Revealing the Champion in All of Us
Eunice Kennedy Shriver

One Woman, One Vision
Sport...
- levels the playing field
- breaks down barriers
- creates social inclusion & societal acceptance
Pennsylvania
First Special Olympics was in 1968
Soldier Field
Chicago, IL

First Special Olympics PA Games was in 1970
West Chester University
West Chester, PA
Fact

People with intellectual disabilities are routinely excluded from ongoing sports programs.
Fact

Special Olympics levels the playing field.
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 continuing 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.
Our Vision

Our Vision is to use sports to open hearts and minds towards people with intellectual disabilities and create inclusive communities all over the world.

Our Core Values

Health and Fitness
Inclusion
Passion
Respect
Sportsmanship
Teamwork
ULTIMATE GOAL: The ultimate goal of Special Olympics is to help persons with intellectual disabilities participate as productive and respected members of society by offering them a fair opportunity to develop and demonstrate their skills and talents through sports training and competition and by increasing the public’s awareness of their capabilities and needs.
1-3% of the world’s population has an intellectual disability affecting all countries, societies and communities worldwide. (World Health Organization)

381,071 individuals with intellectual disabilities living Pennsylvania. (2010 U.S. Census Data)

5.2% are enrolled in the Special Olympics Pennsylvania’s programs.
1-3% of the world’s population has an intellectual disability affecting all countries, societies and communities worldwide. (World Health Organization)

[county numbers] individuals with intellectual disabilities living [county name]. (2010 U.S. Census Data)

[local program%] are enrolled in the Special Olympics Pennsylvania’s programs.
<table>
<thead>
<tr>
<th>Pennsylvania’s Challenge</th>
<th>Special Olympics Solution</th>
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<tbody>
<tr>
<td>Exclusion &amp; unrecognized potential</td>
<td>We create unprecedented inclusion opportunities for building skills, confidence and connections. (IUS)</td>
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<td>Poorer health &amp; fitness</td>
<td>We operate the world’s largest health program for people with intellectual disability. (HA)</td>
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<td>Leadership &amp; abilities as a member of society</td>
<td>We champion educational opportunities for people with ID &amp; foster greater understanding in all. (ALPs)</td>
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Pennsylvania Law Enforcement Torch Run
A running event in which officers and athletes carry the Flame of Hope® to the Opening Ceremony of Special Olympics games.

Feeding the Flame
Over 30,000 volunteers spanning 65 counties, and raising more than $1.5 million for Special Olympics.

The Final Leg
Law enforcement officers from around the world gathering every two years to carry the Flame of Hope® in a “Final Leg” torch run in honor of the Special Olympics World Games.
INSERT LETR INFORMATION AND PHOTOS
Strategic Initiative

The Empowerment of Real Sports
Campaign Elements:

Our Icon
Our symbol of inclusion and acceptance; a visual thread throughout communication.

Unification
Experiences and demonstrations of unity by bringing together a person with and without an I.D.

Tension / Challenge
An element of tension/pushing boundaries is crucial in taking Special Olympics from nice to urgent.

Play Unified
The simple call to action that youth can take to fight intolerance, injustice, and inactivity.
Traditional Unified Sports®
Fact
People with intellectual disabilities are routinely excluded from ongoing sports programs.

Unified Sports are proven to promote meaningful inclusion and acceptance of individuals with ID. In fact, 93 percent of partners say that they gained a better understanding of individuals with ID after playing Unified Sports.

Unified Sports have also been shown to raise the self esteem of all participating athletes, with and without ID. [6]

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The Reality

Special Olympics Traditional Unified Sports® is an opportunity for people with and without ID to train and play sports together and provides a quick path to new friendship and understanding among youth, adults, coaches and peers.
Interscholastic Unified Sports® (IUS)
Fact

Many young people today, especially those with intellectual disabilities, face discrimination, bullying and isolation contributing to unwelcoming and intolerant schools and communities for all.

A 2010 Government Accountability Office report concluded that students with disabilities are not being afforded equal opportunities to participate in extracurricular athletics activities as their peers without disabilities.

Consequently, the U.S. Department of Education, Office for Civil Rights, issued a letter of guidance in January 2013 clarifying schools’ responsibilities to provide students with disabilities with equal access to athletics under Section 504 of the Rehabilitation Act of 1973.
The Reality

Special Olympics Interscholastic Unified Sports® (IUS) is a fully-inclusive sports program that successfully facilitates social inclusion by providing opportunities for students with all types of disabilities and without disabilities to participate in sports meaningfully.

Interscholastic Unified Sports helps schools fulfill the spirit and intent of the federal law and improve school climates.

70 Schools Statewide
XXX Athletes
XXX Unified Partners
3 Sports
Young Athletes™
Fact

Young Athletes gain 7 months of motor skill development using the Young Athletes 8-week curriculum.
Special Olympics Young Athletes is an innovative and fun sports play program for children with and without intellectual disabilities ages 2-7 to develop motor, social, and cognitive skills.

Young Athletes also gives families a supportive environment to connect, encourage, and learn more about Special Olympics.

Children learn an ‘I can’ attitude and parents have an opportunity to witness their child’s abilities.

The Reality

208 Young Athletes to Date

INSERT PHOTO HERE
Healthy Athletes®
Healthy Habits
Global Challenge
Poorer health & fitness

Special Olympics operates the world’s largest health program for people with intellectual disability.
Special Olympics recognizes that helping athletes **attain overall, long-term physical health** is an integral part of our mission.

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**Fact**

People with intellectual disabilities are routinely excluded from ongoing sports programs.
The Reality

In Pennsylvania, on average, on a team of 10 athletes:

- 2 have untreated tooth decay and 1 needs an urgent referral to a dentist
- 5 need eyeglasses and 1 has some kind of eye disease
- 3 will fail a hearing test
- 2-3 will have low bone density
- 6 will have significant problems with flexibility, and 4 with balance, placing them at risk for injuries
- 7 will be overweight/obese and at risk for chronic health conditions

More than 1,684 health exams have been provided

*Healthy Athletes is offered at 4 state level competitions and 1 invitational event.*
7 Healthy Athletes® Initiatives

- Lions Club International
  - OPENING EYES
- HEALTHY HEARING
- FUNfitness
- HEALTH PROMOTION
- MEDFEST
- SPECIAL SMILES
- FIT FEET
FACT: Globally, nearly 1/4 of Special Olympics have never had an eye exam.

FACT: Opening Eyes provides free eye assessments, prescription eyewear, sunglasses and sports goggles to people with intellectual disabilities.

100,000+ prescription eyewear
20,000+ sports goggles
100,000+ sunglasses
Healthy Hearing

**FACT:** Eight percent of Special Olympics athletes have permanent hearing loss, and nearly thirty percent do not pass routine hearing tests.

**FACT:** We provide free ear exams, and other medical services and products to a group who needs it the most – people with intellectual disabilities.
FUNfitness

**FACT:** Thirty eight percent (38%) of Special Olympics athletes have health-related concerns involving flexibility, balance and strength.

**FACT:** We offer a physical therapy component designed to assess and improve an athlete’s fitness capacity, that also educates participants, families and coaches.

55% of Special Olympics athletes perform some sort of physical activity three or more days per week.
Health Promotion

**FACT:** Nearly sixty percent of adult Special Olympics athletes are overweight or obese.

**FACT:** We heighten the awareness and reinforce the need for athletes to improve and maintain an enhanced level of wellness and self-care.
MedFest

**FACT:** On average, people with ID are dying 16 years prematurely based on undetected and untreated conditions.

**FACT:** A large percentage of Special Olympics athletes have significant secondary health concerns that go unrecognized.

**FACT:** We offer the physical exams that all athletes need prior to participating in Special Olympics sports programming.

*Life-threatening conditions have been found and subsequently treated thanks to MedFest.*
Special Smiles®

**FACT:** Forty percent of Special Olympics athletes have obvious, untreated tooth decay.

**FACT:** We increase access to dental care for Special Olympics athletes, educate dental professionals on oral health problems people with disabilities face, and advocate on standards of care.
Fit Feet

**FACT:** Forty percent of Special Olympics athletes experience one or more preventable or treatable foot conditions that can affect their sports participation.

**FACT:** We increase access to podiatric care for Special Olympics athletes, educate podiatrists on foot health problems people with disabilities face, and advocate on standards of care.
INSERT HEALTHY HABITS INFO AND PHOTOS
Transformative Education
R-Word

A global action campaign to "Spread the Word to End the Word" – raising awareness about the hurtfulness of the R-word by pledging and sharing your stories year round.
R-Word

“I pledge and support the elimination of the derogatory use of the r-word from everyday speech and promote the acceptance and inclusion of people with intellectual disabilities.”

499,000+ pledges taken to date
Fans in the Stands

A platform for people to get involved as event or youth volunteers, coaches and officials, or put your professional medical expertise to work with Healthy Athletes.

1,364,144 Volunteers
Strategic Initiative

Athlete Leadership
Fact

Most people lack an understanding about the capabilities of those with intellectual disabilities and, perhaps as a result, are not supportive of their inclusion in workplaces, schools, or community settings.

Key Athlete Roles

• Athlete Congress
• Serve on Board of Directors
• Regional and Athlete Input Councils
• Athlete Representative
• Athlete Leadership Team
• Serve on Games Management & Evaluation Teams
• Serve as Coaches, Officials, and ALPs U & Instructors
• Volunteers, Fund Raisers
• Serve on Committees within the Community
• Serve as Role Models/Mentors for other Athletes
The Reality

Special Olympics empowers athletes to be contributing and respected members of Special Olympics and society.

Through organized training and practical experiences, ALPs prepare athletes to undertake meaningful positions of influence and leadership throughout the Special Olympics organization and their community.

Photo: athlete Loretta Claiborne (center) leading a discussion at the 2016 SO Leadership Academy.
SPECIAL OLYMPICS
MODEL OF CHANGE

Athlete Leadership & Self-advocacy

Family Support

Communication & Engagement

Inclusive Schools Project UNIFY®

Early Childhood Enrichment Young Athletes

Research

Public Policy

Health

Fans & Supporters
We are creating a MOVEMENT
The Benefits of Brand Association with Special Olympics
## Mission Alignment

### Company

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### Special Olympics

**Celebrating diversity and inclusion**

Building and sustaining communities around the country and the world

Advancing one of the most important civil rights issues of our time

Strong brand and emotional connection with the American Public
Why Partner With Special Olympics?

- High brand awareness
- Positive, empowering and universal appeal
- Statewide reach + local grassroots execution
- Impact lives + protect vulnerable people, and see the difference in tangible outcomes
- Drive positive attitudinal and behavioral change in communities around the world
Create a comprehensive global partnership utilizing Special Olympics brand equity to drive business goals for [COMPANY] and raise awareness and funds for Special Olympics.
**A 360° Partnership**

- **ENGAGE** our partners, employees, and their consumers through turn-key global initiatives
- **DEVELOP** integrated global partnerships that can be activated at the grassroots level
- **DEMONSTRATE** measurable outcomes and impact of our partnerships
- **ELEVATE** our partners' profile as a leading corporate citizen and champion of people with disabilities
Brand Strength & Awareness

2011 top nonprofit organization serving people with disabilities.

#8 for brand image in Cone’s Nonprofit Power Brand 100 Index

88% awareness among U.S. general population

2013 Community Leadership Award
Since XXXX, Proctor & Gamble has been a staunch supporter of Special Olympics International and Team USA. Their “Thank you, Mom” Mother’s Day program heightens the awareness of the achievements and possibilities of Special Olympic athletes and the impact they have on their families, communities, and the world.

**Impact**

“Thank You, Mom” in the Media

- 280 million media impressions
- Featured: Today Show, USA Today, Parents, New York Times
- **Twitter:** 13,000 retweets  **Facebook:** 50,000 shares  **YouTube Icon:** 700,000 views
Special Olympics Pennsylvania Partners

- Aerotek Foundation
- The Children's Hospital of Philadelphia
- Cove Haven Paradise Stream Pocono Palace Cove Haven Entertainment Resorts
- FLIPSIDE Media, Inc.
- GEICO
- Gilbane
- The Grainger Foundation
- HARMELINmedia
- KESSLER TOPAZ MELTZER, LLP
- Law Enforcement Torch Run for Special Olympics Pennsylvania
- PA visitPA.com
- David & Marjorie Rosenberg Foundation
- Sam's Club
- SHEETZ
- Starfish Fund (established by Suzanne and Albert Lord)
- TD Bank
- Wawa
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<th>[Place Logos inside white boxes]</th>
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We’re Changing the Game

Building Community Through

- Real Sports
- Sustaining Healthy Athletes
- Transformative Education
Unleashing the Human Spirit through the transformative Power and Joy of Sports
The Special Olympics Model

Recognizing and respecting the similarities we all share.
Special Olympics Pennsylvania
Sphere of Influence
We draw thousands to our mission.

<table>
<thead>
<tr>
<th>Role</th>
<th>Quantity</th>
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<tbody>
<tr>
<td>Youth</td>
<td>11,489</td>
</tr>
<tr>
<td>Coaches</td>
<td>5,015</td>
</tr>
<tr>
<td>Adult Local Program Leadership Roles</td>
<td>528</td>
</tr>
<tr>
<td>Donors</td>
<td>500,000</td>
</tr>
<tr>
<td>Volunteers</td>
<td>30,000</td>
</tr>
<tr>
<td>PIAA Officials</td>
<td>1,050</td>
</tr>
<tr>
<td>Law Enforcement</td>
<td>10,000</td>
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<tr>
<td>School Administrators, Teachers and Coaches</td>
<td>1,800</td>
</tr>
</tbody>
</table>
Over 80,000 local events each year in 170 countries

That's 222 Games a Day – 9 Games per Hour
State Impact

Over 334 local & state events each year in 65 counties

Pennsylvania - Counties

21 Sports + 3 Emerging Sports
[County] Impact

Over [XXX] local events each year

[Local Program Name]
An Athlete’s Journey

Excluded & Isolated

Discovery of Talent

Increased Confidence

New Connections & Community

Champions

+ coaches
+ volunteers
+ schoolmates
+ employers
+ educators
+ doctors

21 Real Sports
19,143 Athletes
Limitless Potential

Limitless Potential

Pennsylvania
Thank You

Together, we can build stronger communities for people with intellectual disabilities and for the world.

CONTACT NAME

• PHONE & EMAIL