



## What is Change for Champions?

- A joint Special Olympics and school program to increase funds for both Special Olympics and school program.
- Roll out date, October 15, 2014
- Schools can run the program at any time they would like; throughout the year, during R-word campaign, or at any time that makes sense for the individual school.
- Collect change from students and visitors at Project Unify schools, generally at school and at school functions, (a popup collection container will be provided to each school for change collection)
- Can I get the community involved?
  - Yes, ask local shops and companies to sponsor or donate to your campaign.
- Split 70-30
  - Special Olympics 70%, School program 30% of net profit.

## The Kit Includes:

- Posters
- Change collection pop-up
- A sample parent letter
- A sample press release
- A sample newsletter article
- PowerPoint for administration buy in, and icons are available by request.

## How do I join the campaign?

It's easy...

- Fill out the interest form
- Email it to [schenoweth@soill.org](mailto:schenoweth@soill.org), and you will receive a kit in the mail.
- Questions email or call Shelley Chenoweth at 331-444-8185.