonies on June 18th and the LETR Celebration that night at Fairfield University. Meet some of our LETR Volunteers and see first-hand what the Torch Run family is all about!

#### 4. Take the Plunge, Go Over the Edge, Race Around the Track

SOCT hosts fundraising events year-round that LETR representatives are welcome to participate in. Whether you participate as an individual or get a team together, all the money that you raise will be counted towards your department’s overall fundraising totals. Visit [www.soct.org](http://www.soct.org) for more details.

#### 5. Host a Local Fundraiser

Engage with your community and raise funds for SOCT at the same time but hosting a local fundraiser that’s fun for everyone. Tip-a-Cops are a great way to get your community involved, and only requires a small number of volunteers. All you need to do is find a local restaurant that is willing to host the event and we can help you out from there. It’s an easy way to show your support out in the community and it’s a fun event as well!

# Fundraising Fundraising 101



## Our Mission

The mission of the **Connecticut Law Enforcement Torch Run** is to raise funds and awareness of the Special Olympics movement. Special Olympics is a program which reaffirms our beliefs that with hope and dedication, we can see **achievement and self-worth** realized by any individual. It is our belief that people with cognitive disabilities, by their involvement in Special Olympics, can show the community at large that there are **no limits to human potential or the human spirit**.

## Connecticut Reach

- **6,500+ athletes and 5,500+ partners** are part of SOCT's year-round programming supported by more than **1,000 coaches and 16,000 volunteers**
- SOCT currently offers **26 sports** ranging from curling and bocce to sailing and snowboarding.
- The birthplace of **the Unified Sports®** movement, over **250 Connecticut schools** offer inclusive sports programming

## Where Does Your Money Go?

Money generated through fundraising efforts on behalf of the Law Enforcement Torch Run benefit all athletes in the state of Connecticut and the overall SOCT program. **Over \$0.83 of every dollar donated to SOCT directly supports program services** impacting thousands of Special Olympics Connecticut athletes

## Why Raise Funds?

It is our goal to provide quality, year-round sports training and athletic competition to thousands of athletes with intellectual disabilities. While the core of Special Olympics Connecticut's programming remains our year-round sports training and competition we have grown to so much more.

- We deliver a **real sports** experience by providing year round, high quality training and competition in an inclusive culture that stresses athletic excellence, rewards determination, emphasizes health and celebrates personal achievement.
- SOCT works to **sustain athlete health** and the overall well-being of people with ID via programs that ensure ongoing access to quality, community-based healthcare services, highlighted by free health screenings at Special Olympics competitions, games and other venues.
- Through **transformative education**, SOCT works to equip young people and adult influencers, including educators, with effective tools and training to create sports, classroom and community actions that produce friendships and acceptance, driving positive attitudes and behavioral change.
- SOCT **builds communities** as we provide services and act as a convening power of disparate but vested stakeholders to drive positive attitudinal and behavioral change toward people with ID in communities worldwide, strengthening the very fabric of society along the way.

## Fundraising Fundraising 101 (continued)



### Turning in Funds

It is vital that you coordinate with your SOCT department liaison to turn in any funds you have raised in a timely fashion. Often the fastest way to submit funds is to mail a check to the SOCT office with a completed Torch Run Fundraising Receipt form

Special Olympics Connecticut  
Attn: Law Enforcement Torch Run  
2666 State St, Suite 1  
Hamden, CT 06517

### Tax Exempt & Donation Receipts

As a non-profit organization, Special Olympics Connecticut is exempt from sales tax. A copy of the official IRS letter certifying Special Olympics Connect as a 501(c)(3) non-profit corporation can be obtained by contacting your SOCT department liaison.

- Special Olympics Connecticut's Federal Tax ID Number is 23-7099756

All donors who make their donation online will automatically have a thank you receipt emailed to them for their records. All other donations made by check or credit card over \$20 will have a receipt mailed to them within 2 weeks of being processed. In order for SOCT to provide a receipt for cash donations, please provide your SOCT department liaison with the name, address, and email address of the donor and the total donation amount. Thank you letter templates that serve as receipts are also available by contacting your SOCT department liaison.

### In-Kind Donations

With any special event, it is always a goal to get items and services donated to reduce expenses. It is important that SOCT is able to document these in-kind donations for our financial records and to provide appropriate thank you receipts to donors.

- You can request In-Kind forms from your SOCT department liaison, or simply have your donors provide you with documentation (invoice, email, etc.) that lists the item(s) donated and total fair market value.
- Turn in any forms or other documentation to your SOCT department liaison in a timely fashion

## Fundraising Signature LETR Events



LETR volunteers have mastered some tried and true fundraising events (listed below) that are the bread and butter of our fundraising. For more information on how to run an event visit [www.soct.org/letr](http://www.soct.org/letr) or contact your SOCT liaison. Many LETR departments host unique fundraisers not listed below. Be creative and contact your SOCT liaison if you have an idea you want to discuss.

### **Torch Run T-Shirt Sales**

Anyone can purchase a Torch Run shirt – making t-shirt sales a great turn-key fundraiser for departments of any size. Start with selling shirts to Torch Runners (who are required to wear them during the run) and expand your sales to friends, family and public at community events and your LETR fundraisers.

### **Tip-a-Cop**

LETR volunteers assist with waiting tables at a restaurant to earn “tips” from patrons. All tips collected by LETR volunteers are donated directly to SOCT. Tip-a-Cop frequently include raffles, entertainment and more. Some restaurants will offer to donate a portion of proceeds from sales towards your fundraising goal.

### **Cop-on-Top**

LETR volunteers collect donations from customers and the general public as they are perched on the rooftop of a building. These personnel cannot come off the roof for a certain number of hours/days or until the fundraising goal has been reached. Buildings in areas with high foot traffic work best.

### **Coin Drive / Coin Drop / Dollar Drop**

Position LETR volunteers at a busy intersection or highly trafficked area and collect change (and dollars!) from passers-by. SOCT will provide collection buckets and A-Frame street signs alerting the public to the event. Theme the event around a holiday and wear costumes or give out a thank you to donors.

### **Adopt-a-Mile / Adopt-a-Town**

Officers contact local businesses and ask them to purchase an Adopt-A-Mile sign for \$100 which will then be placed along the Torch Run route in their town. For \$500 a business, organization or individual may “Adopt-a-Town” and receive 6 Adopt-A-Mile signs to place throughout the town along the run.

## Fundraising Tip-a-Cop



### Overview

LETR volunteers assist with waiting tables at a restaurant to earn “tips” from patrons. All tips collected by LETR volunteers are donated directly to SOCT. Tip-a-Cop frequently include raffles, entertainment and more. Some restaurants will offer to donate a portion of proceeds from sales towards your fundraising goal. Restaurant staff and law enforcement volunteers explain “Tip-a-Cop” and ask customers to support the event by placing a special “tip” for SOCT in the envelope on their table.

### LETR Department:

- Secure a location and date for your Tip-a-Cop event
- Recruit volunteers from within your department or agency to participate in the event. Approximately 6-12 officers is standard for one shift
- Contact your Public Information Officer in advance to ensure maximum media exposure
- Contact your SOCT department liaison with event details

### Provided by SOCT:

#### Promotional Support:

- Distribute Press Release to local media outlets (copy provided upon request to department)
- Event listing on SOCT.org calendar and LETR Facebook page
- Posts on CTLETR social media channels
- While media outlets will be made aware of all of our fundraising events, please do not expect media coverage from major outlets (including PSAs, live interviews, etc.). LETR Departments are encouraged to reach out to local media outlets to supplement SOCT’s promotion efforts.

Contact your SOCT department liaison to secure the following event supplies:

- Table Top signage
- Flyers/Posters
- Aprons
- Collection envelopes
- Banners
- Merchandise for Sale (as available)

### Tips & Tricks:

- Meet with the restaurant manager prior to the event to discuss details
- Make sure your event does not conflict with other major community events
- Encourage the volunteer “servers” to have their friends, families, and co-workers attend the event. A lot of fun from the event comes from having the officers serve their own families or the supervisors serve their subordinates.
- Ask your local restaurant to advertise the upcoming “Tip-a-Cop” event

## Fundraising Cop-on-Top



### Overview

LETR volunteers collect donations from customers and the general public as they are perched on the rooftop of a building. These personnel cannot come off the roof for a certain number of hours/days or until the fundraising goal has been reached.

### LETR Department:

- Secure a location and date for your Cop-on-Top event, keeping in mind that you will need roof access and a building in an area with high foot traffic
- Set a realistic fundraising goal and minimum time you will be on the roof
- Recruit volunteers from within your department or agency to participate in the event
- Determine the specific needs and supplies of your event, specifically if your volunteers will be staying on the roof overnight
- Contact your Public Information Officer in advance to ensure maximum media exposure
- Contact your SOCT department liaison with event details

### Provided by SOCT:

#### Promotional Support:

- Distribute Press Release to local media outlets (copy provided upon request to department)
- Event listing on SOCT.org calendar and LETR Facebook page
- Posts on CTLETR social media channels
- While media outlets will be made aware of all of our fundraising events, please do not expect media coverage from major outlets (including PSAs, live interviews, etc.). LETR Departments are encouraged to reach out to local media outlets to supplement SOCT's promotion efforts.

Contact your SOCT department liaison to secure the following event supplies:

- Cop-on-Top Banner
- Flyers/Posters
- Collection bucket
- Materials for an SOCT/CTLETR info table
- Merchandise for Sale (as available)

### Tips & Tricks:

- Stay in close contact with a building contact to ensure you are meeting all safety regulations and are able to secure any required permits or insurance
- Make sure your event does not conflict with other major community events
- Ask your building to advertise the upcoming "Cop-on-Top" event
- If appropriate, consider selling food at your event to generate additional revenue
- Ask local officials and "VIPS" to promote your event or event join officers for a few hours to raise extra funds
- Create excitement around your event by adding elements such as police cruisers, fire department and other public safety vehicles, face painting, and more

# Fundraising

## Coin Drive / Coin Drop / Dollar Drop



### Overview

LETR volunteers collect donations from motorists while stationed in a high traffic intersection. A typical Coin Drive takes place midweek during morning and evening rush hour, or mid-day on weekends and requires 4-10 volunteers.

### LETR Department:

- Secure a location and date for your event, keeping in mind that high traffic locations during rush hours generate the most revenue
- Recruit volunteers from within your department or agency to participate in the event
- Some towns require a permit or approval for an event like this, check with your town officials and follow up with your SOCT department liaison if you need assistance
- Ensure that volunteers are in uniform and wearing traffic vests and have a clear understanding of all safety precautions
- Contact your Public Information Officer in advance to ensure maximum media exposure
- Contact your SOCT department liaison with event details

### Provided by SOCT:

#### Promotional Support:

- Distribute Press Release to local media outlets (copy provided upon request to department)
- Event listing on SOCT.org calendar and LETR Facebook page
- Posts on CTLETR social media channels
- While media outlets will be made aware of all of our fundraising events, please do not expect media coverage from major outlets (including PSAs, live interviews, etc.). LETR Departments are encouraged to reach out to local media outlets to supplement SOCT's promotion efforts.

Contact your SOCT department liaison to secure the following event supplies:

- A-Frame signs alerting motorists that you are collecting donations for SOCT (if available)
- Flyers/Posters (if requested)
- Collection buckets

### Tips & Tricks:

- Theme the event around a holiday and wear costumes
- Give out a thank you to donors such as candy, stickers, etc.
- Recruit your local police cadets or explorers to assist with collecting donations

## Fundraising Adopt-a-Mile



Officers contact local businesses and ask them to purchase an Adopt-A-Mile sign for \$100 which will then be placed along the Torch Run route in their town. For \$500 a business, organization or individual may “Adopt-a-Town” and receive 6 Adopt-A-Mile signs to place throughout the town along the run.

### **LETR Department:**

- Solicit Adopt-a-Mile Sponsorships from local businesses along the Torch Run route.
- You may sell multiple Adopt-a-Mile signs for the same mile.
- Submit completed Adopt-a-Mile Forms and payment to your SOCT department liaison a minimum of 3 weeks prior to the Run
- Coordinate with your SOCT department liaison or Leg Coordinator about picking up Adopt-a-Mile signs and placing them in your town

### **Provided by SOCT:**

- Template letter that can be used for mailing and necessary form that must be completed
- If LETR Department provides a mailing list, SOCT will mail out letters to local businesses
- All Adopt-a-Mile signs will be orders through SOCT and available for pickup/delivery in advance of the run

### **Provided by SOCT:**

- Utilize local business organizations such as Chambers, Rotary and Exchange Clubs to spread the word about the Torch Run and how businesses can support

## Fundraising SOCT Fundraising Events



In addition to LETR event, SOCT hosts several marquee fundraising events every year. LETR departments are encouraged to participate and any funds raised (including those raised by any teammates) will count towards annual fundraising totals. For more information about any of the events listed below and for a complete calendar of events visit [www.soct.org](http://www.soct.org) or contact your SOCT liaison.

### **Penguin Plunge**

Each winter hundreds of brave souls plunge into the chilly waters of Connecticut to raise funds and awareness for SOCT. SOCT currently hosts 4 Penguin Plunges in addition to several Penguin Plunge events coordinated through local Torch Run departments. Anyone can join a Penguin Plunge team and LETR volunteers are encouraged to recruit friends, family, and members of the community to plunge alongside officers. For more information visit [www.soct.org/plunges](http://www.soct.org/plunges)

### **Over the Edge at Mohegan Sun**

Participants are given a once in a lifetime opportunity to rappel down one of Connecticut's most recognizable building, the Sky Tower at Mohegan Sun. On average, each participant raises \$1,000. There is no experience necessary and space is limited to the first 100 people to hit their fundraising minimums. For more information visit [www.soct.org/overtheedge](http://www.soct.org/overtheedge)

### **On Track Karting at Foxwoods**

Teams (up to 6 people per team) participate in a 3 hour endurance challenge at the brand new state-of-the-art On Track Karting facility at Foxwoods Resort Casino. A team will be allowed up to 6 members with each team being represented by a Special Olympics Athlete as their team manager. Space is limited to 16 teams and each team is expected to raise \$2,500 to \$5,000.

### **Dreamride Motorcycle Raffle Tickets**

Sell raffle tickets at \$20 each for the ultimate motorcycle raffle at Dreamride. Contact your SOCT representative to sign out raffle booklets.

## Fundraising More ways to give



SOCT partners with many organizations throughout the year to boost our fundraising potential. Below is a sampling of ways that you can support SOCT in your everyday life. For more information visit [www.soct.org](http://www.soct.org) or contact your SOCT liaison. Please note that funds raised through the avenues listed below are unable to be tracked and will not be credited towards your annual fundraising totals.

### **Amazon Smile – Start with a Smile**

When you #StartWithaSmile, Amazon donates 0.5% of the purchase price to Special Olympics Connecticut Inc. Bookmark the link: <https://smile.amazon.com/ch/23-7099756> and support us every time you shop. Or simply type in smile.amazon.com into your browser.

### **H&R Block**

Raise money for SOCT by having H&R Block or Block Advisors prepare your taxes. If you're a new client, our organization will receive \$20. Non-profit referral ID - 40010001083414. Contact your SOCT representative for an official flyer to post in your department.

### **Charity Miles**

Download the Charity Miles app on your Android or iPhone device when you go for a walk, run, hike, or bicycle ride and Charity Miles will donate to Special Olympics Connecticut for each mile logged.

### **Sports Ticket Sales**

SOCT regularly partners with professional sports teams throughout the year on ticket sales fundraisers. Check with your SOCT liaison about ongoing ticket promotions with teams like the Hartford WolfPack, Hartford Yard Goats, Connecticut Sun, New England Black Wolves, Connecticut Tigers, New Britain Bees, and Bridgeport Sound Tigers.

## Fundraising Resources



Contact the following “experts” for more information about hosting or participating in a fundraising event.

[www.soct.org/letr](http://www.soct.org/letr)

Visit us online for additional resources, calendar listing and more information about Special Olympics Connecticut and the Connecticut Law Enforcement Torch Run at

### TIP-A-COP

Lt. Tim Bernier  
Guilford Police Department  
[bernier@ci.guilford.ct.us](mailto:bernier@ci.guilford.ct.us)  
(203) 535-7547

### DOC FUNDRAISING OPPORTUNITIES

### ADOPT-A-MILE

Lt. Brian Weir  
Trumbull Police Department  
[bweir08@yahoo.com](mailto:bweir08@yahoo.com)  
(203) 650-6330

### LETR T-SHIRT SALES

Ofc. Nicole Theriault  
Department of Mental Health & Addiction Services  
[nicole.theriault@ct.gov](mailto:nicole.theriault@ct.gov)  
(203) 671-9008

### COP-ON-TOP

Sgt. Steve Morgan  
Rocky Hill Police Department  
[smorgan@rockyhillct.gov](mailto:smorgan@rockyhillct.gov)  
(860) 690-2921

### OVER THE EDGE

Ofc. Laurel Harrington  
Simsbury Police Department  
[l.harrington@pd.simsbury-ct.gov](mailto:l.harrington@pd.simsbury-ct.gov)  
(860) 309-7190

### COIN DRIVE / COIN DROP

TFC Carlo Guerra  
Connecticut State Police  
[Carlo.Guerra@ct.gov](mailto:Carlo.Guerra@ct.gov)  
(860) 213-0493

### ON TRACK KARTING

Ms. Ellen Jamaitus (Dispatcher)  
Connecticut State Police  
[ellen.jamaitus@ct.gov](mailto:ellen.jamaitus@ct.gov)  
(860) 967-8652

### PENGUIN PLUNGE

Ofc. Jay Bodell  
Middletown Police Department  
[jbodell@middletownctpolice.com](mailto:jbodell@middletownctpolice.com)  
(860) 692-8206

### Contact your SOCT rep about hosting a Plunge event in your local community:

Jackie Turro / [jackiet@soct.org](mailto:jackiet@soct.org)  
Jeff Veneziano / [jeffreyy@soct.org](mailto:jeffreyy@soct.org)  
Lisa Carlone / [lisac@soct.org](mailto:lisac@soct.org)

# Thank You Sponsors!



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