A Penny for Your Thoughts

As you plan any fundraising campaign or event, please remember...

- Sponsor logos cannot appear anywhere on competition wear (uniforms) but can be featured in publications, on banners at competition or other venues, and can be on warm-ups, t-shirts, and non-competition merchandise.
- Fundraising campaigns or events taking place in the name of Special Olympics or to benefit Special Olympics local program must be approved by your Project UNIFY Director and Special Olympics North Carolina state office, and funds should be channeled through your area director. This does not mean that the money will not go directly back to your program; it simply allows for the state office to account for it appropriately.

Fundraising ideas include...

- School Administrator or faculty member pledging to get up on the school’s roof for a day, shaving off their beard, cutting their hair, dressing up like the school’s mascot for the day, etc. if a fundraising goal of $1000 (or other specified amount) is achieved.
- Unified team challenges a team of school faculty members in a particular sport. Game takes place during lunch period or after school and spectators, including students, are charged $1.00 for admission.
- Special Olympics athletes and student volunteers coordinate a school store to be open before school and/or during lunch period which could include ice cream, sodas, or snow cones sold in Special Olympics stadium cups or regular cups with Project UNIFY or End the R-Word stickers on them to promote these campaigns.
- Students could sell rubber or slap bracelets that when worn, can gain special privileges, as identified by administration, such as free admission to a sporting event or getting to wear a hat to school.
- Faculty could purchase Special Olympics Project UNIFY t-shirts that when worn on Fridays, allow the faculty members to also wear jeans to school.
- Special Olympics athletes and student volunteers man concession stands at school or community events. They could simply sell soft drinks in Special Olympics stadium cups or in plastic cups with Project UNIFY or R-Word stickers stuck to them.
- Organize a unified talent show that also includes “performances” by faculty and administration and charge $3.00 admission.
- Special Olympics athletes and student volunteers can organize a penny drive or bucket drive at a school or community event, while passing out Project UNIFY or End the R-Word stickers.