



Standard Guidelines

As an Accredited Program of Special Olympics Inc., Special Olympics Arkansas has been granted the sole legal authority to raise funds, receive funds, expend funds and use the name and logo of Special Olympics Arkansas. Special Olympics Arkansas' home office has the authority to grant a local area for a specific period of time and/or for a specific project the privilege of raising funds, receiving funds, expending funds and/or using the name and logo of Special Olympics Arkansas. Authorization from the SOAR home office must be received 30 days in advance and is obtained by submitting a **Local Fundraising Application** (located on our website or by emailing camie@specialolympicsarkansas.org).

PLEASE SEE FUNDRAISING HANDBOOK PUBLISHED JULY 2013 (PAGES 5-6)

- Any money Raised in the name of Special Olympics Arkansas should be deposited in a legitimate Special Olympics Arkansas account. *Using our 501c3 tax id and name, Special Olympics Arkansas without depositing to an authorized Special Olympics Arkansas account violates state and federal law.*
- Teams/Cities/Civic Groups/Schools shall not use Special Olympics to refer to a program that does not exist – Special Olympics Maumelle or Special Olympics Thunder. It shall be referred to as Special Olympics Arkansas Area 5, serving Maumelle or Special Olympics Arkansas Area 5, serving Pulaski and Lonoke counties. Example: Car wash benefiting Special Olympics Arkansas Area 5, serving Maumelle
- Area Directors are allowed to earmark money for specific teams/cities or competitions if the funds were raised in the name of that specific team/city or competition. The money can then be spent on the desired needs surrounding that team/city or competition.

BENEFITS FUNDRAISING UNDER SPECIAL OLYMPICS ARKANSAS' NAME

Using Special Olympics to fundraise must be approved and follow proper protocol.

- Access to Special Olympics proper logo's and branding
- Use of Special Olympics Calendar, Newsletter, and Social media to promote the event
- Use of Special Olympics Arkansas' Marketing Director for assistance with press releases and media guidance
- Use of 501-c3 status for the event
- Risk Management protections provided by Special Olympics Arkansas through American Specialties (*properly approved events)

PLEASE REACH OUT TO SPECIAL OLYMPICS ARKANSAS OFFICE FOR DETAILS

Special Olympics Arkansas

2115 Main Street North Little Rock, AR 72114

501-771-0222, specialolympicsarkansas.org

Camie@specialolympicsarkansas.org