Join us as we raise awareness and funds for Special Olympics athletes
WHO WE ARE.

The Law Enforcement Torch Run® (LETR) is the largest public awareness vehicle and grass-roots fundraiser for Special Olympics. Known honorably as Guardians of the Flame, 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. Annually, more than 97,000 dedicated and compassionate law enforcement members carry the “Flame of Hope,” symbolizing courage and celebration of diversity uniting communities around the globe.

WHAT WE DO.

The LETR for Special Olympics 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. Since inception, LETR has raised more than half a billion dollars and changed millions of attitudes.

WHY WE DO IT.

As LETR Founder and Retired Chief Richard LaMunyon once said, “What started in 1981...as a flicker of hope for Special Olympics has now become a roaring flame of stability for Special Olympics athletes worldwide.” Through the partnership of LETR and Special Olympics, we provide opportunities for athletes to empower and transform themselves, their communities and the world. LETR is changing the future for people with intellectual disabilities and lighting the way for acceptance and inclusion.

To learn more, call 801.548.4056, email letr@sout.org, or visit www.sout.org
LETRO's mission is to
raise awareness & funds
for Special Olympics Utah.

LETRO Vision:
The vision of the Law Enforcement Torch Run "LETRO" is to provide ongoing and year-round guidance and support for Special Olympics throughout Utah.

LETRO History:
The Torch Run program began in 1981, when Wichita, Kansas Chief of Police Richard LaMunyon saw an urgent need to raise funds for and increase awareness of Special Olympics. The idea was simple: provide local law enforcement with opportunities to volunteer with Special Olympics in communities where the officers lived and worked.

The Law Enforcement Torch Run is a series of intra-state/intra-nation runs that take place in the spring and summer in the United States and around the world. Throughout the course of the Torch Run, participants collect contributions from individuals and businesses, asking to help raise support for incredible Special Olympics athletes. The Torch Run is much more than just a run; it is a year-round campaign to raise awareness and funds for Special Olympics Utah. 100% of all money raised for the Law Enforcement Torch Run goes directly to support Special Olympics athletes in Utah and their supporting programs and athletes.

Special Olympics Mission:
The mission of Special Olympics Utah is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities. This gives 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.

Special Olympics Vision:
Special Olympics Utah’s vision is to empower the over Utahns with intellectual disabilities to be healthy, productive, and respected members of society through SOUT’s year-round sports training, competitions and support programs.
Signature Events
A common misconception is that the Law Enforcement Torch Run is a one-time a year event, rather, the Torch Run is a year-round campaign in raising funds and awareness on behalf of Special Olympics!

Before Participating/Hosting an Event:
1. Please email: letr@sout.org to notify Special Olympics about your upcoming event. You can also call Mike Snow, LETR Field Coordinator at 801.548.4056

Torch Run: (Actual Run | Late April/May)
The Law Enforcement Torch Run is a series of intra-state runs/walk/bicycle segments that take place in the weeks prior to the Special Olympics Utah Summer Games. Each segment is completely up to the law enforcement agency as to how far and how long they run, walk or bicycle their segment. A physical “torch” is passed from agency to agency to represent the Flame of Hope.

Each department has 100% control over the planning, logistics, permits and route of their segment(s). All participants are required to sign that year’s waiver and order/wear that year’s torch run shirt ($25/Short Sleeve) while participating. This is the fundraising side that creates huge awareness!

LETR Committees within YOUR agency

To encourage sustainability for the support of SOUT athletes, agency committees are extremely beneficial. Not only will it create more engagement to LETR, but strengthening your Committee will allow for ownership, delegation of workload, and opportunities for new, creative ideas benefitting LETR. Though committees may be formed in many different ways, some role examples are:

Committee Chair
The committee chair will primarily oversee committee actions and be the main LETR liaison for your agency. This individual is the connection from SOUT to you and oversees all actions

Event Chairs
Event Chairs each focus on a specific LETR event.

Marketing & Public Relations
Delegate someone become familiar with the LETR and SOUT brands to take the lead on flyers, media opportunities, social media posts, and more!

Volunteer Chair
The volunteer chair will work with the SOUT Director of Community Outreach and Partnerships and Volunteer Coordinator to find out details of local and state competitions. Then, they can coordinate agency representation at upcoming events.
Overall Best Practices

Fundraising Policies

100% of all the funds raised through the Law Enforcement Torch Run directly support Special Olympics Utah. Each agency that is involved in any fundraising for Special Olympics through LETR is responsible for turning in and submitting the money no later than 2 weeks after each event. Agencies should not hold onto any money for longer than 2 weeks after an event.

In some cases, the SOUT state office will ask for total amounts raised from your event before the funds are directly received in person.

Each agency is highly encouraged to keep track of their fundraising efforts that they participate in throughout the year. The fiscal year for LETR is from January-December each year and all the funds raised within that year from each department will be soft credited for their department. All funds raised in each year will count towards the next year’s agency badge either top 10 or top 10 per capita on the Torch Run t-shirts depending of course, on the totals of all agencies in Utah.

Turning in Funds:
1. **Zions Bank Deposit Slip:**
   a. If your agency has access to a Zions Bank Deposit Slip (see account information below). Assign one person from the department to be responsible and deposit any checks, cash or money raised with this information. Please be sure to keep track of who donated/collected what amount.
   b. Once the money is deposited, the representative will scan or copy of the deposit slip(s) and email them or mail them to the SOUT Office LETR Coordinator (see below for contact information).
   c. IF YOU DON’T HAVE A DEPOSIT SLIP, please email the LETR Coordinator (see below for contact information).

2. **Sending in through Mail or dropping it off at Special Olympics Office:**
   a. If sending in or dropping off, please fill out and attach the LETR Donation Form (attached).
   b. If dropping off, please give funds to Annette Wright and inform her of your agency and the event
      i. Special Olympics Utah
         1400 S Foothill Dr, #238
         SLC, UT 84108

3. **Calling in or Faxing Donation Information to Special Olympics Office:**
   a. Call Annette Wright at 801.363.1111
   1. Fax to 801.363.1524

Volunteer Hours & In-kind Donations:

Every agency is highly encouraged to keep track of all their departments volunteer hours through all related LETR events and activities throughout the year. Volunteer hours and any in-kind services or donations through any activity are submitted to Special Olympics Utah auditors annually and are highly important for the organization. Please fill out and attach the Volunteer Hours or In-Kind Donation Forms and scan and email a copy to Wendy at kelly@sout.org OR send in through Mail or dropping at office (address shown above).
Hosting a Torch Run Fundraising Event

Hosting a Torch Run fundraising event is not difficult, it just takes some planning and preparation. This check list will help guide your planning of any event that you can imagine.

Organize a committee
- Identify a few people in your agency and/or your community you think would enjoy doing a fundraiser and ask them in person to sit on an event planning committee.
- Arrange a meeting at a convenient time to discuss what events you might like to do.
- Contact Wendy Kelly and Mike Snow for help with your first planning meeting.

Decide which event you want to host
- Have your committee discuss which events you would like to host.
- What event would best suit your community?
- Choose an event that will draw attention or involve doing something new and out of the ordinary. The media loves to cover different/unusual events.
- Are there facilities for a certain type of event in the area like golf courses or ballparks?
- Are there local groups that might want to assist you like the Knights of Columbus, the Fraternal Order of Police, or other civic organizations?
- What do the officers in your agency enjoy doing that might be channeled into a fundraiser like a S.W.A.T. team or K-9 competition?
- Do you have the support of local businesses that could sponsor the event, or provide a location for the event?

Getting Officers Involved
- Check officer work schedules to see who can be available to help.
- Check to make sure there is no conflict with another departments activity or training.
- Limit the use of broad email messages and ask officers in person to help.
- Set time limits or shifts to avoid asking a commitment of too many hours in one day.
- Get officers and athletes together as much as possible.
- Look for people with skills such as web and flyer design, logistical experience, and training that can add to the event like K-9, motorcycle officers and S.W.A.T. members.

Planning the event
- Start planning the event at least sixty days in advance.
- Develop a general game plan of how the event should go.
- Mentally go through the event and make a list of the items you will need.
- Create and follow a timeline to ensure that you don’t wait until the last minute to make the proper arrangements.
- Give each member of your committee an assignment and follow up regularly to see if each person is moving toward the completion of that assignment.
- Begin early to recruit sponsors for your event.
- Start the process of getting all applicable permits.
- Meet with your supervisors and present them with a basic event plan to ensure they are on board, and that you have their approval to hold the event.
- Contact your local Special Olympics coordinator to arrange for athlete involvement.
- Make registration forms and waivers available in advance if pre-registration is required.
• Contact Mike Snow if you plan to use online registration for the participants.
• Send an Event Notification form to SOUT

Locating the event site
• Locate a site for your event that meets the needs of the event.
• Get permission to use the site and decide for how long you will need it.
• For liability insurance and other legal protection, have any and all contracts signed by SOUT President D’Arcy Dixon Pignanelli. Do not sign any contracts yourself.
• If it is a public site, ask for assistance from whomever is responsible for that site, such as a school gym, public park, etc.
• Confirm that the site has plenty of nearby parking, if needed.
• Confirm that the site has utilities you will require such as water, electricity, and restrooms.
• Determine if you will need to alter the site for the event, such as blocking part of a parking lot, placing equipment on top of a building, or changing traffic flow.

Advertising the event
• Contact the local media and make them aware of the events date, time, and purpose at sixty, thirty, fourteen, and one day prior to the event date.
• Contact Mike Snow with the event details to ensure it is posted on the SOUT website and Event Calendar.
• Offer to do on site interviews or supply a press packet of information about the event.
• Create flyers to post in the community – contact Mike Snow for assistance.
• Place the event on the departments website, and on all social networks you use, such as Facebook and Instagram.
• Get local businesses to help promote the event with their local advertising.
• Place signage at the event site announcing the event and recognizing sponsors.
• Place banners at intersections announcing the event.

Obtaining Sponsors
• Identify Potential Targets for Sponsors for the event.
  o Who do you know?
  o Who has supported you in the past?
  o Who might have interest or benefit from associating with the Law Enforcement Torch Run?
• Create a sponsorship packet that identifies what benefits will be given at each giving level. Contact Wendy Kelly for assistance in creating appropriate benefits and levels.
• Meet with potential sponsors and ask for their support.
• Follow up with all potential sponsors in an appropriate time frame.

Two weeks prior to the event
• Make sure that you have arranged for all the equipment you will need.
• Confirm your volunteers and train them on what they will be doing.
• Issue another press release.
• Arrange for all banners and printed signs.
• Confirm all donated items such as water, food, and prizes.
• Confirm that T-shirts have been ordered.

Day before the event
• Pick up any last-minute items you need.
• Set up any equipment at the site that can stay overnight.
• Make sure all volunteers know when and where to arrive.
• Go over your equipment list one more time.
• Confirm everyone has carried out his/her assigned pre-event responsibilities.
• Make sure you have plenty of registration forms and waivers if needed.

Day of the event
• Get there early. Give yourself plenty of time to set things up.
• Put up banners and signage.
• Set traffic control devices in place, if needed.
• Set up the registration area, if needed.
• Make sure everyone knows their jobs and are in place.
• On day-long events rotate your volunteers everyone to two hours, if necessary.
• Make sure volunteers have plenty of food, beverages, and breaks.
• Do not try to do everything yourself. Let the volunteers do their jobs.

After the event
• Clean up the area and leave it better than you found it.
• Thank all volunteers in person and via social media and email.
• Sponsor should receive a thank you letter on department letterhead, Torch Run letterhead or a handwritten note.
• Hold a debriefing to discuss ways to improve the event next year.
• Count and deposit all money as soon as possible. Put your departments name and the type of event on one copy and mail or fax it to SOUT.
• Keep all registration forms and make a mailing list with this information for next year.
• Mail all waivers to SOUT
• Give yourself a big pat on the back for a job well done!
Online Fundraising with Firstgiving
Online fundraising to increase the amount of money you raise for any event!

We are once again using an online fundraising platform called Firstgiving. Contact Wendy Kelly at kelly@sout.org to get a page set up for your event. Event Notifications need to be provided with detailed information for an effective fundraising page.

Once you have a page set up, be sure to promote and share your fundraising link provided by SOUT. Your supporters can then click to donate by credit card or register for your event. Once they donate or register, an acknowledgment and thank you will follow. You will receive credit for all the money raised online through your page and it will be added to your departmental total. If you have an event you would like listed on Firstgiving, contact Wendy Kelly.

You can now use Square Reader for event sign up!
We are now using a new credit card reader which works with the free Square Register App to allow your agency to take payments on your smartphone or tablet. The Square Reader plugs into the standard headset jack of your smartphone or tablet and works with iOS and Android.

The card information is encrypted at the moment of the swipe, and no data is stored after the payment has been processed. Find out how you can start collecting Square payments for Special Olympics Utah by contacting Wendy Kelly at kelly@sout.org and receive your free Square Reader.

Fundraising Recognition

Individual Officer/Official Recognition
An officer incentive program will begin in 2018!

Individual Torch Run participants are eligible for recognition items based upon the amount of money they raise.

There is an incentive program for fundraising participants, which is a way to say thank you to those that go above and beyond the call of duty. This is also an effective recognition method for your agency. **Please send all incentive request forms to Mike Snow at SOUT as soon as officers reach each level.** Please keep your LETR staff up to date on progress so that officers can receive an immediate thank you. Plaques will only be awarded to officers’ highest level of fundraising as noted in each recognition level.

Departmental & Individual Recognition

Torch Run T-Shirts & Poster
Any department that raises more than $6,000, in net revenue, will earn its department’s name on the back of the 2020 Torch Run T-shirt and a gold medal plaque which will be presented at that 2019 Summer Games. In addition, representatives from department(s) who receive this
recognition will be asked to participate in the Final Leg leading into the 2019 Summer Games Opening Ceremonies.

The amount of money considered for any incentive award is the net revenue amount raised by that department. “Net revenue” is defined as the revenue total after cost-of-fundraising expenses have been subtracted from the total funds raised.

Guardian of the Flame Award
The Guardian of the Flame award is open to any individual who is involved in the Law Enforcement Torch Run for Special Olympics Utah. This award is based on the nominee’s ingenuity, motivation, commitment and dedication to the Torch Run, which directly impact the lives of the nearly 5000 athletes and unified partners across the state of Utah.

Each Torch Run event committee can nominate individuals for each category and selections will be made by the SOUT Executive Team and Volunteer Leadership Team. The Award Recipient will receive recognition at the 2019 Summer Games and will be the lead officer for the Final Leg.

To nominate an individual, please fill out the Guardian of the Flame Nomination Form and submit it to Wendy Kelly no later than June 5, 2019.

Top New Agency Award
The Top New Agency Award honors the agency that has raised the most funds their first year. For agencies to be eligible, it must be the agencies first year being active with the Law Enforcement Torch Run for Special Olympics UT. All nominees will be selected by the Special Olympics UT LETR Staff by reviewing their accounting fundraising report.

Recognition will be given to the Top New Agency at the 2019 Summer Games.

Torch Run Photo Contest
The Torch Run Photo Contest is an opportunity for all LETR agencies to submit their Torch Run photos to show the immeasurable benefits that their agency offers to the athletes, officers and the community they serve. All photos must be from the 2018 or 2019 fundraising year. All programs may submit a maximum of 12 photos total. Please send in photos after your events throughout the year.

All entries must be sent to Mike Snow at letr@sout.org and include the following information:
- Submitting person’s name
- Agency
- Phone Number
- Email Address
- Photographers Name
- Date of Photo
- Description of the photo
- All agencies are encouraged to send in photo nominations for this contest and the winning photo will be selected by the SOUT Staff, LETR Coordinator, and Athlete Committee
• Winning photographs will be featured at the 2019 Black & White Bocce Ball, and in the Fall Newsletter leading up to the 2019 Fall Sports Classic. Recognition will be given during the Opening Ceremonies, and will be prominently displayed during the Fall Sports Classic Opening Ceremonies and Victory Dance events.
• Any photos sent in may also have the opportunity of being sent by the Special Olympics UT Staff to the Special Olympics North America or Special Olympics International for use in LETR marketing and communication materials.
• Photo submissions must be received by August 1, 2019.
Law Enforcement Torch Run for Special Olympics Utah
Guardian of the Flame Award

Purpose:
The Guardian of the Flame Award is recognition given by Special Olympics Utah, presented to one individual in a Law Enforcement representative (Police Department, Sheriff’s Office, or Department of Public Safety) for their dedicated involvement in the Torch Run.

Criteria:
The Guardian of the Flame award is open to any individual who is involved in the Law Enforcement Torch Run for Special Olympics Utah. This award is based on the nominee’s ingenuity, motivation, commitment and dedication to the Torch Run, which directly impact the lives of the nearly 5,000 athletes and unified partners across the state of Utah.

- Ingenuity –
  - Nominee has developed new fundraising ideas or a new approach to an existing idea to revitalize it
- Motivation –
  - Nominee takes initiative to implement new ideas and continually aims to improve the Torch Run and strives to be a top fundraiser
- Commitment –
  - Nominee’s dedication of involvement
- Dedication –
  - Nominee has been involved with the Torch Run for a minimum of two years; continues to be an active and encouraging member of the Torch Run; gives freely of their time

Process:
To nominate an individual, please complete the nomination form and submit it to Mike Snow at letr@sout.org by June 1, 2019. It is very important to include supporting materials such as stories, photos, videos, newspaper clippings, etc. about the nominee. All nominations will remain active for three years.

Who Can Nominate?
Any Law Enforcement Torch Run Planning Committee Member, Law Enforcement Supervisor, Special Olympics Utah Athlete, and Special Olympics UT LETR Staff may submit a nomination.
Law Enforcement Torch Run for Special Olympics Utah
Guardian of the Flame Nomination Form

Please complete the form below to nominate an individual for the Law Enforcement Torch Run for Special Olympics Utah Guardian of the Flame award.

Completed forms and all supporting materials, should be submitted to Mike Snow at letr@sout.org. All nominations are due by June 1, 2019.

Date: ___________________

Individual Submitting Form:

Nominee Name: ____________________________________________________________

Nominee Agency: ____________________________________________________________

Nominee email: ____________________________ Nominee phone number: ________________________

Address: __________________________________________________________________________________

City: ________________________________ State: _______ Zip Code: ____________

Years involved in the Torch Run: ____________

Summary of Torch Run Involvement - why should this nominee be considered for this award? Please make sure to be as detailed as possible.

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2019 LETR SHIRT DESIGN
### 2019 Law Enforcement Torch Runs

Thank You for your support!

Questions: 801-363-1111, ext 230

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**Contact Name:**

**Agency/Delegation name:**

**Address:**

**Daytime Phone #:**

**Phone# after 5:00 pm:**

**Email:**

**Date of LETR Run:**

**LETR Run Contact:**

**LETR Run Route/Course Contact:**

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**Only one type of shirt in 2019 - a Poly/Cotton Blend. Two color choices! Blue or Olive Green!**

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<th>Sub-Total # of shirts x cost/shirt</th>
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**Law Enforcement Agencies**

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<td>Sub Total</td>
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**Total Amount Due for Athlete Shirts:** $0.00

**Total Amount Due for LETR Shirts:** $0.00

**Total Amount Due for 2019 Athlete/LETR Shirts:** $0.00

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Please send completed form and payment by Monday, April 2, 2019

Questions: 801-363-1111, ext 230
PAYMENT INFORMATION
My check is enclosed, made payable to Special Olympics Utah.
Special Olympics Utah
Attn: LETR/Mike Snow
1400 South Foothill Drive, #238
SLC, UT 84108

CREDIT CARD PAYMENT:
Please charge my credit card: O American Express O MasterCard O VISA O Discover
Card number: ________________________________
Exp. Date: __________
Verification Code (4 digits on front of AMEX; 3 digits on back of others): __________
Zip Code: ______
Amount to charge: $________
Name (as it appears on the card): ________________________________
Billing address:
________________________________________________________________________________________
________________________________________________________________________________________
Signature: ______________________________________________________________________________
Email address: ___________________________________________________________________________
Phone number: ________________________________________
(you may also call our office to submit CC payment information over the phone – please contact Mike Snow 801-548-4056)

ZIONS BANK DEPOSIT SLIP (please send copy of deposit slip to Special Olympics Utah State Office):
Deposit Ticket
Special Olympics Utah
1400 So. Foothill Drive, #238
Salt Lake City, Utah 84108

Date: __________________________
ZIONS BANK 1-800-789-BANK (2265)

5454001 008 63728 2

Agency: ________________________________ Contact Name & Phone: ________________________________