



Torch Run 101

30 Years Strong!

Special
Olympics
Ontario





1987 – 2017... How did we get here?

Quick hits:

- 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

- 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 Endurance Series, Polar Plunges, Tip-A-Cops, Torch Rides and more...
- Since inception, LETR has raised more than **half a billion dollars** and changed millions of attitudes



- It all started in 1981 in Wichita, Kansas , Chief Richard LaMunyon
- On that day, Chief LaMunyon and 5 of his fellow officers ran 5 miles to raise *funds* and *awareness* for Special Olympics.





1987 The Torch Run enters *Canada*

- In 1987 Lorne White of the Toronto Police Service brought the Torch Run into **Canada**. In the first year the Ontario Torch Run raised over \$100,000
- In 1999, the Ontario Torch Run broke the **\$1 Million** for the first time
- The Ontario LETR has raised over **\$1M** each year from 2008-2016
- In total the Ontario Torch Run has raised in excess of **\$30**, with an additional **\$15M** coming from games revenue (approx. **\$45M** in total)



Torch Run *Ontario*

- In 1986 there were 3,420 athletes competing in a small number of Special Olympic events
- That has grown to over 21,000 today with athletes competing in **18 official events** in the Spring, Summer and Winter games
- There are now **over 100** LETR programs in Ontario



Torch Run Spreads Across *Canada*

- In 2016, every Province in Canada as well as the Territories are represented in the Torch Run
- LETR International recognizes all 12 programs in Canada
- Canada has representation on the LETR International Executive Committee
- In 2013 Glenn MacDonell was selected to the International LETR Council as the Special Olympics Appointee
- In 2014, Ontario won the **GUARDIAN AWARD** as the Top Torch Run Program in the **WORLD**



So...how BIG is it?

- There are over **112 LETR programs** in the World!!
- 52 in the United States, 16 in Europe, 13 in Latin America, **12 in Canada**, 10 in the Caribbean, 8 in Ociana and 2 in Asia
- There are more than 97,000 LETR members in the world
- **YOU** plan a **HUGE** part in this amazing initiative



Lots of CASH!!

- In 2015, LETR programs from around the world raised **\$52,325,757**
- From the beginning in 1981, the LETR has raised over **\$561,572,269** for Special Olympics
- In Ontario, in excess of **\$45 million** has been raised, establishing it as one of the most profitable torch run relationships in the world.

WE ARE A PRETTY BIG DEAL!



Consider this...

- In 1981 Chief Richard LaMunyon and 5 Deputies from Wichita, Kansas did the first ever LETR Run and fundraiser.
- Guess how much they made that day?

\$300!

- Since then WE have raised over;

\$500 MILLION!