Polar Plunge
Law Enforcement Challenge 2020
LAW ENFORCEMENT + SPECIAL OLYMPICS

For more than 30 years, Wisconsin’s law enforcement community and Special Olympics Wisconsin (SOWI) have joined forces to light the way for acceptance of children and adults with intellectual disabilities (ID). Through these efforts, we have increased awareness of the talents and abilities of individuals with ID and created communities of inclusion. As the Guardians of the Flame, the Law Enforcement Torch Run (LETR) has dedicated itself to the goals of continually increasing awareness of, and generating resources for, Special Olympics athletes across the state.

POLAR PLUNGE

Polar Plunge, the signature fundraising event presented by LETR, has raised over $20 million for Special Olympics Wisconsin since it began over 20 years ago. In 2019, thousands of Wisconsinites participated in the Polar Plunge, raising $1.3M across 12 locations. 100% of these funds stay in Wisconsin to benefit the athletes of Special Olympics Wisconsin.

LAW ENFORCEMENT CHALLENGE: 2019

In 2019, 42 law enforcement teams took the Polar Plunge and were Below Zero Heroes to the nearly 9,000 athletes we serve. The outcome:

- 42 teams raised more than $83,000!
- More than half of the teams raised $1,000+
- The highest fundraising team raised $8,588
- Funds raised helped SOWI:
  - Provide 168 sports competitions
  - Offer 1,903 free health screenings
  - Serve 309 Young Athletes
  - Reach 76 (and growing) schools to promote inclusion

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<thead>
<tr>
<th></th>
<th>Law Enforcement 2019 Leaderboard</th>
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<tbody>
<tr>
<td>Top Police or Sheriff’s Dept Team</td>
<td>Wood County Sheriff’s Dept</td>
<td>$8,588</td>
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<tr>
<td>Top DOC Team</td>
<td>Red Granite Correctional Institution</td>
<td>$7,545</td>
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<tr>
<td>Top University Police Dept</td>
<td>Western Technical College Law Enforcement Academy</td>
<td>$3,874</td>
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LAW ENFORCEMENT CHALLENGE: 2020

Introducing the Law Enforcement Challenge for the 2020 Polar Plunge! Get ready to face off against law enforcement agencies from across Wisconsin to see which police department, DOC institution, sheriff’s department, etc. are Wisconsin’s truest Winter Warriors.

Prizes for Top Teams Statewide

* Top Police or Sheriff’s Department Team
* Top DOC Team
* Top University Police Department

The top team in each category will be recognized at SOWI’s State Summer Games in June 2020 and will be invited to select one team member to help carry in the Flame of Hope during the Opening Ceremony.

Prize for Top Team in each Region

The top fundraising team in each Special Olympics Wisconsin region will receive a plaque to display their Polar Plunge success and commitment to SOWI athletes.

Set Your Goal

* The average law enforcement Polar Plunger raises $203
* The average law enforcement team raises $1,990
* The cost to support one athlete for one year is $757

Could your team set a goal to support a Special Olympics basketball team for a year?

10 basketball players x $757/player = $7,570

Ways to Accomplish Your Goal

* Start a new team! Teams can include family, spouses, friends, etc. and participants can register as:
  * Polar Plungers – the traditional way to take the Plunge
  * Too Chicken to Plunge – avoiding the water but still having fun
  * Super Plungers – Plunge up to FIVE TIMES on Plunge Day!
* Recruit five new plungers to your existing team
* Challenge your Captain to register as Toss Your Boss where employees work together to raise $1,000 or more to see the Captain take the icy plunge
* Send personalized emails to friends, family and others in your personal and professional networks
* Share your goal and why you’re plunging on social media! Be sure to include your link to donate online
* Ask donors if their employer offers a Matching Gift program, in which companies match or double donations employees make to a charity. Plus, you get a cool prize for getting at least one matching gift!
LET’S GEAR UP TO MAKE THIS THE BEST YEAR EVER!

THE 2020 POLAR PLUNGE LINE-UP

Feb. 1—Kenosha           Feb. 9—Muskego           Feb. 22—Wausau
Feb. 1—WI Rapids          Feb. 15—Madison          Feb. 23—Eau Claire
Feb. 8—Menomonie          Feb. 15—Oshkosh          Mar. 7—Green Bay
Feb. 8—Whitewater         Feb. 15—MKE Zoo           Mar. 7—La Crosse
                         Feb. 22—Oconomowoc

DON’T DELAY. REGISTER TODAY! PLUNGEWI.ORG
LAW ENFORCEMENT SUCCESS STORY

Inspiration can come from just about anywhere, they say. When it comes to joining the Special Olympics movement as a member of the Law Enforcement Torch Run (LETR) for Special Olympics Wisconsin, this certainly holds true. Every member of the LETR has his or her own unique story about how they got hooked on the cause. But what doesn’t seem to change much in the stories is: once you’re hooked, you’re hooked.

Wood County Sheriff Shawn Becker is one of those “hooked” LETR members. His dedication came by way of his daughter, who began plunging in the Wisconsin Rapids Polar Plunge with her water ski show roughly a decade ago.

“After seeing Jordan (his daughter) plunge and how big of an event this was to support such a great cause, I decided to give it a try. After the first try I was hooked,” Sheriff Becker said. “Getting the opportunity to meet several of the athletes was such an inspiration to be involved.”

2019 marked Sheriff Becker’s seventh year of plunging. And thanks in part to Sheriff Becker’s increased dedication to the LETR and Polar Plunge over the years, the Wood County Sheriff’s Department has become a plunging powerhouse.

The Wood County Sheriff’s Department has claimed the Law Enforcement Challenge title for the last three years now. In 2019, they raised $8,588 for Special Olympics Wisconsin athletes. As Becker and his co-workers became more involved in the Polar Plunge, their team and its enthusiasm grew. So did the enthusiasm of their friends and families who were eager to support them. “With so much community support, we felt this was a perfect way to give back,” Becker said.

In the five years of the Polar Plunge Law Enforcement Challenge, the Wood County Sheriff’s Department has now raised more than $33,000. And of course, this is on top of the fundraising many of them do through other LETR events like Cop on a Rooftop, Run with the Cops and the Torch Run, which has become a favorite of Sheriff Becker’s. Due to the Law Enforcement Challenge victories, Sheriff Becker has been able to carry the Flame of Hope during the Opening Ceremony of the State Summer Games in Stevens Point. Running alongside a Special Olympics Wisconsin athlete, this helps showcase the relationship between the LETR and athletes, and drives home why they work so hard to raise money in the Law Enforcement Challenge.