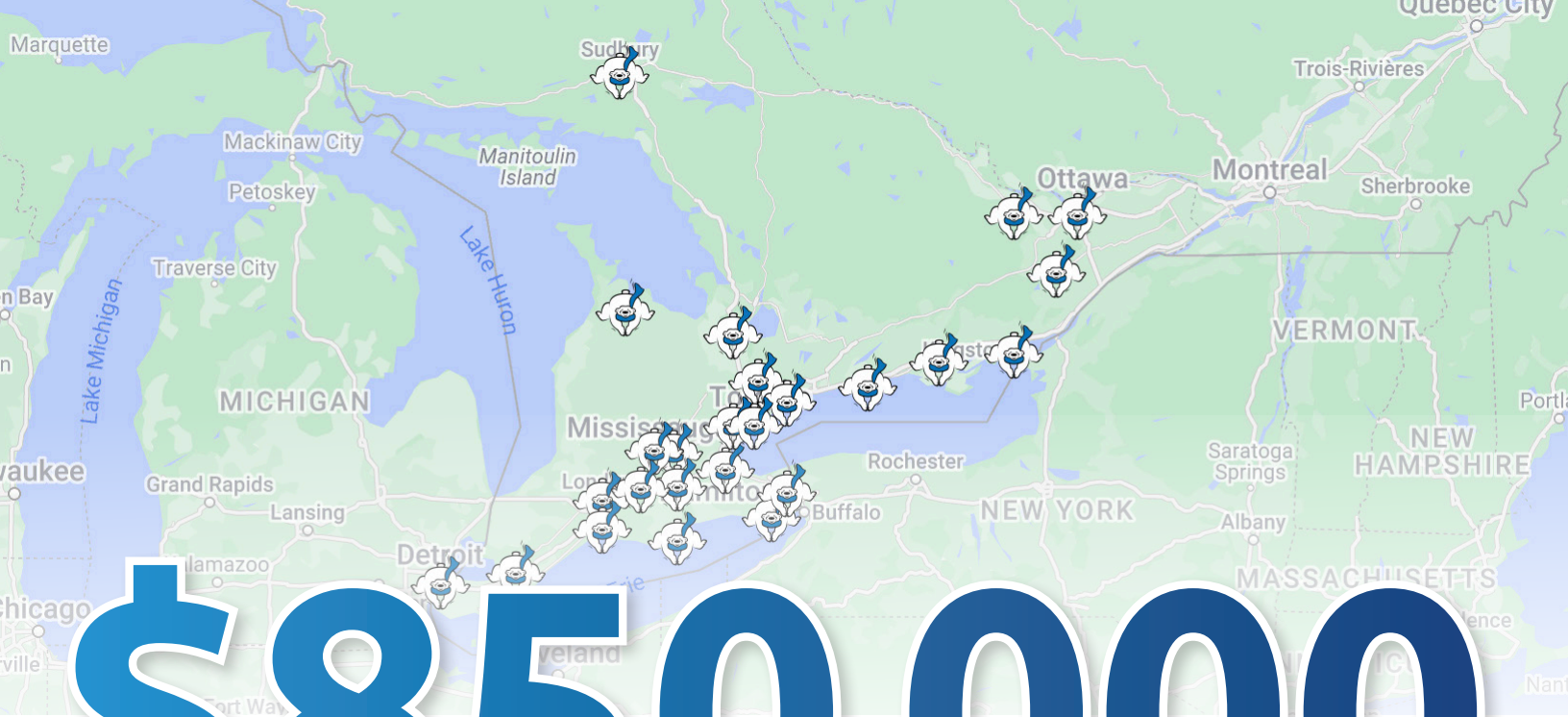




POLAR PLUNGE.
FOR SPECIAL OLYMPICS ONTARIO



\$850,000

Record breaking provincial fundraising total from 32 Polar Plunges hosted across Ontario!

Happy Polar Plunge Celebration Week! We want to express our sincere appreciation to every plunge host, plunger, and donor who contributed to making this year's season such a tremendous success. As we emerged from the pandemic and a season of virtual plunges, we set our sights on a fundraising goal of \$500,000. However, as the season progressed, we were blown away by the spirit and energy of the 32 plunges that took place across Ontario, and we surpassed our goal by an incredible \$350,000! All of this money goes directly towards supporting Special Olympics Ontario athletes and programs.

In this report, we will take you through each of our plunges and their accomplishments. Once again, thank you for all of your hard work, and we are proud to say that we are #FreezinForAReason and motivated to reach our next goal of \$1 MILLION raised for the athletes of Special Olympics next year.



Thank you to our sponsors,



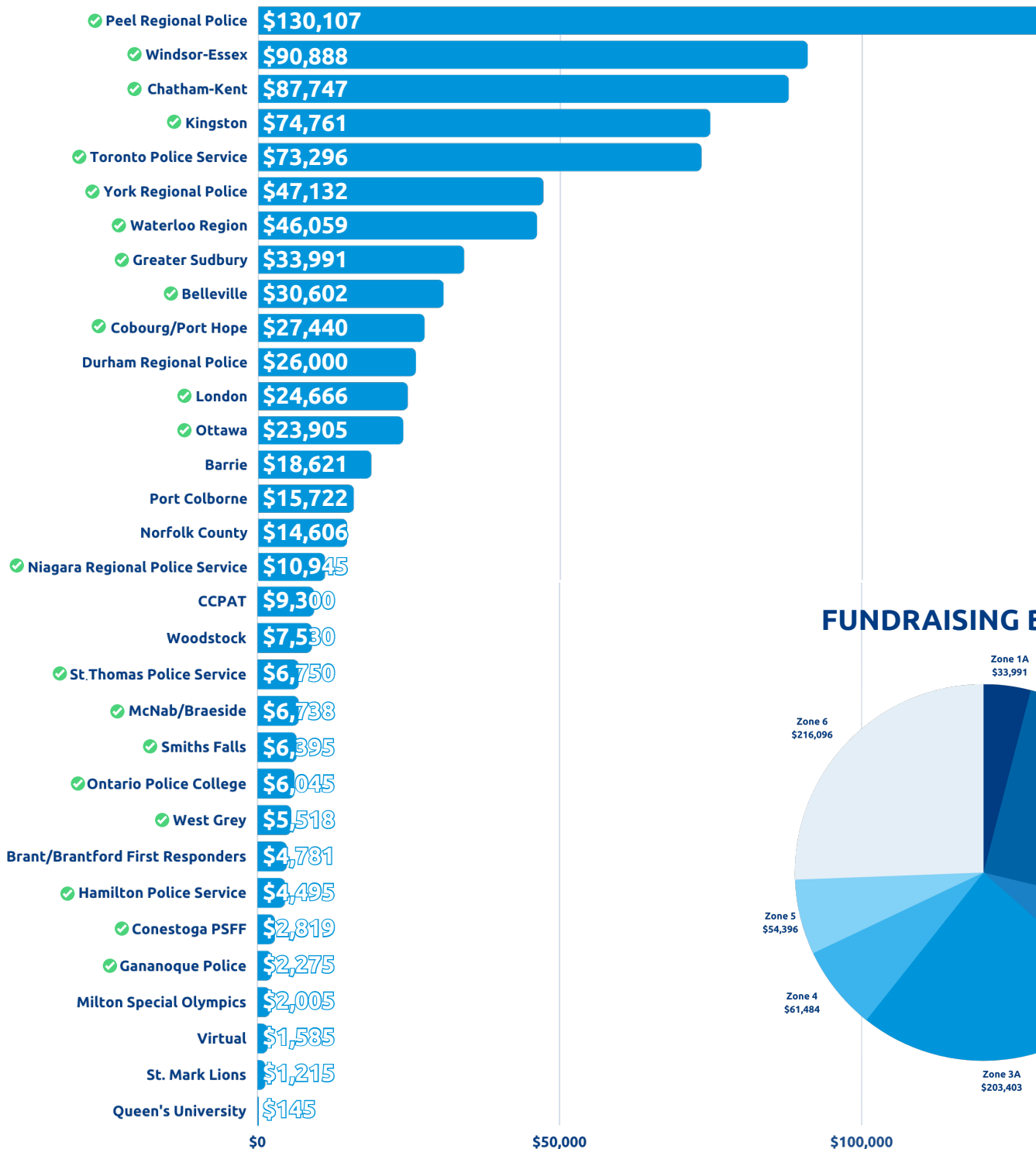
Gallagher

Insurance | Risk Management | Consulting

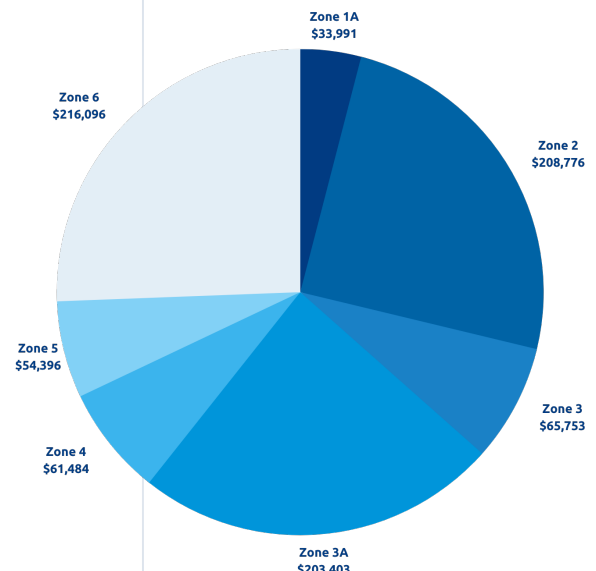
**ACCESS
STORAGE**

2023 POLAR PLUNGES ACROSS ONTARIO

The presented leaderboard graph displays the fundraising amounts of each of the 32 plunges. We extend our congratulations to Peel, Windsor-Essex, Chatham-Kent, Kingston, and Toronto for securing their position as the top 5 fundraising plunges of the year. Notably, 17 plunges raised over \$10,000, which is a remarkable achievement. Additionally, over 21 plunges were successful in achieving their donation goal, as set on Crowd Change. Each plunge established its own target and fostered a sense of collective fundraising among its participants, in order to accomplish personal page goals, team page goals, and the overall local plunge goal. The green checkmark symbol (✓) adjacent to the plunge name signifies that the respective plunge has exceeded its fundraising objective.



FUNDRAISING BY ZONE



TOP INDIVIDUAL PROVINCIAL FUNDRAISERS



CHIEF MYRON DEMKIW
TORONTO POLICE SERVICE



RYAN MACBEAN
SPECIAL OLYMPICS ATHLETE

Congratulations to Toronto Police Chief Myron Demkiw and Special Olympics Ontario - Dufferin Athlete Ryan Macbean for their amazing fundraising efforts. Myron and Ryan have been named as the top provincial fundraiser and top Special Olympics athlete/volunteer fundraiser, respectively.

Below is the final top 5 fundraisers for the recent plunge season. During the final month of plunges, a daily leaderboard was published to showcase the friendly competition among the top fundraisers in the province. As the fundraising season came to an end, the official top 5 fundraisers are Toronto Police Chief Myron Demkiw in first, followed by Windsor's Chief Jason Bellaire, SOO - Dufferin athlete Ryan Macbean, Ron Caudle from Waterloo, and Sukhraj Gill from Peel. The combined fundraising efforts of these top 5 fundraisers brought in almost \$115,000, which is an incredible accomplishment. Congratulations to everyone who participated and contributed to this worthy cause!



1

TORONTO
CHIEF
**MYRON
DEMKIW**

\$36,160

2

WINDSOR
CHIEF
**JASON
BELLAIRE**

\$35,150

3

PEEL
**RYAN
MACBEAN**

\$15,825

4

WATERLOO
**RON
CAUDLE**

\$15,325

5

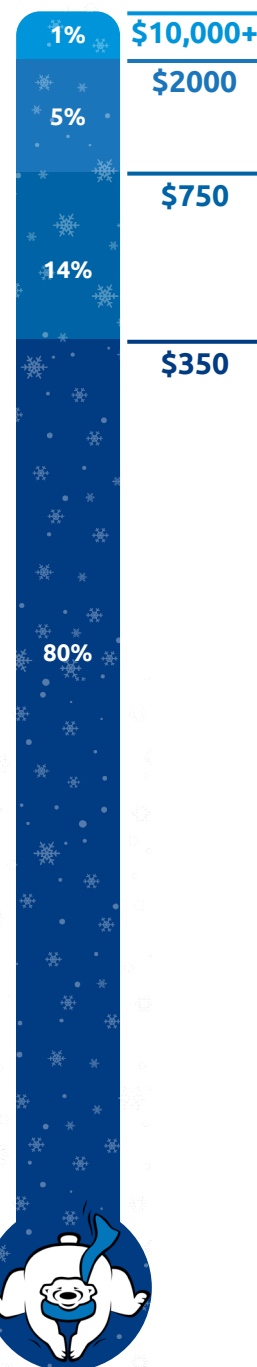
PEEL
**SUKHRAJ
GILL**

\$12,335

2023 FUNDRAISING INCENTIVES



ALLOCATION OF INDIVIDUAL FUNDRAISING PAGES



2023 POLAR PLUNGE REACH



67K website visits to Polar Plunge Crowd Change

15K website visits to polarplunge.ca

11K newsletter opens | **6K** newsletter contacts

8.6K combined social media reach

500 combined social media followers

88 social media posts from @PolarPlungeOn



2023
POLAR PLUNGE
FOR SPECIAL OLYMPICS ONTARIO

THANK YOU!

SEE YOU NEXT YEAR!

[#FREEZINFORAREASON](#) / [#PLUNGEON](#) / [POLARPLUNGE.CA](#)