



***Special  
Olympics  
Pennsylvania***

**Guide to Fundraising  
for Special Olympics Pennsylvania**

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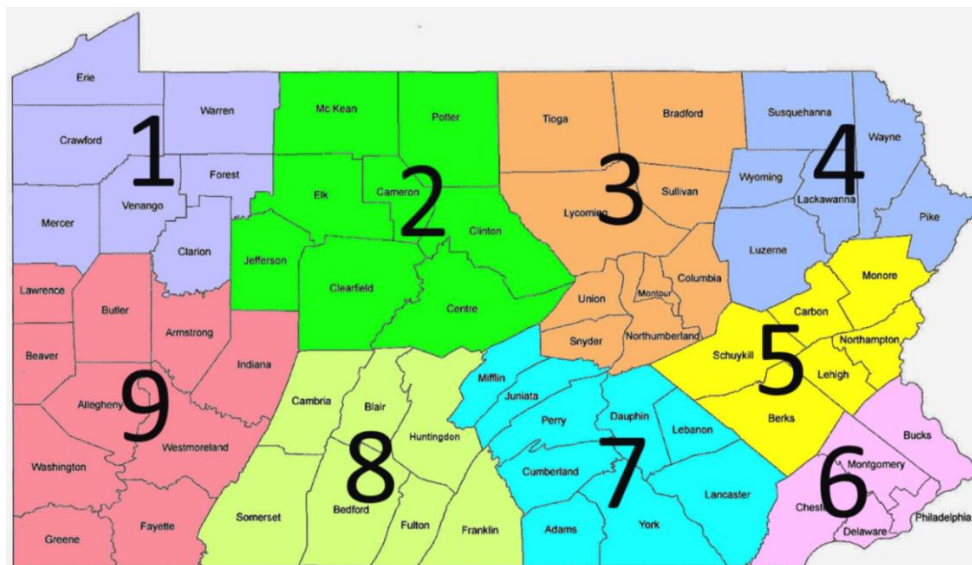
## OVERVIEW OF FUNDRAISING AT SPECIAL OLYMPICS PENNSYLVANIA

The purpose of this document is to guide those fundraising for Special Olympics Pennsylvania through the policies and procedures of soliciting, recording, stewarding and cultivating gifts – all to successfully raise funds toward the best possible outcomes for the athletes in your area.

SOPA’s state office is here to support you! If you have any questions or are seeking advice or support, please contact us:

### STATE DEVELOPMENT DIRECTORS

<p><b>Western PA (in future regions 1,2,8,&amp;9)</b>          Kraig Makohus, VP of Development          kmakohus@specialolympicspa.org          412-303-8894</p>	<p><b>Eastern PA (in future regions 3, 4, 5, 6, &amp; 7)</b>          Doreen Storey, Dev Director for Eastern PA          dstorey@specialolympicspa.org          610-608-8438</p>
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### STATEWIDE SUPPORT BY AREA OF FOCUS

<p><b>Law Enforcement Engagement &amp; Events</b>          Carrie Jaumann          Director of State LETR Events &amp; Engagement          cjaumann@specialolympicspa.org          (724) 375-7515 x248</p>	<p><b>Marketing &amp; Communications</b>          Nicole Jones          VP of Marketing and Communications          njones@specialolympicspa.org          For a CRISIS, please dial: 855-701-9030          For all other support: 610-630-9450 x231</p>
<p><b>Grants &amp; Development Administration</b>          Amy Burns          Director of Development Administration          aburns@specialolympicspa.org          (610) 630-9450 x226</p>	<p><b>Other Issues</b>          Tim Kerrihard          Chief Development Officer          tkerrihard@specialolympicspa.org          (610) 630-9450 x229</p>

## **AUDIENCE**

Any person fundraising on behalf of a Special Olympics Pennsylvania (SOPA).

## **FUNDRAISER RESPONSIBILITIES**

All fundraising for SOPA is under the umbrella of the IRS determination for Special Olympics Pennsylvania, Inc. Those working to fundraise in Pennsylvania will work together to ensure the following responsibilities are met:

### **Fundraising Parameters**

All fundraising must occur within your program's specified territory. No fundraisers are permitted to approach an individual, company or organization in another program area to solicit funds without express permission from the area's State Development Director (East or West) and working in conjunction with the other program's team.

Any asks to statewide sponsors or prospects must be coordinated with the state office, for monetary gifts or gifts in kind, through from your program's State Development Director (East or West). The most current list of National and Statewide Sponsors and Prospects may be found on the Volunteer Center Resources page under Development.

Asks to national sponsors are not permitted without express permission from the Chief Development Officer. (See the volunteer portal for the current list of Special Olympics, Inc. national sponsors.)

The state and national offices handle all Planned and Estate giving across Pennsylvania. Any notifications, documentation or checks received for these types of giving should be forwarded to the state Development office immediately.

### **Goals**

Fundraisers should set goals (for overall programs or specific events) by identifying specific sources of funding (from events, grants, sponsorships, etc.), focusing as much as possible on prospects for larger gifts as it is more efficient to raise \$10,000 by asking 10 people for \$1,000, than 100 people for \$100 dollars.

### **Confidentiality and Legal Requirements**

All fundraisers are asked to read and agree that they will follow any legal requirements (see "Legal Requirements" section below) and will at all times respect the confidentiality of all donor information. The statement lays out the legal requirements for soliciting gifts in Pennsylvania, and notes that no names, addresses, or phone numbers of donors will be given to any third party without prior approval of SOPA's President and CEO and/or a member of the Senior Leadership Team in the state office.

## **Record Keeping**

All programs are expected to record donations either the statewide depositing or event software, FADS or Classy, with corresponding donor information. This will ensure entry of information in the statewide database (see Gift Processing section below.)

## **Training**

Any person who fundraises for Special Olympics Pennsylvania is expected to be trained on the policies and procedures in this guide as soon as possible. At least one general training session on fundraising will be announced each year. Recordings of past webinars may be found on the Volunteer Center Resources page under Development.

## **SOLICITATION OF DONATED REVENUE**

The number one reason donors give is because someone asked. Once you decide the sources for your donations during your goalsetting, prepare a timeline for each request to keep your solicitations on track.

An important step in keeping a donor interested in your program is to keep them informed of what is happening with the program. Where appropriate, call and speak with your potential donors about your current projects throughout the year. Invite them to your fundraisers, events and competitions. Some donors may even require follow up and final closing reports, so be sure to track those that do require them.

When preparing solicitations, proposals or reports, certain information might be required which the state office might be able to provide. Online resources (see the Resources section below) or staff can assist with providing you form language, financial information, statistics and more.

The following are types of giving, with guidelines for soliciting each type:

### **Corporate Sponsorships and Gifts**

When seeking corporate support for an event or program, fundraisers are asked to respect the parameters stated above in the responsibilities section, and also to avoid soliciting nationwide or statewide sponsors or prospects. The most current list of National and Statewide Sponsors and Prospects may be found on the Volunteer Center Resources page under Development.

Exceptions this rule may be possible; for instance, it might be permissible for a program to solicit an in-kind contribution nationwide or statewide sponsor or prospect. Before doing so, contact the State Development Director covering your program (East or West) for the go ahead.

Fundraisers are responsible for informing sponsors of any requirements regarding

commercial messaging (see the “Special Olympics Requirements” section below.)

### **Corporate, Family, Public, and Community Foundation and United Way Grants**

Grant funding from corporate, family, public and community foundations may be requested, usually through a proposal process, within the fundraising parameters state above.

All foundation proposals for \$1,000 or more should be coordinated with the Director of Development Administration (see contact info on page 4 above), who will ensure the statewide grants manager will coordinate asks and also review any proposals of \$5,000 or more before submission, and provide vetted attachments for grant narratives – including board members, budgets, 501c3 letter, and audits.

### **Fundraising Events**

Fundraisers may conduct special events, and seek funding from individuals, foundations, civic organizations, within the fundraising parameters listed above. All events should be coordinated with the state by filling out the online Fundraising Activities and Mitigation Form. The online Fundraising Activities and Mitigation Form may be found on the Volunteer Center Resources page under Development.

Local and regional fundraising events can include: Gala dinners, auctions, basket raffles, golf tournaments, bowl-a-thons, walk/runs, etc. Fundraising events coordinated by the state office include: Polar Plunges, Beaver Stadium Run, Leprechaun Run, and UNCathlon.

Note: All law enforcement partnerships are managed at the state-level by the Director of State LETR Events & Engagement. Fundraising Liaisons must report any existing law enforcement involvement in fundraising events to the State Development Director (East or West), who will share this information with the Director of State LETR Events & Engagement, who will develop a strategy to engage with law enforcement partners in the area.

Be aware that events can be very demanding on time and resources. Events also have many insurance factors and liabilities that must be addressed in advance. Your area’s State Director of Development (East or West) is expected to ensure that any insurance needed is procured before moving forward with any event, and that third party contracts are reviewed and approved as required. Additionally, all third party contracts must be sent to a program’s State Development Director (East or West) for review and approval before moving forward with an event.

Each Management Team must designate a volunteer to manage cash and checks at any event. Cash/Check Log Sheets should be completed for events, and may be found on the Volunteer Center Resources page under Development. Any single gift of \$250 or more collected at an event must be reported on a separate line on the cash/check log, with complete donor information.

Cash and checks collected at an event should be deposited via FADS by an appointed member of the local program management team within 48 hours following an event.

### **In-Kind Gifts**

Non-monetary gifts may be solicited, but also within usual parameters: asks should only be of entities within the local boundaries for the program, asks to Statewide Sponsors and Prospects should be coordinated through the State Development Director, and no national sponsors may be solicited.

Any gifts in kind must be reported to the state. The online Gift in Kind Form may be found on the Volunteer Center Resources page under Development.

### **Individual Giving**

Outside of Special Event fundraising, individuals may also be solicited for direct contributions. Fundraisers may contact any registered volunteers or parents/guardians of athletes in their program, and previous program contributors and their acquaintances, with the following caveats:

**No Quid Pro Quo:** Programs must avoid soliciting or accepting such contributions under circumstances which suggest that the contribution is required in order to ensure or facilitate an athlete's admission to participate in Special Olympics.

**No Direct Marketing or Telemarketing:** Special Olympics, Inc. and a state consortium are contracted for direct marketing and telemarketing efforts in Pennsylvania. SOI conducts massive direct mail activities across the country, and SOPA conducts telemarketing activities within Pennsylvania. No mass written/email/phone solicitations, even to current donors of a program, may be sent outside of these programs.

**Legal and Special Olympics Requirements:** All legal and Special Olympics requirements for fundraising and special events must be followed. Please see the Legal Requirements and Special Olympics Requirements sections below.

### **Matching Gifts**

Confirmation of any gift to be matched by a company or foundation must be provided to those entities through the state office, which handles all matching gift tracking and confirmations.

Any notifications or applications for matching funds for specific area must be reported to the state Director of Development Administration to ensure they are designated appropriately. Restrictions on matching gifts cannot be made after books are closed on the fiscal year the gift is received.

### **Third Party and Workplace Giving (Donor Advised Funds, SOI, Workplace Giving, etc.)**



Programs may receive funds from third parties, including Donor Advised funds, United Way workplace giving campaigns, Benevity, etc. All third party giving is handled through the state office, which will credit 100% of funds received to the designated program (less any third party fees.)

United Way workplace giving donor choice numbers are handled through the state office, and a list of those numbers can be found on the Volunteer Center Resources page under Development. If your area is not listed, please contact the Director of Development Administration, who will ensure the state office creates an account.

No program should create a member account with any third party fundraisers independent of the state office account as it is only Special Olympics Pennsylvania, Inc. with the 501c3 designation.

### **Planned and Estate Giving**

As stated in the fundraising parameters above, the state and national offices handle all Planned and Estate giving across Pennsylvania - and solicitation of these types of gifts are bound by an agreement with the national office. Any notifications, documentation or checks received for these types of giving should be forwarded to the state Development office immediately.

This request is consistent with SOPA's Planned Giving Financial Policy passed by the Board of Directors on June 9, 1995. Be advised that local programs can be and have been the recipient of bequests and other planned gifts. However, due to the fact that only the incorporated Program can facilitate the acceptance of bequests and other planned gifts, in no case should any assets received from such gifts be deposited in a local program bank account without first receiving approval from the SOPA CFO.

No Special Olympics organization shall establish a separate legal entity (for example, a partnership, foundation, trust, or other endowment organization) to create, manage, or likewise control an endowment fund.

### **COORDINATED SOLICITATION EFFORTS OF STATEWIDE SPONSORS AND MAJOR GIFTS**

As mentioned above, solicitation of statewide sponsors and prospects, as well as some major gift donors and prospects, will be coordinated efforts between the state and the appropriate program – and the plan for approaching these funders will be led by the State Director of Development (East or West.) Coordinated efforts of both cultivation and solicitation offer a better experience for these funders, and can often increase the amount of funds granted.

If a program has a good prospect for this type of coordination, they should contact the program's State Development Director (East or West). A list of current statewide sponsors and prospects can be found in the volunteer section of the SOPA website.

## **DONOR STEWARDSHIP AND CULTIVATION**

After soliciting funds, it is vital to steward their giving and cultivate a donor for continued and increased giving. The first step in gift stewardship is recording and depositing the gift, followed by acknowledging gift, then recognizing the gift, and finally cultivating the donor for a renewed or larger gift in the future. Please see guidelines and procedures below:

### **Donation Processing Overview:**

Any donations to Special Olympics in Pennsylvania need to be deposited into a SOPA bank account and recorded in the statewide donor database. This can be accomplished through recording deposited checks and cash in FADS, or accepting credit card gifts through Classy.com or Square. All gifts, entered directly by a donor or by a volunteer, will be uploaded into the statewide donor database to ensure a funder's complete giving history is captured and that gifts are acknowledged in a timely manner according to IRS guidelines. Procedures for using each of these options may be found on the Volunteer Center Resources page under Development.

In short, Local Programs have two options for processing credit card gift for event funds: via a Classy.org page or Square. Both options should be set up by contacting the state office, for accurate deposit and record keeping. Procedures may be found on the Volunteer Center Resources page under Development.

Cash and check gifts should be entered into the state check depositing software (FADS), which includes fields to note the funder name, address, and gift designation (event, program, etc.) FADS Deposit Data Entry Procedures may be found on the Volunteer Center Resources page under Development.

Credit card gifts outside of events revenue are handled over the phone with the state office Director of Development Administration (610.630.9450 x226.) Please be sure to have the donor's complete credit card information, name and address.

### **Gift Acknowledgements (Thank you letters)**

The state office handles all official acknowledgements for gifts to Special Olympics in Pennsylvania. Within a week of receiving gift information, gifts will be processed by the state office and acknowledged to the donor.

Program staff and volunteers are encouraged to send additional, personalized thank you notes. The state office can send donor lists for this purpose on request, and sample thank you notes may be found in the Development Resources section of the Volunteer Page. Sample Donor Acknowledgement/Thank Yous may be found on the Volunteer Center Resources page under Development.

### **Donor and Sponsor Recognition**

Sponsors of events managed by the state receive sponsor recognition, and programs are encouraged to provide benefits for the events run in the program. Reach out to your State Director of Development (East or West) for help developing recognition and benefits for your sponsors. They may be able to assist with creating or value adding to your benefit package.

Be sure to follow the Special Olympics Requirements regarding names and logos, if anything in print is planned. (See the Special Olympics Requirements section below.)

## **LEGAL REQUIREMENTS**

Fundraisers are expected to follow all of the below state or federal requirements for charitable gift solicitation and acknowledgment. If you have any questions at all about these requirements, please do not hesitate to contact your State Director of Development (East or West).

### **Internal Revenue Service**

Taxpayers can no longer rely on a canceled check to support a tax deduction for a charitable contribution of \$250 or more. Under the current law, taxpayers must obtain a written substantiation from the charity to support deductions for contributions of \$250 or more.

Furthermore, the written substantiation must state the value of any goods, services, or privileges received by the taxpayer in return for the donation. The IRS refers to substantiation of any single contribution of \$250 or more, and says that annual contributions to any one organization are not to be aggregated for applying the \$250 threshold. (Meaning, several gifts under \$250, but totaling \$250 annually, do not require substantiation from a charitable organization.)

In the case of quid pro quo payments of over \$75 to a charity (that is, payments made partly as a contribution and partly in return for goods and services, such as banquet tickets), the charity must provide a written statement that:

Notifies the donor that the amount of the payment that is deductible as a charitable contribution is limited to the excess of the amount of any money contributed over the value of goods or services furnished in return (quid pro quo) by the organization; and  
A good faith estimate of the value of the quid pro quo.

Example:

2011 Hall of Fame  
Ticket Price \$250  
Quid Pro Quo (cost of meal) Value \$100  
Tax Deductible Donation - \$150

This disclosure may be furnished either in connection with the solicitation or with the receipt

of payment.

### **Pennsylvania Bureau of Charitable Organizations**

Pennsylvania's Solicitation of Funds for Charitable Purposes Act, specifically Section 13 (c) of the act states the following:

Notice on printed solicitation - On every printed solicitation or written confirmation, receipt, and reminder of a contribution, the following statement must be clearly printed verbatim:

"The official registration and financial information of Special Olympics Pennsylvania, Inc. may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement."

This act requires that any solicitation for Special Olympics Pennsylvania – from the state or a program - must include this written statement on ALL printed solicitations. Any solicitations which do not contain this disclosure could be considered a willful and deliberate violation of Pennsylvania law and may result in further action by the Office of Attorney General.

### **Pennsylvania Solicitation of Funds for Charitable Purposes Act**

Specifically Section 15 of the Act prohibits the following:

"Any charitable sales promotion utilizing any representation that implies a contribution is for a charitable organization, or utilizing any emblem, device, or printed matter belonging to, or associated with, a charitable organization, without first being authorized in writing to do so by the charitable organization."

### **Small Games of Chance**

Reporting requirements include the following:

Gross Revenue collected from each small game of chance should be coded to account 4350 on your monthly financial report's Receipts Summary page.

Operating expenses to *operate the games minus the cost or cash value of prizes* is coded to the appropriate event code (i.e., 660-raffle) on your monthly financial report's Disbursements Summary Page; expenses include tickets, pull tabs or punch boards, etc. necessary to run the SGOC; expenses do NOT include facilities costs, food or other expenses not associated with the running of the SGOC.

Names & addresses of all prize winners of \$100 or more must be recorded, including the Tax ID # of winners of one or more prizes totaling \$600 or more (cumulative for the entire year); in determining whether the \$600 threshold is met, you may reduce the winnings by the amount(s) of the wager(s).

Cash value of prizes should be reported (if the prize is cash, the amount is its value)  
List of merchandise prizes and supporting receipts (sales or In-Kind receipts) should be included.

Proceeds should be reported, calculated by deducting (Operating Expenses + Actual Amount of Prizes Paid) from Gross Revenue.

Proceeds Calculation Example:

\$1,000 Sale of 1000 tickets
- \$50 Printing cost of tickets
<u>- \$500 Prizes Paid</u>
\$450 Proceeds

Report the amount of proceeds used for public interest purposes, which should be 100% if the proceeds are used for the program's competitions, training or education – but not those used for picnics or dances, etc.

If you are unsure if your program is in compliance, please contact the state Finance department.

## **SPECIAL OLYMPICS REQUIREMENTS**

### **Special Olympics Name and Logo**

No program shall permit the name "Special Olympics," the SO Logo or any other SO Mark to be publicly or visibly connected or associated with the name or trademark of any of the following companies or products:

Any tobacco product, or the manufacturer or distributor of a tobacco product;  
OR

Any alcoholic beverage, or the manufacturer or distributor of an alcoholic beverage.

### **Permitted Activities**

The prohibition set forth above shall not prevent a program from engaging in or authorizing any of the following:

Accepting an anonymous contribution which is not publicized, promoted or publicly acknowledged in any way (except to the extent that the source of the contribution must be reported on tax returns or other filings made with governmental authorities, which are then available for public inspection);

Allowing the Special Olympics name, logo and/or other SO Marks to be publicly associated with the names of products which are not tobacco products or alcoholic beverages, even if they are manufactured or distributed by companies which also manufacture or distribute

tobacco or alcoholic beverages;

Allowing the Special Olympics name, logo and/or other SO Marks to be publicly associated with the names of manufacturers or distributors of alcoholic beverages or tobacco products, as distinguished from the products or the product names themselves, if those company names do not contain the brand name or generic title of an alcoholic beverage or tobacco product.

NOTE: Programs must contact the state office if there is any question of its ability to accept funds or other support from a business associated with tobacco products or alcoholic beverages. The state office's decision on the matter will be binding.

### **Sponsorship Requirements (Competitions/Special Events)**

When a corporation or other organization provides financial support for a Special Olympics competition or event, that corporation or organization may be recognized in signage, publicity, and promotional materials, only as a "sponsor," "provider," or "supporter" of the Special Olympics event.

To protect the ownership and integrity of the Special Olympics name, and proprietary symbols, sponsors may never include their corporate, organizational, or products' names in the title or name of the event itself.

For example, if "Company X" is the sponsor of a SOPA Basketball Tournament, the event shall not be named the "Company X Special Olympics Basketball Tournament."

If a sponsor conducts its own event to benefit Special Olympics (not a competition or event being conducted by SOPA), that sponsor's event may be identified as "The Company X Fun Run--To Benefit Special Olympics." The state office is responsible for reviewing and approving, in advance, all advertisements or promotions for such events that will use the name "Special Olympics."

NOTE: While most special events meet insurance guidelines, additional special event insurance may be necessary for full and adequate liability coverage. Please review with our insurance representative from American Specialty Insurance Services, Inc.

### **Commercial Messages on Uniforms**

In order to avoid commercial exploitation of persons with intellectual disabilities at Games, no uniforms, and no bibs or other signs bearing competition numbers, which are worn by Special Olympics athletes while competing or during any opening, closing, or award ceremonies of any Games may be emblazoned with commercial names or commercial messages.

The only commercial markings which may be displayed on athletes' and coaches uniforms during Games competitions and opening and closing ceremonies are the normal commercial

markings of the manufacturer. Normal commercial markings are limited to the following:

On larger clothing items, such as shirts, jackets, pants, jerseys, and sweatshirts, one logo or commercial name per clothing item is permissible.

On small clothing items, such as caps, socks, hats, gloves and belts, one logo or commercial name per clothing item is permissible.

On athletic shoes, no logos or commercial names are permissible except for names or logos which are included by the manufacturer on athletic shoes which are sold to the general public.

Special Olympics athletes who are not engaged in competition or in opening/closing ceremonies may wear, carry or use at Games venues other than the sites of competition (such as at training or practice sessions) clothing and/or non-apparel items which are not part of their sports equipment (such as tote bags), which contain small and attractively designed identifications of corporate or organizational sponsors.

Volunteers may wear clothing which bears small and attractively designed names or logos identifying corporate or organizational sponsors while attending Games competitions, so long as those displays do not exceed an area of six square inches or its metric equivalent.

## **Links**

Programs are not permitted to list web sites that (1) are shopping villages whereby part of the proceeds benefit a charity or (2) list several charities to which a donor may make a donation (i.e., [www.helping.org](http://www.helping.org)). Both are in violation of the General Rules and of SOL's exclusive agreement with Greatergood.com.

## **ADDITIONAL RESOURCES**

The following resources referred to in this guide are available in the online Volunteer Center under "Resources" for "Development":

List of National and Statewide Sponsors and Prospects  
United Way Workplace Campaign Designation Numbers  
Fundraising Activities and Mitigation Form  
Third Party Contracts Policy and Business Agreement Guidelines  
Event Cash Management Procedures and Cash/Check Log Sheet  
Gift in Kind Form  
FADS Data Entry Procedures  
Sample Acknowledgements/Thank You

**For more information about Fundraising and Development General Rules, visit Special Olympics International's website - [Article 7](#).**