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TO: Grand Knights, District Deputies

CC: State Board Members, State Chairmen, State Membership & Reports Directors

FROM: Joseph C. Mathews

DATE: July 29, 2012

RE: Special Olympics BE A FAN DAY – October 25, 2012

The Knights of Columbus has a long-standing relationship with the Special Olympics movement worldwide.

In Ontario, we have partnered with Special Olympics Ontario on numerous projects, local events and major games; giving both volunteer and financial support to an organization dedicated to providing, through sports, respect, acceptance, inclusion and human dignity for people with intellectual disabilities.

In an effort to create greater awareness and support, Special Olympics Canada has created a nationwide campaign, “BE A FAN DAY” (www.beafancanada.com), culminating on October 25th with 140 media events taking place in communities across the country. Working with police agencies, these media events will speak to the work and importance of Special Olympics and will include other partners, such as the Knights of Columbus, to join in on this national celebration.

The signature element linking police, sponsors, partners, community groups and the general public will be the wearing of RED LACES that are being marketed on-line and through numerous partners and agents who have come on board to support this worth-while campaign.

Special Olympics Ontario has invited the members of the Knights of Columbus from across Ontario to join in on this national campaign, and three key areas where our participation and support would go a long way to making this campaign a success are: volunteer support, marketing and promotional support.

Volunteer Support. The goal of this year’s campaign is to market and sell over 100,000 pairs of RED LACES, and the members of the Knights of Columbus, especially in the Toronto area, could greatly assist with the fulfillment service. From early September through to October 25th, the orders for RED LACES will need to be packed and mailed out, and our assistance in this area would provide very substantial support to Special Olympics Ontario, which in turn would benefit Special Olympians throughout the province.



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Marketing. The Knights of Columbus, being a supporter of the RED LACES program, will be listed on the BE A FAN website (beafancanada.com) in the FANS ON BOARD area. There will be a provincial Knights of Columbus fundraising page and each of the local councils participating in the program can have their own fundraising page by simply contacting Special Olympics at info@beafancanada.com. This will provide for both a provincial and a local council component to this fundraising campaign. Councils may also choose to make a donation and/or order laces to sell. Either way, this will be recognized as coming from the Knights of Columbus and will be included in both the provincial and council totals.

Promotional Support. Awareness is the biggest part of the project and the Knights have the capability to promote this campaign throughout the province. The Knights of Columbus, through the local councils in Ontario and possibly across Canada, are invited to promote the BE A FAN campaign throughout their communities. As a promotional partner, the Knights of Columbus logo will be displayed prominently on the BE A FAN website, in addition to having it presented on the backdrop, which will be used at the 140 media events. We also have the opportunity to participate with local police agencies and Special Olympics in making BE A FAN DAY a large community celebration locally.

The BE A FAN campaign is a project that we can easily be a part of and one that we can engage in locally within our communities. It provides for a great opportunity to visibly show the public the type of community work that the Knights of Columbus do at the local and national levels, along with supporting a cause that we have partnered with for over 40 years.

For a donation of \$5 or more you will receive your pair of RED LACES and you can join your Brother Knights, from across the country, in showing your support for Special Olympics by wearing your RED LACES on October 25th.

Get some photos and share them with family, friends and other councils. Send your photos to Special Olympics and they will put them on the BE A FAN website.

The Knights of Columbus are FANS of Special Olympics and we can LEAD the way for others to follow!

For more information regarding the BE A FAN campaign please feel free to contact Special Olympics at info@beafancanada.com or contact me if you have any questions or require assistance.

Thank you for your continued support of Special Olympics.

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