



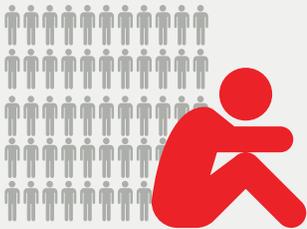
## VISION

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.

