



# FREEZIN' FOR A REASON

Greetings,

It's FREEZIN' FOR A REASON season and local Special Olympics New York athletes need your help!!!

**Ithaca Polar Plunge for Special Olympics New York is Saturday, March 24th**, and we want you to be part of it! This is a fun and unique way to connect with the community and make a difference for the 71,889 athletes of Special Olympics New York!

**Become a sponsor, donate a raffle prize, and/or join Ithaca Polar Plunge.**

## 5<sup>th</sup> Annual Ithaca Polar Plunge

at Taughannock Falls State Park  
1740 Taughannock Blvd., Trumansburg

**Saturday, March 24, 2018**

Registration // Check-In 11:00AM to 12:30PM

Plunge at 1:00PM

[www.PolarPlungeNY.org/Ithaca](http://www.PolarPlungeNY.org/Ithaca)

[www.facebook.com/IthacaPolarPlungeSpecialOlympics](https://www.facebook.com/IthacaPolarPlungeSpecialOlympics)



Last year over 600 participants took the Ithaca Polar Plunge for Special Olympics New York while hundreds of spectators cheered them on.

For more information please contact Cassandra Rucker at [crucker@nyso.org](mailto:crucker@nyso.org) , or **315-625-3625**

**Special  
Olympics**  
New York



LAW ENFORCEMENT  
**TORCH RUN**  
FOR SPECIAL OLYMPICS  
NEW YORK



6315 Fly Road • East Syracuse, NY 13027 [www.nyso.org](http://www.nyso.org)



All SONY programs are at "No Cost" to the Athletes, their families or caregivers!

### ATHLETES

# 71,889

Athletes and Unified Partners

68,547 In New York w/ID  
770,951 In North America w/ID  
4,931,754 World-wide



### EXPERIENCES

# 5,478

Competitive NY Events (Games)

108,821 World-wide

### VOLUNTEERS

# 37,318

4,767 Coaches  
2,178 Youth Leaders  
10,239 Youth Volunteers  
2,500 (LETR)  
Law Enforcement  
Torch Run members

### SPORTS OFFERED

# 22

- Equestrian
- Golf
- Roller Skating
- Soccer
- Softball
- Alpine Skiing
- Figure Skating
- Floor Hockey
- Team & Skills
- Nordic Skiing
- Snowshoeing
- Speed Skating
- + Programming
- MATP
- Young Athletes
- NYSPHSAA

### ATHLETE CHANGE

2014 - 65,665  
2012 - 61,582  
2010 - 51,809  
2008 - 47,454

Year/Athletes in Thousands



### LETR GRASSROOTS

2015- \$2.0  
2012- \$1.4  
2010- \$1.3  
2008- \$1 million

Law Enforcement Torch Run (LETR) is our top fundraising and public awareness vehicle for Special Olympics New York

### INSPIRATION

"Volunteering with Special Olympics is always fun and never fails to be inspiring!"

Chris Stocker, Volunteer



### SUPPORT

Contributions: +\$2,355,041  
Grants: +\$1,890,813  
Fundraising: +\$4,038,217  
Interest and Other: +\$195,745

## \$8,479,816

= Total 2016 Revenue

& Inkind + \$2,026,233  
Donated services, facilities & equipment

### UNIFIED SPORTS

# 7,895

Athletes and Partners

2015 - 6,316  
2014 - 6,170  
2013 - 2,314



### HEALTHY ATHLETES

Special Olympics Healthy Athletes®



Screenings include:

- "Fit Feet" - Podiatry
- "Opening Eyes" - Vision
- "Special Smiles" - Dental
- "Healthy Hearing" - Hearing
- Health Promotion
- Fun Fitness

All screenings are free of charge



### PROGRAM LEADERS

14 Board of Directors  
47 Staff



Special Olympics New York  
504 Balltown Road,  
Schenectady, NY 12304-2290

Ph: (518) 388-0790  
Fax: (518) 388-0795  
800-836-6976  
www.specialolympics-ny.org

Let me win, but if I cannot win let me be brave in the attempt!

### YOUTH LEADERSHIP

# 2,178

Youth Leaders (Age 12-25)

22 Athlete Congress  
63 Athlete Ambassadors



### VALUE TO NY STATE

Community Based Training Hours +637,784  
School Based Training and Competition +4,548,099  
Local and Statewide Competition Hours +466,568  
State Games +27,424

## 5,679,875

= Total Service Hours

## \$97,353,057.50

Value of Service Delivered

\* Depth of program is determined by dividing Participation (per APS) by total athlete numbers. 2010 Hourly Rate per State of NY as \$17.14

Program statistics - Special Olympics NY Inc. - 2016 Census  
Global statistics - Special Olympics Inc. - 2016 Global Reach Report  
Financial statistics - Special Olympics NY Inc. - 2016 Annual Report



# Reach Report Summary

2016



**SATURDAY, MARCH 24, 2018 • [www.PolarPlungeNY.org/Ithaca](http://www.PolarPlungeNY.org/Ithaca)**

**Join the Polar Plunge™ for Special Olympics New York sponsorship team and give the gift of sport to local Special Olympics athletes.**

**Gold Medal Sponsor — \$2,500 (deadline to be included on sweatshirts is February 12, 2018)**

- Large logo on 500+ Polar Plunge sweatshirts
- Logo on Polar Plunge website
- Logo on 250+ promotional posters
- Banners displayed at the Polar Plunge (*banner must be provided*)
- PA Announcements throughout event
- Acknowledgement on Facebook page
- Framed certificate of appreciation
- 10 Polar Plunge sweatshirts

**Silver Medal Sponsor — \$1,000 (deadline to be included on sweatshirts is February 12, 2018)**

- Small logo on 500+ Polar Plunge sweatshirts
- Banners displayed at the Polar Plunge (*banner must be provided*)
- PA Announcement at the event
- Acknowledgement on Facebook page
- Framed certificate of appreciation
- 4 Polar Plunge sweatshirts

**Bronze Medal Sponsor — \$500 (deadline to be included on sweatshirts is February 12, 2018)**

- Company name on 500+ Polar Plunge sweatshirts
- Banners displayed at the Polar Plunge (*banner must be provided*)
- PA Announcement at the event
- Acknowledgement on event Facebook page
- 1 Polar Plunge sweatshirt

**Ribbon Sponsor — \$250**

- PA Announcement at the event
- Acknowledgement on event Facebook page
- 1 Polar Plunge sweatshirt

**Contributing Sponsor — \$100**

- Acknowledgement on event Facebook page

**Raffle Donation Sponsor: Item Value \$ \_\_\_\_\_**

Item description: \_\_\_\_\_

**PLEASE PROVIDE COMPANY LOGO IN VECTOR & PDF BY FEBRUARY 12, 2018**

Company Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

Street Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

**For more information please contact:**  
 Cassandra Rucker, Director of Development - Special Olympics New York  
 6315 Fly Road - East Syracuse, NY 13057  
 F: 315-625-3625 • [crucker@nyso.org](mailto:crucker@nyso.org)





## What is Polar Plunge™

Polar Plunge is a unique and wacky experience that participants will never forget! Help give the gift of sport to the nearly 68,547 athletes of Special Olympics New York by asking family, friends, co-workers, classmates, etc. to make a donation. Then, take a dip or a slow crawl into the chilly waters of Cayuga Lake at the Ithaca Polar Plunge. **Every plunger that raises \$100+ receives an "official" Polar Plunge sweatshirt and a lifetime of bragging rights.**

## Join Polar Plunge™

Joining the Polar Plunge is easy! Visit [www.PolarPlungeNY.org/Ithaca](http://www.PolarPlungeNY.org/Ithaca)

Start a team, join a team or register as an individual. Set-up your personal Polar Plunge™ page and you are on your way to **Freezin' for a Reason™!** Collect donations online or bring cash/check donations to **Polar Plunge on Saturday, March 24, 2018.**

For fundraising tips, videos, pictures and the latest Polar Plunge news

**LIKE us on Facebook at [www.facebook.com/IthacaPolarPlungeSpecialOlympics](http://www.facebook.com/IthacaPolarPlungeSpecialOlympics)**

## Become a Polar Plunge Sponsor

Give the gift of sport and join the Polar Plunge for Special Olympics sponsorship team TODAY! Simply complete and return a sponsorship form with check payable to: **Special Olympics NY**

Many companies get involved with causes as a part of their social responsibility. Partnering with Special Olympics is more than a corporate social responsibility; it is also a corporate opportunity!

- Special Olympics has a 97% name recognition in the United States.
- 70% of people report feeling more positive about companies that support Special Olympics.
- 85% of the public believe that corporate partnerships with Special Olympics "make a difference" in the lives of children and adults with intellectual disabilities.

## Why You Should Support Polar Plunge™

Did you know that Special Olympics New York provides year-round training and competitions for 68,547 athletes? Our athletes, their families and caregiver are **NEVER CHARGED** to participate in Special Olympics! **The cost per athlete, per season is \$400.** Set your Polar Plunge™ goal at \$400 and give the gift of sport to a Special Olympics athlete for an entire season.



**For more information or to become a sponsor contact:**

Cassandra Rucker

Director of Development—Special Olympics New York

6315 Fly Road

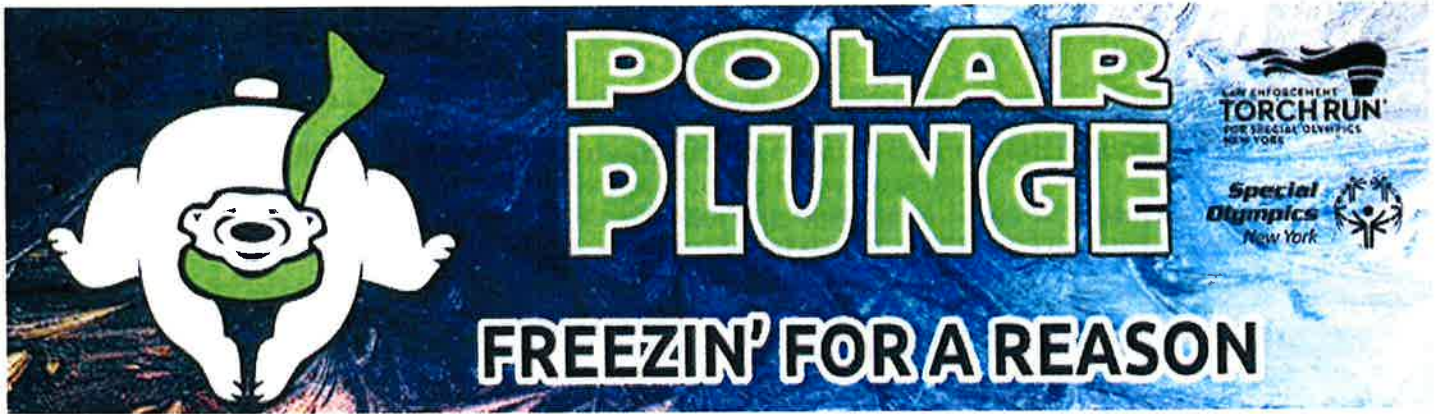
East Syracuse, NY 13057

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[crucker@nyso.org](mailto:crucker@nyso.org)







## Ithaca Polar Plunge

5<sup>th</sup> Annual Ithaca Polar Plunge at Taughannock Falls State Park

1740 Taughannock Blvd., Trumansburg

Saturday, March 24, 2018 // Registration 11:00AM to 12:30PM—Plunge at 1:00PM

### What is a Polar Plunge?

Last year over 600 participants braved the icy waters while hundreds of spectators looked on with excitement. These brave souls are your neighbors, friends and of course Special Olympics New York athletes. Help raise money for these athletes by asking your friends, family, coworkers, etc. to support you in taking the PLUNGE! Then, take a dip or slow crawl into the chilly waters of Cayuga Lake. Every plunger that raises \$100 receives an official Plunge sweatshirt. Raise more money and receive more great prizes! Whether you would like to plunge or support a Plunger, come join us on March 25th at Taughannock Falls State Park!

### How to Get Started?

Log on to [www.polarplungeny.org/ithaca](http://www.polarplungeny.org/ithaca) and click the Register Here button. You can start a team, join a team or join as an individual. Set up your personal Plunge page and you are on your way to be Freezin' for a Reason! Check out the site for more great information about team building and fundraising tips! Also, check out our Facebook page at [www.facebook.com/IthacaPolarPlungeSpecialOlympics](https://www.facebook.com/IthacaPolarPlungeSpecialOlympics)



### Did You Know?

Special Olympics New York has 71,889 athletes competing in year round Olympic-style sports. Our athletes and their families or caregivers are NEVER CHARGED to participate! It costs approximately \$400 to support one athlete for one sports season. Set your Plunge goal at \$400 and you have sponsored an athlete for an entire season!

For more information please contact:  
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**Fundraise \$100+ to receive a FREE official 2017-2018 Polar Plunge sweatshirt.**



[www.facebook.com/IthacaPolarPlungeSpecialOlympics](https://www.facebook.com/IthacaPolarPlungeSpecialOlympics)