



***Special  
Olympics***

**Annual Report  
2012**

## 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.

# ACCOMPLISHING GREAT THINGS

In 1970, I found out about Special Olympics and it opened doors for me. When I became an athlete, I saw that I had talents. People around me saw it too – and they began to treat me in a new and better way.

Then in 1972, I met a woman named Eunice Kennedy Shriver. She was like the grandmother I never had. I'll never forget the lessons she taught me -- that you can be anything you want to be if you put your mind to it.

Mrs. Shriver believed that people with intellectual disabilities could accomplish great things. She also believed we could do things beyond sports -- like learn to be leaders and public speakers. I began to believe it too – and now I can talk and write about these things today. I was grateful for the opportunity to put those public speaking skills to work this past September at the Clinton Global Initiative meeting in New York. I was thrilled to join my fellow athletes Ioana Ciobanu, Deon Namiseb and Dustin Plunkett at the announcement of the largest single gift in Special Olympics' history and to personally thank Mr. Tom Golisano for his extraordinarily generous support for the Healthy Communities initiative. As I said in New York, "His presence and support will go a long way to inspire others to help."

Now it's time for others to step up to the plate and do what they can to support the hopes and dreams of people with intellectual disabilities. Mrs. Shriver used sports as her vehicle to show the world what people with intellectual disabilities can do.

Today, millions of athletes take part in Special Olympics and it's changing their world and changing society's attitudes toward people with intellectual disabilities worldwide.

Mrs. Shriver challenged me and my fellow athletes to aim high and do our best.

And so I challenge you to do the same and work with us to create a world that is truly welcoming and that promotes the health, well-being and dignity of all people.

**LORETTA CLAIBORNE**  
*Special Olympics Athlete  
& Board Member*



ANNUAL REPORT 2012  
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In 2012, we saw increases in athlete numbers but we want to achieve even more...

Millions of potential Special Olympics athletes are relegated to the sidelines of sports and the sidelines of life. They are counting on us for the chance to play, to be healthy... ”



## A MESSAGE FROM THE CHAIRMAN AND CEO **TIMOTHY P. SHRIVER**

# A UNIFIED VISION

Scholars work night and day to try to understand the most important ingredients of success: what are the distinguishing factors that make people and organizations successful? In 2012, one researcher isolated what she believes is the most important quality of successful people: "Grit!" For Professor Angela Duckworth, it is grit – the capacity to focus on a goal and never be deterred by missteps or failures – that makes all the difference.

In 2012, the Special Olympics movement could have been a case study in "grit." Loretta Claiborne challenged world leaders at the Clinton Global Initiative to demand change – to overcome generations of neglect and oversight and bring people with intellectual disabilities into the social and educational and political mainstream. Loretta sparked immediate action – leaders like former President Bill Clinton of the U.S.A. and President Joyce Banda of Malawi pledged renewed attention. Loretta's lifelong grit is irresistible. Change is coming.

And that was only one event. In 2012, we acknowledged the need to engage the global south in a much stronger and more sustained way to reach potential athletes, the poorest of the poor. This commitment won the confidence of Tom Golisano, who made the largest personal gift in our history. Tom's extraordinary generosity will enable Special Olympics to promote Healthy Communities in eight countries in need, while also increasing the attention and action of governments and multilateral organizations. Leaders from around the world answered our call to action, led by United Nations Secretary-General Ban Ki-moon and UNICEF Executive Director Anthony Lake. The grit, again, paid off.

The grit of our family and staff leaders also turned heads in 2012. After years of effort from our team at Special Olympics New Jersey, who worked with parents and educators in that state to develop the Young Athletes program, it began to boom. For the first time in our history, Special Olympics now offers the promise of a sports, health, education and community experience that is "cradle to grave." Credit "grit."

Just as our Special Olympics promise continues to grow, we must remain focused on improving our delivery. In 2012, we saw increases in athlete numbers but we want to achieve even more. Increases in coaching numbers were encouraging and indicative of our commitment to improving the quality of our sports experience, but we remain dissatisfied by the tens of millions of potential Special Olympics athletes who are relegated to the sidelines of sports and the sidelines of life. They are counting on us for the chance to play, to be healthy, to be welcomed, to belong. We need to do better. Part of the challenge lies in finding more resources – many more. Part of the challenge lies in finding new strategies of outreach, engagement and community building. Part of the challenge lies in working smarter, more efficiently. And all of the challenges depend on having grit – lots and lots of grit!

I know I join millions of volunteers, donors, coaches, family members, staff leaders, and Special Olympics athletes in being humbled by the work of our movement in 2012. Together, we followed in the vision of Dr. Martin Luther King, Jr. who called on us all to bend the arc of history toward justice. Each of you who joined – whether by running your race or coaching your team or cheering your friends or giving from your resources – each of you has bent the arc of history toward justice and helped create the miracle of our global sports community of acceptance. You are each leaders of the Dignity Revolution. I only ask that you continue to use the tools of the revolution – balls and games and races and grit – to fight on!

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2012 was a dramatic year, and we have a lot to be proud of and to celebrate... None of this would be possible without our staff and volunteers' passion, commitment and sheer hard work, for which I am very grateful.”



## A MESSAGE FROM THE PRESIDENT AND COO J. BRADY LUM

# COMMITMENT TO ACTION

I am happy to report that Special Olympics has made great progress in 2012 as we align our movement around a common agenda for change. We've broadened the 'share ownership' of the community of Special Olympics, which includes athletes, coaches, volunteers, family members, sponsors, donors and fans. We're bringing more people into our movement in more creative ways. We've reset the Special Olympics brand and are striving to act through a problem-solving lens. This has resulted in widespread program improvement in 2012.

In the second year of our multi-year Strategic Plan, we have completed or are 'on track' with over 70% of the goals we have been able to monitor to date. This shows how the efforts we put in every day have real impact, and reminds us of the Strategic Plan's value as a guiding light for delivering the promise of our mission.

We saw our best fundraising year ever in 2012 and exceeded the goals we set for 10 priority Special Olympics initiatives, including Unified Sports, Healthy Communities and Global Football. Today, over 80% of Programs worldwide have strategic plans to guide their work and to help establish performance benchmarks.

Special Olympics has also greatly impacted the sustainability of our Programs worldwide. Increasing sustainability is enormously important; we can and must build upon our success. This is especially critical as we increase our level of engagement in the developing world.

We've embraced social media and the technology that empowers people of all ages around the world, including a pilot project to develop an app that allows our athletes to track their progress in health and fitness. This first-of-its-kind mobile app will inspire, motivate, and support athletes in their skill and fitness development.

Finally, we've reinvigorated our efforts to promote a unified generation that sees beyond disability and embraces people of all abilities and backgrounds. Perhaps no other aspect of our work is more important than this, as we seek to create a world that is more welcoming and inclusive.

We move forward with a clear eye toward real impacts that advance our values and our mission.

Thank you for your ongoing support of the Special Olympics movement.



**REAL  
SPORTS**



**SUSTAINING  
ATHLETE HEALTH**



## BUILDING COMMUNITY



## TRANSFORMATIVE EDUCATION



Craig Groenewald of South Africa takes the lead in the 100-meter butterfly preliminary race at the World Aquatics Invitational in San Juan, Puerto Rico.



Apolo Anton Ohno hits the ice with speedskaters Hiroyuki Endo, left, and Susumu Endo at a skating clinic during the Special Olympics Nippon Winter Games in Fukushima, Japan.



In summer, Monica Hernandez of North Carolina, USA, trains in gymnastics and athletics. In winter, she's all about snowboarding.



Nural Atikah Bte Azni, left, and Nurul Shamira Bte Razali, right, celebrate after a match at the first Asia Pacific Unified Football Tournament in Singapore.



Athletes showcased their skills and abilities at the Special Olympics Central American and Caribbean Games, which drew athletes from 13 countries.

# REAL SPORTS

In 2012, more than 4.2 million Special Olympics athletes in 170 countries experienced the power of sport through sports training and athletic competitions. Special Olympics is committed to promoting opportunities that will revolutionize the manner, frequency and impact of our sports training, coaching and competition. With more than 70,000 competitions held around the world in 2012 – about 193 each day – it's a commitment we take seriously.

We are striving to establish a global culture of sports excellence that maximizes the well-being and athletic potential of each and every athlete. This is happening through a cultural shift that transforms Special Olympics from events our athletes attend to a lifelong experience they own. For example, through the generous support of the Annenberg Foundation, Special Olympics has been able to expand and update a wide range of sports resources – skill guides, rule books, and videos – allowing us to become a preeminent resource for adapted physical sports worldwide. Specifically, they have helped us begin our first foray into digital sports experiences, creating sports specific Coaching Guides for computer and mobile phones. Additional support from Denis O'Brien and Kim Samuel and the Samuel Family Foundation have helped us pilot our first-ever Athlete Training App, designed to foster skill building and social inclusion among athletes with and without intellectual disabilities.

Special Olympics continues to focus on delivering high-quality training and competitions in a variety of sports, with an emphasis on athletic excellence. This year, with the increasing popularity of floorball, we've expanded our offerings to 17 countries and about 2,000 athletes. A new partnership with the International Floorball Federation is aimed at keeping this momentum going. Special Olympics floorball teams from Austria and Switzerland also got a chance to showcase their skills before a new audience at the 2012 World Floorball Championship in Zurich.

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## ATHLETES SERVED

# 4,205,630




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## COMPETITIONS

# 70,278



This was a year of many firsts for sport in the regions including the first-ever Asia Pacific Unified Football Tournament and East Asia Summer Games. Latin America hosted the first 2012 World Aquatics Invitational. Middle East North Africa hosted its first Handball and Volleyball Unified Competition.

The pursuit of coaching excellence was a 2012 theme all around the world, particularly in the Middle East/North Africa Region. The Saudi capital of Riyadh hosted a wide-ranging series of training seminars in six sports for head coaches from 14 countries. During 2012, Special Olympics also deepened our relationship with the Michael Phelps Foundation and Swim School and developed new ways to improve aquatics training and coaching. An innovative coaching seminar in Maryland, USA, drew Special Olympics coaches from all seven Regions. There was also a new agreement to include Young Athletes™ – ages 2 to 7 – in the Phelps “im” Program and to create a new instructional video for coaches and families.

Unified Sports® programs expanded with the help of Kim Samuel and the Samuel Family Foundation. In 2012, Unified Sports hit a new record, involving more than 618,000 athletes and partners. New sports models were also created: Unified Sports Recreation, Unified Sports Player Development, and Unified Sports Competition to allow more athletes and partners access. Unified Sports also came into play through a joint effort between Special Olympics North America and the National Federation of High Schools. This new online Unified Sports Coaches Course is helping our trainings and materials reach a key target audience: high school coaches. Unified Sports activation grants went out to a diverse set of Programs, helping them expand their offerings at the local level.

In Africa, Special Olympics South Africa conducted a successful Unified Cup football event, involving 10 Programs and 130 athletes and partners. In addition, the Fédération Internationale de Football Association (FIFA) helped us expand our Global Football program, granting support to Special Olympics Programs through the Football for Hope global social initiative. Unified Football was also launched in 24 Special Olympics Programs.

Now in its second year, TRAIN (Testing Recreational Activities and Improving Nutrition) really got rolling. The unique sports assessment and nutrition education program is designed to help people with intellectual disabilities identify their strongest skills and improve their sports performance through healthier choices and regular exercise. With the support of Finish Line, TRAIN expanded to 20 Special Olympics Programs and impacted an estimated 8,000 U.S. athletes. Finish Line employee volunteers also made their mark,

serving as TRAIN mentors and assisting athletes during their assessments.

Throughout the year, Special Olympics continued to demonstrate influence and impact in the global sports community. At the annual convention of SportAccord – the umbrella organization for both international Olympic and non-Olympic sports federations – Special Olympics Chairman and CEO Tim Shriver and Special Olympics Board Member and athlete Matthew Williams spoke on the panel for Socially Responsible Sport. The year also featured the first-ever NBA Cares Special Olympics Unified Sports Experience Basketball Game at the NBA All-Star Game 2012 in Orlando, Florida, USA. This event increased awareness of the talents of Special Olympics athletes while promoting social inclusion.



Athlete David Egan joined Special Olympics aquatics coaches from all seven Regions at a Michael Phelps Foundation “im program” swimming clinic held in Maryland, USA.



Special Olympics East Asia’s first-ever Regional Summer Games also celebrated the 20-year anniversary of Special Olympics Chinese Taipei.

## SPORTS LEAD PATRICK ON A JOURNEY OF DISCOVERY & HOPE

Sports have opened new worlds for Patrick Ndung'u Mugure, who grew up in Kenya under difficult circumstances. After his mother died, it fell to his elderly grandmother to raise Patrick and his sister. She worked selling charcoal to make ends meet. She was able to get the children to school, but Patrick could not keep up with reading, writing and studies like other children. He began to be labeled and bullied by teachers and students – and to live a life of rejection.

Eventually, his grandmother found a special school where Patrick could get helpful attention. Then he joined Special Olympics, where he began to learn the game of handball. Before this time, Patrick had been rebellious and fought a lot. Through Special Olympics sports, he slowly started to discover himself and find out that he did have talents. By listening to the coaches and emulating the other athletes, his behavior started to change. Soon he was making and keeping friends and embracing virtues that he wasn't able to do in the past.

Patrick became a very competent handball player representing his school at school competitions and representing Kenya at the Special Olympics World Summer Games in Shanghai, China, and Athens, Greece. He has also been trained as part of the Athlete Leadership Program.

Patrick says he has come a long way. "When the people start abusing you, you feel like you are what they are saying. But if you stay strong, one day they will respect you – they will see that you are not that thing they were calling you."

He has also taken up floor hockey and was instrumental in helping his team as they trained for the 2013 World Winter Games in PyeongChang. This would be Kenya's first trip to a Special Olympics World Winter Games and Patrick caught on fast. He was able to officiate during 2012 training sessions. He has also served as assistant coach, teaching other athletes tactical moves of the game.

Patrick says his Special Olympics sports and leadership training have helped him earn a living. He was hired to take care of students at a local boarding school, and continues to be employed full time. Patrick is now a contributing member of society, helping take care of the needs of his family. He also serves as mentor and role model to other Special Olympics Kenya athletes.





From right, philanthropist B. Thomas Golisano joins Special Olympics Chairman Tim Shriver and former U.S. President Bill Clinton, along with four Special Olympics athletes – Loretta Claiborne of Pennsylvania, USA; Deon Namiseb of Namibia; Dustin Plunkett of California, USA; and Ioana Ciobanu of Romania – to mark Golisano's commitment of US\$12 million to Special Olympics' Healthy Communities initiative.



In 2012, screenings found more than one-third of our athletes had untreated tooth decay.



Last year, about one-fourth of our athletes failed basic hearing tests.



The Healthy Communities initiative is aimed at helping children and adults with intellectual disabilities around the world lead healthier, more active lives. Pilot programs are under way in 14 locations, including Thailand.



More than 1.3 million Healthy Athletes screenings have been conducted around the world.

# SUSTAINING ATHLETE HEALTH

Special Olympics is the world's largest public health organization for people with intellectual disabilities – a population that faces severe health issues and inadequate or non-existent care. For more than 15 years, Special Olympics Healthy Athletes® volunteer healthcare professionals have provided health screenings, health education, services and referrals for follow-up care in 122 countries. So far, more than 1.3 million screenings have been given free of charge.

In 2012, U.S. businessman and philanthropist B. Thomas Golisano gave Special Olympics the largest gift ever from an individual donor: US\$12 million. Over the next three years, his generosity will make it possible to implement the Healthy Communities initiative. In its first year, this new effort was launched in eight countries – Kazakhstan, Malawi, Malaysia, Mexico, Peru, Romania, South Africa and Thailand -- and six U.S. states -- Arizona, Florida, Kansas, New Jersey, New York and Wisconsin.

## HEALTHY ATHLETES

CLINICS

**741**

ATHLETE SCREENINGS

**106,427**



The goal of Healthy Communities is to improve the health and well-being of people with intellectual disabilities and allow them to reach their full potential by ensuring that all have access to the same health and wellness resources as others in their communities. Taking the Healthy Athletes initiative even further, Healthy Communities provides year-round access to more health services for athletes, including follow-up care. Healthy Communities makes use of the Special Olympics network of caregivers, coaches and athlete peers to promote good health. The initiative recruits local organizations to provide services to individuals with intellectual disabilities, helps athletes stay connected through the use of technology, and promotes wider awareness of the health barriers faced by people with intellectual disabilities.

At the same time, the Healthy Athletes program continues to grow. In 2012, Healthy Athletes expanded its reach to three more countries - Belize, Kosovo and Malta. Sustainability of the program also increased: 30 percent of Healthy Athletes events were fully funded through local community partnerships.

Healthy Athletes not only serves athletes but also trains health-care professionals who then go back to their practices with increased knowledge of and compassion for people with intellectual disabilities.

Special Olympics has become the leader in cutting-edge research and evaluation to better understand the many challenges faced by people with intellectual disabilities and the significant impact of Special Olympics on their lives. This research is a driving force for realizing improved policies and laws for people with intellectual disabilities around the world.

In 2012, nearly 20 percent of Special Olympics athletes reported they'd never had an eye exam.

Health and nutrition education is vital for athletes, coaches and volunteers alike.



Since 2001, support from the Lions Clubs International Foundation has helped Special Olympics' Opening Eyes initiative to expand globally. Essilor International has supported the program as our global supplier of lenses. And Safilo has donated thousands of glasses and sunglasses.

# TOM Golisano

## BELIEVES IN HEALTHY COMMUNITIES

My gift comes with my deep admiration for the work of Special Olympics over the years since Healthy Athletes® was founded. To have harnessed the power of its global sports organization to deliver critical, front-line healthcare to over one million athletes is nothing short of remarkable.

My admiration for past accomplishments should not be mistaken for complacency, but instead is a challenge to Special Olympics to do even more to lead efforts that will accelerate access to community-based healthcare for those with intellectual disabilities.

People with intellectual disabilities continue to be invisible to practitioners, health systems, governments and the larger global health community. As the father of a grown son with an intellectual disability, I know firsthand the challenges that families face in finding quality healthcare. I know too that the challenges that my own family experienced pale in comparison to the difficulties families around the world experience accessing quality care for their loved ones with intellectual disabilities.

The global network and reach of Special Olympics in communities worldwide can help turn the tide in the face of this crisis. It can provide care at competitions, raise awareness, educate health practitioners, engage and activate partners, change attitudes and perceptions, awaken government and ultimately bring about systemic change.

With my son as my inspiration and motivation, I'm pleased to be able to work with Special Olympics to expand the organization's health programming.

I believe in Special Olympics' vision of a world where every person with an intellectual disability has the information and resources they need to optimize their health, and where systems and policies exist at all levels to support their health outcomes. This is a vision that Special Olympics cannot accomplish alone and it won't happen overnight. But step by step, athlete by athlete, community by community, we can help make that vision a broad reality.





Trooper Chris Wright and athlete Mai-Lin Hegel lead an enthusiastic team at the Law Enforcement Torch Run final leg ahead of the State Summer Games in Colorado, USA.



On the 3rd annual Eunice Kennedy Shriver Day, people around the world remembered her legacy. A fan in the Middle East writes, "It's hard to forget...she made a difference!"



Athlete Kanak Yadav learns a few tips about bocce from youth leader Gaurang Agarwal in Uttar Pradesh, Bharat (India).



Global Ambassador and NBA legend Dikembe Mutombo gets into the spirit at the first-ever Africa Unity Cup.



Young volunteers take a break during Healthy Athletes screenings at the Central American and Caribbean Games in Panama.

# BUILDING COMMUNITY

Wherever we go, Special Olympics is creating communities of support. Our more than 70,000 competitions a year – adding up to about 193 each day – bring together athletes, coaches, volunteers and community leaders and so many others. We are also working for policies that will improve education, health care and employment opportunities for people with intellectual disabilities. This is happening all around the world thanks to the strength and growth of our Athlete Leadership Programs, Family Leadership Development and Young Athletes™ programs, as well as corporate and community partnerships and the Law Enforcement Torch Run® for Special Olympics.

In 2012, we stepped up our global efforts to educate and engage people all around the world. One amazing way this happens is through our athletes. The Athlete Leadership Program has been growing in new and important ways, including an 11 percent increase in the number of athletes completing leadership training. Our athletes have been speaking to wider audiences at public meetings and conferences all over the world. Special Olympics athletes are also taking on volunteer and staff roles throughout our organization: coaching, officiating, serving on Boards of Directors and on Athlete Input Councils and helping with fund-raising. Our athletes are also making a big impact via social media and community events. In October, Virginia USA athlete John Franklin Stephens' blog post against use of degrading language

drew more than 2 million views in one day. His passionate words also led to dozens of stories by major media outlets – and giving millions of people a real lesson in acceptance and understanding. Athlete Leadership Programs prepare our athletes to be role-models and mentors both in Special Olympics and in the communities where they live.

Special Olympics also significantly expanded our inclusive Young Athletes program. This year, 90,000 children around the world participated in physical play activities that enhance motor and cognitive development, build social skills and increase confidence – a nearly 20% increase. Thanks to the continued support of the Mattel Children's Foundation, Toys R Us, Kim Samuel and the Lynch Family Foundation, Special Olympics is raising expectations and awareness of what people with intellectual disabilities can do – and raising these expectations even in a child's early years. This also allows us to build a stronger foundation for our athletes to achieve their fullest potential in school, within the community, and beyond.

This year also marked the growth of the new Family Support Network e-Library, which can be a fast link to tools that support healthy lifestyles, volunteerism, networking and leadership among parents, siblings and extended family members. It also provides our global network of families a unique chance to share their stories and successes and to connect with their Regional leadership networks. Family forums were also held in every Region, and family members report

Our athletes have been speaking to wider audiences at public meetings and conferences all over the world. Special Olympics athletes are also taking on volunteer and staff roles throughout our organization: coaching, officiating, serving on Boards of Directors and on Athlete Input Councils and helping with fund-raising.

that the connections and conversations help them during and long after they've returned home. As one parent observed after a gathering in South Africa, "It was nice to know how to raise my child or develop him -- and not to be ashamed of asking the question why me? Why not me?"

Special Olympics also received a major grant from the U.S. Department of Defense to develop communities of acceptance and inclusion on American military bases around the world. These community-building grants have strengthened the connection between 17 U.S. state Programs and programs in Japan and Republic of Korea through Unified Sports, Young Athletes, Healthy Athletes and volunteer expansion initiatives.

Special Olympics and UNICEF continue to work together for equality and support for children with intellectual disabilities -- the most vulnerable and marginalized children in the world. In 2012, this grew into exciting new national partnerships in Kazakhstan, Belize, Bharat, Russia, Azerbaijan, Thailand and Tajikistan. Support from the US Agency for International Development has also been instrumental in expanding programs in Serbia. In addition, partnerships with the Peace Corps continued to grow in new and creative ways. One volunteer worked for the first time with students with and without intellectual disabilities. She says the friendships and changed attitudes that resulted left her "humbled and in awe." Community engagement also continued to work wonders in places like Haiti, where YMCA, UNICEF and Digicel have made a huge difference in the lives of our athletes, giving them access to sports as well as health and literacy education. The March opening of the Special Olympics - Digicel - YMCA Unity Center School

has opened new doors for athletes, family members and volunteers, as well as offering year-round places to play. Working with such partners also generated credibility and awareness of Special Olympics' goals, helping gain attention for legislation calling for integration of people with disabilities in Haiti.

This 25th anniversary year, Special Olympics has been celebrating the legacy of the 'A Very Special Christmas' record series, which has raised more than US\$110 million. In 2012 alone, the Christmas Record Trust awarded grants totaling \$1.7 million to programs in 62 countries. In Chile, the grants enabled athletes to participate in regional competitions and double the number of sports available. The athletes include Jose Herrera, who did not speak. Through soccer training plus encouragement from teammates, Jose is discovering new ways to communicate and connect with people. Due to diabetes and other issues, physical activity has been especially important for Jose. It's just one small example of how the AVSC albums have been a remarkable gift to so many people around the world -- people who may never hear the album's music, but are deeply touched by it just the same.



Christmas Record Trust grants, funded by the 'A Very Special Christmas' album series, help open new worlds of achievement and hope for people with intellectual disabilities, such as young Yasmine Mostafa of Egypt.

The Law Enforcement Torch Run® for Special Olympics continued its 32-year tradition as our largest grassroots fundraiser and public awareness vehicle. In 2012, more than 96,000 volunteers got involved, raising over US\$45 million. Officers and volunteers participated in events around the world including the early stages of the Torch Run's Final Leg, in the runup to the World Winter Games in PyeongChang, Republic of Korea.

Ahead of the 2013 Games, Special Olympics began organizing its first-ever Global Development Summit aimed at "Ending the Cycle of Poverty and Exclusion for People with Intellectual Disabilities." This conference -- planned alongside the Games in PyeongChang -- would engage a growing coalition of stakeholders from the development community around the world, including UNICEF, Catholic Relief Services, the International Federation of Red Cross and Red Crescent Societies, Lions Clubs International and the Peace Corps, as well as a diverse group of government leaders and activists. The world needs to recognize the marginalization of people with intellectual disabilities and work together to implement strategies that can meet their needs.



Our community partnerships have been key to helping Special Olympics Haiti rebuild.

## FROM CALGARY TO KABUL

### JOHN LANGFORD FINDS A COMMUNITY OF SUPPORT

I'd been with the Law Enforcement Torch Run about seven years when I deployed from Alberta, Canada to Afghanistan for a yearlong mission. There, I served as mentor/adviser to the Afghan National Police. This rugged, mountainous country is wrought with extreme violence and poverty. Every day, people go without food and other necessities of life. People with special needs can be completely overlooked by a population doing all they can just to survive.

Special Olympics Afghanistan was also seriously struggling. They had tried to host Summer Games several times in the past, but had to cancel due to lack of funding. More recently, members of the training team were violently attacked by the Taliban while coaching a Special Olympics girls team. But they were still determined to hold a Summer Games for their athletes, though everyone would have understood if they'd canceled due to the ever-present threat of the Taliban returning. Amazingly, they were not intimidated and showed true strength and resolve by not backing down. But there was still no money.

Due to red-tape and other bureaucratic issues, fund-raising on base became a challenge, so I thought back to a basic, fundamental Canadian concept: hockey! By 1 July, we had eight teams registered for a Canada Day charity hockey tournament off-site, with all money raised going to Special Olympics Afghanistan. Then I applied to a fund set up in memory of a Canadian soldier killed in Afghanistan. The \$5,582 total raised was enough to finance the first Afghanistan Summer Games in years!

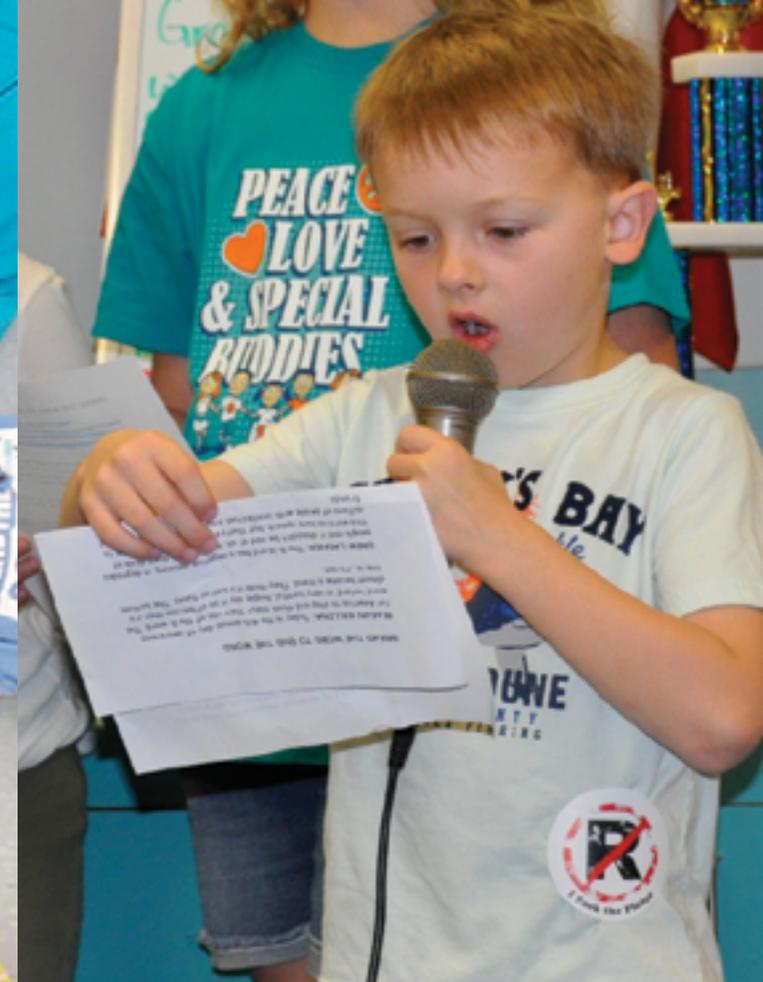
I'll never forget those games, held in Ghazni Stadium, the infamous Taliban mass execution site. In this former killing field, we witnessed what those of us involved with LETR know and cherish: athletes who otherwise would never have had a chance, competing and cheering for each other just for the love of sport. There was no war. Just peace. I hope one day it spreads through the entire country.

But it doesn't stop there. Back in Calgary, the Alberta LETR team was busy meeting with local members of the Afghan community and explaining the athletes' plight. These communities teamed up to hold a fall hockey tournament to raise money for Special Olympics Afghanistan. They raised almost \$10,000!





At a high school in California, USA, hundreds of students and staff took part in "Spread the Word To End the Word" day and pledged to "promote the acceptance and inclusion of people with intellectual disabilities."



At a Texas, USA, event, advocates of all ages spoke out against hurtful language.



One of our goals is to create a welcoming, inclusive school climate.



U.S. actor Johnny Knoxville coaches a Young Athlete through an obstacles course at an event promoting acceptance and unity.



Special Olympics education programs work to bring together students, teachers, parents and community members in support of another R-word: Respect.

# TRANSFORMATIVE EDUCATION

From the very beginning, Special Olympics has recognized the energetic role that young people play in achieving our long-term goals of acceptance and respect for people with intellectual disabilities worldwide. With sports as our platform, we are working together toward social inclusion, both in schools and in the community. This happens in a fun and transformative way through Special Olympics' inclusive sports, fitness, educational and youth activation programs.

Now in its fifth year, Special Olympics Project UNIFY taps the leadership capacity of young people of all skills and strengths. We provide effective tools and training to create classroom and community activities that help bring about friendships and positive behavioral change.

Project UNIFY got its start in the United States with funding from the U.S. Department of Education. Thanks to the generosity of Stephanie and Ray Lane, Project UNIFY has also been expanding internationally. We have seen major successes and growth in Asia Pacific and Europe Eurasia through pilot programs in Austria, Italy, Romania, Serbia and Bharat (India). Project UNIFY's international pilot program met and exceeded many of its goals – including training nearly 12,000 teachers and young people and the addition of almost 700 new schools and clubs. Growth was especially fast in Bharat, where Project UNIFY launched in three states: Delhi, Bihar and Uttar Pradesh. Bharat

passed its target of 2,000 youths and teachers, reaching more than 6,300 youths and 698 teachers in a year. One student leader, Tanmay Agarwal of New Delhi, created three awareness programs in his school, including a Young Athletes activity. He says these programs give students new insights into both the talents and concerns of people with intellectual disabilities (ID). In the process, he has become dedicated to these projects, which he describes as “totally mesmerizing.”

Project UNIFY has also been aiming to fill some critical gaps in Europe. For example, all European nations have signed the United Nations Charter of Human Rights, which grants people with disabilities equal access to education, community life, and sport. But some areas don't have the tools or training to put this into practice. By working directly within schools and communities, Project UNIFY has been helping teachers and students learn ways to create welcoming, inclusive environments. The response has been overwhelmingly positive. In integrated school systems, Project UNIFY has given teachers the tools to create more inclusive activities; in segregated school systems, teachers are getting their first experiences with students with intellectual disabilities.



## SPECIAL OLYMPICS PROJECT UNIFY IN USA

SCHOOLS

**2,100** IN 42 STATES

YOUNG PEOPLE

**500,000**

SPECIAL OLYMPICS ATHLETES

**21,000**

YOUTH LEADERS

**11,000**

In North America, Special Olympics worked to document the impact of Project UNIFY in schools. Among other things, data show that 75% of school administrators found increased participation of students with ID in school activities. For their part, 74% of participating students said being involved with Project UNIFY was a positive turning point in their lives. Nearly all (95%) want their school to continue Project UNIFY next year. Project UNIFY has now expanded to 2,100 schools in 42 states – reaching 500,000 young people in the U.S.A.

In 2012, Special Olympics also teamed up with the National Federation of State High School Associations (NFHS) to promote and support partnerships between Special Olympics state Programs and their respective NFHS state member association to advance the mission and goals of both organizations. Project UNIFY is often the focus of these partnerships where Unified Sports is integrated as a sanctioned program of the state Interscholastic Athletic Association (IAA). There are now six U.S. states with official IAA partnerships: Arizona, Connecticut, Indiana, Maryland, New Hampshire and Rhode Island. In these states, over 12,700 athletes and partners participate in Unified Sports.

Most of all, Project UNIFY is about breaking down barriers to understanding, acceptance and social inclusion, and creating school environments where friendships grow between people of all abilities. Kaitlyn Smith and Danielle Liebl are examples of the power of friendship for young people with and without intellectual disabilities. They met at a leadership conference and instantly bonded over their shared sense of humor and passion for making positive change in their communities. Together they

have developed as leaders and young adults and become models for friendship and inclusive leadership. When they talk to others about their friendship, they always reiterate one point: not once have they looked at one another as an “athlete” or a “partner” – they are simply best friends.

## HIGH MARKS

The annual day of awareness for Spread the Word to End the Word hit the highest marks ever in 2012. People of all ages from all around the world pledged to stop derogatory use of the R-word. This year, on the 4th annual Spread the Word day – March 7 -- the campaign hit a new single day pledge record with 29,812 pledges—and another 40,000 added throughout the week, in addition to thousands more hand-written pledges. Our day of awareness generated almost 20 million impressions on social networking sites, nearly doubling last year’s total.

Spread the Word activities help bring the dynamic collaboration between Special Olympics and schools and communities to another level – and help advance a generation of young leaders to promote healthy lifestyles, build friendships, and fight intolerance and bullying.



Spreading the word -- and lots of smiles.

## From Impulse to Action: Promoting Equality, Inclusion and Joy in China

Ruan Wei says it started as an impulse while he was studying for his physical education degree at Hubei University in China. He had heard about a nearby school for children and teens with intellectual disabilities and wondered if there was something he could do to help. Once there, he saw that the students enjoyed playing sports just like all young people, but they did not get regular sports training. That's when he decided to take action: Ruan Wei recruited friends from the university's basketball team and together they started playing hoops with students at Wuchang Central Special School. Soon, they weren't just training the young athletes every now and then. They were conducting trainings at the school three times a week. But it didn't stop there.

The more Ruan Wei learned about the concept of Special Olympics Unified Sports, the more the idea inspired him. He started organizing unified basketball competitions, with teams of three students with intellectual disabilities and two university students. The goal was to promote equality and inclusion; another was to allow all teammates to experience joy through sports. Soon he was organizing unified competitions with other universities. More and more people were learning about unified sports – and seeing the demonstrated skills of students with intellectual disabilities.

That started three years ago. Since then, Ruan Wei says he's seen so many positive changes in these students. In the beginning, they were totally unfamiliar with a foul line; now they drive to the hoop smoothly. They know all about the block out, give and go, and zone defense and other sport skills. Ruan didn't think much about how, after each training or competition, every player would embrace and slap hands. But it grew into a signature ending and a way to celebrate the happy time they spent together. Once, Ruan Wei had to leave early and an athlete stopped him, saying, "Brother, we haven't clapped hands!" Ruan was very touched and felt it was one of the most rewarding moments yet, one that he'll never forget.

Eventually, Ruan's project grew to involve about 300 students – and caught the attention of Nike Inc.'s "Beyond Love" charity, which is now helping fund even more local unified basketball practices. Today, Ruan Wei says he has no plans to stop his work. He says, "This has become an indispensable part of my life – it cheers me up and enables me to dream."



# 2012 SPECIAL OLYMPICS IN ACTION



## WORLD AQUATICS

Latin America hosted the first-ever Special Olympics World Aquatics Invitational. More than 300 athletes from 29 countries competed in individual and team aquatics events in San Juan, Puerto Rico. The six-day event was a pilot project designed to strengthen the Special Olympics relationship with FINA and the Michael Phelps Foundation's "im program." The competitions drew publicity – including live coverage on Puerto Rican television – and attention to the skills of Special Olympics athletes all around the world.

## EXPANDED REGIONAL GAMES



Even in a non-World Games year, there were Special Olympics competitions all around the world. One milestone event was the Special Olympics Central American and Caribbean Games in Panama, featuring more than 550 athletes from 14 countries competing in nine sports. Working together, Special Olympics Latin America and Special Olympics Panama created a Games Management Team – including more than 1,000 volunteers – that provided the highest quality experience for all. The games featured a Host Town program, a Recreation and Health Festival, and Healthy Athletes screenings.

Another milestone came as Special Olympics East Asia held its first-ever Regional Summer Sports Competition, marking the 20th anniversary of Special Olympics Chinese Taipei. Asia Pacific held its first-ever Regional Unified Football Tournament and Africa held its first major event – the Unity Cup. And in the Middle East and North Africa, Morocco hosted the 2012 Special Olympics MENA Regional Basketball Cup and Cycling Tournament, which also included Family, Young Athletes and Healthy Athletes events – attracting about 5,000 spectators!

## EUNICE KENNEDY SHRIVER DAY: “PLAY UNIFIED TO LIVE UNIFIED”



On 22 September, Special Olympics athletes, families, coaches and fans around the world celebrated the inspirational spirit of our founder on the 3rd annual Eunice Kennedy Shriver Day. “Play Unified to Live Unified” events were held in locations from Yoshkar-ola in Mari El, Russia to the Techreen Indoor swimming pool in war-torn Syria to schools and playing fields in dozens of states across Bharat. Russian University student Martina Tordiglione captured the vision of the day: “It’s very important to keep the message of Eunice Kennedy Shriver always alive. It inspires me every day to make a difference in my society.”

2012 also marked 50 years since the first Camp Shriver, Eunice Kennedy Shriver’s experiment in physical activity and sports for children with intellectual disabilities, launched in the backyard of her Maryland home. At a unique all-staff meeting at Special Olympics headquarters, three of the original Camp Shriver youth counselors shared their memories of the summer camps that became the forerunner of Special Olympics.

## UNITY IN ACTION



The inaugural Special Olympics Africa Unity Cup was more than just sports. It was Special Olympics Africa's first major Regional event, bringing together 10 Programs for competitions, which included unified 7-a-side football.

Dikembe Mutombo, NBA superstar and Special Olympics Global Ambassador, joined local NBA coaches and brought his star power to a skills and drills clinic. Dozens of Special Olympics athletes were on hand to benefit from his basketball instruction. The NBA conducts trainings and workshops in the Royal Bafokeng Nation in South Africa as part of a project to develop basketball as a sport in Africa. The clinic was a unified clinic with 40 Special Olympics athletes and 20 unified partners from the local NBA program participating.

In addition, more than 100 young people took part in a Youth Forum. Family and health forums were also held, along with Train-the-Trainer sessions for health-care professionals. The four-day event was supported by Royal Bafokeng Holdings, Supersport, Sport and Recreation SA, Lions Clubs International and Kim Samuel.

## GALA TO CHEER FOR WORLD GAMES



In East Asia, the Special Olympics Unity Gala Dinner is the most important annual fund-raising event when government officials, celebrities, supporters and sponsors gather together with our athletes and their families. The theme of this year's event was Cheer for 2013 PyeongChang Special Olympics World Winter Games but the overall goal involved "amplifying awareness, breaking down barriers, enhancing athletic experience and promoting the Special Olympics spirit." There was also a salute to Global Ambassadors active in the Region, including Yang Lan, Apolo Ohno, Michael Phelps and Board Members Yao Ming and HSH Princess Charlene of Monaco. Two major Regional cooperation projects were announced: the Healthy Athletes Opening Eyes Program with Beijing Tongren Eye Center and Evaluation of Impact of Project UNIFY® China Program with East China Normal University. There was wide media coverage, including feature stories in The Bund, Shanghai Daily, Global Times, China Business News Weekly and ELLE MEN.

## “BIGGER THAN BASKETBALL”



## ALIGNING THE BRAND



The National Basketball Association’s support of Special Olympics strengthened in 2012, with the first NBA Cares Special Olympics unified basketball game, held as part of NBA All-Star Weekend. NBA legends and WNBA athletes played alongside 12 Special Olympics athletes to showcase the power of our Unified Sports® program. With support from The Coca-Cola Company, the game was held on Center Court at the NBA All-Star Jam Session in front of a large, enthusiastic crowd. News and NBA-TV coverage reached 2.7 million viewers. Thanks to this successful debut, this Unified Sports match up is set to be a regular part of NBA All Star week.

In 2012, Special Olympics became strategic partners with the acclaimed corporate social responsibility program for Euroleague, Europe’s most competitive basketball league. The partnership will see the league’s One Team clubs and Special Olympics athletes, coaches and volunteers working together, using sport and education programs as the means to achieve positive social change.

This year, we re-aligned our brand – refreshing not just our visual identity but our sense of who we are and what we do every day to drive our mission. This had been in the works since the 2010 Special Olympics Global Congress, when Program and athlete leaders pushed for an alignment of the Special Olympics brand to help create a more cohesive Movement.

The goal is to articulate our core messages and present our visual identity in a clear, concise and powerful way. Across seven Regions, 170 countries and 220 Programs, we can now clearly convey our powerful message, telling the story of how Special Olympics can unleash the human spirit through the power and joy of sports.

## A MESSAGE OF WELCOME, NOT HATE



In October, following the third U.S. presidential debate, a political pundit used the R-word as an insult via Twitter. In response, Special Olympics Virginia athlete and Global Messenger John Franklin Stephens wrote an open letter, posted on the Special Olympics blog. That post went viral—and received 2.5 million views in 24 hours.

*Dear Ann Coulter,*

*Come on Ms. Coulter, you aren't dumb and you aren't shallow. So why are you continually using a word like the R-word as an insult?*

*I'm a 30 year old man with Down syndrome who has struggled with the public's perception that an intellectual disability means that I am dumb and shallow. I am not either of those things, but I do process information more slowly than the rest of you. In fact it has taken me all day to figure out how to respond to your use of the R-word last night.*

*I thought first of asking whether you meant to describe the President as someone who was bullied as a child by people like you, but rose above it to find a way to succeed in life as many of my fellow Special Olympians have.*

*Then I wondered if you meant to describe him as someone who has to struggle to be thoughtful about everything he says, as everyone else races from one snarkey sound bite to the next.*

*Finally, I wondered if you meant to degrade him as someone who is likely to receive bad health care, live in low grade housing with very little income and still manages to see life as a wonderful gift.*

*Because, Ms. Coulter, that is who we are – and much, much more.*

*After I saw your tweet, I realized you just wanted to belittle the President by linking him to people like me. You assumed that people would understand and accept that being linked to someone like me is an insult and you assumed you could get away with it and still appear on TV. I have to wonder if you considered other hateful words but recoiled from the backlash.*

*Well, Ms. Coulter, you, and society, need to learn that being compared to people like me should be considered a badge of honor. No one overcomes more than we do and still loves life so much.*

*Come join us someday at Special Olympics. See if you can walk away with your heart unchanged.*

*A friend you haven't made yet,*

**John Franklin Stephens**

*Global Messenger, Special Olympics Virginia*

## A VERY SPECIAL CHRISTMAS CELEBRATES 25 YEARS



It's been 25 years since the start of the single most successful benefit recording series in music history. Special Olympics celebrated the anniversary of A Very Special Christmas by launching two new albums: 25 Years Bringing Joy to the World on the Big Machine label, featuring top pop and country artists Train, Lauriana Mae, Jono, Grayson Sanders, Jewel, Michael Bublé, Jordin Sparks, Cheap Trick, Rascal Flatts, Wonder Girls, Amy Grant, OneRepublic, Vince Gill, Martina McBride, Jason Mraz, Francesca Battistelli, Dave Matthews and Christina Aguilera; and Bringing Peace on Earth on the Word Records label, featuring top Christian music artists Sidewalk Prophets, Jason Castro, for KING & COUNTRY, Francesca Battistelli, Group 1 Crew, Dara Maclean, Dave Barnes, Chris August, Jamie Grace, NEEDTOBREATHE, Meredith Andrews, Big Daddy Weave, Natalie Grant and BarlowGirl. These albums would not have been possible without the generosity and passion of Scott and Sandi Borchetta and the Big Machine Label Group, and Rod Riley and the Word Entertainment Group.

Four music videos were produced and three songs made the top-10 charts. Marketing was supported by a new website -- [averyspecialchristmas.org](http://averyspecialchristmas.org) -- created by Perfect Sense Digital, along with AVSC's marketing agency, Warpspeed.

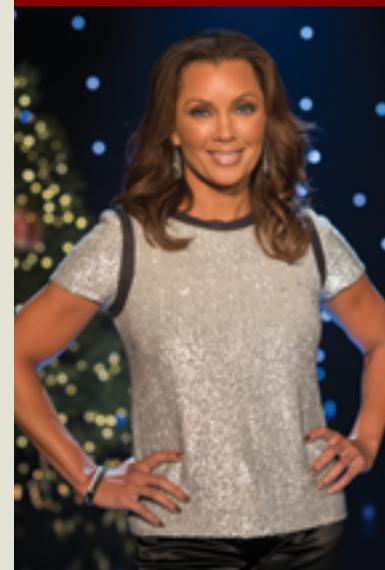
The 25th anniversary was also celebrated in a television special on GMC Television (UpTv), hosted by A Very Special Christmas artist and Special Olympics Board Member Vanessa Williams and featuring founders Jimmy Iovine, Vicki Iovine and Bobby Shriver, interviews with artists Bono, Darryl McDaniels, Darius Rucker and Stevie Wonder, and performances by Jordin Sparks and Martina McBride.

Special Olympics collaborated with its first national media partner for AVSC, Clear Channel Broadcasting, which produced and aired PSAs featuring Ryan Seacrest, Michelle Kwan, Kester Edwards and Darius Rucker, along with a radio special and a specially created AVSC station on their iHeart radio platform.

The GRAMMY Museum in Los Angeles, Calif., USA marked the 25th anniversary with a special commemorative exhibit.

Special Olympics would like to thank the artists, producers, labels and collaborators who have all graciously donated their time and talent. Funds totaling over \$110 million since the series' inception help Programs most in need – in places like Uganda, Timor Leste, Bhutan, Laos and Tonga, and are a lifeline for Programs in urban areas in the USA.

**AVSC Trustees are Joseph Hakim, Vicki Iovine, Ossie Kilkeny, Brian Philips, Bobby Shriver and Timothy Shriver.**



## GETTING OUR MESSAGE OUT

### The New York Times Sports

#### Unified Teams Take Special Olympics Approach to School Sports

By DAN FROSCH  
Published: February 11, 2012



Shane Powell (41) and members of the Grandview High School unified basketball team in Aurora, Colo.  
Staff Writer for The New York Times

AURORA, Colo. — Not long ago, high school was a lonesome place for Shane Powell. A quiet, gangly 17-year-old, he could not help noticing the whispers in the hallways when he walked past, classmates poking fun at him.

"I was picked on," said Powell, who is cognitively delayed and speaks in short, soft bursts. "I felt very sad."

These days, Powell is a junior basketball star at Grandview, a sprawling public high school of 2,600 students near Denver, and he prefers to be called Big Shane, a nickname reinforced by his 6-foot-4 beanpole frame.

Through a collaboration with the Special Olympics, Powell and nearly two dozen other special education students participate on basketball and cheerleading squads at Grandview. They not only take part in school competitions, but also team up with general education students, called partner athletes.

Special Olympics Regions met with great success throughout 2012 as we continue to drive awareness about the accomplishments and gifts of our athletes.

Europe Eurasia was able to secure an important new partnership with Euronews, which included more than €500,000 value-in-kind airtime. The Euronews & Act Responsible campaign resulted in two Special Olympics PSAs being broadcast on Euronews from May to December to an audience of 350 million.

In Asia Pacific, Fox Sports (formerly known as ESPN STAR Sports) continued its long-time commitment to Special Olympics, helping to strengthen our ability to raise funds through increased exposure on Fox Sports' networks across Asia. To accomplish this, Fox Sports created a special promotional video spotlighting Singapore athlete Salihin bin Sinai and his arduous climb to the summit of Mount Kilimanjaro. The promo aired more than 2,700 times over the course of a few months. That commitment, including production of the video, translates to about US\$3.3 million.

"Not Acceptable," a hard-hitting public service announcement from our "Spread the Word to End the Word" campaign, won a DoGooder Nonprofit Video Award, co-sponsored by YouTube. The PSA was recognized in the "Fearless Video" category, which recognizes those "who used video to share a big idea that just might inspire others to also dream big."

More examples abound across our Regions, especially in East Asia as part of promotional efforts ahead of the 2013 World Winter Games in PyeongChang, Republic of Korea. In addition, Special Olympics got the message out to many more millions thanks to coverage by major print media outlets, including the New York Times, Washington Post, Huffington Post, People Magazine and many, many others. This ranged from in-depth articles about our athletes and Programs to a Boston Globe piece naming Chairman & CEO Tim Shriver as a global Peacemaker of the year.

In the U.S, Special Olympics North America launched an awareness campaign centered on the PSA "Speechless," the powerful and compelling story of Susie Doyens, a golfer who built up her talents and confidence -- and "found her voice" -- through Special Olympics. "Speechless" resonated with audiences and experienced spectacular success, garnering more than 28 million impressions via social media and more than US\$14.4 million in media in-kind value.





## SIMPLE STORIES



Language: View in English [CHANGE] Region

What We Do

Who We Are

Sports & Games

Stories

Get Involved

Main » Stories » World Aquatics 2012 Stories

SEPTEMBER 13, 2012 | LATIN AMERICA: EL SALVADOR

### Overcoming a Personal Challenge

By Johany Alabi



Jose Alfredo Escobar after his swim in the center lane

Jose Alfredo Escobar 18 years of age, yesterday embodied the Special Olympics Athlete Pledge: "I want to win but if I cannot win let me be brave in the attempt." He came to Puerto Rico with a personal challenge and yesterday in preliminary 25 meter backstroke competition succeeded. For the first time, he swam in a center lane. He always trained and competed at the edge of the pool. In the preliminaries he proved he was courageous and that you always have to go one step further. When departing, his expression demonstrated that he had succeeded, that he had overcome his fears. For the entire delegation and especially for his coach Sandra de Martinez this achievement is worth more than any medal.

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Your Stories

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Help us reach out to one more

A system to share stories written by people involved with Special Olympics Programs around the world debuted in the fall of 2012. Within a few weeks stories from every continent had been published. The system allows anyone to easily share their story about Special Olympics.

Presenting these stories on the Special Olympics website required a redesign of several pages. Perfect Sense Digital, our longtime partner, created the innovative, user-friendly design now appearing on the [www.specialolympics.org](http://www.specialolympics.org) homepage.

## WORLD GAMES PREPARATION – 2013, 2015, 2017



### World Winter Games, PyeongChang 2013

Throughout the year, the 2013 World Winter Games Organizing Committee sped ahead with operating plans and awareness campaigns for the Games. Organizers began testing systems and venues during the Special Olympics Korea Invitational Winter Games in February. The GOC hosted a Heads of Delegations Seminar in April, attracting 41 national representatives as well as delegates from every Special Olympics Region. The GOC also initiated the innovative Special Hands Project, inviting and hosting athletes from seven nations who had never before attended a Special Olympics World Winter Games: Cambodia, Mongolia, Nepal, Pakistan, Papua New Guinea, Thailand and Vietnam.

The GOC built awareness of and excitement about the Games through a series of promotional activities including a One Year Out celebration in Seoul that attracted more than 5,000 fans. They took part in a flash mob, cultural events that included performances by people with intellectual disabilities, as well as a site visit by the Games Committee of the Special Olympics Board of Directors, including Loretta Claiborne, Ossie Kilkenny and Michelle Kwan. There was also a 100-day countdown event that drew over 2,000 people including Olympic champion and Special Olympics Global Ambassador Yuna Kim.

In addition, all five of Special Olympics East Asia's Programs took part in a Youth Relay through nine cities over a seven-month period ahead of the 2013 Games. More than 3,000 young fans of Special Olympics took part. In addition, more than 2,000 college students from 50 universities were engaged in workshops and seminars related to issues involving people with intellectual disabilities throughout the year.

## World Summer Games, Los Angeles 2015

The 2015 World Summer Games Organizing Committee, led by Chairman Rob Friedman and President and CEO Patrick McClenahan, was formally established and got off to a busy start. Much of the focus was on the development of the business plan and budget which was led, pro bono, by Deloitte LLP, an official partner of the 2015 Games. Joining Deloitte in support of the Games was Davis Elen as the official creative agency as well as Founding Champions AEG, David Geffen, Kaiser Permanente, Mattel Inc., Steven Spielberg and Kate Capshaw.



## World Winter Games, Styria, Austria 2017

It was with great pride that organizers in Graz, Austria announced that the Special Olympics World Winter Games will return to Austria in 2017. The cities of Graz and Schladming in the state of Styria are laying the groundwork well in advance to host 3,000 Special Olympics athletes from 110 countries to compete in nine Olympic-type winter sports.

Austria was the first country outside the U.S. to host a Special Olympics World Games – helping to show a wider audience the gifts and talents of Special Olympics athletes. Approximately 1,600 athletes representing 63 nations competed in five sports during the 1993 World Games.





Muhtar Kent, Chairman & CEO of The Coca-Cola Company, shares a moment of happiness with Sargent Shriver International Global Messengers Anton Jose Maria Silos, Wei Chieh Chen and Olga Dasoura.

## OUR SUPPORTERS

*Coca-Cola*

The Coca-Cola Company has been connected to Special Olympics since 1968, and is recognized as a founding and global partner. In the 45-year partnership span, Coca-Cola's cumulative contributions to the movement are estimated to be \$160 million. Our longstanding relationship is built upon shared values of optimism, acceptance and inclusion. In 2012, Coca-Cola developed a fully integrated marketing campaign leading up to the 2013 World Games in Korea that leveraged the collective power of the consumer.

Around the world, the Company's operating divisions and their bottling partners provide hands-on volunteer assistance, equipment, uniforms, business acumen, marketing support to build awareness, and other materials and services for local Special Olympics competitions and community activities.

“ We share the values of Special Olympics and the vision of acceptance, inclusion and optimism. One of the best ways we can support Special Olympics is by communicating those positive messages to the millions of people that reach for a Coca-Cola every day. ”

Muhtar Kent  
Chairman & CEO of the  
Coca-Cola Company



As part of their ongoing commitment to celebrating the everyday achievements of athletes everywhere, Finish Line and the Finish Line Youth Foundation kicked off their first-ever national charitable partnership with Special Olympics in 2012. Finish Line is the national sponsor of Special Olympics TRAIN (Testing Recreational Activities and Improving Nutrition) - a sports assessment and nutrition education program designed to help athletes stay active, stay healthy, and achieve their personal best. In addition to funding the expansion of TRAIN, Finish Line's multi-year, multi-million dollar support for Special Olympics includes an employee engagement program, consumer fundraising campaigns, and co-branded merchandise, among other activities. Thanks to Finish Line, more than 8,000 athletes and hundreds of Finish Line employees were impacted by TRAIN in 2012, and approximately one million consumers at more than 630 Finish Line retail stores across the United States participated in a holiday donation drive to support the partnership with Special Olympics.

## P&G

P&G has provided essential support to Special Olympics athletes since 1980 by raising funding for the movement through their P&GbrandSAVER® coupon book -- one of the longest continuous cause marketing relationships in the United States. In addition to continuing their support via the P&GbrandSAVER®, P&G Thank you Mom supported Special Olympics both in the United States and in our Asia Pacific region through their digital fundraising and awareness building campaigns. "As the 'Proud Sponsor of Moms' P&G's goal is to celebrate moms and help improve their lives in meaningful ways every day," said Jodi Allen, Vice President of North America Operations and Marketing. "Special Olympics has been an important part of the P&G family since 1980 and we want to celebrate the dedication of Special Olympics moms and caregivers by helping to ensure their children are able to experience what is sure to be one of the proudest and most exciting events of their lives." P&G's support in 2012 helped provide critical programming and support services to Special Olympics athletes worldwide.



Barry Cairns, Special Olympics athlete, celebrates his speech at the 2012 Finish Line National Managers Meeting with Finish Line CEO, Glenn Lyon.

# OUR SUPPORTERS



In 2012, Mattel, Inc. and the Mattel Children's Foundation continued their long-standing support of Special Olympics through critical funding to support Young Athletes and core youth activation programming, and through Team Mattel, the gold standard for global employee engagement programs. Mattel grants directly impacted a projected 10,470 Young Athletes who embody Mattel's philanthropic values to play together, play fair, play with passion and play to grow. Mattel grants also impacted 13,477 youth and teacher advocates with and without intellectual disabilities who are creating more positive and inclusive environments in their schools and communities. In addition 2,128 Team Mattel volunteers in 53 countries served more than 40,547 Special Olympics athletes.

Mattel's support for the movement grew this year to include a seven-figure investment in the Special Olympics 2015 World Summer Games in Los Angeles. As a Founding Partner of the Games, Mattel is committed to the success and legacy of the world's largest sports and humanitarian event in Southern California, home to the company's headquarters.

## Bank of America

Since 2007, Bank of America has supported Special Olympics through its charitable foundation, providing critical funding for Team USA and Healthy Athletes. The company has continued its valued support of Special Olympics by dedicating 2012 funding to advance our Athlete Leadership Programs in the United States. Support of these programs aligns with Bank of America's commitment to helping individuals make better financial decisions leading to long-term success and support of essential leadership and life skills. Thanks to Bank of America's support, Special Olympics has made and continues to make progress towards reaching our goal of serving over 150,000 athletes in leadership roles by 2015. In addition Anne M. Finucane, Global Strategy and Marketing Officer for Bank of America, has dedicated five years of service to the Board of Directors of Special Olympics International.

Team Mattel volunteers cheer for athletes and unified partners during Special Olympics Indonesia's 2012 Unified Games.



Lions Clubs International has been a critically important strategic partner with Special Olympics since 2001. Their global support has helped provide hundreds of thousands of vision screenings, with over 100,000 prescription eyeglasses distributed directly to athletes. In addition, through Special Olympics' Opening Eyes initiative, they've helped provide important early childhood development vision services to Special Olympics Young Athletes, and have helped bring valuable health information and health services to families of athletes through the Family Health Forum initiative. Moreover, thousands of Lions Clubs volunteers come out in support of Special Olympics athletes in over 70 countries!

In 2012 alone, the partnership provided over 24,000 Special Olympics athletes with Opening Eyes vision screenings, with close to 10,000 receiving prescription glasses and sports protective eyewear. Thousands of families were engaged in Family Health Forums, offering practical guidance, services, and supplies. With the support of Opening Eyes global sponsors Essilor International and Safilo Group, Special Olympics and Lions Clubs International were able to continue partnership expansion into new countries throughout the world, including Belize, Malta, Kazakhstan, Uganda, and more. The partnership was also able to celebrate its achievements and continued impact at high visibility events such as the Clinton Global Initiative in New York City, the 2012 Special Olympics Africa Unity Cup, and an array of high profile Opening Eyes events in countries around the world, including Bolivia, Mexico, Korea, China, Egypt, and across the United States.

THE  
**SAFeway**  
 FOUNDATION

Each year Safeway, Inc. dedicates the month of April to raising funds and bringing awareness to the needs of people with disabilities. While the hallmark of the campaign is a \$1 donation at checkout, the company also uses in-store broadcasts and video messages to customers and employees to share information about breakthroughs in research and new programs that help millions of people with disabilities in North America and around the world. Special Olympics has been a campaign beneficiary since 2008 and received more than \$1.79 million in 2012 alone.



Thousands of Lions Clubs volunteers support local Special Olympics every year in over 80 countries, helping build capacity to support the full empowerment of Special Olympics athletes.

# SUPPORTERS

Special Olympics is pleased to recognize our supporters for their 2012 annual giving. Corporate supporters listed in bold-face are also recognized for making multi-year commitments to Special Olympics.

## **\$2,000,000 +**

**The Coca-Cola Company**

## **\$1,500,000 - \$1,999,999**

**Finish Line**

P&G

The Safeway Foundation

## **\$500,000 - \$1,499,000**

Lions Clubs International

Mattel Inc. & Mattel Children's Foundation

TD Bank

## **\$100,000 - \$499,999**

Australian Agency for International

Development (AusAID)

**Bank of America**

**Hilton HHonors, Hilton Worldwide**

MTM Recognition

Perfect Sense Digital

Wrigley Foundation

## **\$50,000 - \$99,999**

Boeing China

Knights of Columbus

KPMG LLP

Laureus Sport for Good Foundation

Lovin' Scoopful

McGladrey

Merchant Distributors, Inc.

Nickelodeon

**OMAS Fine Jewellery**

UBS AG

UNICEF

## **Up To \$50,000**

Banco General

CAF

Central Childrens Charities, Inc.

Clubo Activo 20-30

Dow Chemical Company

on behalf of Andrew Liveris

Fidelity Charitable Gift Fund

FIFA

Gone Gator Music

on behalf of Tom Petty

Halo Branded Solutions

KFC

MUY Brands, LLC

NBA Properties

North American Police & Ski

Championships

Optometry Giving Sight

Perfect 10 Productions

on behalf of Bart Conner and

Nadia Comaneci

PGA Tour

Phonak LLC

Praxair Inc.

Professional Golfers Association (PGA)

Rosetta Foundation

SPX

Superior Essex, Inc.

The Meltzer Group

The Thunderbirds

Toys "R" Us

United States Golf Association (UGA)

Visit Orlando

VSP

Washington All-Stars

## **VIK**

Big Machine Label Group

Clear Channel

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ESPN

Essilor Vision Foundation

Euronews Act Responsible Partner 2012

Fox Sports

GMC Television

Health One Global

Hear the World Foundation

Hilton HHonors, Hilton Worldwide

International Association of Chiefs of

Police

Liberty Sport

Lions Clubs International

Lock Laces

Michael Phelps Foundation

Moose International

MTM Recognition

Natus

NBA Cares

Nike

Patterson Dental

Peace Corps

Perfect Sense Digital

Phonak LLC

Safilo Group

Sammons Preston

Shanghai Fudan Microelectronic Co

Shanghai Sunray Information

Technologies

Shock Doctor

Specs for Us

The Coca-Cola Company

The Local

UNICEF

Universal Music Group

University of Illinois Chicago

University of Massachusetts Boston

Varta

Will Enterprises

World Entertainment

UEFA

University of Ulster

## **Sports Affiliates**

Amateur Softball Association (ASA)

Confederación Sudamericana de Fútbol

(CONMEBOL)

Confederacion Sudamericana de Tenis

(COSAT)

Confederation de Tenis de Centroamerica

Caribe (COTECC)

Confédération Européene de Volleyball

(CEV)

EuroLeague

European Athletics

European Gymnastics Federation (UEG)

European Tenpin Bowling Federation (ETBF)

Federation Internationale de Volleyball

(FIVB)

FIFA

FIFA Football for Hope

FIBA (Federation Internationale de

Basketball )

International Council for Sports Science

in Physical Education

International Federation for Adapted

Physical Activity

International Floorball Federation

International Olympic Committee

International Powerlifting Federation

International Softball Federation

Ligue Européene de Natation (LEN)

Michael Phelps Foundation

National Basketball Association (NBA)

NBA Cares

NBA Properties

National Intramural-Recreational

Sports Association

NCAA Division III SAAC

North American Police and Ski

Championships

Oceania Football Confederation (OFC)

PGA of America

PGA Tour

Professional Tennis Registry

SportAccord

Union of European Football Associations

U.S. Bowling Congress

U.S. Golf Association

U.S. Olympic Committee

U.S. Tennis Association

U.S. Volleyball Association

U.S. World Tenpin Bowling Association

## Individuals, Foundations & Trusts

William Alford and Yuanyuan Shen  
 The Annenberg Foundation  
 Anonymous (2)  
 Eddie Barbanell  
 James Barksdale  
 Brittan Berry  
 Folashade Bolumole  
 Mary and Timothy Boyle  
 Laura and David Braddock  
 The California Endowment  
 Elizabeth and Stephen Carter  
 Angela Ciccolo  
 Loretta Claiborne  
 Florentine Dahler  
 Vivian Fernandez de Torrijos  
 Donna de Varona  
 Yolanda Eleta de Varela  
 Elisabeth Dykens  
 Jay Emmett  
 Mary C. Everts  
 Kristina and Kevin Farr  
 Gretchen L. Focke  
 Casey Forbes  
 Alan and Amy Meltzer Foundation  
 The Worldwide Ireland Fund  
 on behalf of Denis O'Brien  
 Stanley C. Gale  
 The Gang Family  
 Joan Ganz Cooney  
 Mark Glowatz  
 Zane Goldmanis  
 B. Thomas Golisano and  
 the B. Thomas Golisano Foundation  
 Scott and Tracie Hamilton  
 Billy Harbert  
 The Irene Diamond Fund  
 Hannah and Lawrence Jacobs  
 Jewish Community Endowment Fund  
 Donald Kelton  
 Defne and Muhtar Kent  
 Anna and Ossie Kilkenny  
 In-Kyung (I.K.) Kim  
 Michelle Kwan  
 Ronak Lakhani

Stephanie and Ray Lane  
 Lebensfeld Foundation  
 Helen Jin Lee and Henley Lee  
 John G. Legner Jr.  
 Teresa and Mark Little  
 Dania Fitzgerald and Mark London  
 Stacey and Larry Lucchino  
 Jill Morehouse Lum and Brady Lum  
 The Peter and Carolyn Lynch  
 Foundation  
 Cynthia McKee  
 Georgia Milton-Sheats  
 Katie and Scott Mitic  
 Angelo Moratti  
 Mario M. Morino  
 Robert Norbie  
 William Oberlin  
 William J. Pearce  
 The Portmann Family Charitable Fund  
 Cara Raether  
 Kim Samuel and  
 the Samuel Family Foundation  
 Gulya Saidova  
 Maria Shriver  
 Linda Potter and Timothy Shriver  
 Anna and John J. Sie Foundation  
 Ruth and Arne Sorenson  
 Margaret Spellings  
 Robert G. Stewart  
 William L. Susen  
 Robert E. Traber  
 Brad Vroom  
 Kathleen Whitcomb  
 Michelle and Tom Whitten  
 Matthew Williams  
 Hon. Na Kyung Won  
 Shirley Young  
 Dicken T. Yung

### The Champion's Society®

Anonymous (9)  
 Mr. & Mrs. Erik M. Andersen  
 Lester P. Burg  
 Kathryn D. Clark  
 Nancy R. Clifford  
 James M. Compton

Doug and Cyndi Court  
 Alfred Dietrich  
 Katherine Dillon  
 Charles Dixon  
 Barbara Doerner  
 Robert and Evelyn Doran  
 Ralph Driscoll  
 Nicole M. Engdahl  
 Sandra Esner  
 Donna Boyle Farley  
 Gloris Ford  
 Gillett Family Trust B  
 Jay Glicksman  
 Connie Grandmason  
 Marilyn Grandmason  
 Linda M. Haas  
 Margaret Lin Hazen  
 Steven Hecht  
 Karl W. Helft  
 Anne Homans  
 James Howard  
 Dorothy M. Johnson  
 Kathleen Keegan  
 Mary Kochiss  
 Hans and Sandra Kristensen  
 C. Annie Magnant  
 Lois Malkasian  
 Theresa A. McClain  
 Kristin McLeod  
 Geraldine Mohr  
 Shirley Myers  
 Paul R. Olson  
 William Parker  
 Traci Pryor  
 Lena V. Romito  
 Jan Sagett  
 Susan Saint James and Dick Ebersol  
 Esther Shafer  
 Judy Slavik  
 Charles (Chip) Steitz  
 Kitty Stever  
 Dr. Jody Terranova & Carl Verner  
 Lisa Valitutti  
 Harvey M. Weitkamp  
 Joan E. Wheatley



# 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. In 2012, eight-time Olympic medalist Apolo Anton Ohno and NBA legend Dikembe Mutombo were recognized as Special Olympics Global Ambassadors. In-Kyung (I.K.) Kim, a South Korean professional golfer currently playing on the LPGA Tour, was also recognized as a Special Olympics Ambassador.

## Global Ambassadors

Her Serene Highness  
Princess Charlene de Monaco

Nadia Comaneci

Scott Hamilton

Padraig Harrington

Kaka

Yuna Kim

Yang Lan

Yao Ming

Ricardo Montaner

Dikembe Mutombo

Apolo Anton Ohno

Michael Phelps

Vanessa Williams

Zhang Ziyi

## Special Olympics Ambassadors

Lauren Alaina  
Project UNIFY

Dani Alves  
Global Football

Brooklyn Decker  
Team USA

I.K. Kim  
Golf

Derek Poundstone  
Law Enforcement Torch Run

## 2013 Special Olympics World Winter Games Ambassadors

Poppin Hyunjun  
Guus Hiddink  
Yuna Kim  
Kim Yun-jin  
Kim Jin-ho  
Kim Tae Won  
Nam Kyung-joo  
Wonder Girls  
Yiruma

## 2012 SPECIAL OLYMPICS

## ACCREDITED PROGRAMS

**AFRICA**

Benin  
Botswana  
Burkina Faso  
Cote d'Ivoire  
Kenya  
Malawi  
Mauritius  
Namibia  
Nigeria  
Senegal  
Seychelles  
South Africa  
Swaziland  
Tanzania  
Togo  
Uganda  
Zambia\*

**ASIA PACIFIC**

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

**EAST ASIA**

China  
Chinese Taipei  
Hong Kong  
Korea  
Macau

**EUROPE EURASIA**

Albania  
Armenia  
Andorra  
Austria  
Azerbaijan  
Belarus  
Belgium  
Bosnia Herzegovina  
Bulgaria  
Croatia  
Cyprus  
Czech Republic  
Denmark  
Estonia  
Faroe Islands  
Finland  
France  
Georgia  
Germany  
Gibraltar  
Great Britain  
Greece  
Hungary  
Isle Of Man  
Iceland  
Ireland  
Israel  
Italy  
Kazakhstan  
Kosovo  
under UNSCR 1244/99  
Kyrgyz Republic  
Latvia  
Liechtenstein  
Lithuania  
Luxembourg  
FYR Macedonia  
Malta  
Moldova  
Monaco

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

**LATIN AMERICA**

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

**MIDDLE EAST/  
NORTH AFRICA**

Algeria\*  
Bahrain  
Comoros\*  
Djibouti\*  
Egypt\*

Iraq  
Jordan  
Kuwait  
Lebanon  
Libya  
Mauritania  
Morocco  
Oman\*  
Palestine  
Qatar  
Saudi Arabia  
Tunisia  
United Arab Emirates  
Yemen

**NORTH AMERICA**

Alabama  
Alaska  
Arizona  
Arkansas  
California (Northern)  
California (Southern)  
Colorado  
Connecticut  
Delaware  
District of Columbia  
Florida  
Georgia  
Guam \*  
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

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

\* Founding Committee

## SPECIAL OLYMPICS 2012

**BOARD OF DIRECTORS**

Includes all members who served at any time between January 1, 2012 and December 31, 2012

**Dr. Timothy P. Shriver**  
Chairman & CEO  
Special Olympics

**Mr. J. Brady Lum**  
President & COO  
Special Olympics

**Mr. Stephen M. Carter**  
Lead Director & Vice - Chair  
President & CEO, Superior Essex, Inc.

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

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

**Mr. William Alford**  
Treasurer  
Professor, Harvard Law School

**Ms. Angela Ciccolo**  
Secretary  
Special Olympics

**Ms. Lee Gillespie-White**  
Assistant Secretary  
Special Olympics

**Her Royal Highness Princess Lalla Amina**  
IAC Middle East North Africa Representative  
Honorary Chairperson,  
Special Olympics Morocco

**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"

**Mrs. Folashade Bolumole**  
IAC Africa Representative  
National Director, Special Olympics Nigeria

**Mr. Enrique Borja**  
Mexican Football Hall of Fame Member  
and Director of International Relations,  
CONCACAF

**HSH Princess Charlene of Monaco**

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

**Mr. Fernando Antonio Ceballos Chacón**  
IAC Latin America Representative  
President, Special Olympics Honduras

**Ms. Nadia Comaneci**  
Olympic Gymnastics Gold Medalist

**Ms. Donna de Varona**  
Sports Broadcaster  
Olympic Swimming Gold Medalist

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

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

**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**  
Global Strategy and Marketing Officer  
Bank of America

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

**Mr. Scott Hamilton**  
Sports Broadcaster  
Olympic Figure Skating Gold Medalist

**Mr. Jia Yong**  
IAC East Asia Representative  
Executive Chairman, Special Olympics China

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

**Mr. Ossie Kilkenny**  
International Entrepreneur  
Founder, O.J. Kilkenny & Company

**Ms. Michelle Kwan**  
Figure Skating Champion and U.S. Public  
Diplomacy Envoy

**Mrs. Ronak Igbal Lakhani**  
IAC Asia Pacific Representative  
General Secretary, Special Olympics Pakistan

**Mr. Andrew Liveris**  
Chairman and CEO  
The Dow Chemical Company

**Mr. Larry Lucchino**  
President and CEO, Boston Red Sox

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

**Mr. Yao Ming**  
Founder, The Yao Ming Foundation  
Olympic Basketball Player

**Ms. Katie Burke Mitic**

**Mr. Ricardo Montaner**  
Singer/Songwriter

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

**Hon. Na Kyung Won**  
Honorary Chairwoman,  
Special Olympics Korea  
Chairwoman and CEO, Special Olympics  
World Winter Games PyeongChang 2013

**Mr. Samuel Perkins**  
NBA Player Consultant  
Olympic Basketball Gold Medalist

**Ms. Gulya Saidova**  
IAC Europe Eurasia Representative  
National Director, Special Olympics  
Uzbekistan

**Ms. Margaret Spellings**  
President & CEO  
Margaret Spellings & Company

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

**Mr. Matthew Williams**  
Special Olympics Athlete  
Chairman, Global Athlete Congress

**Ms. Vanessa Williams**  
Actress and Recording Artist

**Dr. Dicken Yung**  
Former President,  
Special Olympics East Asia

SPECIAL OLYMPICS 2012

# GLOBAL HEADQUARTERS LEADERSHIP

**Dr. Timothy P. Shriver**

*Chairman, Board of Directors  
and Chief Executive Officer*

**Mr. J. Brady Lum**

*President & Chief Operating Officer*

**Mr. Richard S. Allen**

*Senior Vice President  
Chief Financial Officer*

**Ms. Angela Ciccolo**

*Chief Legal Officer*

**Ms. Cynthia Court**

*Chief Marketing and Development Officer*

**Dr. John Dow**

*Chief Regional Growth*

**Mr. Lee Todd**

*Chief Sports Training and Competition*

**Mr. Peter Wheeler**

*Chief Strategic Properties*

**Dr. Stephen Corbin**

*Senior Vice President, Community Impact*

# REGIONAL LEADERSHIP

**Mr. Dennis Brueggemann**

*Regional President and Managing Director,  
Special Olympics Latin America*

**Ms. Mary Davis**

*Regional President and Managing Director,  
Special Olympics Europe Eurasia*

**Dr. John Dow**

*Regional President and Managing Director,  
Special Olympics Africa  
Acting Regional President and Managing  
Director, Special Olympics Asia Pacific*

**Mr. Bob Gobrecht**

*Regional President and Managing Director,  
Special Olympics North America*

**Ms. Mary Gu**

*Regional President and Managing Director,  
Special Olympics East Asia*

**Mr. Ayman Wahab**

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



# Special Olympics Inc. and Affiliates

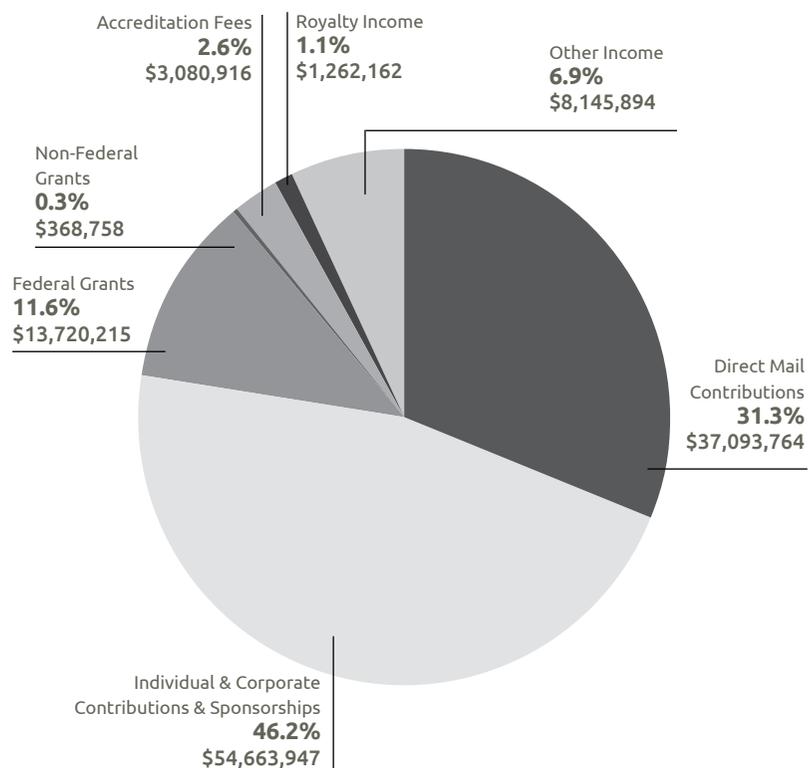
## 2012 FINANCIALS

Combined Statement of Activities for the Year Ended December 31, 2012

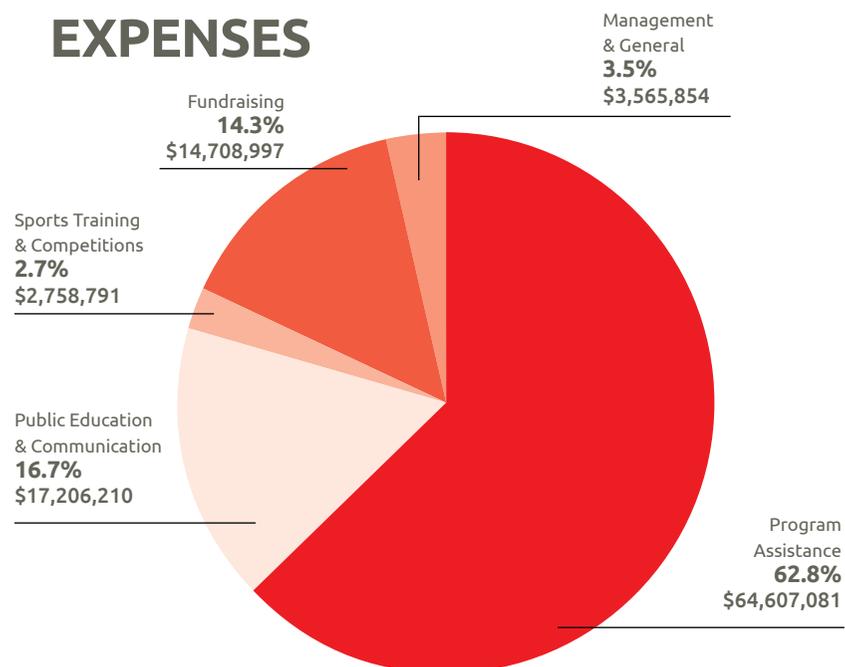
	TOTAL UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	FY 2012 TOTAL	FY 2011 TOTAL
<b>REVENUES, GAINS &amp; OTHER SUPPORT</b>					
Direct mail contributions	\$ 37,093,764			\$ 37,093,764	\$ 36,211,271
Individual and corporate contributions and sponsorships	37,375,337	17,288,610		54,663,947	36,455,522
Federal grants	13,720,215			13,720,215	12,572,527
Non-federal grants	368,758			368,758	7,138,882
Accreditation fees	3,080,916			3,080,916	2,946,588
Royalty income	1,262,162			1,262,162	934,675
Appreciation in trust assets - net	6,883,938			6,883,938	(630,132)
Other investment income - net	288,689			288,689	(128,506)
Other income	973,267			973,267	3,345,139
<b>Total revenues and net assets released from restrictions</b>	<b>101,047,046</b>	<b>17,288,610</b>		<b>118,335,656</b>	<b>98,845,966</b>
<b>NET ASSETS RELEASED FROM RESTRICTIONS</b>					
Satisfaction of program restrictions	4,137,051	(4,137,051)			
Expiration of time restrictions	333,000	(333,000)			
<b>Total revenues and net assets released from restrictions</b>	<b>105,517,097</b>	<b>12,818,559</b>		<b>118,335,656</b>	<b>98,845,966</b>
<b>EXPENSES</b>					
Program assistance	64,607,081			64,607,081	60,041,321
Public education and communications	17,206,210			17,206,210	14,335,306
Sports training and competitions	2,758,791			2,758,791	10,472,795
Fundraising	14,708,997			14,708,997	13,208,802
Management and general	3,558,838	7,016		3,565,854	4,106,294
<b>Total expenses</b>	<b>102,839,917</b>	<b>7,016</b>		<b>102,846,933</b>	<b>102,164,518</b>
<b>NET ASSETS SUMMARY</b>					
Net assets (beginning of year)	56,308,325	3,852,333	198,584	60,359,242	63,677,794
Changes in net assets	2,677,180	12,811,543		15,488,723	(3,318,552)
<b>Net assets (end of year)</b>	<b>58,985,505</b>	<b>16,663,876</b>	<b>198,584</b>	<b>75,847,965</b>	<b>60,359,242</b>

Special Olympics' complete 2012 audited financials and IRS Form 990 are available at [www.specialolympics.org](http://www.specialolympics.org)

## INCOME



## EXPENSES



## ASSETS & LIABILITIES

	2012	2011
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash & cash equivalents	\$ 9,592,529	\$ 6,536,728
Contributions & accounts receivable	12,421,984	11,172,545
Other current assets	2,632,382	1,608,609
<b>Total current assets</b>	<b>24,646,895</b>	<b>19,317,882</b>
<b>NON-CURRENT ASSETS</b>		
Investments	53,793,505	49,199,609
Long-term contributions receivable	5,850,000	441,398
Fixed assets - net	647,815	248,263
Other assets	438,255	428,439
<b>Total non-current assets</b>	<b>60,729,575</b>	<b>50,317,709</b>
<b>TOTAL</b>	<b>85,376,470</b>	<b>69,635,591</b>

	2012	2011
<b>LIABILITIES &amp; NET ASSETS</b>		
<b>CURRENT LIABILITIES</b>		
Accounts payable & accrued liabilities	6,320,514	6,634,375
Grants & awards payable	2,716,227	2,525,592
Deferred liabilities	491,764	116,382
<b>Total liabilities</b>	<b>9,528,505</b>	<b>9,276,349</b>
<b>NET ASSETS</b>		
Unrestricted	58,985,505	56,308,326
Temporarily restricted	16,663,876	3,852,332
Permanently restricted	198,584	198,584
<b>Total net assets</b>	<b>75,847,965</b>	<b>60,359,242</b>
<b>TOTAL</b>	<b>85,376,470</b>	<b>69,635,591</b>



## HRH PRINCESS LALLA AMINA 1954-2012

The Special Olympics family lost a great friend and champion with the passing of Her Royal Highness Princess Lalla Amina of Morocco. She was a woman of extraordinary generosity, courage and love.

With the founding of Special Olympics Morocco in 1995, Princess Lalla Amina became the first-ever Moroccan to establish a dedicated program for people with intellectual disabilities. She later became a Special Olympics International Board Member and also worked tirelessly to make the Morocco program a leader in the Middle East North Africa Region. She and her family hosted athletes and delegates for the Special Olympics Global Congress in 2010. At that time, she put into words why Special Olympics inspires so many: "Without our athletes, love cannot be a special thing."

Princess Lalla Amina's leadership has forever changed the lives of more than 7,000 Special Olympics athletes in Morocco. Her lasting legacy includes a Special Olympics Program that continues to provide opportunities for people with intellectual disabilities and their families. Special Olympics will carry on her memory by continuing to bring joy and opportunity to our athletes in Morocco and around the world.



## MICKEY BOUTELIER 1929-2012

Mickey Boutelier was an American teacher, volunteer, war veteran and Special Olympics pioneer. He worked with Eunice Kennedy Shriver in the early years, creating a movement dedicated to improving the lives of people with intellectual disabilities.

In the 1960s, his work at a state institution for people with intellectual disabilities inspired him to do more. He would eventually channel this devotion into his work with Special Olympics. He served as Executive Director and then Chief Executive Officer of Special Olympics Maine for more than 35 years, creating a program that became a model for other states and other countries. Mickey also devoted his summers to Camp Waban, Maine's first day camp for children with intellectual disabilities. He was so motivated by this work, he went on to become a special education teacher.

Those who knew Mickey recall him as "funny, tough, smart, determined and underneath it all, tender." All around the world, people with intellectual disabilities who may not know his name are imbued with his dedication and spirit.





[www.SpecialOlympics.org](http://www.SpecialOlympics.org)

 [fb.com/SpecialOlympics](https://www.facebook.com/SpecialOlympics)

 [@SpecialOlympics](https://twitter.com/SpecialOlympics)

 [youtube.com/specialolympicshq](https://www.youtube.com/specialolympicshq)

 [www.specialolympics.org/blog](http://www.specialolympics.org/blog)

**Special  
Olympics**

