

Connecticut

Law Enforcement Torch Run

2023 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 2021, dedicated law enforcement volunteers raised \$42 million for Special Olympics programs around the world. Over \$946 million has been raised since the inception of the LETR. More than 100,000 law enforcement members from 91 LETR programs globally 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 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.

Rob Didato

Rob Didato
Assistant Director of Security
Fairfield University DPS
Co-Director, CTLETR

Tom Madera

Tom Madera
Assistant Director, Public Safety
Yale University
Co-Director, CTLETR

Tim Bernier

Lt. Tim Bernier
Guilford Police Department
Assistant Director, CTLETR

Contact Information



CT LETR Council Members

Name	Department	Email	Phone
Lt. Rob Didato Co-Director	Fairfield University DPS	rdidato@mail.fairfield.edu	203.996.3594
Lt. Tom Madera Co-Director	Yale University	Thomas.madera@yale.edu	203.605.1582
Lt. Tim Bernier Asst. Director	Guilford PD	bernier@ci.guilford.ct.us	203.213.1577
Chief Chris Chute Incoming Co-Director	CSCC Chief of Police	Chutec@ct.edu	
Sgt. Nikki Mordasiewicz Incoming Co-Director	Hartford PD	shern001@hartford.gov	860.982.5963
Chief Paul Melanson SOCT Board Liaison	Avon PD	pmelanson@avonct.gov	
Col. Robert Nugent Military & Federal Liaison	Department of Defense/Army National Guard	Robert.m.nugent3.mil@mail.mil	860.883.3719
TFC Albert Gorski CSP Liaison	Connecticut State Police	albert.gorski@ct.gov	
DOC Liaison			
Ret. Lt. Don Crabtree Past Director		dcrab835@gmail.com	860.462.4813
Ret. Dir. Todd Pelazza Past Director		toddpelazz1955@gmail.com	203.395.5677
Ret. Lt. Kelly Walsh	Hartford HealthCare	Walsh_k@att.net	860.214.0848
Ret. TFC Carlo Guerra		Guerra420@sbcglobal.net	860-213-0493
Cpl. Jay Fiege	Brookfield PD	fiege.jason@gmail.com	203.994.8097
Det. Samantha Haynes	Connecticut State Police	Samantha.Haynes@ct.gov	959.282.6052
Ofc. Jason Bodell	Middletown PD	jbodell@middletownct.police.com	860.692.8206
Ofc. Erin Connoles	Avon PD	econnoles@avonct.gov	860.622.8230
Ofc. Eric Fredericks	Waterford PD	efredricks@waterfordct.org	860.287.2997
Ofc. Nicole Theriault	DMHAS	Nicole.theriault@ct.gov	203.671.9008

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

- **5,775+** Athletes
- **5,054+** Unified Partners
- **289+** Schools offering Unified Sports®
- **70+** Local Programs
- **27** 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
- 14 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. Visit www.lettr.org for more information on this worldwide movement

- 100,000 participants worldwide
- 91 LETR programs globally
- 53 US state programs
- \$946+ million has been raised to support Special Olympics athletes worldwide

Fact Sheet: International LETR Conference



2022 Conference Information:

Friday, October 27 – Tuesday, October 31
Sheraton Grand Chicago
301 E North Water Street
Chicago, Ill 60611

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

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	
Roundtrip Airfare	\$450 (approx.)
Hotel Accommodations	\$246 per night, per person based on double occupancy
Conference Registration Fee	\$450
Region 1 Dinner	\$50 - \$75
CTLETR Branded Apparel Item	\$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

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

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

3-Day Run Routes & Maps



Day 1: Wednesday, May 31, 2023

Leg 1

Chester to Ledyard

Leg 2

Putnam to Ledyard

Day 2: Thursday, June 1, 2023

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 2, 2023

Leg 8

Westbrook to Fairfield

Leg 9A

Ridgefield & Wilton

Leg 9

New Milford to Bethany

Leg 9B

Monroe to New Haven

Leg 10

Greenwich to Fairfield

Final Leg

Fairfield University

3-Day Run Rally Locations & Final Leg



Day 1: Wednesday, May 31, 2023

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 1, 2023

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 2, 2023

Fairfield University, Fairfield

Any officers ending their day at Fairfield University are invited to join us for a celebratory dinner in the Fairfield area.

Meet at Rafferty Stadium at Fairfield University. Parking is available at several lots on campus. Visit www.soct.org for more information.

Tentative Final Leg / Summer Games Opening Ceremonies Schedule:

Rafferty Stadium, Fairfield University

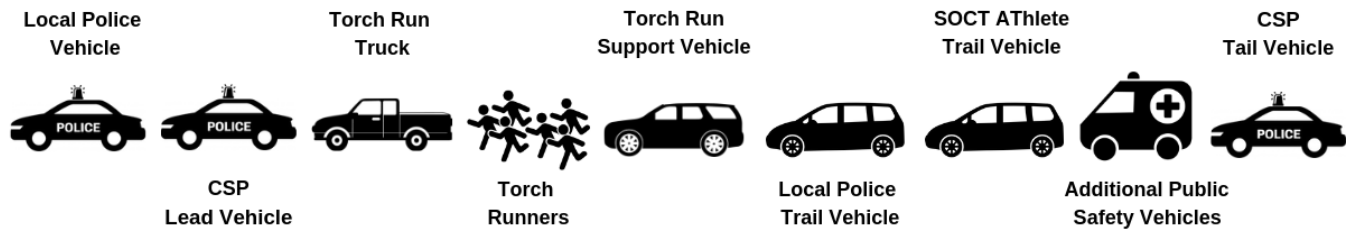
8:30 AM	Check In & Breakfast	Meet your fellow runners and pick up your complimentary Final Leg T-shirt and grab a light breakfast
9:00 AM	Athlete Parade	Escort the Flame of Hope as we light the cauldron to open Summer Games!
10:00am	Competitions & Awards	Join us to participate in awards ceremonies and cheer on athletes as they compete in swimming, soccer, and tennis

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

Amy Zdanowski, State Torch Run Liaison	Cell # (203) 980-1764
(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)

Amy Zdanowski, State Torch Run Liaison	Cell # (203) 980-1764
(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
Michael Mason, CEO/President	Cell # (860) 307-6638
Amber Tencic, CFO & CDO	Cell # (646) 734-2720
SOCT Emergency #	(203) 230-1201 x 275

Actions

Contact emergency and police services immediately.

Contact crisis intervention team starting with:

- Torch Run Liaison, Amy Zdanowski (203) 980-1764

If you cannot reach Amy 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

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 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 2023 Torch Run will be held Statewide from May 31 – June 2, with the Final Leg into Opening Ceremonies taking place on Saturday, June 3. Contact Amy Zdanowski (amyz@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 3rd 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/plunge 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

- **5775+ athletes and 5054+ partners** are part of SOCT's year-round programming supported by more than **1,000 coaches and 16,000 volunteers**
- SOCT currently offers **27 sports** ranging from curling and bocce to sailing and snowboarding.
- The birthplace of the **Unified Sports®** movement, over **289 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. In-kind donations have represented as much as 52% of our program revenue and expenses and are critically important to the financial health of our organization. In order to properly record donor's investments and the true cost of delivering programs to our athletes, it is vital that we receive the fair market value of in-kind donation.

- 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 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 and ask local officials and "VIPS" to promote your event or event join officers for a few hours to raise extra funds
- If appropriate, consider selling food at your event to generate additional revenue
- 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 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 <https://www.soct.org/event-calendar/fundraisers/penguin-plunge>

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 <https://www.soct.org/event-calendar/fundraisers/over-edge>

Additional Opportunities:

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 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.

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, New Britain Bees, and Bridgeport Islanders.

Fundraising Resources



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

Visit us online for additional resources, calendar listing and more information about Special Olympics Connecticut and the Connecticut Law Enforcement Torch Run at www.soct.org/letr

TIP-A-COP

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

DOC FUNDRAISING OPPORTUNITIES

Lt. Casey Ramos
Hartford CC
casey.ramos@ct.gov
(860) 471-1988

ADOPT-A-MILE

Sgt. David Rodriguez
Canton Police Department
droduiguez@townofcantonct.org
(203) 994-9402

LETR T-SHIRT SALES

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

COP-ON-TOP

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

OVER THE EDGE

Ofc. Erin Connoles
Avon Police Department
econnoles@avonct.gov
(860) 622-8230

COIN DRIVE / COIN DROP

Ret. TFC Carlo Guerra
Guerra420@sbcglobal.net
(860) 213-0493

PENGUIN PLUNGE

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

CONTACT YOUR SOCT REP ABOUT HOSTING A PLUNGE EVENT IN YOUR COMMUNITY:

Jackie Turro 860.912.5356 / jackiet@soct.org
Amy Zdanowski / 203.980.1764 / amyz@soct.org
Lisa Carlone / 203.829.3672 / lisac@soct.org
Taryn Barrett / 203.918.5568 / tarynp@soct.org

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