Special Olympics PA

Campaign for the Future:

Fundraising Hot Topic
50th Anniversary and Major Gifts Campaign

**Timeline:**
3 Year Campaign – January 2018 through December 2020

**Campaign Goal:**
$4.0 million - $1.33 million each year above and beyond current revenue/budget

**Who?** Corporate/Foundation/Individual Major Gifts; Seeking 3 year commitments from all donors.

**Why?** Possibly the most transformational and dynamic time in SOPA’s history. From incremental growth to step growth. Re-org, 50th Anny, Campaign, 4 Pillars, Cities of Inclusion.
Campaign Revenue Goals

TOTAL CAMPAIGN GOAL = $4 MILLION

- Get off the Sidelines: $1.18 MILLION
- Unified Sports: $1.73 MILLION
- Athlete Leadership: $440,000
- Healthy Athletes/Healthy Communities: $650,000
Pillar Goals

Today = 2017 prior to Campaign Launch

**UNIFIED SPORTS**

**TODAY**
- 90 schools

**2020**
- 180 schools

**HEALTHY ATHLETES/HEALTHY**

**TODAY**
- 1,800 annual screenings
- 14 Healthy Habits events

**2020**
- 2,800 annual screenings
- 25 Healthy Habits events
Pillar Goals Cont.

**ATHLETE LEADERSHIP**

**TODAY**
- 75 athletes complete intro to Athlete Leadership University
- Launch School Engagement/Employment Transition pilot

**2020**
- 175 athletes complete intro to Athlete Leadership University
- Tentative launch of the Center for Inclusive Leadership

**GET OFF THE SIDELINES**

**TODAY**
- 18,000 registered athletes
- 1,900 certified coaches

**2020**
- 21,000 registered athletes
- 2,400 certified coaches
Ingredients for success
Where does SOPA Team fit here?

Transformational Vision

Ardent Supporters

Excellent Leadership
EASTERN COMMITTEE:
Marc Bruno
Aramark

David Campoli
The RMR Group

Peter Cooke, Jr.
Cooke and Berlinger Jewelers

Tony Gillespie
Retired (American Express)

Tom Hindman
Aerotek

Colleen Holt-McCauley
Attorney

Diana Paterno-Giegerich
Entrepreneur

Jim Peters
Skyward Health

Chris Ritchie
Huntington Bank

David Rosenberg
David & Marjorie Rosenberg
Family Foundation

Dick Vermeil,
Campaign Spokesman
Retired (NFL Head Coach)

CENTRAL COMMITTEE
Jake Armstrong
Geisinger Health System

Loretta Claiborne,
Campaign Co-Chair
Special Olympics, Inc.

Dick DeFluri
Abundance Wealth

Bruce Heim
Keystone Real Estate Group

Cathy and Tony Misitano
Post Acute Medical

William Oldsey
Retired (Educational Publishing Exec.)

Sue Paterno,
Campaign Co-Chair
Philanthropist

Robert Poole
Poole Construction

Kellee and Sam Terroso
Industrial Vendor Reduction Inc.

Jim Wenner
Sheetz, Inc.

Jane Zimmerman
Philanthropist

WESTERN COMMITTEE:
Shannon Barry
Morgan Stanley

Tom Bradley
Pittsburgh Steelers Coaching Staff

Jim Bradley
Orthopaedic Surgeon

Robert Capretto
Oak Hill Holdings

Dana and Franco Harris
Business Owner, Retired NFL

William Lenhart
Beecher Carlson

Dr. Robert Schilken
Allegheny Health Network

Michael Trettel
i+iCON Construction Group

Chris Weiss
Aerotek
Timeline and milestones

Committee Kick-Offs & Leadership Commitments: February-April 2018

Lead Gifts: Cultivation: March-November 2018

Lead Gifts: Solicitation: September-December 2018

Mid-Tier Gifts: Cultivation & Solicitation: 2019

Public Phase: 2020
Key 50th Anniversary Dates

**July 2018:** 50th Anniversary of SO
- Team PA at USA Games
  - *Seattle, July 1-6*
  - Chicago Events – July 17-22
  - 30th Anniversary of Fall Fest – Nov. 2-4

**March 2019:** World Summer Games – Abu Dhabi

**June 2019:** 50th Anniversary PA Summer Games

**Jan 2020 – Dec 2020:** SOPA’s 50th
- Special Event(s)/Culminating Event TBD
City/State of Inclusion

See Handout

Brief Overview and Discussion
General Update

How are we doing so far?

- $765,000 (38 gifts)

What Resources are available?

- Case for Support, Brochure Inserts, Website (InclusionRevolutionPA.org)

Goals and Plans to end of the Year
Local Program Engagement

Hero Fund Idea Revisited

Raffle Idea Revisited

Other fundraising ideas?

50th Anniversary Culmination Celebrations in 2020?
Question and Answer