



OUR MISSION

Special Olympics provides 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.

ON THE COVER:

Otja Jarukako Muraranganda of Namibia, left, and Matthew Gang of the USA during the 2015 Special Olympics World Summer Games in Los Angeles, Calif.

MESSAGE FROM AN ATHLETE LEADER

OUR MISSION: ACCEPTANCE AND INCLUSION OF ALL PEOPLE

Everyone struggles and has difficulty with something. People with intellectual disabilities struggle with our lives, but the biggest barrier in our lives is the social attitude.

Disability is a stigma in Pakistan. In Pakistani society, a person who is born with an intellectual disability may be perceived as a punishment. The family may think they have been punished for some misdeed.

Many of us are left out and even denied access to the most basic services, like health and education. Especially in villages of our country, most people with intellectual disabilities never get a chance at happiness, never get a chance to learn, never have the opportunity to play. Friendship, love and acceptance are missing from their lives.

Special Olympics Pakistan accepted me the way I was. The most difficult barrier of my life was my voice. Being autistic, verbal language was tough. It was difficult for me to speak up for myself. My confidence to speak has improved tremendously since day one when my coach believed in me and provided me with an opportunity on the stage with a microphone to introduce myself with fellow athletes. The biggest reward of my life from Special Olympics is that they have given me a voice.

Special Olympics Pakistan has given me courage, confidence and the power to compete. For the past six years, I have been participating in many local and national level games. I won many medals and in 2013, I participated in Regional games that were held in Australia. I got two gold medals in bocce.

My goals are bigger now. I took up cycling and train five days a week, with the help of trained cycling coaches. When I started cycling, I could not even cycle for half a kilometer. My cycling companions always encourage me by saying, "Keep on pedaling. Keep on pedaling." After a lot of hard work and practicing, now I can cover a distance of 30 km in one go with a time of one hour. I enjoy cycling as it offers a magical combination of independence, individual challenge and social contact.

I have also joined Athlete Leadership and I love to attend all the events of Special Olympics to share my joy and feelings with everyone. I feel like Special Olympics has given me a voice and I want to carry on the mission of Eunice Kennedy Shriver, the founder of Special Olympics.

If you come across any person with intellectual disability, do not feel pity. We are trying to foster acceptance and inclusion of all people. We need to move away from a culture of sympathy and pity.

We should be able to live a life of respect and dignity. Just like anyone else.

Haseeb

Haseeb Abbasi

Pakistan



MESSAGE FROM
OUR LEADERSHIP

“Such was the promise of Special Olympics in 2015—not just to give millions of people the chance to play, to be healthy, and to belong, but to show the entire world a new way of building the future.”



MESSAGE FROM OUR LEADERSHIP
BUILDING THE FUTURE WE IMAGINE

July 2015. Los Angeles Memorial Coliseum, former home of the Olympic Games. Tens of thousands of fans are in the stands. Television cameras capture legendary artists, heads of state, giants of business, pioneers in health and medicine, global leaders of peace and justice.

Then the attention shifts to the stars of the night: the athletes of Special Olympics coming from 165 nations. As they march in, athletes from India and Pakistan dance. Athletes from Iran and Israel take selfies. Athletes who have trained for marathons and open water swims raise their arms together with athletes who will compete in bocce and basic skill demonstrations. Somehow, the world is right on this one night.

Such was the promise of Special Olympics in 2015—not just to give millions of people the chance to play, to be healthy, and to belong, but to show the entire world a new way of building the future—a way animated by a celebration of differences, grounded in the power of sports, resolute in creating healthy bodies and minds, determined to welcome everyone to the lessons of unity. The urgency of that force has never been greater.

While leaders and nations clash, the athletes of Special Olympics compete with joy. While millions of children struggle to find a sense of belonging, the athletes of Special Olympics teach the value of every person’s gift. While fear of differences divide communities and countries, the athletes of Special Olympics play unified.

In 2015, that message was heard as never before. Thanks to ESPN and our many media partners and friends, there were more than 20 BILLION impressions through broadcast, print, online and social media during the World Games alone – a number that multiplies when considering more than 108,000 local, provincial, state and regional Special Olympics games held elsewhere around the world last year.

In 2015, our dream of ending health disparities took a major leap forward thanks to our most generous donor ever, Tom Golisano. We grew our community of health-care pioneers with the vision that every Special Olympics athlete can thrive in a healthy community.

And in 2015, we expanded Special Olympics Unified Sports® to thousands of new schools under the leadership of young people ready to build a more inclusive future. Young people hold the key to the future we imagine – where fear of difference has

been overcome once and for all. Unified Sports will be our way of accelerating the day when all children grow up unafraid.

There are literally millions of people to thank for the millions of moments created. Our Board of Directors led with clarity and relentless effort. Our staff in headquarters and around the world is surely the most dedicated workforce on Earth! Our sponsors and donors gave generously. Millions of volunteers and coaches and health professionals gave their most precious resource—their selves. Millions of family members showed their toughness and their love, coming to the playing fields with pride and resolve.

It was in moments of adversity that our people revealed best who they are—in Afghanistan and Nepal, where not even earthquakes could stop us; in Syria, where not even the threat of violence could stop us; in India, where neither floods nor poverty could stop us; in the USA, where not even bullies could stop us. In thousands of communities where adversity came in the form of intolerance, inactivity and injustice, our community responded with heart and strength and action.

Our work is far from done. We must build public understanding of our movement much more quickly; we must improve our coaching and fitness; we must improve our data and technology capabilities; we must empower our leaders more effectively; we must reach more people who are waiting and often suffering. In the end, the athletes of Special Olympics provide all the inspiration needed. Can we match their hope, their grit, their ability to see a better future and strive towards it? Will we be urgent? Will we do more in the years to come?

What will you do now?

Sincerely,

Timothy Shriver
Chairman

Mary Davis
Chief Executive Officer

CHANGING THE WORLD – THROUGH SPORTS

In 2015, Special Olympics athletes confronted challenges and stigma – and triumphed. Every day, they shattered stereotypes and set new personal bests, showing the world the strengths and talents of adults and children with intellectual disabilities (ID).

This year, we expanded our reach to more than **5.3 million athletes and Unified partners** – a new global record! In 2015, these athletes were able to change attitudes on a scale never before seen. The **2015 World Summer Games in Los Angeles** broke every Special Olympics record for global media coverage and social media engagement – reaching millions of people worldwide and generating over **20 billion impressions** through multiple media.

But Special Olympics competitions happen every day – not just over a nine-day World Games. In 2015, our athletes in nearly 170 countries took part in more than **108,000 events and competitions** during our busiest year ever.

And this year, our most revolutionary sports initiative – Unified Sports – met and then exceeded an ambitious goal. In 2010, we set a five-year target of doubling the number of athletes taking part in Unified Sports. As of 2015, Special Olympics has **more than doubled** the number of Unified Sports teammates: we can now celebrate more than **1.2 million** teammates – with and without intellectual disabilities – playing together and learning from each other, all around the world.

All Special Olympics athletes can be high-performing athletes. To do so, they need to achieve the highest possible levels of health and fitness. That’s why the neglected health of people with ID continues to be a focus. This year, the success of our health work has brought both excitement and exciting support.

We received the largest single gift in Special Olympics history – **\$25 million** from philanthropist Tom Golisano – to expand Special Olympics’ health services globally for people with ID.

Every day, we are working toward an inclusive world that celebrates people of all abilities. And every day, a top priority is empowering young people – with and without ID – to carry this mission into the future. In the words of one school official: “Opportunities through Special Olympics allow our students to become young leaders ‘who know the way, go the way, and show the way.’” This year, we showed the way by activating **3.6 million young people** around the world.

We will continue to widen our impact and reach – with your help.



OUR IMPACT IN 2015

Athlete and Unified partner growth reaches **5.3 million** across 7 Regions

Unified Sports expands to **1.2 million** teammates



Changing attitudes through **20 billion impressions** in multiple media during our 2015 World Summer Games in Los Angeles

Youth activation reaches **3.6 million** young people

133,000 free health exams
1.7 million total to date

More than 108,000 competitions held in nearly **170 countries**



In 2015, Special Olympics issued a global call -- inviting everyone to experience our world: where abilities are celebrated, where people of all ages and cultures play and live unified, where the spirit of joy and unity prevail!

Many, many thousands took up this offer to join our 2015 World Summer Games in Los Angeles, Calif., USA. From 25 July to 2 August 2015, we welcomed government, business and sports leaders, celebrities and influencers, plus fans, families and activists from all around the world. Millions more tuned in remotely, following our Games online, on ESPN and ABC-TV, or via coverage by nearly 2,000 international media outlets.



Athletes from war-torn Syria overcame many obstacles ahead of World Games, even having their entry visas denied just ahead of competition. They persevered and, above, marched triumphantly in the Parade of Athletes, along with Special Olympics Chairman Tim Shriver and wife Linda Potter.

THE LARGEST GLOBAL HUMANITARIAN EVENT OF THE YEAR

Why? To see more than **6,200 Special Olympics athletes** from **165 countries** prove how sports connects, unites and invites us all, empowering each one of us -- with or without intellectual disabilities -- to become the best we can be. Special Olympics athletes set records of achievement and exceeded personal bests in 25 sports, including the first-ever Special Olympics triathlon. With nearly **2,000 coaches**, **10,000 volunteers** and an estimated **500,000 spectators**, the 2015 World Games also set records for volunteer participation and enthusiastic fans in the stands.



More than 250 people ran in the Unified half-marathon, including athlete Jason Warsuma, left, and celebrity supporter Monique Coleman.



NFL running back Jamaal Charles, center, joins athletes from around the world to deliver the Special Olympics athlete oath. He also revealed his deep connection to our movement -- as an athlete. "People made fun of me. They said I would never go anywhere. But... Special Olympics gave me my first chance to discover the talent I did not know that I had."

OPENING THE 'GAMES OF JOY'

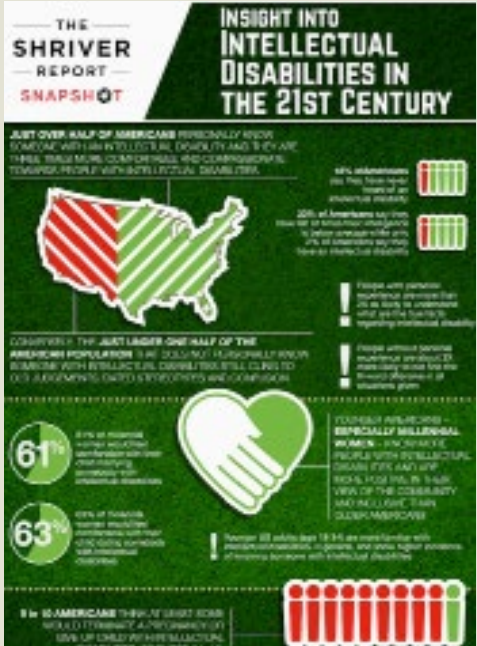


At Opening Ceremony, U.S. First Lady Michelle Obama described how people around the world are learning so much from Special Olympics athletes: "You're bringing us together. You're filling us with so much hope. And you're uniting us in a way that nothing else can."



Avril Lavigne performs "Fly" -- the song she wrote to benefit Special Olympics. She said the song was inspired by Special Olympics athletes and their determination to "pursue their dreams, no matter the obstacles they face."

Opening Ceremony entertainment was headlined by Stevie Wonder, and also included performances by Nicole Scherzinger, O.A.R., Cody Simpson, J Balvin, Becky G, Cassadee Pope and 'Reach Up LA' theme song creator Siedah Garrett. Emmy Award-winner Debbie Allen directed the show, which was produced by FiveCurrents.

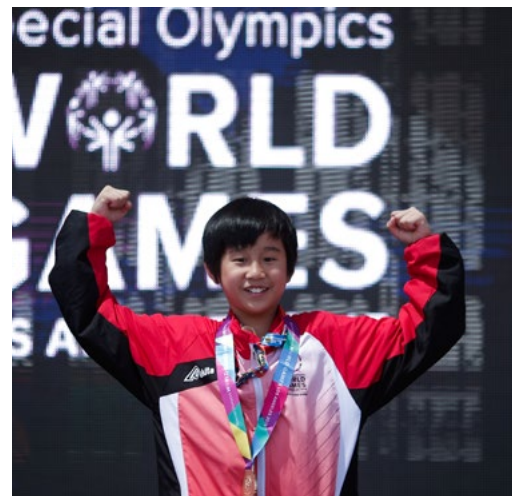


In 2015, our Games were also the focal point for global leaders and policy-makers determined to drive social change and progress through sports. Doha GOALS partnered with Special Olympics on a high-level, three-day summit in Los Angeles -- the first time the Forum was held outside Qatar.

Ahead of the Games, Shriver Media and Special Olympics, supported by the Richard and Cecilia Attias Foundation, released the groundbreaking "Shriver Report Snapshot: Insight Into Intellectual Disabilities in the 21st Century." The findings revealed how the public's connections to people with ID increases acceptance and positive attitudes -- and confirmed that lack of exposure drives fear and misunderstanding between people without ID and those with ID.

The 2015 World Games offered a historic opportunity to bring global exposure to the talents and achievements of people with intellectual disabilities. In the city of Los Angeles, a center of great storytelling and drama, Special Olympics athletes wrote the world a new storyline: with personal and poignant stories of success and inclusion, not exclusion.





GENUIN SPECIAL OLYMPICS SOCIAL IMPACT SUMMIT

The future of inclusion is very bright! We saw this through the creative vision and energy on display during the GenUin Special Olympics Social Impact Summit, held alongside the 2015 Games. The summit brought together 120 youth leaders – with and without intellectual disabilities – from 30 countries.

These young innovators created 66 social impact projects aimed at making positive change in their communities. The summit also featured workshops led by skill experts from organizations like The Future Project, Y&R, Microsoft, and others. Other high points included the high-pressure “Pitch Pit,” where five of the top projects were pitched to a panel of celebrity influencers and potential mentors.

These included sports activities focusing on youth leadership in Indonesia; an awareness workshop promoting agency and advocacy between Pakistani youth with disabilities and their parents; and a vision-care project bringing awareness and accessibility to a community in the Philippines.

“PITCH PIT” JUDGES:

Brooklyn Decker; Dikembe Mutombo; Loretta Claiborne; Muhtar Kent; Tim Shriver; Vanessa Williams.

“PITCH PIT” HOST:

Nancy O’Dell



THE TRANSFORMATIVE POWER OF SPORT

Since 1968, we have seen how sports can change everything in the lives of children and adults with intellectual disabilities (ID). It shifts the focus from disability to ability, from isolation to involvement. This year, our 2015 World Summer Games in Los Angeles brought that focus to the widest audience in our history. More than 6,200 athletes – along with 2,000 coaches and 10,000 volunteers – took part in 25 Olympic-style sports. An estimated 500,000 spectators were there to cheer. Always aiming to exceed personal bests, Special Olympics athletes set best-on-record marks in several sports, including aquatics, athletics, powerlifting, cycling and roller-skating. Thanks to broadcast partner ESPN, coverage of these World Games hit a historic height of awareness, all around the world.

Unified Sports also marked a breakthrough year – as the number of Unified athletes and teammates hit the 1.2 million mark worldwide. And, for the first time, Unified Sports were part of more than 25% of World Games events. Unified Sports competitions were held in 13 different sports, featuring competitors from 91 delegations with 1,487 Unified teammates. The overwhelming success of Unified Sports has been with the help of ESPN, the Global Presenting Sponsor of Unified Sports, and the Samuel Family Foundation and Lions Clubs International.

Beyond World Games, our sports trainings and events – 108,000 in 2015 alone – continue leading to innovative new ways

to challenge our athletes. Our sports partnerships around the world help make this happen. This year, a new partnership signed with Badminton World Federation will increase opportunities for our 110,000 athletes in 69 countries training in the sport. The BWF alliance also offers us the potential to double those numbers. Two new important partnership agreements with the European Bowl Association and the European Powerlifting Federation will also open opportunities for athletes with ID in the sports of bowling and bocce and powerlifting.

We continue reaching out to places where athletes are most in need, including regions hit by war or disaster. This includes Special Olympics Pakistan, where funds from the Christmas Records Trust helped reactivate training and competitions in football and athletics.



Special Olympics set an ambitious goal of registering 1 million Unified Sports competitors – and surpassed it! There are now 1.2 million Unified Sports athletes and teammates around the world! This includes a 20% increase in Unified Sports participation by young people ages 12-25.

Throughout 2015, some of the most skilled athletes in the world held coaching clinics for Special Olympics athletes, including Olympians Michael Phelps, Apolo Ohno and Hannah Teter. Pro-basketball players Damian Lillard and Elena Delle Donne also helped train athletes ahead of World Games competition.



In the runup to World Games, Michael Phelps held a daylong clinic for Special Olympics swimmers. He shared techniques that he uses in competition and talked with the athletes about out-of-water training and goal setting. The Michael Phelps Foundation's im program has educated our coaches in 34 programs around the world.

This year, in a growing trend, Special Olympics athletes continue to take part in more mainstream sporting events, such as the X-Games winter sports competition, as well as Unified games during Major League Soccer and National Basketball All-Star weekends.



As we aim to give the athletes the best quality sports experience, training of coaches becomes crucial. We are working with our many thousands of coaches in person, via online and video courses, plus celebrity clinics. This is another way we benefit enormously from our sports partnerships. These include the Tottenham Hotspur Foundation, which this year trained coaches from 15 Asia-Pacific countries in best practices involved in training athletes with intellectual disabilities.

In 2015, over 215 Special Olympics Program leaders took part in Global and Regional Young Athletes trainings for working with athletes ages 2-7 years. This was another impressive growth year for the Young Athletes program – now reaching more than 146,971 athletes, including children in some of the most impoverished parts of the world.



Athletes from Australia, Canada, Cote d'Ivoire, Greece, Ireland, Italy, Nigeria, the U.S. and Venezuela took part in the 5th NBA Cares Special Olympics Unified Basketball Game at NBA All Star weekend.



World Games competition was the focus of the first-ever daily, prime-time Special Olympics news coverage on ESPN – also featuring a Special Olympics athlete as sports correspondent: Dustin Plunkett. From left, broadcasters Robin Roberts, Kevin Negandhi, Lindsay Czarniak and Dustin Plunkett. The special studio desk was set up inside the LA Coliseum just for the live Opening Ceremony broadcast, kicking off weeklong coverage.

Photo Credit: Phil Ellsworth/ESPN

IMPROVING ATHLETE PERFORMANCE & HEALTH

For Special Olympics athletes to perform at their best, they must be healthy. Yet, studies show that adults and children with intellectual disabilities (ID) face gross disparities in access to proper health care. Since 1997, the Special Olympics Healthy Athletes program has been providing free exams in multiple medical disciplines at competitions. The goal is to improve athletes’ lives – on the playing field and off. During the 2015 World Games, more than 17,600 Special Olympics Healthy Athletes exams were given – a new record! In all, we have provided more than 1.7 million free exams for our athletes around the world. But what happens to our athletes in between World Games or other competitions? How can we reach out year-round?

Since 2012, thanks to a generous gift from philanthropist Tom Golisano, Special

Olympics Healthy Communities has been transforming our health offerings into a year-round focus on inclusive wellness programming and health care. In 2015, a new donation of \$25 million from the Golisano Foundation – the largest single gift in our history – will help expand this program to create even more inclusive health programming for people with ID.

This is critical work, as our athletes’ health is neglected in ways that continue to shock. In Brazil, volunteers learned this at a ‘Mission Inclusion’ event, co-sponsored by Lions Clubs International and with help from Safilo Group and Essilor. There, new clinical directors were trained in several Healthy Athletes disciplines. Volunteers found that nearly half (48%) of the athletes had eye problems or needed corrective lenses. More than 30% were found with medical conditions that affected their ability to

hear; they were all quickly referred for specialized evaluations.

Other partners are also collaborating with Special Olympics to create inclusive communities in health. In Nigeria, ExxonMobil is working with us to break down health barriers by providing specially-adapted malaria and HIV education for people with ID, as well as distributing bed nets and testing for malaria and HIV/AIDS.

In the U.S., the continued support of the Centers for Disease Control and Prevention is uncovering previously undiagnosed health issues through Healthy Athletes. More than 57,000 free exams were given in the U.S. in 2015. The CDC is also helping individuals with ID learn more about making healthy choices when it comes to physical activity and nutrition.



Nigeria’s World Games basketball team made a big impact on the court – and in the Healthy Athletes venue. There, it was discovered that six of the 10 athletes had never heard discernible sound. It was a dramatic moment for all when they were fitted for hearing aids. “I hear sounds! I hear sounds!!” signed one athlete, with a huge smile on her face.



This year, Healthy Athletes conducted 133,593 free exams during clinics in all seven disciplines, including Health Promotion, above. This includes 23,831 exams in new locations where Healthy Athletes had not been offered before.

HIGHLIGHTS FROM HEALTHY ATHLETES

MORE THAN
1.7 Million
health examinations since the program began

134 Countries
have held a Healthy Athletes event and **155,000 health care professionals** and **students trained on the specific health care concerns of people with intellectual disabilities** since the program began

MORE THAN
110,000
free pairs of prescription eyewear given

133,593
free exams for Special Olympics athletes in 2015



From left: Board Member Maria Shriver, International Global Messenger Brightfield Shadi and Golisano Foundation Executive Director Ann Costello at the press conference announcing the Golisano Foundation’s \$25 million gift – the largest single donation ever received by Special Olympics.

HEALTHY COMMUNITIES: OUR YEAR-ROUND HEALTH WORK

Between 2012 and 2015, the 14 Healthy Community Pilot Programs:

Trained **8,651 health advocates** (family members, coaches, athlete leaders) on important, locally relevant health topics that they can use to educate others in their community

Delivered health education on locally-relevant topics such as healthy weight, HIV and AIDs, and malaria to **26,255 Special Olympics athletes, family members and coaches**

Conducted **88,785 Healthy Athletes exams**, with 20,665 being held in

locations where Healthy Athletes had never been held before

Trained **21,825 healthcare professionals and students** to provide ongoing, community-based care for patients with intellectual disabilities

Provided **96 wellness opportunities to 27,316 athletes**, allowing them to improve their health on an ongoing basis

Connected **4,894 athletes to needed care** after a Healthy Athletes exam

MESSAGE FROM THE GOLISANO FOUNDATION EXPANDING THE REACH & IMPACT OF SPECIAL OLYMPICS HEALTH

You will never witness an organization with more power to transform communities than Special Olympics. When Tom Golisano and the Golisano Foundation had an opportunity to expand the reach and impact of the Special Olympics global health program, Tom made a commitment unsurpassed in our history. His gift of \$25 million, announced at the 2015 World Summer Games, in addition to his initial gift of \$12 million in 2012, will help accelerate work to ensure that people with intellectual disabilities are not excluded from health-care systems in their communities.

The vision of the Special Olympics Health program is to create a world where people with and without intellectual disabilities have the same opportunities to be healthy. In doing so, Special Olympics athletes can perform at their best on and off the playing field.

To achieve this vision, it is necessary to address the barriers – including lack of access to quality health care, education and resources. Special Olympics offers integrated and complementary initiatives to strengthen the capacity of existing care systems. To reach our goal, changes must occur. These changes must impact individuals, families, providers, communities and governing bodies.

By engaging partners, Special Olympics Healthy Communities programming weaves in improved year-round access to quality health care and prevention programming for people with ID. With the 2015 gift from Tom and the Foundation, Special Olympics will work to reach its goal of 100 Healthy Communities by 2020.

Special Olympics is a much-needed catalyst in helping people with ID receive the health services and education they have gone without for far too long. Join us. Let’s work together as one to ensure athletes have the opportunity to perform at their peak.

In partnership,

Tom Golisano
Founder, Golisano Foundation

Ann Costello
Executive Director, Golisano Foundation

BUILDING POSITIVE ATTITUDES

Our sports events bring together large and inclusive communities of athletes, families, fans, coaches, volunteers and many others. People come away with their perceptions forever changed about the skills and talents of adults and children with intellectual disabilities. For example, Nielsen Panel Views Omnibus survey data gathered before and after the 2015 World Games in Los Angeles revealed positive shifts in perceptions about capabilities of people with intellectual disabilities in more than six million U.S. households.

In 2015, our athletes’ images, words and achievements reached vast new audiences all around the world, especially through our media and corporate partnerships. Through inspiring and heartfelt stories, our athletes became famous and admired – some recognizable by only their first names: Chevi, Davaa, Alyssa, Dustin.

In addition to their support as our official technology partner, our partners at Microsoft worked to raise awareness for Special Olympics by producing a social media campaign featuring athlete hosts Sam and Mattie and highlighting athletes as they prepared for the Games. The campaign received tremendous positive feedback from millions of new consumers we otherwise would not have reached.

Bank of America also produced videos featuring Bank of America employee Kenny Jones, who also happens to be a longtime Special Olympics athlete. Bank also spearheaded the training of our most

visible athlete leaders, the 2015-2019 class of Sargent Shriver International Global Messengers from around the world.

Drawing inspiration from Special Olympics Unified Sports, The Coca-Cola Company developed a Unified Song -- “Reach Up” -- that featured well-known artists Marc Roberge, lead singer from O.A.R., and singer-songwriter Cody Simpson, along with Special Olympics Illinois athlete Breanna Bogucki, and Madison Tevlin, a YouTube sensation with Down syndrome. “Reach Up” inspired, engaged and united communities around the globe and generated more than 200 million impressions across online, broadcast and social media. The song was also performed at the 2015 World Games Opening Ceremony, showing fans around the world the power of social inclusion through music.



From left, Marc Roberge, Madison Tevlin, Breanna Bogucki and Cody Simpson celebrate their unified performance of “Reach Up” at the 2015 Special Olympics World Summer Games.

This year included other widely successful marketing activations and major events such as our Special Olympics Unified Relay Across America presented by Bank of America. In this first-ever event, the Flame of Hope was carried by more than 10,000 supporters across three simultaneous routes and over 20,000 miles across the USA, spreading awareness of the Special Olympics Movement and the 2015 World Games.



Thousands of supporters took part in the Unified Relay, including, above (from left), Johanna Schoeneck, Zach Commander and Corey Leonhard, who served as team co-captains.



In more than 100 countries, the distinctive PSA “All Champions Are Special” -- narrated by Liam Neeson -- aired across all Discovery Networks from South Africa to the Middle East and Europe, plus many stations in Asia and Latin America. In just one month, the total VIK media value for the ad was €2.6 million (nearly US\$3 million).



The TV spot featuring Kenny Jones, a Special Olympics athlete and Bank of America employee, asked viewers to join the #PassTheFlame movement. The award-winning PSA aired throughout the World Games on ESPN and on other channels as well.



In 2015, our athletes, our sports and our global supporters brought attention and awareness across all media, as above. Award-winning coverage included the photo titled, “I Just Won,” above second from right, which received first prize in the “emotion” category at the Sport Media Pearl Awards in Abu Dhabi. A U.S. postage stamp dedicated to the 2015 World Games, above right, led to thousands of fan letters being sent to Special Olympics athletes to wish them luck.



All year long, Special Olympics athletes told the world their stories of ability, power and success. Among these was 120-lb. powerlifter Chevi Peters, who has struggled with health and other issues all his life. Today, more than 38 operations later, including kidney and liver transplants, Chevi is dead-lifting 350+ pounds and winning gold – and showing everyone what strength really means.

BUILDING AN INCLUSIVE WORLD

Special Olympics creates communities of support for people with intellectual disabilities, a welcoming world that transcends political philosophy, religion, culture – even geography. Just ask the athletes of Team Uganda. When they were in desperate need of support to reach the World Games in Los Angeles, officials from Korea answered their appeal from 6,000 miles away. The Korean government provided critical support to ensure the entire Ugandan delegation attended. In fact, the Korea International Cooperation Agency also supported athlete delegations from El Salvador, Mongolia, Myanmar and Uzbekistan. As Korea’s ambassador to Uganda put it, “This support reflects our commitment to the recognition and engagement of intellectually disabled people in sports.”

This spirit of inclusion is spreading, as governments extend their support of people with intellectual disabilities, sometimes even beyond their own borders. For example, support from the governments of Liechtenstein and Ireland led to the development and expansion of Young Athletes and Families programming in Burkina Faso and Malawi.

Other governments and government agencies are working toward this common vision, as part of their commitment to the United Nations Convention on the Rights of Persons with Disabilities. In the small island-nation of Jamaica, the national government, together with Digicel Foundation and the private sector, provided land to build the

first-ever Special Olympics Jamaica Sports Complex. This sent a strong message to the people of Jamaica as well as across the Caribbean: the athletes of Special Olympics deserve and require the same high-quality facilities to train in order to be at their best, and represent with great dignity their families, their communities, and their nations.

During this World Games year, Special Olympics athletes were able to change attitudes before, during and even after competitions, even in countries where the stigma of disability is strong. From India to Israel, in Africa, Europe, Asia and the Americas, athletes were welcomed home to national acclaim. In many cases, this recognition translated into governmental pledges of renewed support for their Special Olympics programs in particular and for people with intellectual disabilities overall.



The partnership between Special Olympics and Lions Clubs International spans over 80 countries, including 14 in the Africa region. In Nigeria, Lions heeded the call to assist a special education unit in Ondo State that does not have its own safe water supply. Above, Lions and PackH2O distribute waterpacks to Special Olympics athletes.

As part of the U.S. government’s commitment to inclusion, the U.S. Peace Corps works with Special Olympics Programs and communities around the world, helping to put inclusion on the national agenda in places like Mongolia, Panama and the Philippines. In Mongolia, Peace Corps Volunteers helped launch the country’s first national games, which paved the way for Mongolia’s athletes to participate in their first World Games in 2015. In Serbia, the U.S. Agency for International Development also provides opportunities for youth with and without intellectual disabilities to play sports together – fostering socially inclusive environments and raising awareness through discussion forums, volunteering and social networking.



Special Olympics athlete Lucy Meyer, above right, is the first spokesperson for the Special Olympics-U.S. Fund for UNICEF national partnership. She also works on advocacy and fund-raising efforts for children with disabilities. Special Olympics and UNICEF have collaborated in 44 countries across all regions since the partnership began in 2008. Also pictured: Caryl Stern, CEO of the U.S. Fund for UNICEF.

This attention from Presidents, Prime Ministers, Sports Ministry officials, cultural and business leaders can have long-lasting effect – and often mark a turning point in policy. A 2015 headline from Pakistan says it all: “Govt Strides Toward Inclusion of Previously Marginalised Persons.” In Haiti, another country where stigma reigns, the nation’s president issued a national message of inclusion in honor of Special Olympics athletes. In his words: “Regardless of their gender, social or intellectual level, all Haiti’s youth should have the same chance and the same opportunities in society to showcase their talents and abilities.”

This is the kind of world we are building, one athlete and one country at a time. We thank all our supporters around the world who have brought us so far, so fast.



This young athlete in Swaziland, Phiwa Magagula, was eager to take part in annual Eunice Kennedy Shriver Day events, including a 700m walk. He usually needs help to walk a few steps, but not on EKS Day! He did not want to be helped and finished the event solo.



Around the globe, Special Olympics athletes were celebrated before, during and after the 2015 World Summer Games. For Matthew Hernandez of Texas, USA, above, that meant being welcomed home by local officials and having a street named in his honor.



Sports bring people together – in so many ways. This year, the Middle East-North Africa region held its first-ever Unified triathlon, bringing together people with and without intellectual disabilities from 5 countries. The Region also benefited from expanded Athlete Leadership on Regional Advisory Councils. Above, athlete adviser Rahma Khaled stands with H.E. Mohamed M. Al Hameli, Chairman of Special Olympics UAE, left, and Regional President/Managing Director Ayman Wahab.



Ahead of World Games, Pope Francis held an audience for Italy’s 150 athletes traveling to Los Angeles to compete. He told them, “I encourage you to continue in your efforts to help each other to discover your potential and to love life, to appreciate it in all its limits and above all, its beautiful sides.” Special Olympics Chairman Tim Shriver presented the Pope with a Unified Relay Torch and a Play Unified soccer ball.

Photo Credit: L’Osservatore Romano

OUR PARTNERS

Special Olympics is pleased to recognize our partners for their vital support



PIONEER PARTNER

The Law Enforcement Torch Run® (LETR) for Special Olympics continues to be the largest fundraiser and grassroots public awareness vehicle for Special Olympics, raising more than \$600 million since its inception in 1981. Last year, dedicated law enforcement members raised \$52 million for Special Olympics programs around the world.

LETR is active in 115 programs and 49 countries, and the LETR Executive Council, in close collaboration with SOI, is working to achieve a broader global presence. LETR raises significant funds through a variety of special events such as Polar Plunges so more Special Olympics athletes can benefit in many areas of their lives through sports training and competition.



A VERY SPECIAL CHRISTMAS

PIONEER PARTNER

The 'A Very Special Christmas' albums, created by world renowned musical artists, producers and A&M records, have generated nearly \$120 million since the first album launched in 1987. In 2015, over \$3 million was allocated by the Christmas Records Trust to support Program development and fund 88 Christmas Records Grants. These grants were used to recruit athletes, train coaches, host competitions, and expand athlete and partner participation in Unified Sports. Since 1988, over \$70 million has been given to Special Olympics Programs from the Christmas Records Trust.



FOUNDING PARTNER

For the past 47 years, The Coca-Cola Company has led a true commitment to showcasing the unlimited potential of individuals with intellectual disabilities and the power of sport to bring people together and transform lives.

In 2015, Coca-Cola was proud to continue their legacy-building in bringing awareness, advocacy and action to Special Olympics, leveraging their consumers, communities, customers and associates through a fully integrated marketing campaign for the 2015 Special Olympics World Summer Games in Los Angeles.

The multifaceted campaign activated consumer awareness, associate engagement, customer programming, onsite activation, social media and music resulting in a Unified song - "Reach Up" - being produced and performed at Opening Ceremonies, generating more than 200 million impressions through positive, uplifting stories in broadcast, online and print outlets.

Onsite Coca-Cola employees and customers filled the stands to cheer on and support Special Olympics athletes and provided refreshment to more than 6,200 athletes and unified partners from 165 countries, along with volunteers and families throughout the Games.

As a Founding Partner of Special Olympics, The Coca-Cola Company has, with the Special Olympics movement around the world, a shared commitment to creating happiness and an unwavering belief in social inclusion. Through the generosity of cash, in-kind, volunteers and awareness-driving initiatives, Coca-Cola has supported Special Olympics programs and events around the world and made a cumulative investment of more than \$180 million resulting in transformative moments of pure joy for the global community.



Muhtar Kent (right), Chairman and CEO of The Coca-Cola Company, and Special Olympics Ireland athlete Brian Hooper (left) enjoy a celebratory win in Unified Badminton at the LA2015 Special Olympics World Summer Games.

OUR PARTNERS

“The work of Special Olympics is the work of angels and there is no better city to celebrate the talents of the athletes than in the City of Angels - Los Angeles.”

Muhtar Kent
Chairman & CEO,
The Coca-Cola Company



Bank of America’s long history of support for Special Olympics began at the state level and spans over three decades as part of their ongoing commitment to achieving the goal of a more diverse and inclusive society. In 2015, their robust support was invaluable in continuing to raise awareness, connect communities and encourage participation in the Special Olympics movement. As the presenting sponsor of the first Unified Relay Across America, over 10,000 torchbearers carried the Flame of Hope to 50 states through the course of 46 days, lighting the way to a future of inclusion and respect for people. Bank of America launched a multichannel #PASSTHEFLAME campaign during the relay, which culminated at the Opening Ceremony of 2015 Special Olympics World Games in Los Angeles, where Bank of America was also the official bank partner of the games. In partnership with ESPN, they also launched the Total Inclusion initiative where former Special Olympics athlete, Dustin Plunkett was a reporter providing coverage for the Games through the eyes of someone with intellectual disabilities.

Additionally, 260 Bank of America employees were official volunteers for the games and over 2,500 employees were Fans in the Stands supporting the athletes competing in Los Angeles. The bank also continued their commitment to the athlete leadership program with their support of the current class of Sargent Shriver International Global Messengers.



The Special Olympics- Lions Clubs International “Mission: Inclusion” global partnership experienced one of the most exciting years in 2015. Through the implementation of over 100 Opening Eyes programs worldwide, Unified Sports engagements with Leo youth leaders, Family Health Forums, and so much more- the “Mission: Inclusion” partnership design with Lions Clubs International continues to serve as one of the deepest and most active partnerships in the Special Olympics Movement. Lions Clubs International, as well as the Lions Clubs of Los Angeles, were key supporters of the 2015 Special Olympics World Summer Games, having supported a number of Healthy Athletes screening programs, as well as serving as one of the largest partners of the 2015 Special Olympics GenUin Social Impact Summit in Los Angeles- engaging Leos from throughout the world to speak to the importance of inclusive development through service and youth activation.



Special Olympics Board member and Bank of America Vice Chairman Anne Finucane carrying the Flame of Hope in Boston during the Unified Relay Across America presented by Bank of America.



Special Olympics Venezuela and the Lions Clubs of Venezuela pose for a photo during a Unified Sports event. The Special Olympics- Lions Clubs International “Mission: Inclusion” global partnership provides a range of health, sports, family support, and advocacy services to Special Olympics athletes in over 80 nations worldwide.



Mattel and Special Olympics celebrated 11 years of partnership in 2015. Mattel’s employee engagement program, Team Mattel, has set the gold standard for global employee volunteerism at Special Olympics. Over the last five years, Mattel has brought 11,107 volunteers to our competitions, which accounts for more than 35 percent of their total, global workforce. Mattel also continued to provide critical support for Young Athletes, which introduces children ages 2 to 7 years to our movement.

As Official Partner and Founding Champion of the 2015 World Games in Los Angeles, Mattel provided over 1,000 employee volunteers and unprecedented support for this marquee event, which included sponsorship of the basketball and cycling venues as well as the Special Olympics USA Cycling Team.



A Team Mattel volunteer cheers on Special Olympics athletes at the 2015 World Games opening ceremony at the Los Angeles Coliseum.



In their first full year of global partnership, Microsoft supported the Special Olympics Movement through hardware and software contributions, technological expertise, financial support, and awareness-building through a global commercial campaign celebrating the partnership. As Special Olympics’ Official Technology Partner, Microsoft provided over 2,000 devices for the 2015 Summer World Games in LA, and supported the development of the Games Management System (GMS) for the first time at a major event, to track athletes as they achieve their personal bests.

Additionally, Microsoft produced several social media campaigns, highlighting athletes from all over the world as they prepared for the World Games, helping Special Olympics gain exposure to millions of new consumers, whom we otherwise could not reach.



Microsoft CEO Satya Nadella, with the Flame of Hope, opens the Unified Relay Across America celebration in Redmond, WA.



B. Thomas Golisano, an entrepreneur, philanthropist and civic leader, is the founder and Chairman of Paychex, Inc., a national leader in the payroll and human resource industry.

The Golisano Foundation, which he established in 1985, is one of the nation’s leading foundations dedicated exclusively to helping organizations that assist people with developmental disabilities.

Mr. Golisano has been very generous to many institutions and organizations. His philanthropy totals more than \$250 million to date.

His gifts of \$37 million to Special Olympics to establish and expand Healthy Communities represent the largest single gifts in Special Olympics history and the largest donation of Mr. Golisano’s to a single organization.

For more information see www.golisanoofoundation.org



This beautiful hand-painted banner was one of 700 letters, cards and messages shared with Tom Golisano during the Golisano Foundation’s 30-year anniversary celebration in 2015. People all over the world are impacted by the Special Olympics Health program, made possible by the Golisano Foundation.

“Special Olympics is a much-needed catalyst in helping people with intellectual disabilities receive the health services and education they have gone without for far too long.”

Tom Golisano
Founder, Golisano Foundation



Tom Golisano, Founder of the Golisano Foundation, and Ann Costello, Executive Director, visit a Special Olympics Lions Clubs International Opening Eyes clinic in Florida.



Special Olympics and the Essilor Vision Foundation shared an exciting and innovative 2015- bringing high quality eye health and vision care services to thousands of Special Olympics athletes from around the world through the Special Olympics- Lions Clubs International Opening Eyes program.

In addition, the Essilor Vision Foundation has become a strong supporter of the Special Olympics Global Youth Activation platform, serving as a key partner in the first-ever 2015 Special Olympics GenUin Social Impact Summit, which coincided with the 2015 Special Olympics World Summer Games in Los Angeles.

Together, Special Olympics and the Essilor Vision Foundation ensured the highest-quality vision care for all athletes, while empowering today’s youth to take an active stance in creating a future Unified Generation.



Special Olympics and Safilo Group continued their strong global partnership in 2015 through the global implementation of the Special Olympics – Lions Clubs International Opening Eyes program. Through provision of high-quality, designer frames and sunglasses for athletes, Special Olympics and Safilo have been able to ensure quality services for athletes, and moreover, have been able to promote the abilities, and dignity, of individuals with intellectual disabilities in some 80 nations around the world.

Safilo also served as a key partner in the success of the 2015 Special Olympics World Summer Games in Los Angeles, California- with a number of key events in 2016 benefiting from the growing Special Olympics - Safilo partnership.



As part of the reconstruction from Typhoon Haiyan in Tacloban (Philippines), the Essilor Vision Foundation was instrumental in providing SO Philippines athletes with high-quality vision screening services; a mother holds her child while a vision care professional provides key services



Two athletes from the Faroe Islands celebrate passing their vision screening by wearing the Safilo donated sunglasses that they received on checkout. Safilo has been a global supplier of the Special Olympics - Lions Clubs International Opening Eyes vision care program, supplying free optical frames and sunglasses, since 2003.



Toys“R”Us, Inc. and the Toys“R”Us Children’s Fund continued their long history of supporting Special Olympics this year, helping to strengthen and expand Young Athletes programs around the world.

Leading up to the 2015 Special Olympics World Games, of which Toys“R”Us was a Games level sponsor, the company hosted in-store and online fundraising and awareness campaigns benefiting both 2015 World Games and Young Athletes programs. During the Games held in Los Angeles, Toys“R”Us brought “My First Sports Moment” activities to ten Unified events, providing Young Athletes the opportunity to experience the thrill of participating in their first sporting activity on a worldwide stage. Children between the ages of 3 and 7 participated in events, such as “My First Hit” (softball) and “My First Putt” (golf). Toys“R”Us employees and executives also served as volunteers during “My First Sports Moments” and throughout the Games.



A Young Athlete focused and took a swing at “My First Hit” in Los Angeles during the 2015 World Games.



Finish Line and the Finish Line Youth Foundation value celebrating everyday achievements of athletes everywhere. Since the launch of the partnership four years ago, Finish Line’s commitment to advancing fitness has provided tools for our athletes, their families and coaches to encourage a healthy lifestyle. In 2015, their support was critical in identifying fitness innovation practices across the country that supplement and integrate health and wellness into our athletes’ daily lives as they strive to achieve their personal best.

Finish Line is also a proud supporter of Special Olympics USA, providing training apparel and competition footwear to the team that participated in the World Summer Games in Los Angeles.

Every year, hundreds of Finish Line employees generously volunteer across the country. Their annual holiday drive has generated millions in support for Special Olympics since 2012.



Finish Line’s Glenn Lyon and Sam Sato joined several Finish Line team members to cheer on athletes at the Special Olympics World Summer Games in Los Angeles.



ESPN has been a proud supporter of Special Olympics for more than 30 years, and in 2015 provided an unprecedented level of commitment. ESPN served as the Official Broadcast Partner for LA 2015, and along with ABC, as the media partner of our Unified Relay Across America, which carried the Flame of Hope to Los Angeles.

In June 2015, ESPN also announced a renewed commitment to serve as the Global Presenting Sponsor of Special Olympics Unified Sports. Ultimately, with ESPN’s coverage and support, including more than 38 hours of television coverage, the 2015 World Games set a new benchmark for media reach for the movement, raising Special Olympics’ visibility in key target markets and with the general public. ESPN’s support of Unified Sports expanded as well with creative activations to increase awareness, including the first-ever Unified Snowboarding competition at X Games Aspen 2015. Additionally, ESPN’s Unified Sports grants continue to support capacity building in more than 14 global markets.



ESPN broadcaster Jeremy Schaap, left, interviews Dikembe Mutombo during Opening Ceremony at the 2015 World Summer Games in Los Angeles.



Since 2013, Y&R and Special Olympics have partnered globally to support the Unified Sports Program, amplifying the message that social inclusion through sports is a powerful way to drive change. We’re proud to have activated the Play Unified campaign in over 16 countries. We continue to grow the campaign through activation and integrated communications.

Y&R (www.yr.com) is the global advertising AOR for Special Olympics. No matter where we take the message, we hear stories from people who are personally touched by Special Olympics. Our employees are always at the ready to offer up support, whether it is through their professional skills and talents, or by volunteering their own time to support the efforts of Special Olympics.



Y&R/VML New York Team Members, from left: Ethan Scott, Carolyn Brafman, Sam Hendricks, Britta Dahl, David Sable, Marni Levine, Brian Musich and Gary Baker.



Kim Samuel, Special Olympics Board Member, and the Samuel Family Foundation continue to work tirelessly to combat the stigma and isolation that people with intellectual disabilities and their families face. As long term supporters of the movement, their ongoing support has allowed us to continue to grow our families and inclusive sports programming for athletes of all ages in their home country of Canada and in communities across the globe.

In 2015 our Young Athletes Program alone, for athletes 2-7 years of age, experienced a 60% increase in participants over the past year, with significant growth evident in some of the most impoverished areas we reach. This tremendous progress would not have been possible without supporters like Kim and the Samuel Family Foundation, and we are grateful for the opportunity their support provides to make such a dramatic difference in the lives of our athletes and their families. They are also a proud sponsor of the GenUin Social Impact Summit that took place at the Special Olympics 2015 World Games in Los Angeles. The Summit was part of Special Olympics global efforts to inspire a new generation that embraces the Unified principles and characteristics. In total 120 youth leaders from 30 countries attended the summit as a way to generate change around pressing issues facing people with ID. Kim Samuel and the Samuel Family Foundation have committed to continuing its support through 2016, working together to explore important ways to expand and strengthen this programming.

RAY AND STEPHANIE LANE

For the past 5 years Special Olympics has benefitted from the remarkable support received from Ray and Stephanie Lane for the expansion of our youth activation programming in schools. Thanks to their commitment, Special Olympics has been able to expand our Unified Strategy for Schools and Youth, aimed at promoting the social inclusion of our school-aged athletes with intellectual disabilities, across the globe.

Through Unified Sports and related inclusive activities, the Unified Strategy seeks to promote awareness, respect and friendship, by inspiring, training, and activating the next generation of Special Olympics young leaders around the world. We are also grateful to Ray for his steadfast and ongoing support and guidance as a Special Olympics Board Member, and thank him for his all-around dedication to our movement. Having supporters who understand and promote the spirit we see every day in our athletes, families, coaches and volunteers only further promotes this important work.



Kim Samuel, center, and the Samuel Family Foundation continue to provide leadership and guidance to the Special Olympics movement.



Long time supporters Stephanie and Ray Lane.

PERFECTSENSE

Perfect Sense has been an integral innovator and collaborator in the quickly evolving online presence of Special Olympics around the world. Perfect Sense has joined with Special Olympics as a technology partner since its inception, leading the movement through the ever-changing digital landscape and positioning our strategic initiatives such as the Special Olympics World Games and our Play Unified campaign, for global success.

In 2015 Perfect Sense invested critical support in our 2nd Annual Hannah Teter Unified Snowboard Race in Aspen, Colorado. The event brought together top Special Olympics snowboarders with Olympic and professional snowboarders who raced together to break down barriers and change attitudes. Perfect Sense also sent a volunteer team of employees to the World Games to organize 16 Unified Sports Experiences. Additionally, Perfect Sense collaborated with the LA2015 Games Organizing Committee to develop a site unlike any that has come before it for the World Games. The site served as a dynamic central hub where athletes, families, fans, and volunteers could access content immediately from any location on any device, enabling us to tell the full story of the games for the first time.



In their 36th year of partnership, P&G supported the movement worldwide as well as focusing on several areas of interest. Funds from the company allow Special Olympics to support Programs and athletes, in particular for Health programming to continue training health professionals and providing examinations.

In the United States, P&G held three Play Unified sports camps to bring students with and without intellectual disabilities together to play football and softball. Professional athletes led the camps and gave athletes and partners tips and encouragement. The annual military commissary fundraiser also activated to support Special Olympics Programs and athletes locally.



Throughout 2015, Perfect Sense and its employees participated in a variety of events to support Special Olympics and individuals with intellectual disabilities, including pledging to eliminate the use of the R-Word during the annual Spread the Word to End the Word day of action.



Jake Matthews of the Atlanta Falcons and Special Olympics athlete Brandon McGee practice football drills at the Play Unified camp.



Burson•Marsteller

Burson-Marsteller www.Burson-Marsteller.com is the public relations agency of record for Special Olympics International. This engagement is led by Burson-Marsteller’s sports marketing specialty group, Fan Experience.

The Burson-Marsteller team works with Special Olympics on its ongoing youth-activation initiatives, which inspire participation in the movement through activism, social inclusion and the Special Olympics Unified Sports® program.

In 2015, the team supported awareness efforts around our Play Unified campaign and recent World Games which resulted in a SABRE Award and a North American Excellence Award in Change Communications.



Team Burson, led by Don Baer, Worldwide Chair & Chief Executive Officer of Burson Marsteller, prepare to pass the flame in New York City as official torchbearers for the Special Olympics Unified Relay Across America.



Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen’s Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry’s only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance.

Nielsen has a strategic alliance with Special Olympics Inc. (SOI) to help better understand the influence of people with intellectual disabilities in their communities and the impact of Special Olympics programs, through a joint collaboration across three areas within Nielsen: Nielsen Cares, Public Development & Sustainability and the ADEPT (Able and Disabled Employees Partnering Together) Employee Resource Group.



A team of Nielsen associates completes a leg of the Unified Relay on the south side of Chicago in June 2015.



Since 2009, TD Bank has partnered with Special Olympics on an annual fundraising campaign, which has raised more than \$7 million and built awareness for the Play Unified movement. Over 1,000 TD Bank stores from Maine to Florida participate each year. Customers donate spare change through TD Bank’s Penny Arcades or make donations at the teller counter. Employees and management take part too, through employee fundraising and volunteerism at local Special Olympics events. In 2015, the Play Unified ball was a key element of the campaign and helped further educate communities about building a unified world.



Special Olympics New Jersey athlete, Eric Kish, was invited behind the drive-thru window at the Old Bridge TD Bank to greet customers, sign auto-graphs and share his bright smile.



ExxonMobil and Special Olympics entered into partnership in 2015 thru a grant from the ExxonMobil Foundation. The grant supports the implementation of a Malaria/HIV program for people with ID in Nigeria in collaboration with Special Olympics Nigeria and Grassroots Soccer. This funding was the first of its kind and provides a vehicle for Special Olympics to collectively address this prevalent issue to provide education and services for people with ID around Malaria and HIV/AIDS using soccer (football) as the medium as people with ID had previously not been included as a target population in malaria and HIV interventions and remain one of the most at-risk populations for both.



From left, Ambrose Ikhalo (SO Nigeria), Tolani Willoughby (SO Nigeria athlete), Babatunde Willoughby (parent) converse about athlete health in Nigeria.



After a 29-year relationship with Special Olympics Southern California, for the first time, Toyota sponsored the 2015 Special Olympics World Games. As the Official Automotive Partner, Toyota provided automobiles, awareness and employee volunteer support. In addition to the 400 automobiles used during the Games, Toyota provided 24 for the Unified Relay Across America and support automobiles for the Law Enforcement Torch Run Final Leg.

Toyota also helped Special Olympics USA on their way to the Games and built a digital content hub to “Share the Journey”.



Toyota vehicles were used throughout the Games as the Official Automotive Partner of LA2015.



PIONEER PARTNERS		CHAMPION PARTNERS				
These organizations have given \$50M+ over their lifetime		These organizations have given \$10M+ over their lifetime and also give \$1M+ annually				
<div></div>		<div></div> <div>Founding Partner</div> <div>Official Technology Partner</div>				
ANNUAL GIVING						
\$1,500,000+ Global Platinum Partners	\$1,000,000 - \$1,499,000 Global Gold Partners	\$250,000 - \$499,000 Global Bronze Partners	\$100,000 - \$249,999 Supporting Partners	\$25,000 - \$99,999 Spirit Partners	\$100,000+ In-Kind Impact Partners	Sports Partners \$25,000+
The Coca-Cola Company Founding Partner	ESPN	Burson-Marsteller	American Express Foundation	Aetna	Discovery Network International	FIFA/Football For Hope
Bank of America	Samuel Family Foundation	California Resources Corporation	Alex and Ani	Boeing China	DocuSign	Laureus Sport for Good Foundation
Recording Artists of Christmas Records Trust	TD Bank	CITGO	CAF – Development Bank of Latin America	Copa Airlines	Euronews/ACT Responsible	NBA Cares
Essilor Vision Foundation	Y&R	ExxonMobil	European Union	Engel & Volkers	Hologic	PGA of America
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Lions Clubs International	\$500,000- \$999,000 Global Silver Partners	Nielsen	MetLife Foundation	KPMG	Shanghai Fudan Microelectronic Company	UEFA Union of European Football Association
Mattel	Mazda Foundation	Tencent	Ostrow School of Dentistry	Knights of Columbus	Sunray Information Technologies	USGA United States Golf Association
Microsoft	P&G	Toyota	Pacific Dental Services	LED	University of Massachusetts, Boston	\$100,000+ In-Kind
Safilo Group	UNIQLO	Visa	Seiko	Motorola		American Softball Association
Toys”R”Us			Shock Doctor	MTM Recognition	Media Partners	CEB
	Silver Partner		Specs4us	North American Ski Police	AIPS International Sports Press Association	Euroleague Basketball
	Perfect Sense		Starkey Hearing Foundation	Norton Rose Fulbright	Clear Channel	Major League Soccer
Platinum Partner			TOMS	Optometry Giving Sight	ESPN	Michael Phelps Foundation
Finish Line			US Fund for UNICEF	SurveyMonkey	Ogilvy & Mather	One World Play
			Westfield	UNICEF	Universal Music	United States Bowling Congress
			Wrigley Company Foundation	Event Partners		
				RSM / David Love III Foundation		
				Scotiabank		



Olivia Quigley of Wisconsin was in training for World Games when she was diagnosed with Stage 4 breast cancer at the age of 24. She put chemo treatments on hold so she could compete in Los Angeles. She went on to win gold in both the 100-meter and 400-meter relay and silver in the 200-meter. She was later honored for her achievements as one of espnW's IMPACT25 -- which recognizes influential women in sports.

SPECIAL OLYMPICS SUPPORTERS

Individuals, Foundations & Trusts

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Shriver Society

The Shriver Society recognizes a group of supporters distinguished by their significant contribution over the past year. These individuals are bringing hope and promise to the lives of our athletes across the globe and upholding the incredible legacy of the Shriver family.

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The Steve and Anita Westly Foundation
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Yao Ming

The Champion's Society®

Special Olympics would also like to recognize members of The Champion's Society—donors who have made a commitment to include a future gift to the organization through their estate plans.

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Joan E. Wheatley
Bonnie Zaucha



SPECIAL OLYMPICS AMBASSADORS

Special Olympics is grateful for the support of a select group of acclaimed athletes and celebrities who are dedicated to expanding the Special Olympics movement worldwide.

Global Ambassadors

Dani Alves	Ricardo Montaner
Her Serene Highness Princess Charlene of Monaco	Dikembe Mutombo
Nadia Comaneci	Hidetoshi Nakata
Brooklyn Decker	Nancy O'Dell*
Elena Delle Donne	Apolo Anton Ohno
Vladimir 'Vanja' Grbic	Michael Phelps
Scott Hamilton	Nicole Scherzinger
Padraig Harrington	Hannah Teter
In-Kyung 'I.K.' Kim	Vanessa Williams
Yuna Kim	Yang Yang
Yang Lan	Zhang Ziyi
Damian Lillard	
Maria Menounos*	
Yao Ming	

Ambassadors

Lauren Alaina
Derek Poundstone

* Joined in 2015

2015 SPECIAL OLYMPICS NATIONAL AND STATE PROGRAMS

AFRICA

Benin
Botswana
Burkina Faso
Cote d'Ivoire
Ghana
Kenya
Malawi
Mali
Mauritius
Namibia
Nigeria
Rwanda
Senegal
Seychelles
South Africa
Swaziland
Tanzania
Togo
Uganda
Zambia
Zimbabwe

EAST ASIA

China
Chinese Taipei
Russia
Hong Kong
Korea
Macau
Mongolia

EUROPE EURASIA

Albania
Andorra
Armenia
Austria
Azerbaijan
Belarus
Belgium
Bosnia Herzegovina
Bulgaria
Croatia
Cyprus
Czech Republic
Denmark
Estonia
Faroe Islands
Finland
France
Georgia Republic
Germany
Gibraltar
Great Britain
Hellas (Greece)
Hungary
Iceland
Ireland
Isle of Man
Israel
Italy
Kazakhstan
Kosovo
Kyrgyz Republic
Latvia
Liechtenstein
Lithuania
Luxembourg
FYR Macedonia
Malta
Moldova
Monaco
Montenegro
Netherlands
Norway

ASIA PACIFIC

Afghanistan*
American Samoa
Australia
Bangladesh
Bharat (India)
Bhutan*
Brunei Darussalam
Cambodia
Fiji*
Indonesia
Laos*
Malaysia*
Myanmar
Nepal
New Zealand
Nippon (Japan)
Pakistan
Papua New Guinea
Philippines
Samoa
Serendib (Sri Lanka)
Singapore
Thailand
Timor-Leste
Tonga*
Vietnam*

Poland
Portugal
Romania
Russia
San Marino
Serbia
Slovakia
Slovenia
Spain
Sweden
Switzerland
Tajikistan
Turkey
Turkmenistan
Ukraine
Uzbekistan

LATIN AMERICA

Argentina
Bolivia
Brazil
Chile
Colombia
Costa Rica
Cuba
Dominican Republic
Ecuador
El Salvador
Guatemala
Honduras
Mexico
Nicaragua*
Panama
Paraguay
Peru
Puerto Rico
Uruguay
Venezuela

MIDDLE EAST/ NORTH AFRICA

Algeria*
Bahrain
Egypt
Iran
Iraq
Jordan
Lebanon
Libya
Morocco

Palestine
Qatar
Saudi Arabia
Sudan*
Syria
Tunisia
United Arab Emirates

NORTH AMERICA

Alabama
Alaska
Arizona
Arkansas
Northern California
Southern California
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
New Hampshire
New Jersey
New Mexico
New York
Nevada
North Carolina
North Dakota
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina

South Dakota
Tennessee
Texas
Utah
Vermont
Virginia
Washington
West Virginia
Wisconsin
Wyoming

Aruba
Bahamas
Barbados
Belize
Bermuda
Bonaire
Canada
Cayman Islands
Curacao
Dominica
Guam*
Guyana
Haiti
Jamaica
St. Kitts & Nevis
St. Lucia
St. Maarten
St. Vincent & the Grenadines
Suriname
Trinidad & Tobago
US Virgin Islands

* Founding Committee

BOARD OF DIRECTORS

Includes members who served at any time between January 1, 2015 and December 31, 2015

Dr. Timothy P. Shriver
Chairman
Special Olympics

Ms. Mary Davis
Chief Executive Officer
Special Olympics

Mr. Stephen M. Carter
Lead Director and Vice Chair
Managing Partner,
Larkspur Holdings, LLLP

Mr. Bart Conner
Vice Chair
Sports Broadcaster
Olympic Gymnastics Gold Medalist

Mr. Raymond J. Lane
Vice Chair
Managing Partner
Kleiner, Perkins, Caufield & Byers

Ms. Michelle Kwan
Treasurer
Olympic Figure Skating Medalist
U.S. Public Diplomacy Envoy

Ms. Angela Ciccolo
Secretary
Chief Legal Officer
Special Olympics

Mr. Steven Keener
Assistant Secretary
Staff Attorney
Special Olympics

Ms. Jocelyn Starzak
Assistant Secretary
Vice President &
Associate General Counsel
Special Olympics

Mr. William Alford
Henry L. Stimson Professor,
Harvard Law School

Mr. Mohammed M. Al Hameli
IAC Middle East North Africa Representative
Chairman, Special Olympics United Arab
Emirates and Deputy Chairman & Secretary
General, Zayed Hiher Organization

Mr. Edward Barbanell
Actor, "The Ringer"

Mr. Ernest Z. Bower
President and CEO, Bower Group Asia
Senior Adviser and Sumitro Chair for Southeast
Asia Studies, Center for Strategic
& International Studies

Dr. David Braddock
Executive Director, Coleman Institute
for Cognitive Disabilities
Associate Vice President for Research,
University of Colorado System

Ambassador Nicholas Burns
Professor of the Practice of Diplomacy and
International Politics, John F. Kennedy School
of Government, Harvard University

Ms. Loretta Claiborne
Special Olympics Athlete, USA
Holder of Honorary Doctorate degrees
from Quinnipiac University and
Villanova University

Ms. Nadia Comaneci
Olympic Gymnastics Gold Medalist

Ms. Yolanda Eleta de Varela
President, Special Olympics Panama
Member, Latin America Strategic
Advisory Council

Ms. Donna de Varona
Sports Broadcaster
Olympic Swimming Gold Medalist

Dr. Elisabeth Dykens
Director, Vanderbilt Kennedy Center for
Research on Human Development

Mr. Jay Emmett
President, Redwood Productions

Mr. Kevin M. Farr
Chief Financial Officer, Mattel, Inc.

HE Vivian Fernández de Torrijos
Former First Lady of the Republic of Panama

Ms. Anne Finucane
Vice Chairman, Bank of America

Ambassador Luis Gallegos
Former Ambassador from Ecuador to the
United States; Chairman, Global UN Partnership
for Inclusive Information and Communication
Technologies; President, International
Rehabilitation Foundation

Dr. Federico Garcia Godoy
IAC Latin America Representative
President, Special Olympics Dominican Republic

Ms. Kathy Gibson
IAC Asia Pacific Representative
CEO, Special Olympics New Zealand

Mr. Benjamin Haack
Special Olympics Athlete, Australia

Mr. Scott Hamilton
Sports Broadcaster
Olympic Figure Skating Gold Medalist

Mr. Nils Kastberg
Regional Director for Latin America and the
Caribbean, UNICEF

Mr. Muhtar Kent
Chairman and CEO, The Coca-Cola Company

Mr. Kim Byeong Deok
IAC East Asia Representative
Vice Executive Chairman,
Special Olympics Korea

Mr. Larry Lucchino
President and CEO, Boston Red Sox

Mr. Glenn Lyon
President and CEO, Finish Line

Mr. Peter Mazunda
IAC Africa Representative
Board Chair, Special Olympics Malawi

Ms. Georgia Milton-Sheats
IAC North America Representative
CEO, Special Olympics Georgia

Ms. Katie Burke Mitic
Digital Technology Entrepreneur

Mr. Angelo Moratti
Vice Chairman, SARAS S.p.A.
Chairman, Special Olympics Italy

Mr. Dikembe Mutombo
President & CEO, The Dikembe Mutombo
Foundation; Former NBA Player

Hon. Na Kyung Won
Chair, Special Olympics Korea
Congresswoman, Korean National Assembly

Mr. Samuel Perkins
NBA Player Consultant
Olympic Basketball Gold Medalist

Mr. Satish Pillai
IAC Asia Pacific Representative
Chairman, Special Olympics Bharat

Dr. Eleni Rossides
IAC Europe Eurasia Representative;
National Director, Special Olympics Cyprus

Ms. Kim Samuel
President, The Samuel Family Foundation
Scholar in Residence, Oxford Poverty & Human
Development Initiative

Hon. Maria Shriver
Former First Lady of California
Broadcast Journalist and Author

Mr. Matthew Williams
Chair, Special Olympics Global Athlete Congress

Ms. Vanessa Williams
Actress and Recording Artist

Mr. Yao Ming
Chairman, Shanghai Sharks Basketball Club;
Founder, the Yao Ming Foundation

Dr. Dicken Yung
Former Honorary President,
Special Olympics Asia Pacific,
Chairman, Unilava Corporation

GLOBAL LEADERSHIP TEAM

Dr. Timothy P. Shriver
Chairman

Mary Davis
Chief Executive Officer

Noah Broadwater
Chief Technology Officer

Angela Ciccolo
Chief Legal Officer

Loretta Claiborne
Chief Inspiration Officer

Denis Doolan
Chief, Organizational Excellence

Dr. John Dow
Chief, Regional and Program Operations

Michael Meenan
Senior Vice President and
Chief Financial Officer

Kirsten Seckler
Chief Marketing Officer

Kelli Seely
Chief Development Officer

Peter Wheeler
Chief and Executive Producer,
50th Anniversary Celebration

Drew Boshell
Senior Vice President,
Sport and Health

Neil Carney
Senior Vice President,
Games and Competition

Christa White
Senior Vice President,
Global Development and
Government Relations

Beth Alldridge
Vice President,
Regional and Program Operations

Lee Todd
Senior Advisor, Winter Sports,
2017 World Winter Games

REGIONAL LEADERSHIP

Dr. John Dow
Regional President and Managing Director,
Special Olympics Africa;
Regional President and Managing Director,
Special Olympics Asia Pacific

Claudia Echeverry
Regional President and Managing Director,
Special Olympics Latin America

Marc Edenzon
Regional President and Managing Director,
Special Olympics North America

David Evangelista
Acting Regional President and Managing
Director, Special Olympics Europe Eurasia

Mary Gu
Regional President and Managing Director,
Special Olympics East Asia

Ayman Wahab
Regional President and Managing Director,
Special Olympics Middle East/North Africa

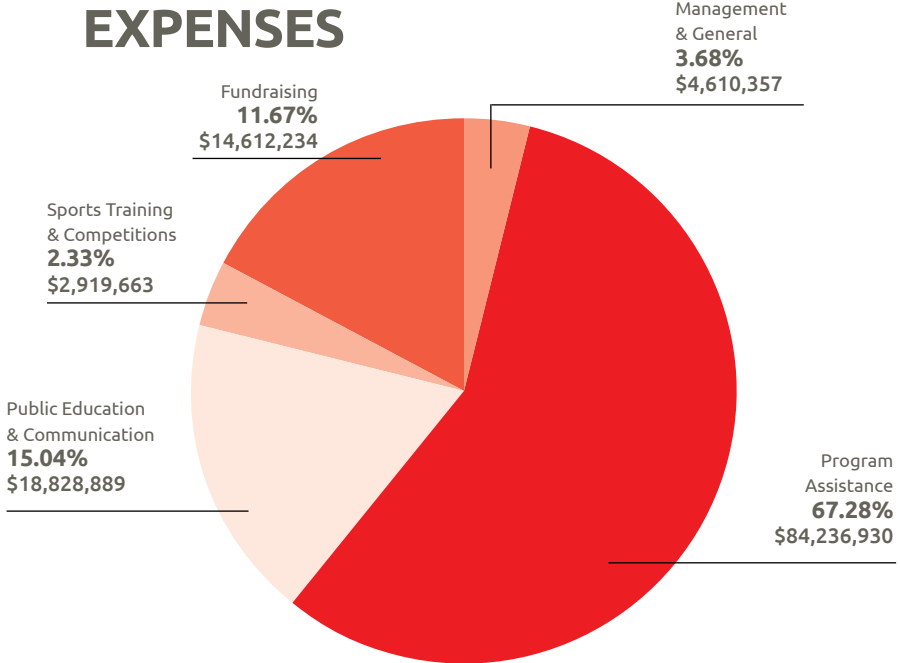
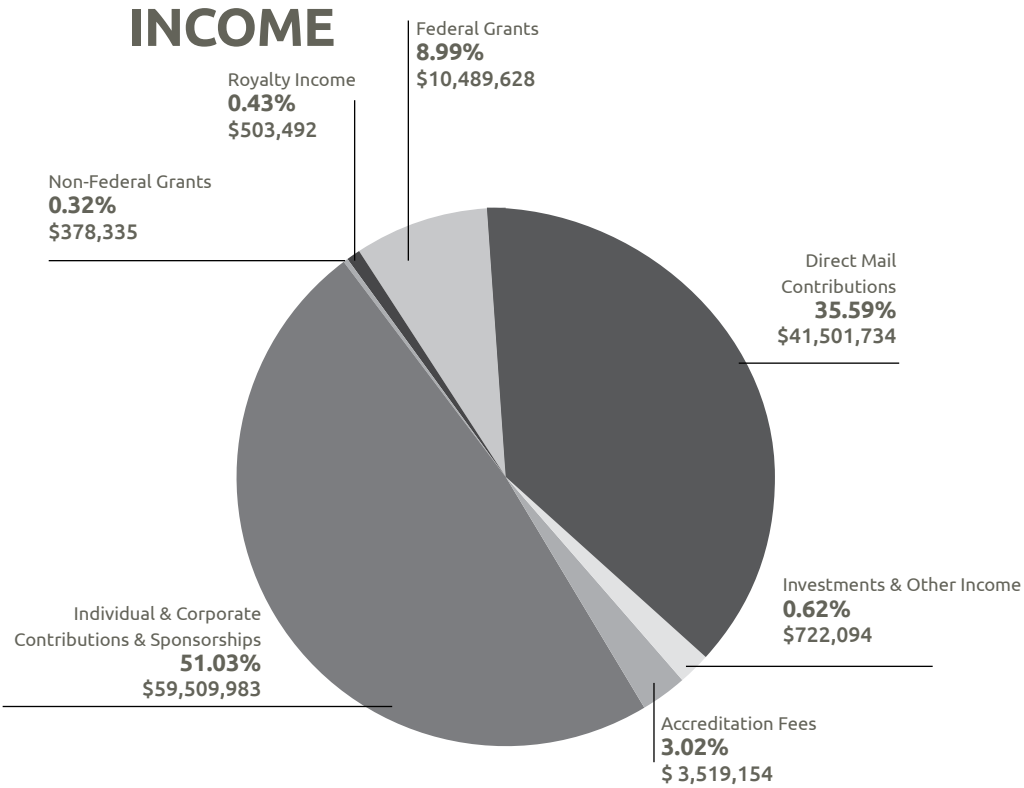
Charles Nyambe
Vice President, Operations, Africa

Special Olympics Inc. and Affiliates

2015 FINANCIALS

Combined Statement of Activities for the Year Ended December 31, 2015

	TOTAL UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	FY 2015 TOTAL	FY 2014 TOTAL
REVENUES, GAINS & OTHER SUPPORT					
Direct mail contributions	\$ 41,501,734			\$ 41,501,734	\$ 42,351,544
Individual and corporate contributions and sponsorships	52,713,646	6,796,337		59,509,983	55,531,665
Federal grants	10,489,628			10,489,628	9,174,073
Non-federal grants	378,335			378,335	2,292,593
Accreditation fees	3,519,154			3,519,154	3,390,714
Royalty income	503,492			503,492	273,664
Appreciation in trust assets - net	(1,129,998)			(1,129,998)	1,192,000
Other investment income - net	(38,166)			(38,166)	61,302
Other income	1,890,258			1,890,258	1,115,673
Total revenues, gains and other support	109,828,083	6,796,337		116,624,420	115,383,228
NET ASSETS RELEASED FROM RESTRICTIONS					
Satisfaction of program restrictions	10,328,849	(10,328,849)			
Expiration of time restrictions	100,000	(100,000)			
Total revenues, gains and other support and net assets released from restrictions	120,256,932	(3,632,512)		116,624,420	115,383,228
EXPENSES					
Program assistance	84,236,930			84,236,930	79,553,133
Public education and communications	18,828,889			18,828,889	18,953,185
Sports training and competitions	2,919,663			2,919,663	2,591,242
Fundraising	14,612,234			14,612,234	15,541,675
Management and general	4,610,357			4,610,357	4,457,193
Total expenses	125,208,073			125,208,073	121,096,428
CHANGE IN NET ASSETS					
Net assets (beginning of year)					
Changes in net assets	53,526,226 (4,951,141)	15,165,174 (3,632,512)	198,584	68,889,984 (8,583,653)	74,603,184 (5,713,200)
Net assets (end of year)	48,575,085	11,532,662	198,584	60,306,331	68,889,984



ASSETS & LIABILITIES

	2015	2014
ASSETS		
CURRENT ASSETS		
Cash & cash equivalents	\$ 9,607,925	\$ 8,297,587
Contributions & accounts receivable	6,766,320	13,132,646
Other current assets	1,680,654	1,405,552
Total current assets	18,054,899	22,835,785
NON-CURRENT ASSETS		
Investments	51,429,512	56,365,690
Long-term contributions receivable - net	378,000	400,000
Fixed assets - net	1,297,209	782,017
Other assets	658,150	658,150
Total non-current assets	53,762,871	58,205,857
TOTAL	71,817,770	81,041,642
LIABILITIES & NET ASSETS		
CURRENT LIABILITIES		
Accounts payable & accrued liabilities	7,487,139	6,593,987
Grants & awards payable	2,832,096	4,649,697
Deferred liabilities	532,658	409,011
Total current liabilities	10,851,893	11,652,695
NON-CURRENT LIABILITIES		
Long-term deferred rent	659,546	498,963
Total liabilities	11,511,439	12,151,658
NET ASSETS		
Unrestricted	48,575,085	53,526,226
Temporarily restricted	11,532,662	15,165,174
Permanently restricted	198,584	198,584
Total net assets	60,306,331	68,889,984
TOTAL	71,817,770	81,041,642

COUNTING DOWN TO THE 2017 WORLD WINTER GAMES!

During another busy year of planning and outreach, Austria 2017 Games Organizing Committee members came to Los Angeles for the traditional handover of the Special Olympics flag at the end of the 2015 World Summer Games (pictured below). The Austria 2017 GOC achieved significant milestones this year – including the introduction of mascots Laura and Luis, depicting two of Austria's most celebrated animals – the deer and the badger. The GOC also launched sales of official merchandise; conducted a

Sponsor Summit; and announced new partnerships with sponsors such as Porsche/Audi, the Austrian Lottery and Graz Airport (which unveiled their Games-branded buses). Members of the public are getting excited as well, as volunteer registration got under way and quickly hit the 1,000th volunteer mark. The GOC also announced new celebrity ambassadors, including Marcel Hirscher, Austria's Sportsman of the Year, World Cup Alpine champion and Olympic Gold Medalist.



SPECIAL OLYMPICS
WORLD WINTER GAMES
AUSTRIA 2017

Graz | Schladming | Ramsau | Styria

Heartbeat for the world

14 - 25 March 2017

CREATING GAME-CHANGERS: LEADERSHIP ACADEMY

Special Olympics wants to change the world for people with intellectual disabilities. In 2015, we continued rolling out the Special Olympics Leadership Academy around the globe to educate and create leaders who can bring our movement to the next level. The Leadership Academy is a unique opportunity for each participant to better understand his or her role as a visionary and catalyst for change. This is how we will amplify and expand our vision -- now and into the future.



#PLAYUNIFIED



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**Special
Olympics**

