



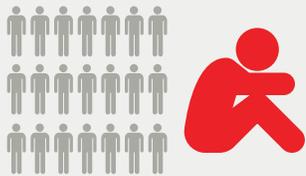
VISION

A world in which people with intellectual disabilities lead healthy, vibrant lives grounded in ongoing sports and physical activity, sound nutrition and a deeply held conviction to improve, compete, achieve and demonstrate their personal best to themselves and their community.

THE PROBLEM

The Issue

People with intellectual disabilities are routinely **excluded** from ongoing **sports programs** that stress fitness, skill development and quality coaching and competition – compounding the social isolation and chronic health and fitness issues they face.



Our Role

Special Olympics delivers year-round, high-quality training and competition in an inclusive culture that stresses athletic excellence, rewards determination, emphasizes health and celebrates personal achievement.



Successes

- ✓ **4.2 million athletes** with ID participating world wide in **32 sports**.
- ✓ **338,000** trained and certified coaches.
- ✓ **70,000 competitions** at the local and regional level conducted every year.
- ✓ **Proven beneficial impact** of Special Olympics' sports regimen and competitions in general and of Unified Sports in particular.



Limitations

- ! Low reach and participation levels; only 2% of those with ID in Special Olympics
- ! Current sports development regimen lacks intensity: need to ratchet up training quality and performance expectations.
- ! Athlete development hindered by insufficient ability to recruit, train and certify best-in-class coaches.
- ! Inconsistent competition quality undermines desired culture of sports excellence.

THE SOLUTION

- 1 Create a universal culture of high expectations & sports excellence that enhances the athletic experience & maximizes individual achievement.** Leverage technology & social media to deliver tools directly to athletes & coaches. Ensure universal high-quality competition at all levels. Develop & benefit from strong partnerships with key Sports Leagues, Federations & Media Outlets.

Online Sports Community



More & Higher Quality Competitions



Dynamic Sports Partnerships



- 2 Aggressively expand the availability of & participation in Unified Sports, the lead program for extending Special Olympics' impact & ideals to people without intellectual disabilities.** Deliver proven individual and community-wide benefits of Special Olympics – health, fitness, inclusion – to more people in more settings, while shattering stigma and stereotypes about people with intellectual disabilities and their abilities by engaging people with and without disabilities together on the field of play.

Broader Implementation of Special Olympics Unified Sports



- 3 Make athletic skill development, sports and overall healthy living life-long tenets embraced by ever increasing numbers of people with intellectual disabilities and their families and coaches.** Offer the lifelong benefits of Special Olympics sport and health programming to at least 5.3 million athletes by 2015 via a comprehensive 3-pronged approach focusing on better health, better nutrition and sports excellence.

Intensify the development of Athletes and improve their overall quality of life

