



# Revealing

The Champion in All of Us

**Special  
Olympics**



“...when we combine innovative thinking, empowered citizens, clear strategy and the passion of our athletes, we can be successful in effecting change almost anywhere and under almost any conditions.”

Timothy P. Shriver, Ph. D.  
Chairman & CEO, Special Olympics

“We have unprecedented consensus and alignment across all levels of our organization and with key stakeholders of our critical work – one vision with common goals. We invite you to join us.”

J. Brady Lum  
President & COO, Special Olympics

Nine-year old Aaron Banda was tethered to a tree for seven years.  
**Seven years.** The young Malawian child, born with intellectual disabilities, was first lashed to a tree as a toddler.



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It was only after a Special Olympics representative went door-to-door during a Special Olympics community health project that Aaron was discovered.

After intervention, Aaron’s parents were able to see a pathway to development for their child and engage with a community of people who knew what Aaron needed to grow healthy and strong.

Working with a specialist teacher three times a week, Aaron is now responding positively to life skills and sports training. The community around him openly embraced the Special Olympics philosophy and expertise toward people like Aaron.

Aaron embodies the indomitable human spirit, a testament that human greatness is defined more by the spirit than by the body.

Worldwide, 200 million adults and children have been identified with intellectual disabilities—the most marginalized, discriminated and vulnerable population in the world.

Yet research shows that, given support, 3/4 of these individuals can function at a higher level than society expects.

Since our founding in 1968, the mission of Special Olympics International has been to help people like Aaron overcome isolation and unleash their potential through the transformative power of sports.

**Danielle Liebl is 21 years old** and currently attends the College of Saint Benedict & St. John’s University in Minnesota.

At 11, she became involved with Special Olympics as an athlete in track, bowling, swimming and golf.



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Over the years her leadership roles as an athlete have increased – leading to her involvement in the Athlete Leadership Program, as well as Youth Activation Committees on the state and National level.

Danielle is using her life experience as an athlete and a youth leader to impact the lives of others. Danielle firmly grasps that youth are the innovators of change and embodies the power of Project UNIFY: “Whoever said youth cannot change the world, clearly have not met the Project UNIFY youth.”

**OUR MISSION.** 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 continued opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

## It's **Not** Just About **the Medals.**

No other organization has the emotional and social impact of Special Olympics. Four million athletes training and competing year-round.

From more than 53,000 local and national competitions, 7000 athletes from 170 countries come together at World Games every two years.

The pride, hope and optimism captured by an athlete's bright, shining moment on the podium is the culmination of experience encompassing year-round sports training, health, education and inclusion opportunities for our athletes.

Each athlete's journey is unique. As they claim victory to the roar of applause, all of us-- families, volunteers, sponsors, supporters and spectators—transform in profound and lasting ways.

Special Olympics International has created a global platform through sports to communicate the dignity and value of people with intellectual disabilities. And, in doing so, we have catalyzed a worldwide community who have taken a stand for dignity, inclusion and acceptance.

This growing community recognizes that, ultimately, Special Olympics is about fighting the misunderstanding and maltreatment of any one particular population—a cause that is relevant to all of us.

**Our Values:** Sportsmanship with Joy; Athlete Leadership; Unity; Bravery; Perseverance.

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## Ours is A **Human** Rights Movement.

In both developing and developed countries, individuals with intellectual disabilities struggle to gain independence, acceptance and inclusion into societies that have no or low expectations for their achievements.

Children with intellectual disabilities face even greater challenges, often isolated and rejected socially by their peers. Despite this systemic marginalization, governments, NGOs and the private sector often overlook people with intellectual disabilities

For more than four decades, Special Olympic International has taken the leadership role in championing the abilities and potential of those with intellectual disabilities. In addition to providing high-quality sports training and competitive opportunities, we are also a global leader in cutting-edge research to promote better understanding of the issues surrounding intellectual disabilities.

We are inspired by the athlete-leaders whose demonstration of leadership abilities and drive to succeed to become contributing members of our Special Olympics community and society is boundless. Similarly, our quest to improve their lives knows no bounds. We continue to provide public education to combat the social stigma and ignorance that adversely affects those with intellectual disabilities.

**But there is more that must be done.**



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## An **Urgent**—and Growing—Need.

As the world's largest disability group, people of all ages with intellectual disabilities are facing a crisis of social challenges, educational neglect, emotional and physical abuse, barriers to health care and under- or unemployment.

**The disparities are real and troubling.**

As a group they are predicted to keep pace with overall population growth trends. Interest in our programs is expanding at an unprecedented rate, particularly outside the United States.

The chasm between the millions we currently serve and those who could be served is great.

Special Olympics International has worked with governments and communities to provide greater access to healthcare conduct pioneering research and launch ground-breaking programs to combat social prejudice.

Growing global awareness of human rights, obesity and bullying have sparked momentum for us to address these and other pressing issues in our population.

With every day that passes, we keenly feel the pressure to accomplish more.



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We must **act now**. This urgency is at the root of our five-year Strategic Plan.

**Bullying.** Bullying is a devastating—and growing—problem. In the U.S., 1 in 4 mainstream school-age children are bullied. Students with intellectual disabilities are 2 to 3 times more likely to be chronically bullied than their mainstream peers. Changing attitudes and fostering understanding are the first steps in lessening the incidence of bullying among vulnerable populations.

**Our aggressive—but achievable—goals include:**

**Vision:** Through the advancement of quality sports & competitions we seek to build inclusive, accepting and healthy communities worldwide.

**Growth:** By 2015, we seek to grow participation to 5.3 million athletes and 530,000 certified coaches and use technology and on the ground resources to educate and support our growing athlete base and global network of supporters.

**Leadership:** Develop Movement leadership at all levels, empowering every athlete, coach, volunteer, board and staff executive, family member, and health professional in order to advance overall program quality.

**Collaboration:** Through sports, we will drive whole communities to mobilize around the rights and abilities of people with intellectual disabilities because we have a proven track record of collaboration across all sectors: government, non-profit and corporate.

In order to accomplish this, we must double our revenues. We will also strengthen the Movement by reducing our administrative costs by 25% and direct the cost savings into programming. We must become a more effective, sustainable and innovative fundraising organization.

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We are a **change** agent. We consider ourselves nothing less, fighting for human dignity.

Special Olympics International is proud to have been identified by Nike as an institution that has the vision to drive lasting change.

Universal Access. Program Design. Age Appropriateness. Mentoring. Motivation. Public & Private Revenue Streams. Multi-Sector Collaboration. These are the best practices that have contributed to our success.



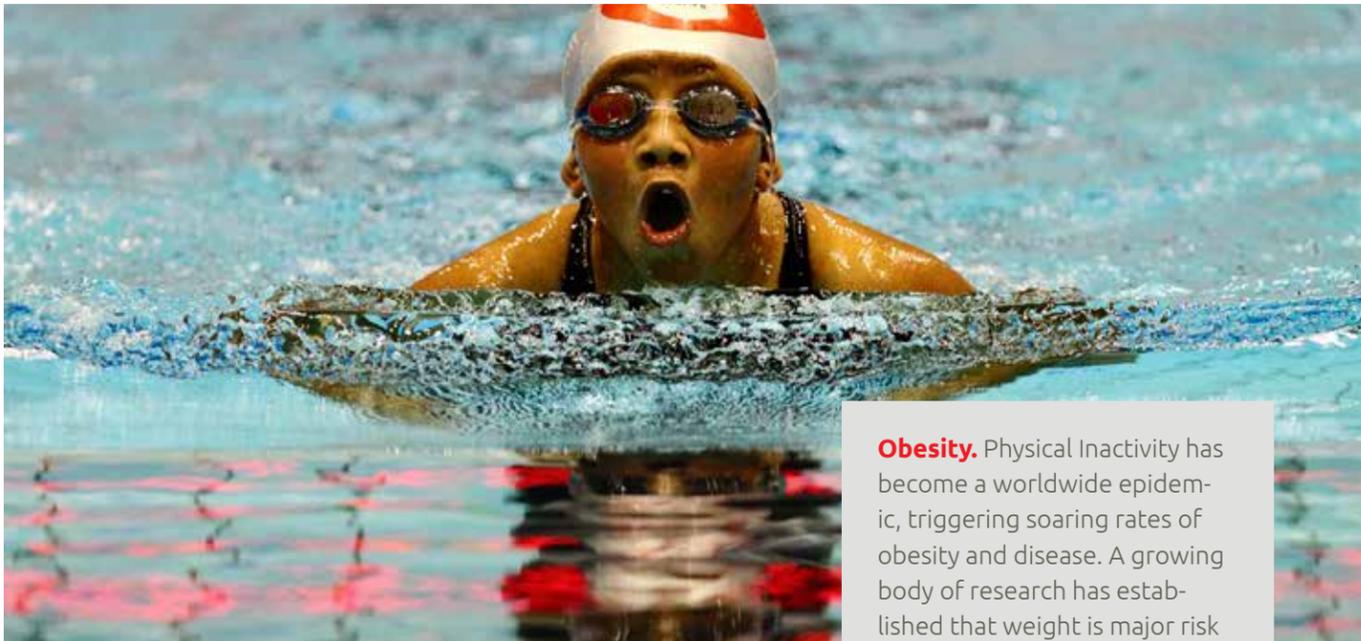
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## Unleashing the **Power** in All of Us.

Abuse, indifference, ignorance, communication barriers. All these factors and many others prevent those with intellectual disabilities from realizing their full potential.

With sports as a springboard, Special Olympics International has developed initiatives in the critical areas of health, education and community development, where we have proven best-in-class effectiveness and impact.

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**Obesity.** Physical Inactivity has become a worldwide epidemic, triggering soaring rates of obesity and disease. A growing body of research has established that weight is major risk factors for a number of chronic diseases, including diabetes, cardiovascular diseases and cancer. Once considered a problem only in high income countries, obesity is on the rise in low- and middle-income countries, particularly in urban settings.



## We **empower** through sports. Sports are at the heart of how we change attitudes about people with intellectual disabilities.

Independent research has conclusively shown that a healthy, active lifestyle has the dual effect of improving physical fitness and mental well-being. The benefits of participation help our athletes live more independent, productive and rewarding lives.

One measure of success is employment. In the U.S., 52% (versus 10% of non-participants) of Special Olympics athletes hold jobs, suggesting a strong relationship between ongoing participation and employability.

Vibrant lives grounded in year-round physical activity, sound nutrition and the desire to achieve a personal best comprise a lasting foundation for lifetime achievement.

Unified Sports, our fastest-growing program, pairs those with and without disabilities in relationships of equality, reciprocity and fun, competing on the same field of play. This innovative model has been shown to raise the self esteem of all participating individuals, while promoting the benefits of fitness and inclusion, and forging friendships that extend beyond the playing field. We aim to reach 1,000,000 athletes and partners by 2015.

By 2015, we will grow worldwide participation to 5.3 million athletes.



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## We **strengthen** communities.

The transformative power and joy of sports creates more inclusive, engaged communities in every corner of the globe.

By 2015, we will reach 530,000 coaches who will fuel high athletic achievement in communities across the globe.

The genius of the Special Olympics model is that it can be replicated and sustained anywhere in the world.

A small investment in a soccer ball and goal markers is leveraged with a dedicated volunteer coach who sets high performance expectations. Specially-trained doctors provide much-needed health screenings. Families come together in support of athletes; neighbors and friends are recruited to referee, provide refreshments and transport athletes.

By reaching Special Olympics stakeholders—families, teachers and mainstream sports clubs—we raise awareness and catalyze action that results in more accepting and cohesive communities.

This web of support reverberates throughout the community, both on and off the playing field.



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## We help deliver **quality healthcare**.

Though conditions vary worldwide, many people with intellectual disabilities have little or no access to healthcare that could improve—or even save—their lives.

By 2015, we will train more than 68,000 more doctors and clinical students in 120 countries.

For some athletes, the free dental, vision, hearing, podiatry and physical therapy screenings mark the first time they have seen a doctor.

Fortunately, Special Olympics International plays a critical role in bridging this disparity.

**Healthy Athletes** is the world's largest community-based public health program for those with intellectual disabilities. Our network of volunteer patient advocates, healthcare professionals and providers deliver free screenings, basic information and care to 1.3 million Special Olympics athletes.

For every 1 dollar that is made available to Special Olympics, 5 dollars in healthcare value is delivered. This is possible through powerful leveraging of donated services, materials, supplies, equipment and grants from foundations, corporations, universities and individual practitioners.



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## Dustin Plunkett **credits Special Olympics** with saving his life.

Fourteen years ago, the Southern California teen received a dental screening during sports practice. X-rays of his teeth revealed gum cancer in his mouth. That 2004 intervention proved to be both life-saving and life-enhancing.

Today, Dustin is a confident and charismatic Global Messenger for the Movement. Dustin has

found satisfaction and success in sports participation, but it is his commitment to giving back as a coach recruiter for Special Olympics International and athlete-leader that continues to define his purpose and extend his impact across both the intellectual disability and the mainstream community.

We are **transforming** education.  
 Youth are among our most open-minded  
 audiences for social change.

Project UNIFY offers a dynamic collaboration between Special Olympics and schools where students with and without intellectual disabilities are learning and playing together.

The result is greater tolerance and understanding throughout the school community.

Since its launch in 2008, 425,000 young people at 2,000 schools in 38 states are participating in the program. We are adapting the successful U.S. model and expanding

it across the 170 countries where we operate, to effect large scale change.

We are also leveraging digital technology and social media to deliver fresh, relevant content to educators.



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Our Vital **Leadership** Role. From our Washington, D.C., headquarters, we provide an international platform that supports the activities of 7 regional offices and 225 Accredited Programs in 170 countries.

It is because of our decentralized structure that Special Olympics flourishes throughout the world, regardless of the cultural climate.

We offer an array of services to our regional colleagues:

- Strategic planning and support
- Quality program development, evaluation and research
- Global partnership expertise across government, non-profit and for profit sectors
- Leadership development and assistance
- Online access to training and tools
- Annual accreditation for Programs
- Brand leadership and media relations direction
- Legislative advocacy and direction
- Legal support

This model ensures best practices are disseminated, quality standards are met, consistency of messaging is maintained and decision-making is enhanced at a local level.

As the Special Olympic family continues to grow at the grassroots level, our peers around the world increasingly turn to us for leadership and guidance. It is critical that we strengthen our local activities, presence and impact to change the lives of individuals in every geography. It is increasingly important to capitalize on global opportunities, tapping into our collective power – as one movement, with one vision. Today's problems are diverse, disparate and complex and we need many hands, hearts and minds to working together to ensure we make global impact.



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# Be a Champion for **Our Movement.**

By their very nature, sports are inclusive.

Wherever there is a patch of land marked  
**for play, people will gather.**

Sports are understood and celebrated by all people, regardless of race, nationality, gender, socio-economics, politics or religion, thanks in large part to Special Olympics and World Games.

But we have long since moved beyond a single event to become a Movement that champions dignity for all. We are gratified that such a diverse group of supporters support us in our vision.

We fervently believe that the desire to excel—the drive that millions of our athletes demonstrate so powerfully every time they compete—inspires the champion in every one of us. This belief has guided us since our founding in 1968.

As we move into our fifth decade, it is with a richer, more measurable understanding of the Movement and its impact.

We have unparalleled consensus within our organization and with our stakeholders. We are ready to implement our vision and our expertise to extend our impact.

We invite you to join us. Your generous gift will help us further our Movement for global equality and dignity one athlete at a time.



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## Financial Goals



## **INTELLECTUAL DISABILITY KNOWS**

**NO BORDERS.** Intellectual Disability (ID) is characterized by significant cognitive impairment combined with limitations in the adaptive skills needed to live, work and play in the community. ID can be caused by genetics, as in the case of Down syndrome, or prenatal complications such as fetal alcohol syndrome. ID can also occur in children on the autism spectrum. Those affected by ID span racial, ethnic, educational, social and economic backgrounds. Globally, more than 2% of the population or 200 million people.





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