



POLAR PLUNGE.



FOR SPECIAL OLYMPICS BRITISH COLUMBIA

Local Fundraising through the Polar Plunge®

IN PARTNERSHIP WITH



IN SUPPORT OF

**Special
Olympics**
British Columbia



AGENDA



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1. What is the Polar Plunge® and the LETR?
2. How Locals fundraise through the Polar Plunge ®
3. Local Successes in 2025
4. How to Get Involved
 - a) Community Events
 - b) Personal Polar Plunge
5. Planning Ahead: Connecting with Law Enforcement





Since 2016, the Polar Plunge has raised \$1,940,000 in BC!

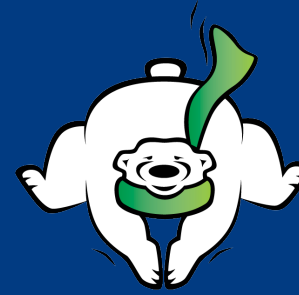


The Polar Plunge® for Special Olympics in partnership with the Law Enforcement Torch Run®

The Polar Plunge® for Special Olympics BC is a peer-to-peer fundraiser that is held in partnership with the Law Enforcement Torch Run® (LETR).

The LETR is a **global movement** that engages law enforcement members in support of Special Olympics. It is an **external and separate** entity from Special Olympics. It is considered a **third-party**, provincial initiative.

The Polar Plunge® is a registered trademarked event through the LETR and therefore we require law enforcement member leadership when hosting formal, in-person community events.



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How Locals Can Fundraise

100% of net* proceeds raised by registered SOBC athletes will be redistributed back to their Local

*Net: Minus platform fees and incentive prize costs

For accounting purposes, all funds raised through the Polar Plunge must first flow through the SOBC provincial office

INCENTIVE PRIZES

Encourage athletes to fundraise



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Level 1: Neck Warmer



Level 2: Cooler Bag



Level 3: Fleece Vest



Level 1: Raise \$75+

Level 2: Raise \$200+

Level 3: Raise \$1,000+

*Prizes are mailed out after the event (no additional cost)



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IN 2025

LOCALS MADE A BIG SPLASH!

\$67,561

TOTAL DISTRIBUTED
TO LOCALS

23

LOCALS
PARTICIPATED

99

SOBC ATHLETE
FUNDRAISERS

\$2,908

AVERAGE
PER LOCAL

\$682

AVERAGE
PER ATHLETE



POLAR PLUNGE.

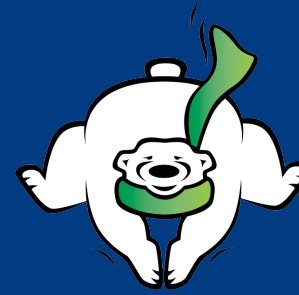


FOR SPECIAL OLYMPICS BRITISH COLUMBIA

TOP 5 FUNDRAISING LOCALS

Abbotsford	Kelowna	Prince George	Surrey	Victoria
\$22,950 RECEIVED	\$8,204 RECEIVED	\$4,189 RECEIVED	\$3,924 RECEIVED	\$3,308 RECEIVED
11 ATHLETE PARTICIPANTS	12 ATHLETE PARTICIPANTS	1 ATHLETE PARTICIPANT	6 ATHLETE PARTICIPANTS	6 ATHLETE PARTICIPANTS

Other Locals who received over \$3,000: Castlegar, Nelson, Vancouver



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Our Athletes are Our Best Fundraisers

Top 3 athletes:

1. Daniel - **\$8,645** (Abbotsford)
2. James - **\$5,358** (Abbotsford)
3. Marinka - **\$4,189** (Prince George)

Even when removing the top three fundraisers as outliers, the **average per athlete** is still quite high at **\$507** (compared to \$682)

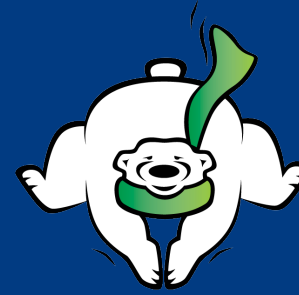
16 athletes raised over \$1,000

16 athletes raised between \$500-\$999

29 athletes raised between \$200-\$499

38 athletes raised less than \$200 (average of \$92.86)





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How to Get Involved

- 1) In-Person Community Events (LETR)
- 2) Personal Polar Plunge (Virtual)

Planning for Next Year!



The 2026 Polar Plunge® will be held from February 21 to March 8

Confirmed Community Events:

- Abbotsford – Feb. 24
- Chilliwack – March 4
- Cranbrook – Feb. 28
- Kamloops – March 5
- Nelson – March 8
- Ridge Meadows – Feb. 26
- Rocky Point (Port Moody) – Feb. 28
- South Okanagan (Penticton) – Feb. 28
- Sunshine Coast – Feb. 27
- Surrey – March 7
- Vancouver Island (Saanich) – Feb. 22
- Vancouver – March 7

More locations coming soon...

Everyone can join the Personal Polar Plunge!



How to Get Involved Community Events



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- If law enforcement has coordinated an event in your community, we will be in touch shortly to connect your Local with the law enforcement members coordinating the event, including instructions on how to register



How to register your Local: Community Events

1. Visit www.Plunge4SpecialOlympics.com




Who We Are ▾What We Do ▾Get Involved ▾Ways to Give


Donate 🔍

[Home](#) / [Polar Plunge](#)

Polar Plunge® for Special Olympics BC

Build inclusion by getting bold and cold in the Law Enforcement Torch Run® Polar Plunge® for Special Olympics BC! From February 21 to March 8, anyone and everyone can take the #Plunge4SOBC to help Special Olympics BC empower athletes with intellectual and developmental disabilities through year-round sport, youth, and health programs at low or no cost.





#Plunge4SOBC from February 21 to March 8

Register or donate today to support Special Olympics BC in a Polar Plunge event, the Personal Polar Plunge, and the Corporate Challenge!


[Register](#) →

[Donate](#) →

3. Click 'Register For A Plunge Event'

Community ProgramsResourcesCalendarNews and StoriesContact

Special
Olympics
British Columbia



Who We Are

What We Do


Get Involved

Ways to Give


Donate

Home / Polar Plunge / Register


Register for the Polar Plunge



Register For A Plunge Event




Register For The Personal Polar Plunge



Register For The Corporate Challenge


4. Find your event location



LAW ENFORCEMENT TORCH RUN
POLAR PLUNGE
FOR SPECIAL OLYMPICS BRITISH COLUMBIA

Home Help Center

MI Meg
mishida@specialol...




Browse Fundraisers

+ Start a Fundraiser

Q Search

Alphabetical Show All



★

Abbotsford Polar Plunge
In support of Special Olympics British Columbia


48%

\$7,240 raised

37 donations

● Live

Feb 24, 2026



★

Chilliwack Polar Plunge
In support of Special Olympics British Columbia


4%

\$220 raised

3 donations

● Live

Mar 4, 2026



★

Corporate Challenge Polar Plunge
In support of Special Olympics British Columbia


2%

\$1,200 raised

2 donations


● Live

Feb 21 - Mar 8, 2026




★

Cranbrook Polar Plunge
In support of Special Olympics British Columbia



★

Kamloops Polar Plunge
In support of Special Olympics British Columbia



★


Nelson Polar Plunge
In support of Special Olympics British Columbia

\$0
of \$2,000

6. Click 'Start a team'



[Home](#) [Help Center](#)

 **Meg**
mishida@specialol...



Nelson Polar Plunge

In support of Special Olympics British Columbia

[← Back](#)

Registration



Start a team



Join a team




Join as an individual

7. Enter your team name (i.e., “**SOBC – Local**”) and your fundraising goal

8. Click ‘Create’



[Home](#) [Help Center](#)

 **Meg**
mishida@specialol...

 2



Nelson Polar Plunge

In support of Special Olympics British Columbia

New team



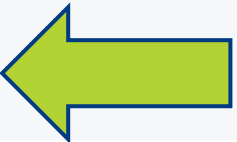
Details

Team name *

Goal

Cancel

Create



9. The system requires you to register as a participant (this will make you the 'Team Captain' so you can have access to the backend of the team page)

[Back to registration options](#) > [Add registrant](#)

Registrant #1

Details
Enter registrant's name and email.

First name *

Last name *

Email *

Country *

Street address *

City

Province

Postal code

(Registraion process continued)

As an SOBC volunteer, select
‘General Registration’

Registration

Select registration type.

Registration options *

☐ Law Enforcement Member Registration

FREE

☐ Special Olympics BC Athlete Registration

FREE

☐ General Registration

FREE

Personal fundraising page

Enter details to setup a personal fundraising page.



Personal fundraising page

Create your personal page to be shared with your community.

Personal page name *

Goal



Donate now to kick start your personal page.

Kickstart your fundraising with a self-donation! It sets the example, motivates others to give, and boosts your overall impact!

\$10

\$20

\$50

\$75

\$100

Other amount

(Registraion process continued)

10. Click 'Save & checkout'

Additional Questions

Should you reach fundraising level one, please indicate if you would like to receive an incentive item *

☐ I would like to receive a jersey knit neckwarmer

☐ I would like to opt out of receiving an incentive item to further support Special Olympics athletes

Should you reach fundraising level two, please indicate if you would like to receive an incentive item *

☐ I would like to receive a chic cooler bag


☐ I would like to opt out of receiving an incentive item to further support Special Olympics athletes

Should you reach fundraising level three, please indicate if you would like to receive an incentive item *

☐ I would like to receive a fleece vest


☐ I would like to opt out of receiving an incentive item to further support Special Olympics athletes

☐ I agree to the waiver and release of liability * [View](#)

Cancel  Save & checkout

11. There will be two subsequent pages where you will click 'Proceed' and then 'Submit'

11. There will be two subsequent pages where you will click 'Proceed' and then 'Submit'



General information

Email *

test2 test2 <test2@test.com>

Proceed

Your information


Select billing address

☐ test2 test2
210 - 3701 Hastings Street, Burnaby BC, CA V5C 2H6

☐ Use different billing address


By submitting this form, I agree to the [Terms & Conditions](#) and acknowledge that I have read and understand the [Privacy Policy](#).

Submit



Your team will now appear on the event homepage under the Leaderboard, under 'Top teams'.

12. Share this page with your athletes and volunteers and encourage them to register!



Abbotsford Polar Plunge
In support of Special Olympics British Columbia

[Register](#)[Donate](#)


[Build inclusion by getting bold and cold for SOBC!](#)[Leaderboard](#)[Registrations](#)[When and Where](#)[Have questions?](#)

Leaderboard

Top teams

Top individuals

Top donations



Abby Plungers

\$6,935

How to Get Involved

Personal Polar Plunge



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- If law enforcement has not coordinated an event in your community, you can get involved through the **Personal Polar Plunge**
- **Gather informally as a group to complete your Plunge together!** And/or encourage athletes and volunteers to complete their Personal Plunges on their own!



Examples

Personal Polar Plunge



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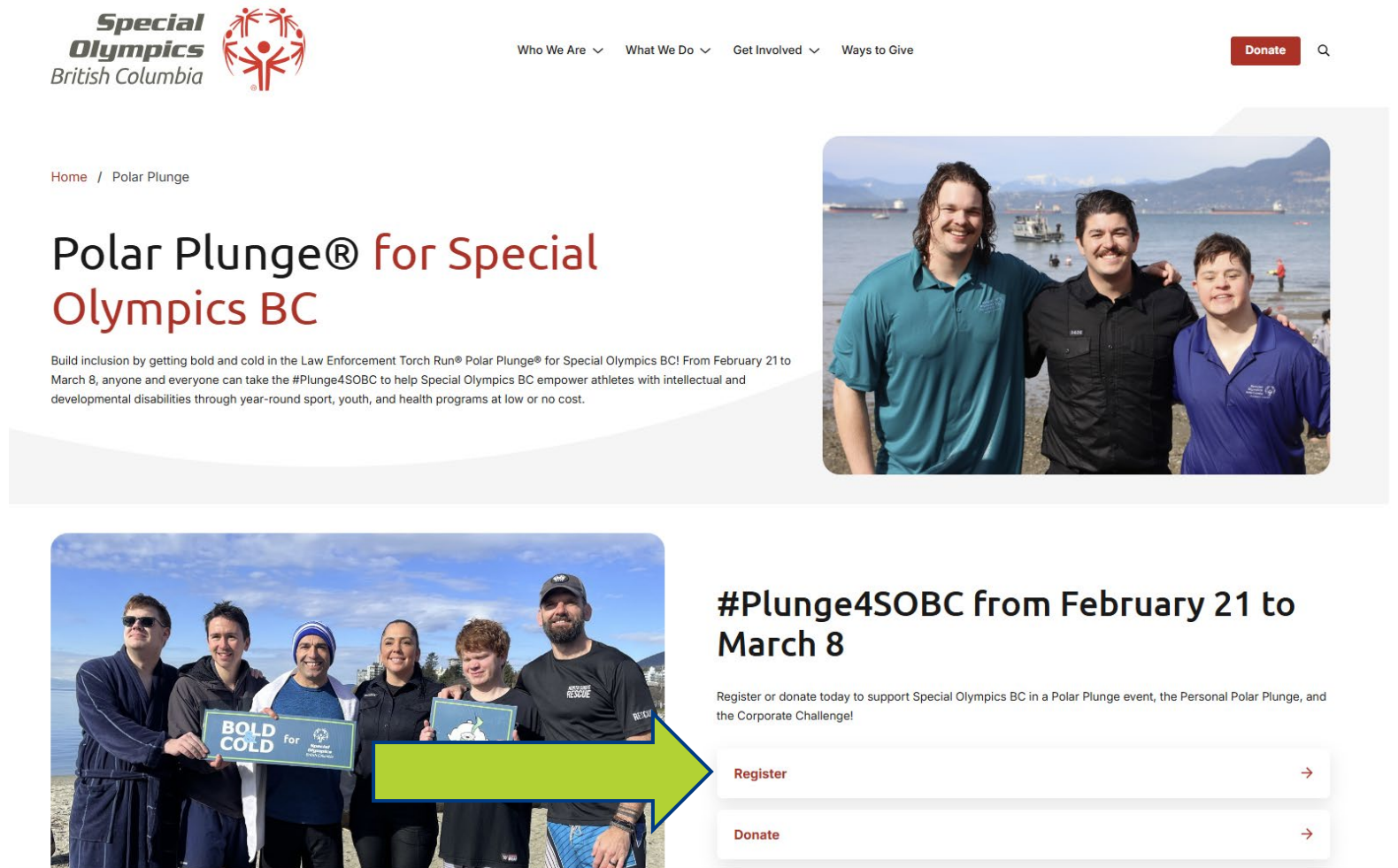
FOR SPECIAL OLYMPICS BRITISH COLUMBIA

- Lake, river, ocean
- Car wash
- Rent a dunk tank
- Fire* truck hose



How to register your Local: Personal Polar Plunge

1. Visit www.Plunge4SpecialOlympics.com



The screenshot shows the Special Olympics British Columbia website. At the top is the logo and navigation links: 'Who We Are', 'What We Do', 'Get Involved', 'Ways to Give', a 'Donate' button, and a search icon. Below the navigation is a breadcrumb trail: 'Home / Polar Plunge'. The main heading is 'Polar Plunge® for Special Olympics BC'. Below this is a paragraph: 'Build inclusion by getting bold and cold in the Law Enforcement Torch Run® Polar Plunge® for Special Olympics BC! From February 21 to March 8, anyone and everyone can take the #Plunge4SOBC to help Special Olympics BC empower athletes with intellectual and developmental disabilities through year-round sport, youth, and health programs at low or no cost.' To the right of the text is a photo of three men standing by a body of water. Below the main heading is another photo of a group of six people standing outdoors, with a large green arrow pointing from the photo towards the registration and donation buttons. To the right of the photo is the text '#Plunge4SOBC from February 21 to March 8'. Below this text is a paragraph: 'Register or donate today to support Special Olympics BC in a Polar Plunge event, the Personal Polar Plunge, and the Corporate Challenge!'. At the bottom right are two buttons: 'Register' and 'Donate', each with a right-pointing arrow.

Special Olympics British Columbia

Who We Are ▾ What We Do ▾ Get Involved ▾ Ways to Give Donate 🔍

Home / Polar Plunge

Polar Plunge® for Special Olympics BC

Build inclusion by getting bold and cold in the Law Enforcement Torch Run® Polar Plunge® for Special Olympics BC! From February 21 to March 8, anyone and everyone can take the #Plunge4SOBC to help Special Olympics BC empower athletes with intellectual and developmental disabilities through year-round sport, youth, and health programs at low or no cost.

#Plunge4SOBC from February 21 to March 8

Register or donate today to support Special Olympics BC in a Polar Plunge event, the Personal Polar Plunge, and the Corporate Challenge!

Register →

Donate →

2. Click 'Register'

3. Click 'Register For The Personal Plunge Polar Plunge'

Community Programs Resources Calendar News and Stories Contact

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Special Olympics British Columbia

Who We Are ▾ What We Do ▾ Get Involved ▾ Ways to Give

Donate

Home / Polar Plunge / Register

Register for the Polar Plunge




Register For The Personal Polar Plunge

Register For The Corporate Challenge

5. Click 'Register'



[Home](#) [Help Center](#)

 **Meg**
mishida@specialol...



Hi Meg Ishida,

You can manage this fundraiser, owned by Adjji Rahardjo.

 [Manage fundraiser](#)



Feb 21 — Mar 8, 2026

Personal Polar Plunge

In support of Special Olympics British Columbia



[Register](#)

[Donate](#)

6. Follow steps 6 through 12 above to create your “SOBC – Local” team

How Athletes Register



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- Once you share your team page URL, athletes and others can register as a participant on that team
- Regardless of which event or team they register for, athletes must select “Special Olympics BC Athlete Registration”
- This is how we identify their funds are to be redistributed back to their Local

Registration

Select registration type.



Registration options *

- | | |
|--|------|
| <input type="radio"/> Law Enforcement Member Registration | FREE |
| <input type="radio"/> Special Olympics BC Athlete Registration | FREE |
| <input type="radio"/> General Registration | FREE |



Offline Fundraising



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- For financial purposes, **all funds raised through the Polar Plunge must flow through the SOBC provincial office** before being redistributed back to Locals
- Offline donation pledge sheet
- SOBC direct deposit information (any RBC branch)

Promoting Your Event



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- For community events, the responsibility of event promotion to the wider community falls to the LETR event coordinators
- For both community events and Personal Polar Plunge events, Locals are encouraged to encourage their networks, athletes, and volunteers to register and fundraise
- Tools available:
 - [Event poster](#) and [Team poster](#)
 - [Social media tools](#)

Planning Ahead

Connecting with Law Enforcement



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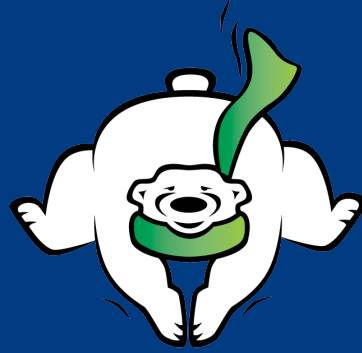
FOR SPECIAL OLYMPICS BRITISH COLUMBIA

- Please reach out to Meg to connect with your local law enforcement agencies!
 - The BC LETR Executive Council consists of high-ranking leaders who make the right connections with law enforcement members at the community level
 - Find opportunities to **build relationships** with law enforcement year-round in non-fundraising events



QUESTIONS?





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FOR SPECIAL OLYMPICS BRITISH COLUMBIA

Thank you!

Meg Ishida

Events Manager

Special Olympics BC

mishida@specialolympics.bc.ca