







**NO POLY IN WINDOW**

FOLD



For information about this appeal, call (202) 628-3630

- THIS IS NOT AN ENDORSEMENT - FOR PUBLIC INFORMATION ONLY -

## INFORMATION CARD NO. L1793

Issued Pursuant to Los Angeles Municipal Code, Chapter IV, Article 4, Philanthropy



### SPECIAL OLYMPICS INTERNATIONAL, INC.

1133 19th Street, N.W., Washington, DC 20036

Person in charge of appeal: **Joan Wheatley**  
Telephone number: **(202) 628-3630**

**Activity:** Direct Mail Appeal through December 31, 2008  
**Solicitation Dates:** January 1, 2008 through December 31, 2008  
**Purpose:** Net proceeds to provide sports training and competition to children and adults with intellectual disabilities.  
**Previous Activity:** 2006 activity collected a total of \$57,203,218, of which \$11,733,334 (20.5%) were expenses and \$45,469,884 was donated to charity.

DOOR-TO-DOOR SOLICITATION RESTRICTED TO THE HOURS OF 8 A.M. - 8 P.M.  
*This Information Card must be displayed or presented to all prospective donors, and should not be altered in any manner.*

Date issued: 080408

Cardholder registered with the Los Angeles Police Commission  
Charitable Services Section, Commission Investigation Division  
Telephone: (213) 978-1144  
E-mail Address: [pccharity@lapd.lacity.org](mailto:pccharity@lapd.lacity.org)  
Web Site: [www.lapdonline.org](http://www.lapdonline.org)

FOLD



Your generous contribution supports your local chapter as well as Special Olympics' worldwide programs and initiatives. By participating in a cooperative direct mail effort with Special Olympics, Inc. and other state chapters, Special Olympics makes your dollars go further for athletes here and around the world.

Thank you for your support. It's very important to us!

PLEASE DON'T FORGET TO:

1. Carry your Partner card and display your Certificate of Appreciation and free decal with pride.
2. Return your reply slip and contribution in this envelope.

Thanks again!

Mrs. Jane D. Sample  
Special Olympics  
123 Main Street  
Washington, D.C. 12345-6789

**PLEASE RESPOND BY  
FEBRUARY 28TH**

**Special Olympics**  
((Special Olympics  
Southern California  
P.O. Box 2006  
Santa Monica, CA 90406-2006))

000000000000X0 X00000000 XX000

Special Olympics  
Southern California  
P.O. Box 2006  
Santa Monica, CA 90406-2006

Your Stamp Makes a Difference

**Donor Address:**  
Clearface  
Reg 12/13  
PostNet  
12/15

**Chapter Address:**  
Clearface  
Reg 10/10

**Code:**  
OCRA 10pt

FOLD

FOLD

↑  
1" CLEARANCE  
(FOR FLAP  
CLOSURE)  
↓



January 2, 2009

Dear Mrs. Sample,

Mike Bailey loves action movies and his computer, has a life membership in his local gym and enjoys music. He juggles his work, college studies and multiple sports.

Mike is like any 28-year-old today with a crazy schedule, yet there is something more you should know about him. Mike was born with Down syndrome and has been an avid Special Olympics athlete since he was seven.



His mother remembers those early days. "His first Special Olympics competition was a tricycle race. He's come a long way since then, but it was awfully cute. They have something for everybody."

On behalf of Mike, his parents and so many others, I want to thank you for being a Special Olympics Partner. You've made an incredible impact on the lives of ((# of athletes)) children and adults with intellectual disabilities in ((Chapter Region)) and so many more around the world.

I'm also writing to ask you to please send a gift today of \$XX, \$XX or more to reaffirm your support as a Special Olympics Partner for the coming year.

Your continued generosity now will help millions of others like Mike to embrace life's challenges and achieve a brighter future.

((Special Olympics Southern California  
6730 East Carson Street, Long Beach, CA 90808  
www.sosc.org)) • Accredited by Special Olympics, Inc.  
www.specialolympics.org

It was Mike's grammar school teacher who suggested he get involved in Special Olympics, and today his parents say, "It was most likely one of, if not the most important decision we ever made for Mike."

Only three years later, Mike traveled to the State Competitions with the team to compete in three track and field events. He flew with the team and stayed in the dorms, while his parents, two sisters and a brother drove to the event to cheer him on.



It was at this point with Special Olympics that Mike began to blossom.

In his father's words, "The more he excelled at sports, the more confident he became. And Special Olympics gave him an avenue to communicate and interact with lots of people that don't have disabilities, like coaches and chaperones."

Today, Mike competes year round in basketball, bowling, softball, track and field, and swimming. He loves every minute of it, including practice. He reads the newspaper, moves about on his own, takes the bus to work, goes out to lunch and pays his bills.

As he says, "People aren't different. I do lots of things just like anyone else would do."

And that's really what Special Olympics is all about. We inspire adults and children with intellectual disabilities to develop the perseverance, spirit and skills to tackle life and realize their dreams.

**Laser Letter (front):**  
Clearface  
Reg & Italic  
12/13:  
keep 3/8"  
margins

**Footer:**  
Clearface  
Bold & Reg  
10/11  
Clearface  
Reg 8/11

**Moore Letter (page 1 front) size:** 4-1/2" x 9-1/2"  
**Colors:** 2C - PMS 327 Green, PMS 485 Red

**Moore Letter (page 1 back) size:** 4-1/2" x 9-1/2"  
**Colors:** 2C - PMS 327 Green (with halftone), Black

**Offset Letter (back):**  
Clearface  
Reg 12/13:  
keep 3/8"  
margins

Offset Letter  
(front):  
Clearface  
Reg 12/13:  
keep 3/8"  
margins

It's because of Partners like you that Special Olympics can help Mike and so many others achieve greatness. What's more, your generosity has a ripple effect. For every athlete on the track, field or court, hundreds of neighbors and friends learn that Special Olympics athletes are strong, agile and able.

Mike is a perfect example. Last year, he was honored as one of the runners for the Olympic Torch Run in the U.S. leading up to the Beijing Olympic Games.

His running partner, Olympic gold medal swimmer Mark Henderson, described carrying the torch with Mike: "Mike was soooo excited to be involved in this experience and it spread to everyone he came in contact with, especially me. He was yelling to the crowd and waving. Mike embodied the true excitement of what the torch represents."



When Mike and his family returned home that day, they walked the neighborhood sharing the torch with all their friends and neighbors.

To show our appreciation for the way you've helped to provide Mike and others with the opportunity to make their dreams come true, I've enclosed a Certificate of Appreciation, your 2009 Special Olympics Partner card and a decal.

Special Olympics couldn't accomplish nearly as much without the valuable support of people like you! And you know, depending on the sport and location, each gift of \$35 or more can help train an athlete for an entire season.

So your gift of \$XX, \$XX or anything you decide to send will be sincerely appreciated and put to good use right away! With all the Special Olympics athletes we have like Mike, there are ((total sideline #)) potential athletes in ((Chapter Region)) and many more around the world waiting for the opportunities they deserve for a brighter future.

As Karen Bailey tells us, "Mike loves Special Olympics so much; he's going to be doing it for the rest of his life. It keeps him very active and contributes to his overall physical conditioning and many great friends."

I'd like to ask one more favor. Please attend one of our local competitions if you get the chance. You'll see firsthand how your support is helping to make the world a better place.

Mike's father adds, "You'll love the camaraderie and fun, but you'll also see the serious determination of the athletes about being on a team, wanting to be successful and being able to come away with a medal."

Thank you once again, ((Mrs. Sample)), for being a Special Olympics Partner, and making such an incredibly positive difference in so many lives!

Sincerely,

((Signature))

((Signer Name))

((Signer Title))

((Signer Chapter))

P.S. I've enclosed a note from Mike's parents, Karen and Dave. Please read it, and then be as generous as you can. Thanks again!

copy centered on the reply slip behind the card

MRS. SAMPLE, THANK YOU FOR  
YOUR CONTINUED SUPPORT!

## 2009 PARTNER RENEWAL FORM

**YES**, please renew my partnership with Special Olympics to help provide life-changing training and competitions for athletes in ((Chapter Region)) and around the world. Enclosed is my Partner gift of:

( ) \$XX ( ) \$XX ( ) \$XX ( ) Other \$\_\_\_\_\_

Yes, I know someone with intellectual disabilities:  Family  Friend

Mrs. Jane D. Sample  
123 Main Street  
Washington, D.C. 12345-6789  
Line4XXXXXXXXXXXXXXXXXXXX  
Line5XXXXXXXXXXXXXXXXXXXX



**Special Olympics**

*If you prefer, you may charge your gift. Please see other side.*  
Please make check payable to Special Olympics. Your contribution is tax-deductible to the extent allowed by law. Thank you. Please return this portion with your contribution.

**Gift Ask & Array:**  
Clearface Reg  
10/11

**Yes, I know:**  
Clearface Reg & Zapf  
Dingbats 8pt  
**Donor Address:**  
Clearface Reg  
9/9

**Code:**  
OCRA 10pt

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1/2"  
CLEARANCE  
LIVE PERF

▲ PLEASE DETACH HERE AND MAIL FORM ABOVE WITH YOUR GIFT ▲

KEYLINE  
AROUND  
"MRS  
SAMPLE"  
IS FPO  
TO SHOW  
CARD  
POSITION



**2009 PARTNER**



JANE D. SAMPLE

0000000X

PARTNER SINCE XXXXXX

**Partner Card:**  
Helvetica 9pt

**MRS. SAMPLE**  
(lasering  
behind card):  
Clearface Reg  
12/15

Here is your new Partner card with a 2009 calendar on the back.

**Member Card (front) size:** 3-3/8" x 2-1/8"  
**Colors:** 6C - 4C process, PMS 327 Green, PMS 485 Red  
**Bleeds:** 3 sides

LIVE PERF



Please display your decal with pride.

It's our FREE GIFT to you.

KEYLINE  
AROUND  
DECAL  
IS FPO  
TO SHOW  
DIE CUT  
POSITION

**Moore Simplex Reply (front) size:** 4-1/2" x 10" **Bleeds:** 2 sides  
**Colors:** 2C - PMS 327 Green, PMS 485 Red **Perfs:** all live  
**Special Info:** tip on membership card; 1/2" clearance for code at bottom of reply slip

**CHARGE YOUR GIFT TO SPECIAL OLYMPICS**

I wish to charge my gift to:

American Express®  VISA®  MasterCard®  Discover®

Card No.: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Today's Date: \_\_\_\_\_



**Does your employer have a matching gift program?**

If so, please help make your gift to Special Olympics multiply by having it matched by your company. Please see your Human Resources Department for details. Thank you.

You have been selected to receive these materials because we believe you have expressed an interest in helping our programs and services. If you would prefer not to receive our communications, please let us know by emailing us at [donorservices@specialolympics.org](mailto:donorservices@specialolympics.org).

**2009 CALENDAR**

January	February	March	April
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
May	June	July	August
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31
September	October	November	December
S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Helping Special Olympics athletes worldwide.

**Member Card (back) size: 3-3/8" x 2-1/8"**  
**Colors: 1C - PMS 327 Green**

BLIND PERF



**Special Olympics**

*“Let me win. But if I cannot win,  
 let me be brave in the attempt.”*

Special Olympics Oath

The Mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in the sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

BLIND PERF

**Special Olympics makes every dollar count.** A summary of the registration and financial documents filed by this organization is available: IN FLORIDA, FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE, WITHIN THE STATE, 1-800-HELP-FLA. FLORIDA REGISTRATION #SC-00681; in Kansas, the annual financial report is filed with the secretary of state, Kansas registration number 278-793-5; in Maryland, from the Secretary of State, State House, Annapolis, MD 21401 for the cost of postage and copies; in Michigan, the Special Olympics license number is MICS 9820; in Mississippi the official registration and financial information of Special Olympics, Inc. may be obtained from the Mississippi Secretary of State's office by calling 1-888-236-6167; IN NEW JERSEY, INFORMATION FILED WITH THE ATTORNEY GENERAL CONCERNING THIS CHARITABLE SOLICITATION AND THE PERCENTAGE OF CONTRIBUTIONS RECEIVED BY THE CHARITY DURING THE LAST REPORTING PERIOD THAT WERE DEDICATED TO THE CHARITABLE PURPOSE MAY BE OBTAINED FROM THE ATTORNEY GENERAL OF THE STATE OF NEW JERSEY BY CALLING (973) 504-6215 AND IS AVAILABLE ON THE INTERNET AT [www.njconsumeraffairs.gov/ocp.htm#charity](http://www.njconsumeraffairs.gov/ocp.htm#charity); in New York, Charities Bureau, Department of Law, 120 Broadway, New York, NY 10271; in North Carolina, from the State Solicitation Licensing Branch at 888-830-4989; in Pennsylvania, from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 800-732-0999; in Virginia, the State Division of Consumer Affairs, P.O. Box 526, Richmond, VA 23218-0526; in Washington State from the secretary of state by calling 1-800-332-4483; for West Virginia residents, the Secretary of State, State Capitol, Charleston, WV 25305; or by writing to Special Olympics, 1133 19th Street, N.W., P.O. Box 96548, Washington, D.C. 20090-6548. REGISTRATION WITH ANY ONE OF THE ABOVE GOVERNMENT AGENCIES DOES NOT IMPLY ENDORSEMENT BY THE STATE.

**Moore Simplex Reply (back) size: 4-1/2" x 10"**  
**Colors: 1C - PMS 327 Green Perfs: all blind**

**Awarded to:**  
Trade Gothic  
13/28  
**Donor Name:**  
Florens 30/25  
(space after is:  
8pt leading)  
**For your:**  
Trade Gothic  
12/15  
**Date/Partner:**  
Florens LP  
18/19  
**Signatures:**  
provided as  
TIFF images  
**Signer Info:**  
Trade Gothic  
10/11



Moore Certificate size: 9-1/2" x 4-1/2"  
Colors: 2C - PMS 327 Green, PMS 485 Red


Winners Circle version

**Awarded to:**  
Trade Gothic  
13/28  
**Donor Name:**  
Florens 30/25  
(space after is:  
8pt leading)  
**For your:**  
Trade Gothic  
12/15  
**Date/Partner:**  
Florens LP  
18/19  
**Signatures &  
WC logo:**  
provided as  
TIFF images  
**Signer Info:**  
Trade Gothic  
10/11



Moore Certificate size: 9-1/2" x 4-1/2"  
Colors: 2C - PMS 327 Green, PMS 485 Red

**Header:**  
 Trade Gothic  
 Bold 20/22  
**Specially:**  
 Trade Gothic  
 11/8  
**Donor Name:**  
 Trade Gothic  
 Bold 14/11  
**Partner Since:**  
 Trade Gothic  
 11/12  
**Date & Event/  
 Location:**  
 Trade Gothic  
 Bold 12/12  
**Date & Event/  
 Location info:**  
 Andale Mono  
 9/13  
**Why not  
 become:**  
 Trade Gothic  
 9/11




## CALENDAR OF EVENTS FOR ((CHAPTER NAME))

Specially prepared for:  
**Jane D. Sample**  
 Partner Since ((year joined))

DATE	EVENT/LOCATION
Date 00 - 00	((Winter/Summer Games, State))
Date 00 - 00	((Winter/Summer Games, State))
Date 00 - 00	((Winter/Summer Games, State))
Date 00 - 00	((Winter/Summer Games, State))
Date 00 - 00	((Winter/Summer Games, State))

Why not become a volunteer at a competition? You'll be helping athletes show the world what they can do.  
 For more information, please call us at ((phone)) or visit us online at ((website)).

  
**Special Olympics**

Schedule of Events - Lift Note (front) size: 8-1/2" x 4-1/2"  
 Colors: 1C - PMS 327 Green

Non-CDMP version

**Header:**  
 Trade Gothic  
 Bold 20/22  
**Through  
 year-round...:**  
 Trade Gothic  
 11/16



## THANKS AGAIN!

Through year-round programs of sports training and athletic competition in a variety of sports, Special Olympics gives individuals with intellectual disabilities improved physical fitness, higher social competence and greater self-esteem. Thanks again for helping us make dreams come true.

For more information, please call us at ((phone)) or visit us online at ((website)).

  
**Special Olympics**

Schedule of Events - Lift Note (back) size: 8-1/2" x 4-1/2"  
 Colors: 1C - PMS 327 Green

<b>Official Basketball Training Log for:</b> <u>Mike Bailey</u> <b>Date:</b> <u>12/17 - 12/17</u>			
DAY	DATE	ACTIVITY	COMMENTS
Sunday	12/17	Day off	Watched wrestling
Monday	12/18	Gym	Weights
Tuesday	12/19	Basketball	Dribbling
Wednesday	12/10	Gym	Leg training
Thursday	12/11	Gym	Treadmill
Friday	12/12	Gym	Circuit training
Saturday	12/17	Basketball	Drills and laps

Training Log - Lift Note (back) size: 8-1/2" x 4-1/2"  
 Colors: 2C - PMS 255, Black

FROM THE DESK OF  
DAVE AND KAREN BAILEY

Dear Friend,

Mike was our second child of four and we were just turning 30 when we had him. We didn't even know what Down syndrome was, so it was quite an eye opener!

Our neighbors and early intervention programs were so helpful. For Mike's first birthday, we had a party to thank all our neighbors for their incredible support. Imagine a hot August night with over 80 people singing Happy Birthday to a beautiful little boy.

But we are most grateful to his teacher who recommended Special Olympics when Mike was seven. Right away, he was making friends, having fun and gaining self-esteem. And we were meeting other families who are still our friends. Since that time, we've rarely missed a chance to see him compete or be part of a medal ceremony.

Today, Mike is often described as having two moods, happy and happier. He loves the people and activities in his busy life.

From the start, Special Olympics was different than many other activities for people like Mike, because there was no prejudging about how much success he could have or what he could do.

Special Olympics provides a much appreciated program for people with special needs who otherwise would not have an organized way to participate in such amazing sporting activities. And we realize it would not be possible without the support of donors like you. Thank you so much!

Karen Bailey      Dave Bailey