

Special Olympics PA

Campaign for the Future:

Fundraising Hot Topic

Special Olympics
Pennsylvania



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.

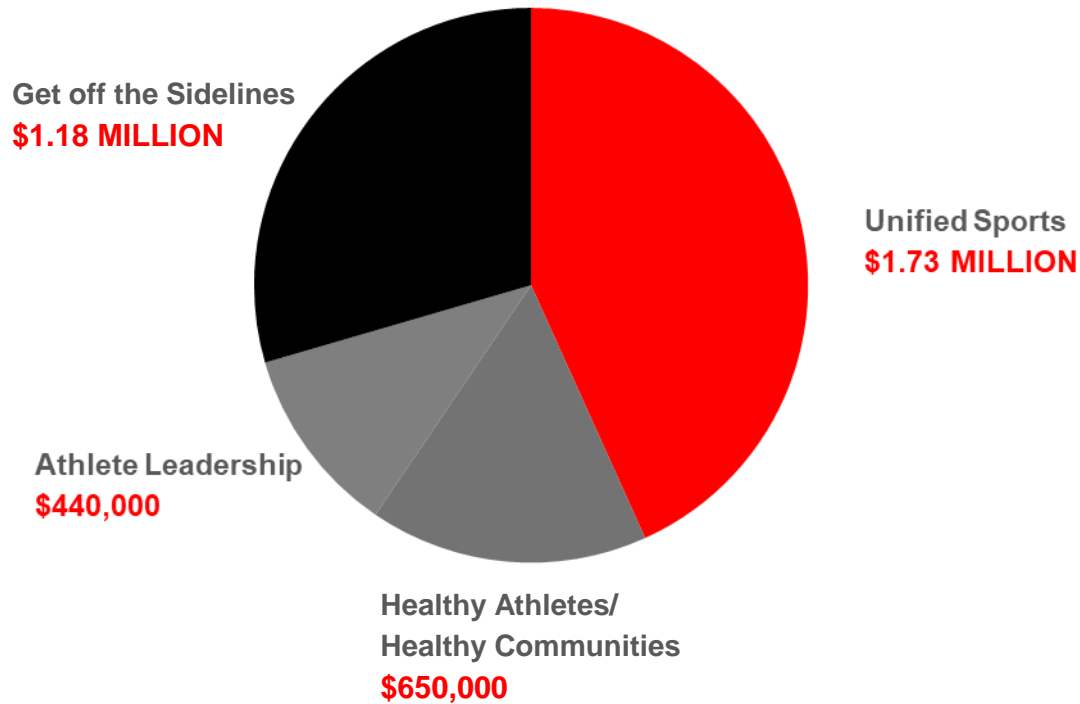
Why? Possibly the most transformational and dynamic time in SOPA's history. From incremental growth to step growth.

Re-org, 50th Anny, Campaign, 4 Pillars, Cities of Inclusion.

Campaign Revenue Goals

TOTAL CAMPAIGN GOAL = \$4 MILLION

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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

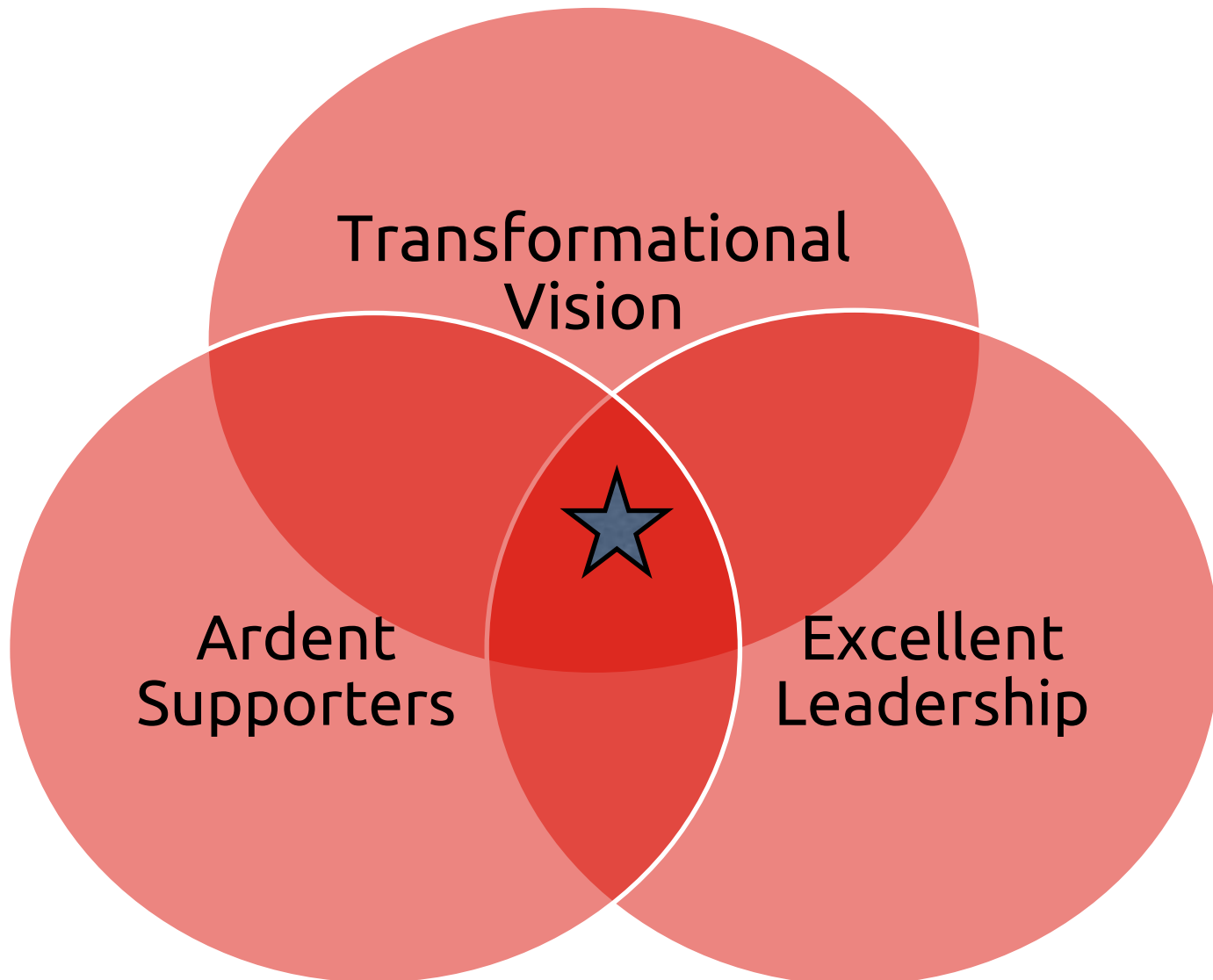
2020

- » 21,000 registered athletes
- » 2,400 certified coaches

Ingredients for success

Where does SOPA Team fit here?

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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

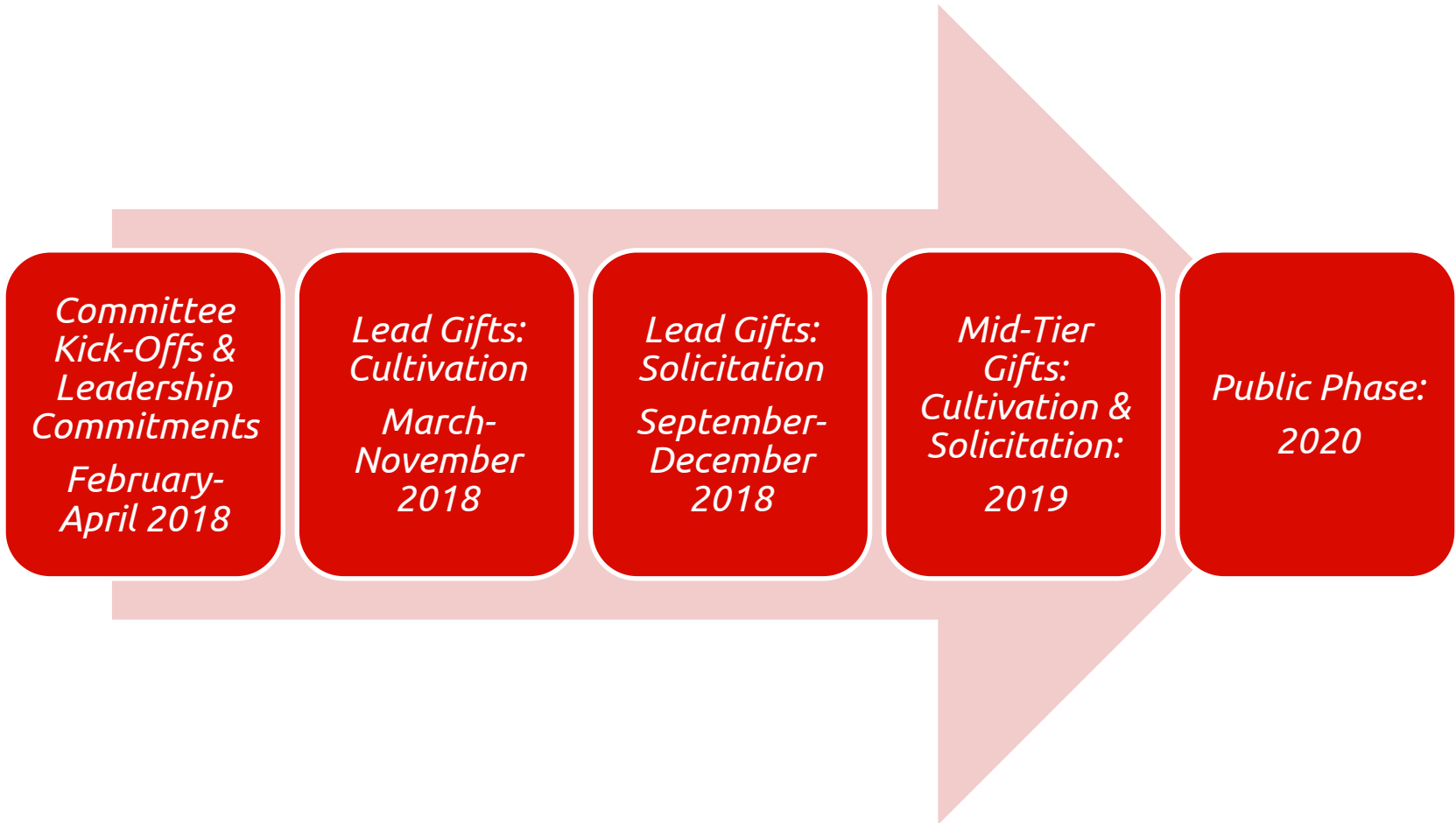
Michael Trettel
i+iCON Construction Group

Chris Weiss
Aerotek

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Timeline and milestones



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



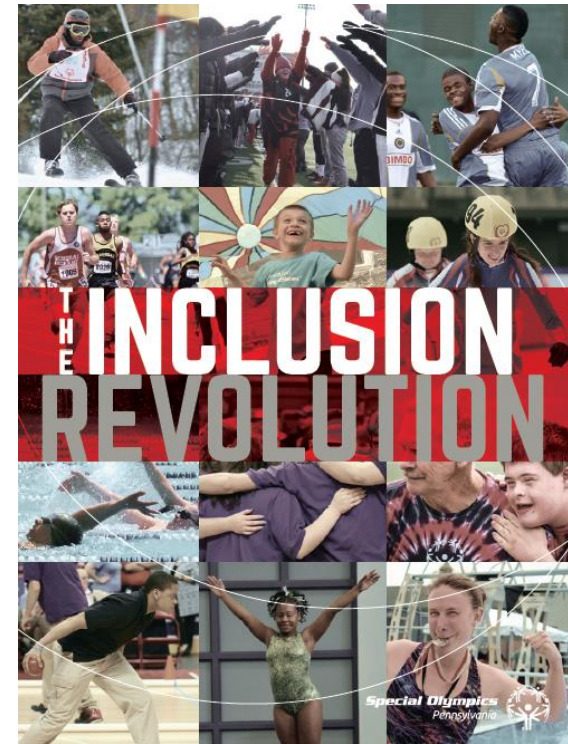
How are we doing so far?

- \$765,000 (38 gifts)

What Resources are available?

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

Goals and Plans to end of the Year



Question and Answer

