

Special Olympics



Charity Miles Tool Kit

What is Charity Miles?

Charity Miles is a free smart phone app that tracks exercise mileage and allows users to raise money for different causes. The app, which is iPhone and Android compatible, is free.

Anyone can earn money for charities by using the app to log mileage. Potential Special Olympics users include those involved with the LETR movement, coaches, athletes, family members, special event participants such as 5K runners and walkers and Polar Plungers, corporate partners, college partners, and Program volunteers. Cyclists earn 10 cents per mile while walkers and runners can earn 25 cents a mile for non-profit causes.



The GPS-enabled app is easy to use. Users can track their time, mileage and funds raised for their favorite causes.

Gene Gurkoff, a former corporate lawyer, developed Charity Miles. He worked previously with the Michael J. Fox Foundation to raise money for Parkinson's Research, helping to initiate Team Fox — the foundation's

fundraising branch. Gurkoff is familiar with Special Olympics, having volunteered in college, and he once worked a New York based law firm where Sargent Shriver was a founding firm partner.

How to use the Charity Miles App:

- Using a smartphone (Android or iPhone), users will download the free Charity Miles app from the App Store.
- Once users are logged in, they will swipe until they find the Special Olympics logo and then select as charity of choice.
- Users then select "Walk," "Run," or "Bike," on the top of the screen.
- Click "Start" on the bottom of the screen.

Then...run, walk or cycle!

- Once users are done with their workouts, they will click "Stop" on the bottom of the screen.
- To complete, click "Finish" and post work out details to Facebook and Twitter by clicking on the social media icons on the bottom of the screen.
- From there, users will get to see funds raised for Special Olympics through their efforts!



F.A.Q.s

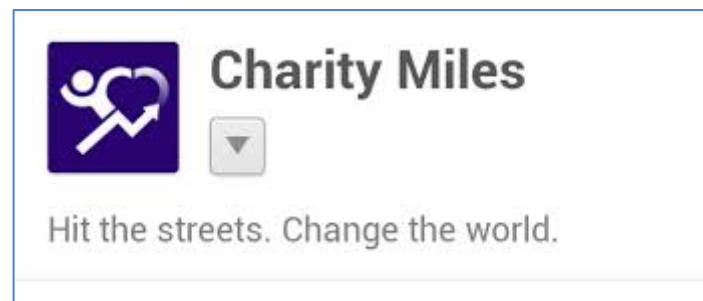
How will this work at Special Olympics?

Special Olympics is now an official charity option on the Charity Miles app. Special Olympics will now appear alongside an exclusive group of other impactful charities including Autism Speaks, Leukemia & Lymphoma Society, Habitat for Humanity, Wounded Warrior Project and others.

Special Olympics has many potential users, including coaches, athletes, family members, special event participants such as 5K runners and walkers and Polar Plungers, torch runners, corporate partners, college partners, and Program volunteers.

Promotion of the app will be most successful when all potential avenues of Social Media promotion and

grassroots messaging are utilized, such as Twitter and Facebook, on the SOI as well as local Program levels. Charity Miles stressed that those most successful with the App have been deliberate and strategic with identifying their own internal “champions” who will most actively use the technology.



How will the funding work?

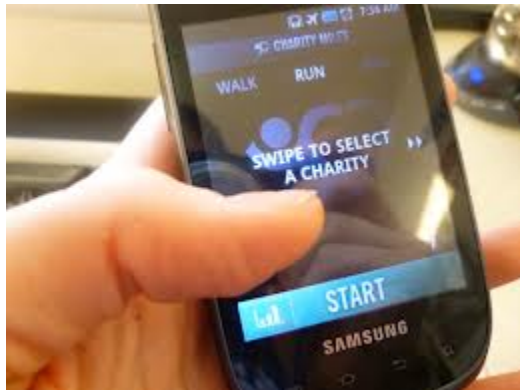
75% of funds raised on the app will be provided to local Programs and 25% of funds raised will be provided to SOI. Charity Miles will provide SOI with user reports, which will breakdown usage by zip code. Payment will be made to SOI after the end of the project year (August 2014). After review of the final user report, SOI will distribute designated funds to Programs based on the zip code location of each user.

How much money can we reasonably expect to raise from Charity Miles?

During the first year of the project, the top 5 charities (Wounded Warrior Project, Autism Speaks, Feeding America, Stand Up To Cancer, and ASPCA) each raised approximately \$50,000 nationally. Participation increased as the project year moved forward and the app drew larger participation. This has led the app’s founder to project that the top charities could expect to raise closer to \$100,000 nationally during the next project year. The smaller charity partners (Michael J. Fox Foundation, Nature Conservancy, etc.) raised closer to \$25,000 each during their first year.

What is the guaranteed level of funding?

Investors have provided 1 million dollars to fund the app during the next twelve months. Up to 1 million dollars will be provided to charity partners from July 1, 2013 through June 30, 2014 as they are earned through miles ran/walked/cycled. In the first year, \$400,000 of a then available 1 million was awarded to enrolled charities. As app usage continues to increase, the founders project that the app will be 100% sustainable through corporate sponsorship. Recently American Express became a sponsor of Charity Miles.



Do users have to post their activity through social media, such as Facebook or Twitter?

No. This is an option for users, but not a requirement. Encouraging our users to share their selection of Special Olympics on Charity Miles will hopefully inspire others to do the same!

In what way is the order of how the charities appear on the app determined?

The order of the charities in the scroll are regularly rotated. The charities that are more active and successful in promoting the app are often given the added benefit of being featured first on the scroll.

How are email addresses used?

Charity Miles sends out a weekly newsletter to their membership. They send each charity the names and emails (and age/gender/location/etc.) of everyone who walks/runs/bikes for them. In accordance with the app's privacy policy, the name and contact info is shared only with the charity and cannot be shared with anyone else.

SOI will send email communications thanking and acknowledging users who select to log miles in honor of Special Olympics. This communication will include appropriate opt-out options for the users, information on how to connect with their local Programs, as well as content which encourages future involvement, and support of Special Olympics.

Promoting the App

Get Social! Use social media channels such as Facebook and Twitter to let folks know how they can support Special Olympics in a fun and healthy way.

Sample Facebook Posts:

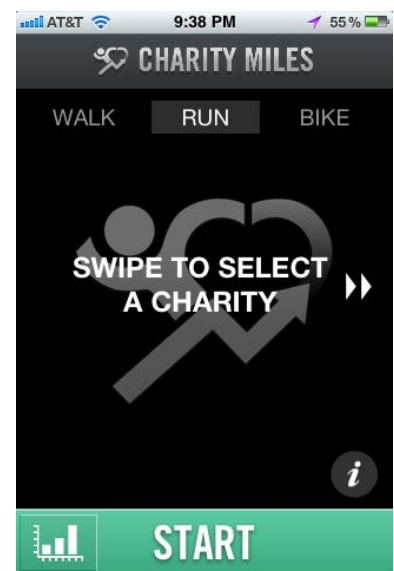
- Did you know you could support Special Olympics athletes every time you run, walk or cycle? [Charity Miles](#) is a free app that enables you to earn money for charity when you exercise. Please download Charity Miles to your iPhone or Android today. Earn 25 cents for every mile you walk or run, and 10 cents for every mile you cycle! Every Mile Matters!
- Hit the streets today for Special Olympics and make every mile matter! [Charity Miles](#) is a free app, which allows you to raise money to support Special Olympics while working out! Please download Charity Miles today.
- Work up a sweat for Special Olympics today! Earn 25 cents for every mile you walk or run by downloading [Charity Miles](#), a free app today. Make every mile matter.

Sample Tweet:

- Please download the free @CharityMiles app to earn money for @SpecialOlympics whenever you #walk, #run or #bike. #EveryMileMatters. <http://charitymiles.org>

“By working together, we can all become sponsored athletes...just like the pros, but for charity. And there are a lot more of us than there are pro athletes. So, just imagine how we can change the world.”

**--- Gene Gurkoff,
Charity Miles Founder**



Other tips for spreading the word:

- Include details about Charity Miles in your newsletter and on your website or blog.
- Share the scoop with passionate Special Olympics champions including our athletes, coaches, volunteers, donors, LETR volunteers, and special events participants.
- Issue a healthy challenge! You could have a Special Olympics staff challenge...whoever can log the most miles in a week wins a cool prize such as a lunch out, or a gift card for a yummy coffee.
- Include Charity Miles in any "Ways to Support Special Olympics" handouts or listings you may have.
- If folks are already moving, they might as well activate Charity Miles while they are logging the miles. So, encourage Torch Runners, Special Olympics athletes, or special events participants to make those miles matter even more!
- Encourage people to promote Charity Miles by posting their workouts to their own Facebook and Twitter pages. This is an app option after every workout!
- Take advantage of our special days. For example, encourage our fans to run or walk a mile in honor of Spread the Word Day, EKS Day, or in honor of Opening Ceremonies.

Questions about Charity Miles?

Contact Traci Pryor, Director of Annual Giving & Events at tpryor@specialolympics.org or at 804.564.1786.