



**Special Olympics**  
**Olympiques spéciaux**  
Canada

# Special Olympics Donut Campaign x Tim Hortons 2025

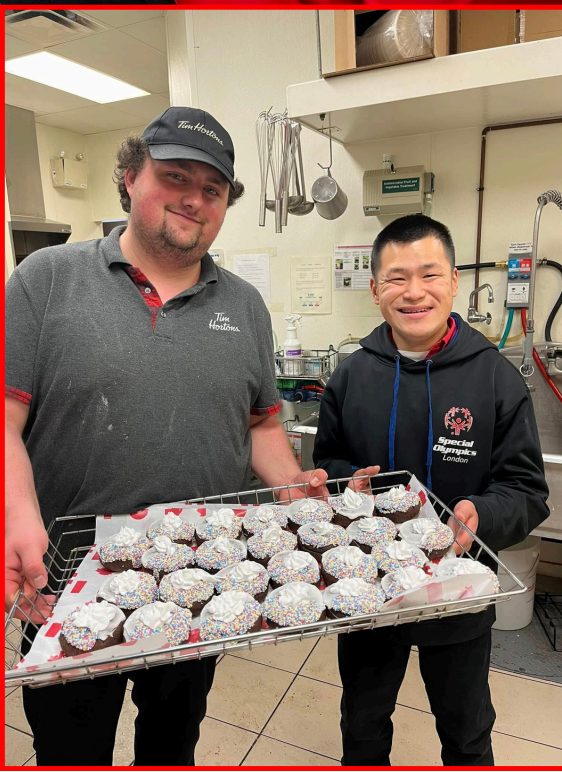
Chapter Marketing & Communications Toolkit



@specialocanada | specialolympics.ca







# Key Messaging



## Overview

Special Olympics Canada has once again partnered with Tim Hortons to create the limited edition Special Olympics Donut, available from January 31st - February 2nd. 100% of the proceeds from sales of the donut will support more than 42,000 athletes across Canada with intellectual and developmental disabilities.

**Together, we can create a better tomorrow by making the effort to #ChooseToInclude today.**

Tim Hortons has been a proud partner of Special Olympics Canada since 2016 - from sponsoring youth programs ActiveStart and FUNdamentals, to sending gift cards to Special Olympics activities across the country, supporting National Games and of course, creating the Special Olympics Donut to raise funds and awareness for the movement.

Like Special Olympics, Tim Hortons understands the power of inclusion - and its ability to change lives. Tim Hortons has hired many individuals with intellectual and developmental disabilities at restaurants across the country, including many Special Olympics athletes! They truly are a place for everyone.

## Calls to Action

1. **Purchase a Special Olympics Donut** and 100% of the proceeds will support Special Olympics athletes across Canada.
2. Share your support and **show that you #ChooseToInclude by sharing a photo to social media** of yourself, your friends, family, colleagues or teammates enjoying your Special Olympics Donut. Make sure to tag @TimHortons, @SpecialOCanada and @SpecialOlympicsBC (@SpecialOBC on X/Twitter).

## How to Refer to the Donut

**Correct:** The Special Olympics Donut at Tim Hortons in support of Special Olympics Canada

**Incorrect:** The Choose To Include Donut, the Day of Inclusion Donut, the Special Donut





# Website Landing Page Links

Landing page links will be live online January 27th, 2025.

**Tim Hortons Landing Page:** [www.timhortons.ca/specialolympics](http://www.timhortons.ca/specialolympics)

**SOC Landing Page:** [www.specialolympics.ca/SODonutTimHortons2025](http://www.specialolympics.ca/SODonutTimHortons2025)


## Pre-Order Forms

For orders of 6 or more Special Olympics Donuts we strongly encourage you to use the Tim Hortons Pre-Order form – please share this with friends, family, colleague and teammates! Leveraging the pre-order forms ensures there will be enough daily stock in the display case for the Tim’s customer who may not know about the donut.

Complete the pre-order form and submit it to your nearest participating Tim Hortons Restaurant no less than 48 hours ahead of your specified pick up date and time.

### Download Form

<https://docs.google.com/document/d/1T2OftznS6TjoH-EhHliQe4j7RCSXHCoC/edit>



**Pre-Order Form**

From January 31 – February 2, Tim Hortons Restaurant Owners will be supporting Special Olympics Canada. **Guests who purchase a freshly baked Special Olympics donut will be donating to this amazing organization with 100% of proceeds being donated!** To pre-order Tim Hortons Special Olympics donuts, complete this form and submit it to your nearest participating Tim Hortons Restaurant no less than 48 hours of your specified pick up date & time. Or visit the Tim Hortons app, Uber Eats or Skip the Dishes to see if your Special Olympics donuts can be delivered.

**Number of Donuts:**

\*Minimum Order of 6 Donuts Required

**Your Name:**

**Address:**

**Telephone:** (    )

**Email:**

**Pick Up Date:**  **Pick Up Time:**

Thank you for your support!



# Social Media Assets



## Links

### Social Media Graphics

These graphics are ready to post with no further editing.

### Graphic Overlays

These can be customized with photos of athletes from your Local in Canva or other photo editing programs!

If you have any questions about how to use these graphics, don't hesitate to reach out to us for support!

## Share Your Photos!

Share your favourite photos from restaurant visits with us! Email them to Adjii Rahardjo at: [arahardjo@specialolympics.bc.ca](mailto:arahardjo@specialolympics.bc.ca)





# Social Media Copy

## SUGGESTED COPY

### FOR LOCALS

#### (Suggested for Facebook, LinkedIn, and/or Instagram)

- The Special Olympics Donut at @TimHortons is back January 31st - February 2nd! 100% of the proceeds will support @SpecialOCanada and give athletes with intellectual and developmental disabilities the opportunity to participate in sport, discover new talents and join an inclusive community.

You can order yours in-restaurant, at the drive-through or on the Tim Hortons mobile app! @SpecialOlympicsBC athletes always #ChooseToInclude. Will you?

#### (Suggested for X/Twitter)

- Pick up a limited edition Special Olympics Donut at @TimHortons January 31st - February 2nd! Together, we can show that belonging takes first place. #ChooseToInclude

### FOR YOUR SPONSORS, PARTNERS, AND SUPPORTERS

- Everyone should have the chance to experience the joy of sport. This January 31st - February 2nd, we #ChooseToInclude by purchasing the Special Olympics Donut at @TimHortons. 100% of the proceeds will help athletes with intellectual and developmental disabilities participate in Special Olympics daily community sport programs.

### FOR ATHLETE SHARING

- Spread the word! @TimHortons will be selling the Special Olympics Donut from January 31st - February 2nd. All proceeds will go towards supporting @SpecialOlympicsBC athletes like me and my friends. #ChooseToInclude



## FAQ

### **Who made and designed the Special Olympics Donut?**

Based on the popularity of the donut in past years – the recipe will remain the same. The Special Olympics Donut is a delicious chocolate cake ring donut with white fondant, coloured sprinkles, and whipped topping. The multi-coloured design was inspired by the themes of diversity and inclusion that are central to the Special Olympics mission. Best of all? 100% of proceeds from each donut go to supporting Special Olympics Canada!

### **Special Olympics encourages healthy eating and a healthy lifestyle for athletes. How does the Special Olympics Donut fit within this focus?**

Special Olympics is committed to promoting and encouraging a healthy lifestyle for all athletes. However, everyone deserves a treat occasionally. The donut is a unique way to engage the Special Olympics community and all Canadians to support Special Olympics. So, consider this a special treat for athletes and feel free to purchase one or more donuts over the course of the campaign. Don't forget to encourage your friends, family members and neighbours to join you. Every sale provides for increased funds in your region to support your program and activities.

### **How are the funds raised supporting Special Olympics programs? Are the funds staying in my community/local programs?**

A majority of funds from the sale of the Special Olympics donut will stay in the regions in which they were raised. Each Provincial and Territorial Chapter will allocate funds to support the cost of delivering community programs and competitions. Chapters will allocate funds to areas of greatest need within their communities.