

3 Myths About Charitable Giving & The Special Olympics

Myth #1: "Corporations donate more to charitable organizations such as Special Olympics than individuals." FALSE!



TRUE: "The greatest portion of charitable giving, \$211.77 billion was given by individuals or household donors," according to the Giving Statistics of the National Park Service. Gifts from individuals represented 73 percent of all contributed dollars. Corporate giving, which was tied to corporate profits, rose an estimated 10.6 percent to \$15.29 billion. This reflects an increase in corporate in-kind donations from the previous year. Corporate giving accounted for 5 percent of all charitable giving. (Corporations do invest additional advertising dollars in cause-related marketing as a business expense.)

CASE STUDY: Let's take the **Special Olympics** organization with more than 80 percent of its expenditures go to supporting program activities. This includes supporting local training and competition. It also includes developing education materials for their volunteer coaches, outreach to recruit more athletes, family support, and much more. Maintaining these high standards is a priority at Special Olympics and they rely heavily on individual donors to keep programs running. Yet how does Special Olympics make a difference to the health and well being of their recipients?



Myth #2: "Individual with Intellectual Disabilities have little hope for improvement." FALSE!



TRUE: Family members attribute positive changes in their athletes to involvement in Special Olympics. At Special Olympics, athletes are empowered to share their many gifts and talents with society. Yet, it's more than that. Special Olympic athletes also become empowered to be leaders in society -- and teach the community about acceptance and understanding.

What kind of individual donor makes up the 73 percent of all contributed dollars?

One such charitable donor is Paul Prince who has a wife and two wonderful children. He runs DOOR TO DOOR FLOORS and has been a supporter of Special Olympics for a number of years. Wanting to do more than be a standby supporter, Paul and his wife Angie took the initiative to begin volunteering for Special Olympics almost a decade ago. Since that time, the pair have also committed to volunteering in the special needs class at their local church. Were it not for this class, parents have stated, they may not have the opportunity to attend services.

Over the years of active participation and support of Special Olympics, Paul continued to learn more about all that this organization does. He, like many people, initially thought of Special Olympics as THE Special Olympics, an actual event that took place only periodically. Once Paul began to volunteer his time, he realized that thousands upon thousands of individuals of all ages gain valuable skills and confidence through the work that is done by Special Olympics and this takes funding.

Myth #3:

"Intellectual disabled students should be taught separately from the main class rooms." FALSE!



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TRUE: As a result of exposure to Special Olympics programs, however, perceptions change. For example, support for the inclusion of students with intellectual disabilities in regular classrooms increases from 2% to 55% as people become more involved with Special Olympics.



Parents in China and Latin America echo similar sentiments. Family members in these countries also speak optimistically about their athlete's future regarding continued and improved independence, employment, and overall position in society at large.

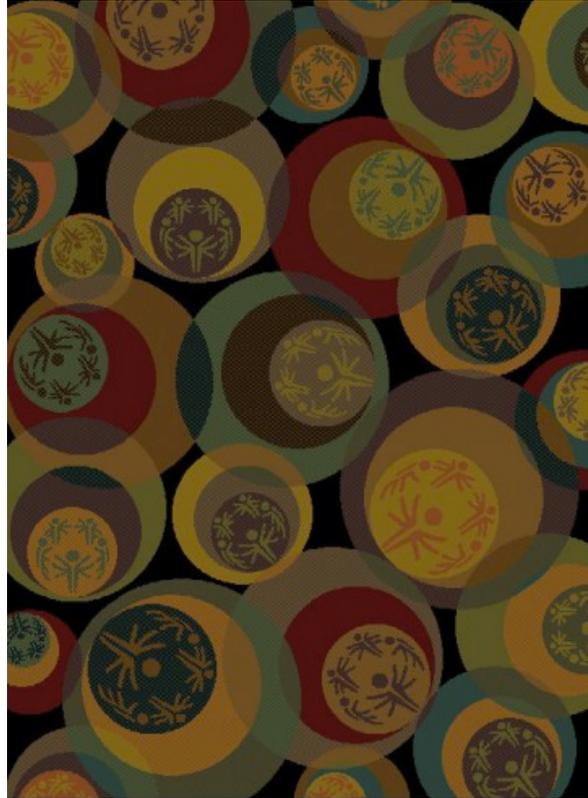
A few years ago, upon hearing of the passing of Eunice Kennedy Shriver, the founder of Special Olympics, Paul Prince was stirred into action once again. With the passing of such a great motivator, he knew that it was up to others close to the cause to step up to the plate and ensure that necessary work would continue. It was then that Paul knew he could do more through his business connections than he had been doing on his own. Taking a heart full of inspiration, he approached world-renowned area rug manufacturer, Shaw. Having worked with this manufacturer for years in his local business, Paul felt hopeful that he would have a willing and able partner in his plan to benefit Special Olympics. What has resulted is no less than extraordinary.

Through more than two years of negotiating and planning, these two incredible sources have developed a way for everyone to win. Supporters of Special Olympics now have a truly elegant way to show their support of a cause they believe in. Because Paul had the ability to convey his vision to those at Shaw, the manufacturer committed wholeheartedly to producing high quality area rugs in transitional styles that are fitting to any home or office. Additionally, Shaw negotiated pricing in such a way that RugsForAReason.com is able to generously donate upwards of 80% of proceeds directly to Special Olympics, an unprecedented donation the likes of which have never been seen in this organization.

Shaw area rugs are known around the world as incredibly high quality products. Staying with their tradition and proven track record, Shaw has designed the area rugs for Rugs for a Reason with the end result in mind.

The area rugs here are not only beautiful; but they are also of the highest quality. Each area rug is machine woven, not printed. Each is created for long lasting beauty, with durable materials that make them inherently resistant to soil, stains and fading.

There are three transitional designs that Shaw has produced exclusively for [Rugs For A Reason](#). In true Shaw fashion, the designers have considered trends in home design; resulting in styles that anyone would be proud to add to their home or office. Covering three distinct trends, the area rugs designed for this cause have been machine woven to include a warm, soothing color palette that will add ambiance to any space. Each of the transitional designs is available in a variety of sizes, giving you the opportunity to incorporate the most appropriate size into any size room.



Through Rugs For A Reason, supporters of Special Olympics have a whole new way to support the cause they care about, while also adding beauty to their home or office through specially made area rugs. For more information visit [RugsForAReason.com](#).

Public website: [RugsForAReason.com](#).

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