



# POLAR PLUNGE®



FOR SPECIAL OLYMPICS BRITISH COLUMBIA

## Local Fundraising through the Polar Plunge®

IN PARTNERSHIP WITH



IN SUPPORT OF

**Special  
Olympics**  
British Columbia



# AGENDA



**POLAR PLUNGE.**



FOR SPECIAL OLYMPICS BRITISH COLUMBIA

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!

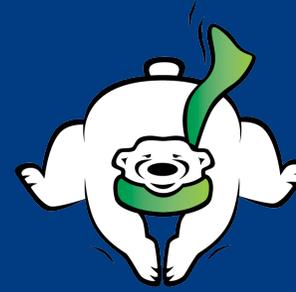


## The Polar Plunge® for Special Olympics in partnership with the Law Enforcement Torch Run®

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  
FUNDAISERS

**\$2,908**

AVERAGE  
PER LOCAL

**\$682**

AVERAGE  
PER ATHLETE



**POLAR PLUNGE.**

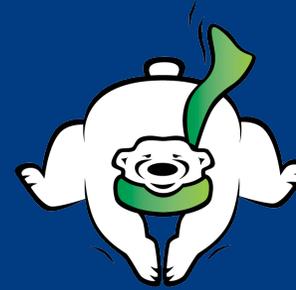


FOR SPECIAL OLYMPICS BRITISH COLUMBIA

## 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)

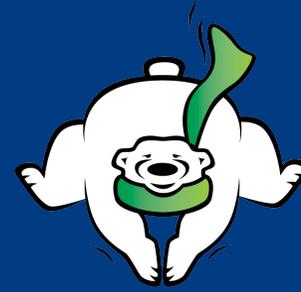
**16** athletes raised over **\$1,000**

**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



**POLAR PLUNGE.**



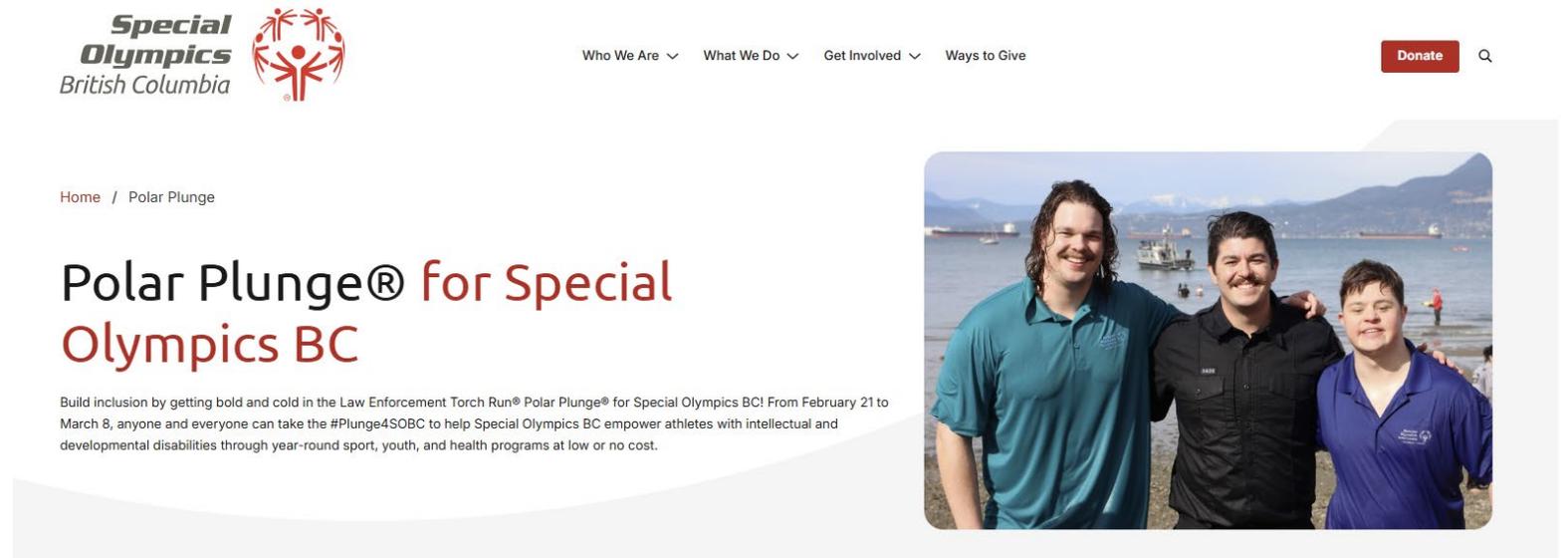
FOR SPECIAL OLYMPICS BRITISH COLUMBIA

- 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](http://www.Plunge4SpecialOlympics.com)



The screenshot shows the Special Olympics British Columbia website. The header includes the logo and navigation links: Who We Are, What We Do, Get Involved, Ways to Give, and a red Donate button. The main content area features the title "Polar Plunge® for Special Olympics BC" and a sub-headline "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." A photograph of three men in teal, black, and blue shirts is shown on the right.

2. Click 'Register'



The screenshot shows the registration page for the Polar Plunge event. It features a photograph of a group of people holding a sign that says "BOLD COLD for Special Olympics BC". To the right, the text reads "#Plunge4SOBC from February 21 to March 8" and "Register or donate today to support Special Olympics BC in a Polar Plunge event, the Personal Polar Plunge, and the Corporate Challenge!". Below this text are two buttons: "Register" and "Donate", both with red arrows pointing to the right. A large green arrow is overlaid on the image, pointing from the "BOLD COLD" sign towards the "Register" button.

### 3. Click 'Register For A Plunge Event'

Community Programs Resources Calendar News and Stories Contact       

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



## Browse Fundraisers

+ Start a Fundraiser

Alphabetical Show All



### Abbotsford Polar Plunge

In support of Special Olympics British Columbia



● Live Feb 24, 2026



### Chilliwack Polar Plunge

In support of Special Olympics British Columbia



● Live Mar 4, 2026



### Corporate Challenge Polar Plunge

In support of Special Olympics British Columbia



● 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

# 5. Click 'Register'



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

MI Meg mishida@specialo... 



Hi Meg Ishida,

You can manage this fundraiser, owned by Adjil Rahardjo.

[Manage fundraiser](#)



Mar 8, 2026, 12:00 PM – 1:00 PM

## Nelson Polar Plunge

In support of Special Olympics British Columbia

[Register](#)

[Donate](#)



Raised

**\$0**  
of \$2,000

## 6. Click 'Start a team'



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

 **Meg**  
mishida@specialol...

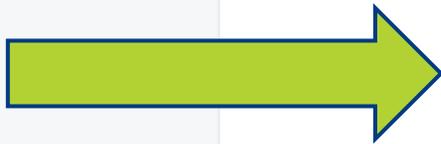


**Nelson Polar Plunge**

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...



**Nelson Polar Plunge**

In support of Special Olympics British Columbia

## New team



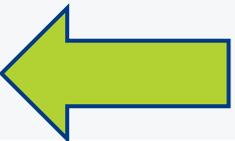
Details

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

# (Registration 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

Personal page name e.g. \$5,000

**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

# (Registration 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!

**Abbot'sford Polar Plunge**  
In support of Special Olympics British Columbia

[Register](#)

[Donate](#)

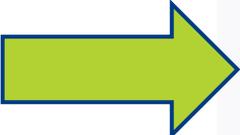
Build inclusion by getting bold and cold for SOBC!   [Leaderboard](#)   [Registrations](#)   [When and Where](#)   [Have questions?](#)

## Leaderboard

**Top teams**

Top individuals

Top donations



1

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



**POLAR PLUNGE.**



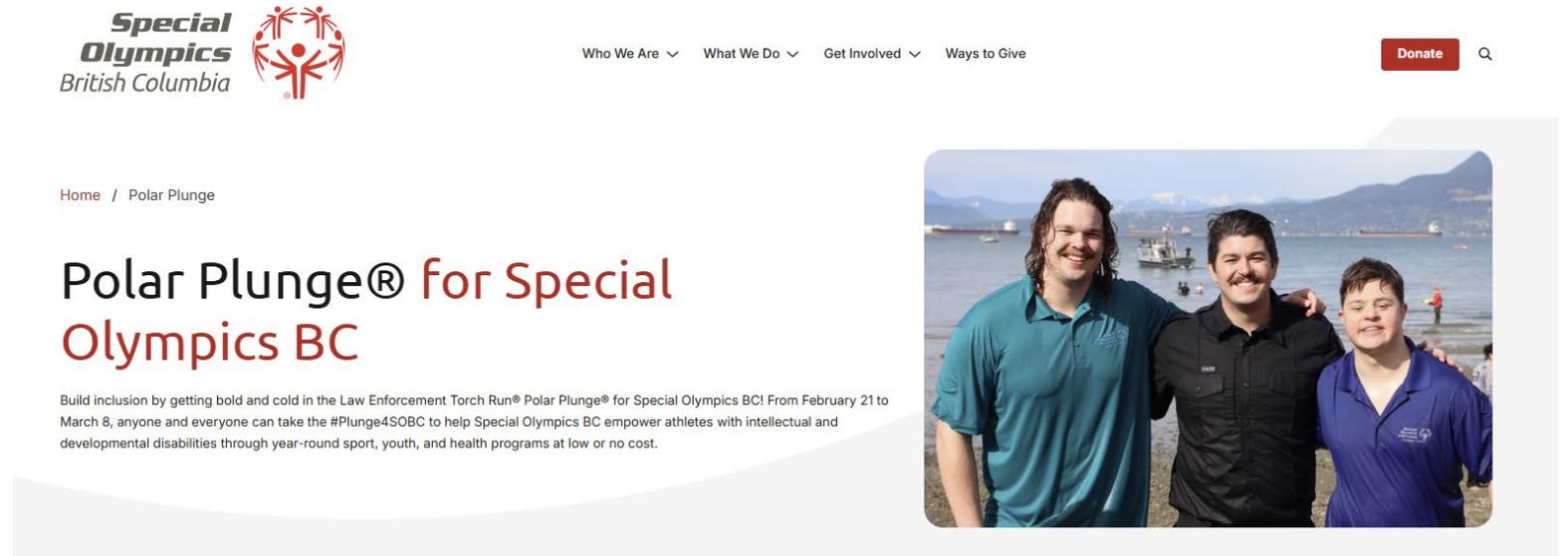
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- Lake, river, ocean
- Car wash
- Rent a dunk tank
- Fire\* truck hose



# How to register your Local: Personal Polar Plunge

1. Visit [www.Plunge4SpecialOlympics.com](http://www.Plunge4SpecialOlympics.com)



The screenshot shows the website for Special Olympics British Columbia. The header includes the logo and navigation links: Who We Are, What We Do, Get Involved, Ways to Give, and a red Donate button. The main content area features the title "Polar Plunge® for Special Olympics BC" and a sub-headline "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 is a photo of three men standing by a lake. Below the main text is a large green arrow pointing to the right, which is part of the registration instructions.

2. Click 'Register'



**#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 The Personal Plunge Polar Plunge'

Community Programs Resources Calendar News and Stories Contact       

**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 Adji 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



**POLAR PLUNGE.**



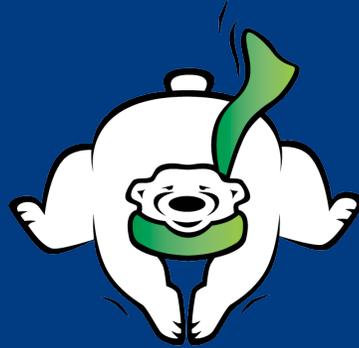
FOR SPECIAL OLYMPICS BRITISH COLUMBIA

- 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?





**POLAR PLUNGE®**



FOR SPECIAL OLYMPICS BRITISH COLUMBIA

# Thank you!

**Meg Ishida**

Events Manager

Special Olympics BC

[mishida@specialolympics.bc.ca](mailto:mishida@specialolympics.bc.ca)