



Unified Sports

Play Unified. Live Unified.



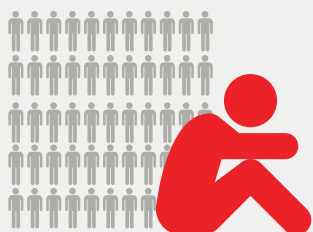
VISION

Our vision is for Unified Sports to be recognized globally as an iconic program that promotes and creates social inclusion between individuals with and without intellectual disabilities through sport.

THE PROBLEM

The Issue

200,000,000 people with ID are denied social inclusion in society.



Our Role

Special Olympics brings together people with & without ID as team-mates & competitors on the field of play—paving the way for social inclusion community-wide.



Successes

- ✓ 620,000 involved globally.
- ✓ Unified Sports is a proven model for improving sports skills, fitness, confidence, friendships & social inclusion.
- ✓ Effective in improving attitudes of youth toward participants with ID.
- ✓ Powerful government support (Brazil, U.S., India, European Union, China).
- ✓ Attracts high-profile partners (Vodafone, ESPN)

Limitations

- ! Only 73% of our Programs conduct Unified Sports activities.
- ! Limited awareness of Unified Sports among the general public & especially sports organizations.
- ! Limited infrastructure to lead & support the growth of Unified Sports.

THE SOLUTION

By 2015: 100% Program Participation | 1,000,000 Athletes & Partners Participating

1

Implement Unified Sports in all Special Olympics Programs worldwide.

We must educate & equip all of our Programs with the tools & information they need to undertake & grow Unified Sports.



2

Provide staffing and training resources at all levels of Special Olympics to ensure broad, consistent, & sustainable implementation.

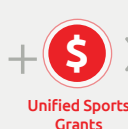
This includes dedicated Unified Sports positions & new online & offline training, resources & materials.



3

Provide Unified Sports activation grant funding to accelerate local growth, partnerships, & resource development.

Distribute grants for Unified Sports training & competitions as well as marketing, partnership & fundraising activities to support long term growth of Unified Sports.



4

Effect key partnerships to augment public awareness & to secure necessary funds.

Raise Awareness:
General public & potential participants join, coach or donate.



Execute High-Profile Events to raise awareness, funds & activate partners & Programs.



Mobilize Resources:
Develop partnerships with sports, government, civic, educational & corporate entities.

