2008 Annual Report
40 years - 1968-2008
Dear Fans of Special Olympics,

It is my pleasure to share with you a reflection, not just on 2008, but on the past 40 years of Special Olympics. This past year was one of transition, growth and the shaping of our vision of our next 40 years and what they may bring to the world.

In May 2008, we welcomed a new President and COO to our movement – Brady Lum. Brady’s 15-year history with The Coca-Cola Company offers the strong and proven experience we need in establishing sustainable strategic plans, building strong collaborative teams and working within multinational, decentralized businesses to benefit Special Olympics. He has joined us at a critical time when the organization is experiencing its greatest growth period in our 40-year history.

As we reach out to more leaders to help our movement grow and unite throughout the world, we also look to more people to join our movement – to realize the impact Special Olympics has to every individual who comes in contact with our athletes, our sports, our vision for a more accepting world. In this report you will read about our innovation in building relevance, our invitations to young people to be leaders of change and how we as a movement have the ability to make change through the simple action of thinking before you speak.

We closed 2008 with an amazing tribute to my mother, our movement’s founder, Eunice Kennedy Shriver. On December 8, 2008, Sports Illustrated’s Sportsman of the Year issue paid tribute to Special Olympics by giving her their first ever Legacy Award for Lifetime Achievement in Sports. In addition to that honor was a 12-page spread - the most comprehensive story ever published on the power of Special Olympics.

The article and award were 40 long years in the making, and will help define our next 40 years – a journey in which our movement will use sport to continue to create a cathartic covenant between competitor and fan where labels are lost, new identities are created and every preconceived notion gives way to ideas of possibilities. At Special Olympics, divisions disappear and a world where attitudes of fear, embarrassment, prejudice, pity and indifference give way to a prevailing atmosphere of genuine understanding, grateful appreciation and simple caring. We will create a world where we are all united by the bonds of common acceptence, natural inclusion and joyful celebration of the intrinsic worth and potential of all citizens.

Sincerely,

[Signature]

Timothy P. Shriver
Chairman and CEO
Special Olympics
Dear Fans of Special Olympics,

As I reflect on my first year with Special Olympics, I realize the awe I have in the movement. Special Olympics is a global force, powered by passion. Not many multinational companies can accomplish the global feats this movement is able to do with minimal funds and minimal staff, all while facing enormous obstacles like the general lack of understanding and acceptance of people with intellectual disabilities. There is a lot to be said of the abundance of contagious enthusiasm and tenacity that energizes this global movement for change.

I am amazed by the reach of this movement and the impact we can have on communities large and small throughout the world. As you read this report, I encourage you to consider the impact that a football (soccer) match can have in uniting Timor and Timor Leste (East Timor) for the first time in history. Or how the legacy of our 2007 World Summer Games in Shanghai has influenced China to continue to create opportunity for people with intellectual disabilities. And how the Healthy Athlete’s program has helped more than 150,000 athletes see, hear and live healthier.

Special Olympics is an extremely modest organization, often focused on opening the next door for people with intellectual disabilities and rarely celebrating the amazing accomplishments that happen every day around the globe.

As you enjoy our annual report, I hope you will join me in tribute to the achievements of Special Olympics that are changing the lives of millions – not just our athletes, but all of us.

Sincerely,

J. Brady Lum
President and COO
Special Olympics
In 2008, Special Olympics celebrated its 40th anniversary. Active in almost 180 countries around the world, with more than 3 million athletes training and competing, what began as a backyard camp is now truly a global movement.

In 1962, when Eunice Kennedy Shriver welcomed the first campers into her backyard in suburban Maryland, she had a vision. When more than 1,000 athletes from the United States and Canada came to Chicago’s Soldier Field for the first International Special Olympics Games in 1968, that vision became a reality.

Forty years later, a large part of the world sees individuals with intellectual disabilities as people who can learn, achieve, contribute and change our lives for the better. With Eunice Kennedy Shriver and Sargent Shriver leading the way, Special Olympics has played a strong role in effecting that change, and continues to take the lead in opening the eyes and hearts of the rest of the world.

In 2008, Special Olympics continued to expand around the world. Adding 300,784 new athletes, the movement has grown to include 3.18 million athletes.

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<tr>
<th>REGION</th>
<th>ATHLETES</th>
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<td>Africa</td>
<td>115,195</td>
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<td>Asia Pacific</td>
<td>678,997</td>
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<td>Middle East/North Africa</td>
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<td>North America</td>
<td>617,292</td>
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<td><strong>TOTAL</strong></td>
<td><strong>3,177,410</strong></td>
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2008 was a busy year, and a strategic one, as Special Olympics focused on a long-term communications platform. The movement launched a global branding and public awareness campaign, took on Hollywood’s and society’s casual, unthinking use of the hurtful word “retard,” and embarked on a Global Law Enforcement Torch Run to bring the Special Olympics messages of respect and inclusion to the world leading up to the 2009 Special Olympics World Winter Games in Boise, Idaho.

Special Olympics pursued an aggressive communications agenda focused on driving higher levels of awareness, support and engagement by creating greater relevance for Special Olympics among a broad cross-section of the general public. Communications efforts focused on the message that Special Olympics is important and relevant – not just to its athletes and their families – but to the world. Through the power of sport, Special Olympics transforms the lives of people with intellectual disabilities, and unites communities in a spirit of acceptance and inclusion.

Special Olympics embarked upon its first global brand awareness campaign. “Be a fan” is a fully-integrated campaign designed to send a powerful message that resonates with the general public, tapping into core values and attributes that everyone can appreciate - unity, acceptance, empowerment, dignity, courage, strength, pride, confidence and fun.

Developed by Special Olympics International Board Director Andrew Robertson and his team at BBDO advertising, the campaign connects people who are not already associated with the Special Olympics movement to bridge the “relevancy gap” and, ultimately, support the Special Olympics brand goals.

The campaign got off to a quick start as it was embraced by Special Olympics Programs worldwide for its flexibility to work within many cultures and communities, and by the public for its clear, simple and powerful message. Commitments for more than $5 million of public service announcements across a diverse spectrum of media built a strong foundation for the campaign to official launch in 2009.

Be a fan public service announcements were developed and rolled out around the world in 2008, and media commitments were secured from major companies such as ABC/Disney, ESPN Star Sports, Time, Inc. and more.

The international release of the movie “Tropic Thunder” accelerated Special Olympics’ plans for an “R-word” campaign to raise awareness of the devastating impact of the casual use of the word “retard” and to encourage people to stop using the word. “Tropic Thunder,” marketed as a satire about Hollywood actors and the movie industry in general, contains offensive scenes that include repeated use of the word “retard” and mocked people with intellectual disabilities.

If you are a fan of opportunity, then you are already a fan of Special Olympics.
Soon after the 13 August 2008 release of the film, Special Olympics, along with more than 20 national disability groups, protested the film and launched a new Web site, www.r-word.org. The site offered supporters a chance to pledge not to use the R-word and to post their comments; thousands took the pledge and expressed their outrage at the film. The coalition engaged in conversations with DreamWorks, the studio that produced the film, to address the content, asking that they delete the objectionable scenes, but they refused to do so.

Special Olympics athletes joined protestors at demonstrations in Los Angeles, California, site of the premiere of the film. In addition, Special Olympics Programs organized similar demonstrations in Delaware, Massachusetts, Missouri and Texas. Special Olympics also participated in protests in Washington, DC, and New York City.

All these events attracted significant media attention. “The New York Times” and “Daily Variety” ran national stories even before the movie premiered. Op-eds by Special Olympics Chairman and CEO Timothy Shriver and California First Lady Maria Shriver ran in “The Washington Post” and “The Los Angeles Times,” respectively. By 22 August, 133 articles had appeared in newspapers and magazines, and more than 415 Web stories or blogs had been posted. Approximately 715 reports ran on national and local television and radio outlets, including CNN, Access Hollywood, ABC World News Now, BBC World News, the CBS Early Show and Good Morning America.

Coverage wasn’t limited to the United States. Reports were published in countries where the movie was scheduled to appear, including Ireland, Germany, Spain and the Netherlands, as well as Jordan, Saudi Arabia, New Zealand, the United Kingdom, Spain and India.

On 12 November 2008, the Special Olympics Flame of Hope was lit in Athens, Greece, to begin the second Global Law Enforcement Torch Run for Special Olympics. Law enforcement officers and Special Olympics athletes embarked on a three-month journey delivering the movement’s messages of hope, courage and inspiration to people around the world, visiting a total of 13 cities in five continents. With the logistical support of Global Sponsor DHL, the flame made stops in Abu Dhabi and Dubai, United Arab Emirates; Warsaw, Poland; San Jose, Costa Rica; Johannesburg, South Africa; and New Delhi, India in 2008. In 2009, it would continue on to Shanghai, China; Miami, Florida; New York City; Los Angeles; Washington, D.C.; and Boise, Idaho, site of the 2009 World Winter Games.

The Global Torch Run attracted significant major international media attention. The torch lighting was covered by media from around the world, including many media outlets from Greece, Idaho (USA) and the United Arab Emirates, the first stop on the Global Torch Run after Athens, as well as the Associated Press. In addition, a film crew documented the event to provide coverage to ESPN Star Sports, ABC News and affiliates.

Coverage continued throughout the three-month journey, including international coverage on ESPN Star Sports, coverage in the United States on ABC-TV’s “Good Morning America” and CSPAN, and regional coverage at each of the 13 stops. An estimated 1.1 billion impressions were garnered through international coverage of the Global Torch Run during its three-month journey.
A Coca-Cola television advertisement featuring Special Olympics athletes was rated one of the top-10 best-remembered and most-liked commercials during the first week of the 2008 Beijing Olympics, according to Nielsen IAG. More than 2 billion people (almost one-third of the world’s population) watched the Opening Ceremony of the Olympics, during which the commercial made its debut. In addition, the ad topped the list of most-liked ads from mid-July to mid-August, according to Nielsen. Coca-Cola, a Special Olympics Global Partner, has supported the movement since 1968. Built around the theme of supporting Olympic dreams, the commercial featured Special Olympics athletes receiving medals along with Olympic athletes and Special Olympics supporters, including Nadia Comaneci, Carl Lewis and Rafer Johnson. The Special Olympics athletes who appeared in the commercial were Amanda Bamman, Special Olympics Colorado; Alex Darling, Special Olympics Washington; Paul Nimmich, Special Olympics South Carolina; and Christina Schell, Special Olympics Washington.

With the support of the Gang Family Foundation and leaders in the digital world – including Perfect Sense Digital and Ogilvy Digital 360 – Special Olympics laid the groundwork for its entry into the Web 2.0 world and all it can offer in 2008. A new Special Olympics Web site, which launched in January 2009, uses custom-made slideshow and video players to draw visitors into the Special Olympics experience. Social networking platforms help deliver the movement’s message and encourage interaction with constituents. A “Fan Community” offers message boards, blogs, the ability to create profiles and post photos and videos, and much more.

In addition, Special Olympics is reaching out through Facebook, YouTube, Twitter and other commercial social networking sites to expand its reach and increase its visibility and relevance to a younger audience.
For the last 40 years, Special Olympics has used the universal vehicle of sports training and competition to bring out pride, courage and joy in people with intellectual disabilities, while inviting families and entire communities to join in the celebration.

In 2008, almost 100 national Special Olympics Programs – more than ever before – focused on getting ready for the **2009 Special Olympics World Winter Games**, set for February in Boise, Idaho, USA. (For comparison, 81 nations competed in the 2006 Olympic Winter Games in Turin, Italy.) More than 2,000 athletes from around the world – including those from first-time Winter Games participants Afghanistan, Bahrain, Bolivia, Colombia, Comoros Islands, Djibouti, Indonesia, Kosovo, Kyrgyzstan, Libya, Macedonia, Monaco, Morocco, Oman, Palestine, Puerto Rico, Saudi Arabia, Somalia, Sudan, Ukraine, United Arab Emirates and Uruguay – prepared to compete in seven winter sports.

Special Olympics launched **Special Olympics Global Football**, an initiative designed to harness the enormous power of the world’s most popular sport – through its players, clubs and media – to raise awareness of Special Olympics worldwide and move millions of football fans of football to become fans of Special Olympics as well.

With the backing of the Fédération Internationale de Football Association (FIFA), the international governing body of football, Special Olympics is harnessing the enormous popularity of football to promote acceptance and inclusion of people with intellectual disabilities in local communities and worldwide.

Global Football is endorsed by several highly respected players and coaches, including FIFA 2007 Player of the Year Kaka. In addition, premier football team Inter Milan has joined the initiative as Special Olympics Global Football Team Ambassador. As a Team Ambassador, Inter Milan will involve its fans in Italy and around the world in supporting Special Olympics as volunteers, coaches or donors. The Team Ambassador approach will be replicated in other regions around the world.

“Inter Milan has committed to using its profile to help change attitudes in Milan, Italy and around the world, and in doing so make a contribution to the general promotion of the values of human dignity and social inclusion that the world so badly needs,” said Inter Milan Board Member Angelo Moratti, who is also President of Special Olympics Italy and a member of the Special Olympics International Board of Directors.

This year, Special Olympics launched a pilot of the **Maximum Potential Program** for athletes who want to take their training to a new level. The focus of the program is to supply coaches and athletes the tools they need to foster an internal desire to learn...
and master new skills. Maximum Potential is geared toward helping athletes attain goals and significantly improve sports-specific skills through a commitment to going that extra step.

The program revolves around teaching athletes the value and benefits of hard work and effort. Through setting short-term goals, long-term goals can be attained. Allowing athletes to take part in decision making and goal setting promotes a sense of control and autonomy. The accomplishment of goals over time delivers feelings of self-competence and pride to athletes. Athletes will work hard at home and at practice because they want to master new skills, making them more enthusiastic and efficient at what they do.

In the year Special Olympics celebrated 40 years of changing lives, we also recognized the critical importance of coaches and honored 40 individuals who have provided exemplary coaching. This group of 40 coaches represents the thousands of committed Special Olympics coaches on the “front line” of the movement who are dramatically transforming the lives of people with intellectual disabilities. Daily, coaches around the world are helping Special Olympics athletes reach their potential in sports and competition while also helping to build communities of acceptance and inclusion.

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<tr>
<th>Special Olympics 40 Exemplary Coaches 2008</th>
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<tbody>
<tr>
<td>Maria Ana Alvarez (Texas, USA)</td>
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<td>Oscar Aldama Arellano (Mexico)</td>
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<td>Alexander Asikritov (Russia)</td>
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<td>Tomasz Biesek (Poland)</td>
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<td>Dr. Martin E. Block (Virginia, USA)</td>
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<td>Maureen Brinson (Canada)</td>
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<td>Chris Castillo (New Mexico, USA)</td>
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<td>Kam Chi-ho (China)</td>
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<td>Hui Min Chuang (Chinese Taipei)</td>
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<td>Shimon Cohen (Israel)</td>
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<td>Mohamed El Sayed (Egypt)</td>
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<td>Dave Erickson (Oregon, USA)</td>
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<td>Pierre Moncalvo &amp; Evelyne Froidevaux (Switzerland)</td>
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<td>Thomas Gathu (Kenya)</td>
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<td>Thomas Gindra (Germany)</td>
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<td>Xu Guangsong (China)</td>
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<td>Cindi Hart (Indiana, USA)</td>
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<td>Maria Leitão (Brazil)</td>
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<td>Seng Su Lin (Singapore)</td>
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<td>Gao Lingling (China)</td>
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<td>Guo Liuxian (China)</td>
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<td>Luis Lozada (Venezuela)</td>
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<td>Jimmy Masina (South Africa)</td>
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<td>Penny McDowall (Cayman Islands)</td>
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<td>Elangovan Muthoo (Singapore)</td>
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<td>Lam Chi Pang (Hong Kong)</td>
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<td>Ganesh Parajuli (Nepal)</td>
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<td>Wong Tai Wai Paul (Hong Kong)</td>
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<td>Dang Van Phuc (Vietnam)</td>
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<td>Janez Praprotnik (Slovenia)</td>
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<td>Roberto Daniel Sampayo (Italy)</td>
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<td>Noel Shortt (Ireland)</td>
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<td>Kim Speer (South Carolina, USA)</td>
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<td>Robert Strauss (Florida, USA)</td>
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<td>Chen Su-Min (Chinese Taipei)</td>
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<td>Hana Svozilová (Czech Republic)</td>
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<td>Joachim Damian Tamba (Tanzania)</td>
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<td>Tomohiro Tashiro (Japan)</td>
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<td>Jiang WeiHong (China)</td>
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<td>Yuan Yongqing (China)</td>
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For more than a decade, Special Olympics has been reaching out to people with intellectual disabilities through its Healthy Athletes® program, offering health screenings in seven medical disciplines to athletes at local, regional and World Games competitions. In 2008, Healthy Athletes held more than 635 events across the globe, with volunteer health care professionals screening approximately 150,000 athletes annually.

Healthy Athletes expanded significantly around the world, with seven countries (Bolivia, Brunei Darussalam, Columbia, Laos, Liechtenstein, Tajikistan and Turkmenistan) holding their first screenings, and several other countries adding new disciplines for the very first time. The number of athletes screened increased dramatically, as did the number of events in six of the seven disciplines, many in hard-to-reach areas around the world.
Special Olympics is expanding its efforts to change attitudes toward people with intellectual disabilities by stepping up its efforts to reach out to young people and build communities of respect, acceptance and inclusion. In 2008, Special Olympics launched Project UNIFY, a U.S. national project funded by the U.S. Department of Education. The goal of the project is to activate youth around the country to promote school communities where all young people are agents of change, fostering respect, dignity and advocacy for people with intellectual disabilities by utilizing the programs and initiatives of Special Olympics.

More than 300,000 young people are participating in related projects, representing 1,500 schools, many of which are new to Special Olympics.

The Eunice Kennedy Shriver Fellowship Program was launched, with Fellows from Kenya, Kazakhstan, Indonesia and India participating in the inaugural year of the program. After three months of classroom and hands-on training in U.S. “host” Programs and at Special Olympics headquarters, Fellows returned home to adapt and implement locally U.S. models of fundraising, communications and community engagement. Fellows, for instance, created partnerships between their Special Olympics Programs and local universities, implemented the Unified Sports® concept of training and competition, and implemented Web-based strategies for recruiting youth volunteers.

Though this was only the first year of the program, it proved beneficial for Fellows and Program staff in the United States, as well as in the Fellows’ home countries. As one Fellow pointed out, “From the beginning, everyone at Special Olympics headquarters as well as the other Fellows each taught me about leadership as well as patience, tolerance and the importance of a willingness to learn from others. My mentor (Marc Edenzon, President and CEO of Special Olympics New Jersey), particularly stands out…. I watched as he showed me through practical experience the importance of a leader having a clear vision and being able to motivate the people that one leads toward attaining their goals while still maintaining a clear sight of the end goal.”

The Eunice Kennedy Shriver Fellows

Herlin Suherlan – Indonesia
Mariya Belikova – Kazakhstan
Simon Munayi – Kenya
Nalin Kumar – India
Mille Rono – Kenya
In 2008, Special Olympics’ Research and Evaluation team, in collaboration with academic institutions around the world, continued to add to the knowledge base about Special Olympics and the lives of its athletes around the world. A study conducted in China found that the 2007 Special Olympics World Summer Games positively impacted youth attitudes about people with intellectual disabilities. After the World Games, Chinese youth were more likely to see people with intellectual disabilities as capable and they were more willing to interact personally with people with intellectual disabilities; these effects were strongest among youth who actually volunteered at the World Games, but were also experienced to some extent by youth who watched the Games on television or learned about them in school.

A variety of other studies were also completed in 2008. Research conducted in Latin America adds to the evidence that Special Olympics positively impacts athletes’ self-esteem (more than 90 percent of athletes experienced these positive impacts). A study conducted in the United States documented the impact of participation in Special Olympics on families; two-thirds of parents in the United States reported that involvement in Special Olympics raised their own expectations about what their children could achieve, and more than 75 percent reported that involvement in Special Olympics has connected them to a wider community of social support.

2008 Special Olympics Research Studies

- “Athlete in the Family”: highlights the positive influences of Special Olympics on family relationships, social support for families and family members’ perceptions of the competence of their athletes.
- “Impact of the Special Olympics World Games on the Attitudes of Youth in China”: documents the positive impacts of the Games on the views of Chinese youth toward intellectual disability and inclusion, particularly for Chinese youth who volunteered at the Games.
- “A Comprehensive Study of Special Olympics Programs in Latin America”: based on findings from Argentina, Brazil and Peru, explores the influence of participation in Special Olympics on the self-esteem and self-confidence of athletes, and documents the experiences of athletes in education, employment and community life.

For access to all of Special Olympics research and evaluation studies and reports, visit the Special Olympics Web site at www.specialolympics.org/research_studies.aspx.
Special Olympics continued to grow in all corners of the world:

- **A Global Partnership for Development**
  Special Olympics and UNICEF launched an international partnership to achieve greater inclusion of children with disabilities, including those with intellectual disabilities, into mainstream society, while providing communities worldwide the opportunity to learn and benefit from inclusion and acceptance of differences. The partnership kicked off with pilot programs in Bulgaria, Cambodia, China, El Salvador, Jamaica, Panama, Romania and Uzbekistan.

Innovative programming was launched in support of children with intellectual disabilities and in alignment with the UN Convention on the Rights of Persons with Disabilities and the Convention on the Rights of the Child. Initiatives ranged from core Special Olympics sub-Program development in the Siem Riep Province of Cambodia, to mobilizing families of those with intellectual disabilities in Tashkent, Uzbekistan, to advanced programming with free health services and early intervention services for children with intellectual disabilities and their families in Kingston, Jamaica.

- **Special Olympics and the Fédération Internationale de Football Association (FIFA)** expanded their **Football for Hope** development project in Africa. Using the sport of football and the influence and capacity of both organizations, the project brought much-needed visibility and support for individuals with intellectual disabilities. Special Olympics athletes in 10 countries – Benin, Botswana, Cameroon, Cote d’Ivoire, Malawi, Namibia, Rwanda, South Africa, Tanzania and Uganda – benefitted from expanded opportunities for participation in football, individual empowerment, family education and basic health screenings.

**Results of the partnership**

- 3,000 Special Olympics footballers were involved in training and competition, and received health screenings through the Healthy Athletes program.
- 1,000 family members learned about the possibilities for their children and siblings with intellectual disabilities.
- 100 individuals with intellectual disabilities were given an opportunity to develop work skills through the Special Olympics Coach Assistants Program.
- More than 500,000 members of the public became aware of the possibilities for people with intellectual disabilities through public promotions and media coverage.
- In addition, Special Olympics African Football Week was launched in the 10 focus countries, and $100,000 of new support funding in cash and value-in-kind was raised from national and local sources to support project development.
• **Playing for Peace**
Special Olympics athletes from previously warring provinces of Indonesia became ambassadors for peace, with athletes from **Timor and Timor Leste (East Timor)** united for the first time ever in friendly competition during the Special Olympics Peace Games, an unprecedented five-on-five football match held in Dili, East Timor. The second annual Peace Games are scheduled to be held in Timor in November 2009.

• **Lasting Legacy**
Since the 2007 Special Olympics World Summer Games, held in **Shanghai, China** has set up thousands of community centers for people with disabilities, including intellectual disabilities. Also, prior to the World Games, Special Olympics China launched an intensive program to train athletes as officials. After the Games, that program has continued and more athletes are taking on new roles.

• **Regional Games**
More than 850 athletes representing all 23 Programs in the region competed in the sixth Special Olympics **Middle East/North Africa Regional Games** in Abu Dhabi, United Arab Emirates.

More than 550 athletes from 12 Special Olympics Programs took part in the first Special Olympics **Central American and Caribbean Regional Summer Games** in San Jose, Costa Rica. Created to offer more world-class competition opportunities to Special Olympics athletes. Also at the Games was the launch of the Special Olympics Get Into It® curriculum in schools and universities throughout Costa Rica.

• **The Honorable Dean Barrow, Prime Minister of Belize, signed an agreement of cooperation between the government of Belize and Special Olympics Belize in which the government pledged to adopt governmental policies ensuring support of people with intellectual disabilities.**

More than 50,000 footballers with intellectual disabilities took part in the eighth annual **Special Olympics European Football Week**. Events took place in more than 50 countries throughout **Europe/Eurasia**; tournaments, Unified Sports competitions, and professional players conducting clinics for athletes are just a few examples. This year the focus was on community-based initiatives with an emphasis on volunteer coach recruitment and training, and bringing young people with and without disabilities together to build awareness and tolerance on and off the playing field.

After an event in Belarus that brought together more than 100 footballers with and without intellectual disabilities, Krzysztof Krukowski of Special Olympics Europe/Eurasia said “Everyone was excited about what they saw during the Unified tournament. There was a real feeling of friendship among the athletes and partners and it was agreed that there was a lot of potential to develop the Unified concept further.” In Germany, Special Olympics footballer André Huesig summed up the athletes’ feelings about being trained by the pros: “I have learned a lot. For me, it is a dream come true to play with the Bundesliga” [one of 16 professional clubs that held one-hour clinics for more than 400 Special Olympics athletes]. Football Week, one of the highlights of the Special Olympics football development project, is supported by the Union of European Football Associations (UEFA).
Special Olympics Vietnam, established in 2007 and one of the newest Programs in the movement, continued to transform the lives of many with intellectual disabilities and their families. Families in Vietnam who have a child with an intellectual disability often have nowhere to turn when some of the most basic social infrastructures in society – such as school – are unavailable to their child. Many parents are left to come up with solutions on their own.

For example, Nguyen Thi Thu, an administrative officer with a local company in Ho Chi Minh City, and her husband, a medical doctor at a local hospital, have a 19-year-old daughter, Nguyen Ha Thanh, who has an intellectual disability. Because she was not allowed to enroll in mainstream schools and there is a lack of special education schools in the city, her parents paid for a home tutor—an expensive solution that not all parents can afford. “My daughter watched TV all day,” said Thu. “I wanted her to go out more, to make friends and join outdoor activities, and Special Olympics is making that possible for me and other families in my group.”

At the 8th Central America First Ladies Summit in Panama City, Panama, in July 2008, Special Olympics was invited by Vivian Fernández de Torrijos, First Lady of Panama, to hold a demonstration of the Young Athletes program. Children participating in Special Olympics Panama Young Athletes demonstrated the program’s physical activities that develop motor skills and hand-eye coordination, and helped raise awareness of the abilities of young children with intellectual disabilities.

In addition, Ms. Fernández de Torrijos and other first ladies and dignitaries – including Licda. Sandra Julieta Torres de Colom, First Lady of Guatemala; Dra. Margarita Cedeño de Fernández, First Lady of Dominican Republic; Alejandrina Mata Segreda, Vice Minister of Public Education of Costa Rica; Ana Ligia Mixco de Saca, First Lady of El Salvador; and Xiomara Castro de Zelaya, First Lady of Honduras – taped public service announcements for Special Olympics’ new Be a fan awareness campaign during the summit.

“Everyone was excited about what they saw during the Unified tournament. There was a real feeling of friendship among the athletes and partners and it was agreed that there was a lot of potential to develop the Unified concept further.”

- Krzysztof Krukowski, Special Olympics Europe/Eurasia
Special Olympics’ work would not be possible without the generous support of corporate sponsors and donors. In 2008, our partners showed their dedication to the mission and athletes of the movement in many ways.

**Bank of America**

Bank of America provided a grant to Special Olympics to fund Team USA for the 2009 World Games, including a training camp for the entire 330-athlete team. Bank of America also provides top-level sponsorship for the Founder’s Reception at the 2009 World Winter Games.

**The Coca-Cola Company**

which has been a partner with Special Olympics since its founding, renewed its global sponsorship commitment through 2011, including the 2009 World Winter Games and 2011 World Summer Games. Coca-Cola offered its customers the chance to win a trip to the 2009 World Games through mycokerewards.com. Additionally, a retail cause-marketing campaign was conducted in the Idaho market, with proceeds going to the Games, and advertising on local delivery trucks raised awareness.

**DHL**

provided continued leadership and critical support for the Global Law Enforcement Torch Run for the 2009 World Games, which kicked off in November 2008. Their expertise in logistics and delivery services helped transport the Flame of Hope across five continents, covering approximately 37,000 miles and engaging DHL employees in 13 ceremonies around the world. A Virtual Torch Run campaign featured a special mini-Web site for DHL consumers to provide highlights of the Global Torch Run as well as create their own virtual Torch Run.

**Mattel Inc. and Mattel Children’s Foundation**

support the continued development and expansion of three global programs: Special Olympics Get Into It, Young Athletes and Team Mattel (a volunteer program for company employees). Since the company got involved in 2005, Young Athletes has expanded to 50 different countries and the SO Get Into It curriculum has been integrated into more than 10,000 schools in every Special Olympics region.

One of Special Olympics’ longstanding corporate partners, the **Procter & Gamble Company** has supported the movement for more than 28 years. P&G’s brandSaver promotion each January raises awareness and funds for Special Olympics through a free-standing insert with coupons for more than 35 P&G products that is included in national newspapers. P&G also provides support around the world through marketing campaigns as well as the Live, Learn & Thrive grant. In 2008, P&G again partnered with Special Olympics Middle East/North Africa to raise awareness and funds.
through the “Create Heroes” campaign. The campaign raises funds from sales of designated P&G products sold in stores in the United Arab Emirates, a percentage of which benefits local Special Olympics Programs in the region.

**SAFEWAY**

In 2008, Safeway Inc. added Special Olympics as a beneficiary of its successful customer fundraising campaign for people with disabilities. The campaign, which took place in all 21 U.S. states where Safeway does business, asked shoppers at checkout if they would like to donate to support people with disabilities. Grass-roots support by Special Olympics athletes and Programs helped increase total giving by almost 50 percent in one year.

**STARWOOD HOTELS & RESORTS WORLDWIDE, INC.**

Starwood Hotels & Resorts Worldwide, Special Olympics’ exclusive Hotel Sponsor, provided support through donations, cause-related marketing and the support of the Starwood Preferred Guest program, helping generate positive awareness of Special Olympics and its mission.

**Walmart**

Wal-Mart has been a strong supporter of Special Olympics Programs in the United States through community grants, in-kind support and employee engagement for many years. In 2008, Wal-Mart provided support for 21 local Special Olympics Programs through local grants. In addition, the Wal-Mart Foundation supported the 2009 World Winter Games, helping fund “Greening the Games,” an initiative that provides “green” buses to provide transportation for athletes, coaches and supporters, as well as supporting a recycling program at the Games.
## 2008 Financials

### REVENUES, GAINS AND OTHER SUPPORT

<table>
<thead>
<tr>
<th>Description</th>
<th>Unrestricted Undesignated</th>
<th>Unrestricted Designated</th>
<th>Total Unrestricted</th>
<th>Temporarily Restricted</th>
<th>Permanently Restricted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct mail contributions</td>
<td>$35,848,492</td>
<td>$</td>
<td>$35,848,492</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>Individual and corporate contributions and sponsorships</td>
<td>22,101,972</td>
<td>1,865,979</td>
<td>23,967,951</td>
<td>2,669,674</td>
<td></td>
</tr>
<tr>
<td>Federal grants</td>
<td>-</td>
<td>10,170,252</td>
<td>10,170,252</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Program assessments</td>
<td>3,076,468</td>
<td>-</td>
<td>3,076,468</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Royalty income</td>
<td>99,750</td>
<td>881,620</td>
<td>981,370</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Net appreciation in trust assets</td>
<td>-</td>
<td>(18,736,964)</td>
<td>(18,736,964)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Net investment income</td>
<td>(1,188,698)</td>
<td>(494,749)</td>
<td>(1,683,447)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Other income</td>
<td>71,882</td>
<td>516,102</td>
<td>587,984</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total revenues, losses and other support</strong></td>
<td>60,009,866</td>
<td>(5,797,760)</td>
<td>54,212,106</td>
<td>2,669,674</td>
<td>-</td>
</tr>
</tbody>
</table>

### NET ASSETS RELEASED FROM RESTRICTIONS

| Description                                      | -                         | 2,822,857               | 2,822,857          | (2,822,857)            | -                      |
| Satisfaction of program restrictions             | -                         | -                       |                   | (2,822,857)            | -                      |
| Expiration of time restrictions                  | 345,000                   | -                       | 345,000            | (345,000)              | -                      |
| **Total revenues and net assets released from restrictions** | 60,354,866                | (2,974,903)             | 57,379,963         | (498,183)              | -                      |

### EXPENSES

| Description                                      | 35,080,485                | 13,458,884              | 48,539,369         | -                      | -                      |
| Program assistance                               | 8,537,812                 | 290,026                 | 8,827,838          | -                      | -                      |
| Public education and communications              | 4,398,825                 | 6,386,160               | 10,784,985         | -                      | -                      |
| Sports training and competitions                 | 11,841,980                | -                       | 11,841,980         | -                      | -                      |
| Fundraising                                      | 3,314,153                 | 8,224                   | 3,322,377          | -                      | -                      |
| Management and general                           | 63,173,255                | 20,143,294              | 83,316,549         | -                      | -                      |

### CHANGES IN NET ASSETS

| Description                                      | (2,818,389)               | (23,118,197)            | (25,936,586)       | (498,183)              | -                      |
| **NET ASSETS—Beginning of year**                 | 5,390,722                 | 67,316,419              | 72,707,141         | 3,472,709              | 198,584                |
| **NET ASSETS—End of year**                       | $2,572,333                | $44,198,222             | $46,770,555        | $2,974,526             | $198,584               |

Special Olympics’ complete 2008 audited financials and IRS Form 990 are available on its Web site—www.specialolympics.org
<table>
<thead>
<tr>
<th>FY 2008 Total</th>
<th>FY 2007 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>$35,848,492</td>
<td>$37,055,666</td>
</tr>
<tr>
<td>26,637,625</td>
<td>45,702,389</td>
</tr>
<tr>
<td>10,170,252</td>
<td>6,961,677</td>
</tr>
<tr>
<td>3,076,468</td>
<td>2,731,355</td>
</tr>
<tr>
<td>981,370</td>
<td>106,428</td>
</tr>
<tr>
<td>(18,736,964)</td>
<td>5,248,642</td>
</tr>
<tr>
<td>(1,683,447)</td>
<td>1,038,093</td>
</tr>
<tr>
<td>587,984</td>
<td>2,819,583</td>
</tr>
<tr>
<td><strong>56,881,780</strong></td>
<td><strong>101,663,833</strong></td>
</tr>
<tr>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td><strong>-</strong></td>
<td><strong>-</strong></td>
</tr>
<tr>
<td><strong>56,881,780</strong></td>
<td><strong>101,663,833</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FY 2008 Total</th>
<th>FY 2007 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>48,539,369</td>
<td>55,398,005</td>
</tr>
<tr>
<td>8,827,838</td>
<td>18,454,639</td>
</tr>
<tr>
<td>10,784,985</td>
<td>11,402,986</td>
</tr>
<tr>
<td>11,841,980</td>
<td>11,992,656</td>
</tr>
<tr>
<td>3,322,377</td>
<td>3,761,839</td>
</tr>
<tr>
<td><strong>83,316,549</strong></td>
<td><strong>101,010,125</strong></td>
</tr>
<tr>
<td>(26,434,769)</td>
<td>653,708</td>
</tr>
<tr>
<td>76,378,434</td>
<td>75,724,726</td>
</tr>
<tr>
<td><strong>$49,943,665</strong></td>
<td><strong>$76,378,434</strong></td>
</tr>
</tbody>
</table>

### Revenue, Gains and Other Support*

<table>
<thead>
<tr>
<th>Percentage</th>
<th>FY 2008 Total</th>
<th>FY 2007 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>46.37%</td>
<td><strong>$35,848,492</strong></td>
<td><strong>$37,055,666</strong></td>
</tr>
<tr>
<td>34.46%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.6%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.98%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.27%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.16%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*excluding net trust activity

### Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>FY 2008 Total</th>
<th>FY 2007 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Assistance</td>
<td>58.26%</td>
<td></td>
</tr>
<tr>
<td>Public Education and Communications</td>
<td>14.21%</td>
<td></td>
</tr>
<tr>
<td>Sports Training and Competitions</td>
<td>12.94%</td>
<td></td>
</tr>
<tr>
<td>Fundraising</td>
<td>10.60%</td>
<td></td>
</tr>
<tr>
<td>Management and General</td>
<td>3.99%</td>
<td></td>
</tr>
</tbody>
</table>
2008 Board of Directors

Timothy P. Shriver, Ph.D.
Chairman and Chief Executive Officer

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Lead Director and Vice Chair
President and CEO,
Superior Essex, Inc.

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National Director, Special Olympics Luxembourg

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Dr. Walther Tröger
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Vanessa Williams
Actress and Recording Artist

Dicken Yung
Former President of Special Olympics East Asia
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Botswana
Burkina Faso
Cameroon*
Chad
Congo
Democratic Republic of Congo*
Cote D’Ivoire
The Gambia
Ghana*
Kenya
Lesotho*
Malawi
Mali*
Mauritius
Namibia
Nigeria
Reunion
Rwanda
Senegal
Seychelles
South Africa
Swaziland
Tanzania
Togo
Uganda
Zambia*
Zimbabwe

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Afghanistan*
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Bharat (India)
Brunei Darussalam
Bhutan*
Cambodia*
Indonesia
Japan (Nippon)
Laos*
Malaysia
Myanmar
Nepal
New Zealand
Pakistan
Philippines
Samoa*
Singapore
Sri Lanka*
Thailand
Timore Leste*
Vietnam*

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Chinese Taipei
Hong Kong
Korea
Macau

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Armenia
Austria
Azerbaijan
Belarus
Belgium
Bosnia & Herzegovina
Bulgaria
Croacia
Cyprus
Czech Republic
Denmark
Estonia
Faroe Islands
Finland
France
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Germany
Gibraltar
Great Britain
Greece (Hellas)
Hungary
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Ireland
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Israel
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Kazakhstan
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Honduras
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Guam*
Haiti*
Jamaica
Martinique
Montserrat
St. Lucia
St. Kitts & Nevis
St. Vincent & The Grenadines
Suriname
Trinidad & Tobago
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Egypt
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Iraq
Jordan
Kuwait
Lebanon
Libya*
Mauritania
Morocco
Oman
Palestine
Qatar
Saudi Arabia
Sudan*
Syria
Tunisia
United Arab Emirates*
Yemen

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Arizona
Arkansas
California (Northern)
California (Southern)
Colorado
Connecticut
Delaware
District of Columbia
Florida
Georgia
Hawaii
Idaho
Illinois
Indiana
Iowa
Kansas
Kentucky
Louisiana
Maine
Maryland
Massachusetts
Michigan
Minnesota
Mississippi
Missouri
Montana
Nebraska
Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina
South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
West Virginia
Wisconsin
Wyoming

* Denotes Programs in Founding Committee status
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Victor & Christine Anthony Family Foundation
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Estate of Frank Bachman
BAE Systems Land & Armaments Disbursement
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Edward Batchelder
BBDO China
BBDO Milan
BBDO New York
Arthur D. Becker
Joseph Beninati
Anthony Bilich
Bio-Logic Systems Corp.
Estate of Ruth Bittman
Mark Blake
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Bob’s Stores Corp.
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Anthony D. Ceci
Henry Chyung
Clara Weiss Fund
Coca-Cola Company
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Comcast
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Gregory Craig
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William Crosby
Danilo Cruz-DePaula
John Cummings
Jacqueline Dacosta
Mark Dale
Dallas Aviation, Inc.
Allen & Delphine Damon
Donna DeVarona
DHL
Marjorie Dickman
Disney Media Networks
Donnelley Foundation
Estate of Robert Doran
Katherine Hill Doyle
ELCA Foundation
Jay Emmett
ESPN
ESPN Star Sports
Essilor International
Fabiani & Company
Kevin & Kristina Farr
Federal Home Loan Bank of Des Moines
FIFA
Bob & Carolyn Fiondella
Jeffrey & Leslie Fischer
Sander Flaum
Casey Forbes
Fort Dearborn Life Insurance
Estate of Elizabeth Foxworthy
Fraternal Order of Police
Mr. & Mrs. Peter Frechette
William Frederick
Estate of Louise C. Fruehling
Gabelli Family Philanthropic
Gang Family Foundation
GE Foundation
General Catalyst Group
General Sports Foundation
Clare Gessay
Goldman Sachs Philanthropy Fund
Golf Course Superintendents
Gone Gator Music
Dennis Grant
William J. Gary
Ace Greenberg
Greystone Foundation
Linda Griffith
H.O Professional Racing Associates
Gregory Haack
Barry & James Haines
Vicky Hanson
Billy L. Harbert
Harris Interactive
Health Enhancement Systems
Healthcare Associates, Inc
Health One Global
HMS Business Services Inc
Mary Holland
Hong Kong Dragon Airlines
Roy Hunt III
I Do Foundation
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James Jarrett
Johnson & Johnson
Paul Jones
Howard Katz
William & Linda Kaufman
S. Kelloss
Peter Kenney
Robert Klawitter
Estate of Steven Kleinman
Knights of Columbus
Nick Krshich
Michelle Kwan
Betty A. Ladue
Ray & Stephanie Lane
Laureus Sport for Good
Lebensfeld Foundation
Helen Lee Jin
Jeffrey Leeds
Lerch Bates Inc.
Estate of Lee Lewis
Liberty Sport
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Lions Clubs International Foundation
Liz Claiborne Foundation
Lookout Foundation
Lavin’ Scoopful LLC
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Lowe New York
LPGA
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Brady Lum
The Lynch Foundation
M & D Silverman Foundation
MacNabb-Nederlander Families Fund
Macy’s
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Steven Marrocco
Barb & Don Martin
Rocco Martino
Massachusetts Institute of Technology
Richard Massopust
Matta Children's Foundation
Matta, Inc.
Estate of Douglas Mayo
Michael Mazer
MBC Precision Imaging
Paul McCauley
Cynthia McKeel
Maria Messina
Larry & Corliss Chandler Miller
Minneapolis Foundation
Mitsubishi Electric America Foundation
Yoshiko Mitsui
Rachelle Moncur
Angelo Moratti
Mario & Dana Morino
Estate of Doris Morris
Motorola Foundation
N.S.C.A.A Foundation
Estate of Ethel C. Naffah
National Basketball Association
National Philanthropic Trust
Brian & Nancy NeSmith
New Balance
News Corporation Foundation
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Ogilvy Public Relations China
Ogilvy Public Relations Worldwide
Olive J. Brose Revocable Trust
Douglas Opheim
Optos
The Procter & Gamble Company
P & G Gulf
Timothy Parmenter
Cliff Parsons
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PGA of America
PGA TOUR, Inc.
The Pioneer Fund on behalf of Scott & Tracie Hamilton
Pioneer Woman
Portmann Family Charitable
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Isabelle S. & Robert Potter
Kathleen Pratt
Evelyn Rapp
George L. Rardin, Jr.
RBS Greenwich Capital Foundation
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James Forrest Ritter
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Safeway Foundation
Safilo, S.p.A.
Sage Hospitality Resources
Sammons Preston Roylan
Santinelli
Richard & Peggy Santulli
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Thomas R. Siders
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James Slusser
Catherine A. Smith
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Staples
Starwood Hotels & Resorts Worldwide
Fred Stein Family Foundation
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Glenn & Bess Swanson
Synovate
Michael Tama
TaylorMade-Adidas Golf
Timken
Vivian Fernandez de Torrijos
Toys "R" US Children's Fund
Treasure Island Resort
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Tyndale House Publishers
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UCT Charities
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Peggy Watland
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Francis White
Stewart Widdess
Vanessa Williams
David Wood
Wrigley Company Foundation
Marilyn Yamamoto
York Claims Service, Inc
Dicken T. Yung
Brenda Zellner Foundation
“Let me win.
But if I cannot win, 
let me be brave in the attempt.”

Special Olympics Athlete Oath

Mission

Special Olympics provides year-round sports training and athletic competition in a variety of Olympic-type sports for individuals with intellectual disabilities, giving them ongoing 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.