



Special Olympics

2010 Reach Report



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May 2011

This annual report summarizes data and key findings describing the breadth and depth of the global Special Olympics Movement – hence the title “Reach Report.” Data on athletes, coaches, competitions, financial and in-kind support from over 170 countries were compiled to produce this year’s report. Special Olympics, Inc. acknowledges with thanks the hard work by Programs, Regions and volunteers worldwide to gather and report 2010 Special Olympics Census data that is the basis for this Reach Report.

The Year in Brief

Athlete Participation

Growth

- In 2010, Special Olympics served 3,746,469 athletes worldwide, an increase of more than 315,000 athletes from 2009.
- In the past year, the global Movement achieved a 9.2 percent athlete growth rate - more than 1.2 percentage points higher than the growth rate reported in 2009.
- All seven Regions reported positive athlete growth during 2010.

Age

- Sixty-six percent of our athletes are of school age (8-21), while the adult athlete population (22+) constitutes 33 percent of all Special Olympics athletes.
- In 2010, Special Olympics served 52,719 individuals ages 2-7, a 50 percent increase from 2009.

Sports

- Similar to 2009, the Movement's top sports include athletics, football, basketball, bowling, and aquatics.
- Almost half a million athletes (192,740) and partners (302,954) are now engaged in Unified Sports opportunities, an increase of almost 35 percent from 2009.
- 26,685 athletes serve in leadership positions offered through Athlete Leadership Programs (ALPs).

Program Development Data

Coaches

- More than 275,000 coaches supported Special Olympics athletes during 2010, representing a 12.7 percent annual growth rate.

Competitions

- 49,778 competitions were organized around the world in 2010; 136 competitions were hosted every day, an increase of 12.8 percent from 2009.

Revenue

- Cash revenue generated by Special Olympics Programs increased by 7 percent from a year earlier and amounted to more than 185 million USD in 2010.
- In-kind revenue increased by 15 percent from 2009 to reach 65.6 million USD.

Healthy Athletes

- Special Olympics Programs hosted 783 Healthy Athletes events in 2010 and additional 146 events took place at major Games for a total of 929 Healthy Athletes events.

Operational Plans

- During 2010, 90 Programs had single-year operational plans in place and 63 Programs had multi-year operational plans.



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Dear Special Olympics Colleagues,

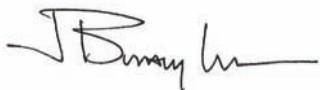
I am pleased to bring you the 2010 Special Olympics Reach Report, our annual census of key program development metrics from across our Movement. Throughout the pages of this report, you will see that 2010 was a tremendous year for Special Olympics as we saw a significant expansion in athlete participation and enhancements in the quality of our programming worldwide. In 2010, the Special Olympics Board of Directors also adopted a five year Strategic Plan that will guide our Movement toward advancing in five key areas, including Advancing Sports & Competitions, Building Communities, Connecting Fans & Funds, Developing Movement Leadership and Establishing Sustainable Capabilities.

In order to succeed in this ambitious endeavor, we need to measure Movement-wide progress rigorously and consistently. The 2010 Reach Report will serve as a yardstick against which the Movement will be able to measure its accomplishments. The current report presents key Program development indicators and serves as a single reference point for Special Olympics' progress in athlete growth, revenue, competitions, coaches, Unified Sports expansion and other fundamental criteria of success.

To better track our progress, we will develop new systems for capturing more detailed information. For the first time, this Reach Report presents information about the financial health of Regional and World Games' Organizing Committees, the overall scope of Healthy Athletes activities, and the extent of Program-level annual and multi-year planning efforts. We will continue to create systems to track our progress in the areas of athlete leadership, youth involvement, family participation, engagement with community leaders, and many other factors.

I am enormously grateful to all Programs who oversaw this monumental task of collecting information about our athletes while also juggling many other priorities. I also want to thank Andrei Chursov and David Godzina, as well as Martha Jo Braycich, Simon Koh and Jon-Paul St. Germain for their special efforts to compile, analyze and produce this impactful report.

Sincerely,



J. Brady Lum
President & COO
Special Olympics

Executive Summary

In 2010, Special Olympics continued to operate 229 National/State Programs in over 170 countries with many Special Olympics Programs managing extensive networks of local and regional Special Olympics clubs and teams. In the past year, the global Special Olympics Movement adopted a comprehensive Strategic Plan that will guide development of our worldwide organization in 2011-2015. The current 2010 Reach Report is designed to reinforce our shared commitment to objective measurement of the organization's performance. Our 2010 Reach Report constitutes a baseline of key data against which the Movement will measure successes in the framework of the new 5-year Strategic Plan.

Advance Quality Sports and Competitions

Special Olympics accelerated growth from the year before and increased the number of athletes served worldwide at an annual rate of 9.2 percent. **Our global organization delivered sports training and competition opportunities to 3,746,469 individuals with intellectual disabilities.** In a decade since the year 2000, when Special Olympics first started to collect consistent data about the organization's athlete population, the Movement has reached out to over 2.75 million new athletes around the world and exceeded its 2006-2010 strategic growth goal by nearly 750,000 athletes.

In the past year, the Movement continued to expand its year-round competition offerings adding approximately 5,500 new events and **increasing the overall number of Special Olympics competitions to 49,778** – this annual rate corresponds to 136 competitions staged on average every day around the world. Similar to the previous year, 76 percent of all individuals participating in Special Olympics took advantage of competitive opportunities offered by Programs.

Throughout the world over **275,000 coaches provided support and guidance to Special Olympics athletes** during training sessions and competitions. In a reversal of the declining trend that we tracked in 2008 and 2009, **the past year produced a strong 12.7 percent rate of growth in the number of coaches** resulting in an improvement of the worldwide athlete-to-coach ratio from 14.0 in 2009 to 13.6 athletes for every coach in 2010.

¹ Definitions for these parameters are presented in the Methodology section at the back of the current Report.

Build Communities

To better track progress toward goals established in this strategic area, over the next 2-3 years, Special Olympics will develop systems to capture more detailed information about athlete leadership opportunities, young people involved with the organization, family participation, engagement with community leaders and several other factors. Our 2010 baseline of information contains details about two critical parameters: Athlete Leadership Programs (ALPs) and Healthy Athletes screenings.

- **In 2010, Healthy Athletes conducted 929 screening events in 63 countries.** Five Programs – Bangladesh, Honduras, Samoa, Sri Lanka, and Timor Leste – conducted Healthy Athletes for the first time in the past year.
- Athlete Leadership Programs – opportunities for Special Olympics athletes to lead as speakers, coaches, referees, members of Program-level governing bodies - experienced excellent gains in popularity with a 20.3 percent growth rate. Five of the seven Special Olympics Regions were able to increase athlete participation in ALPs with the combined global total growing up to 26,685.

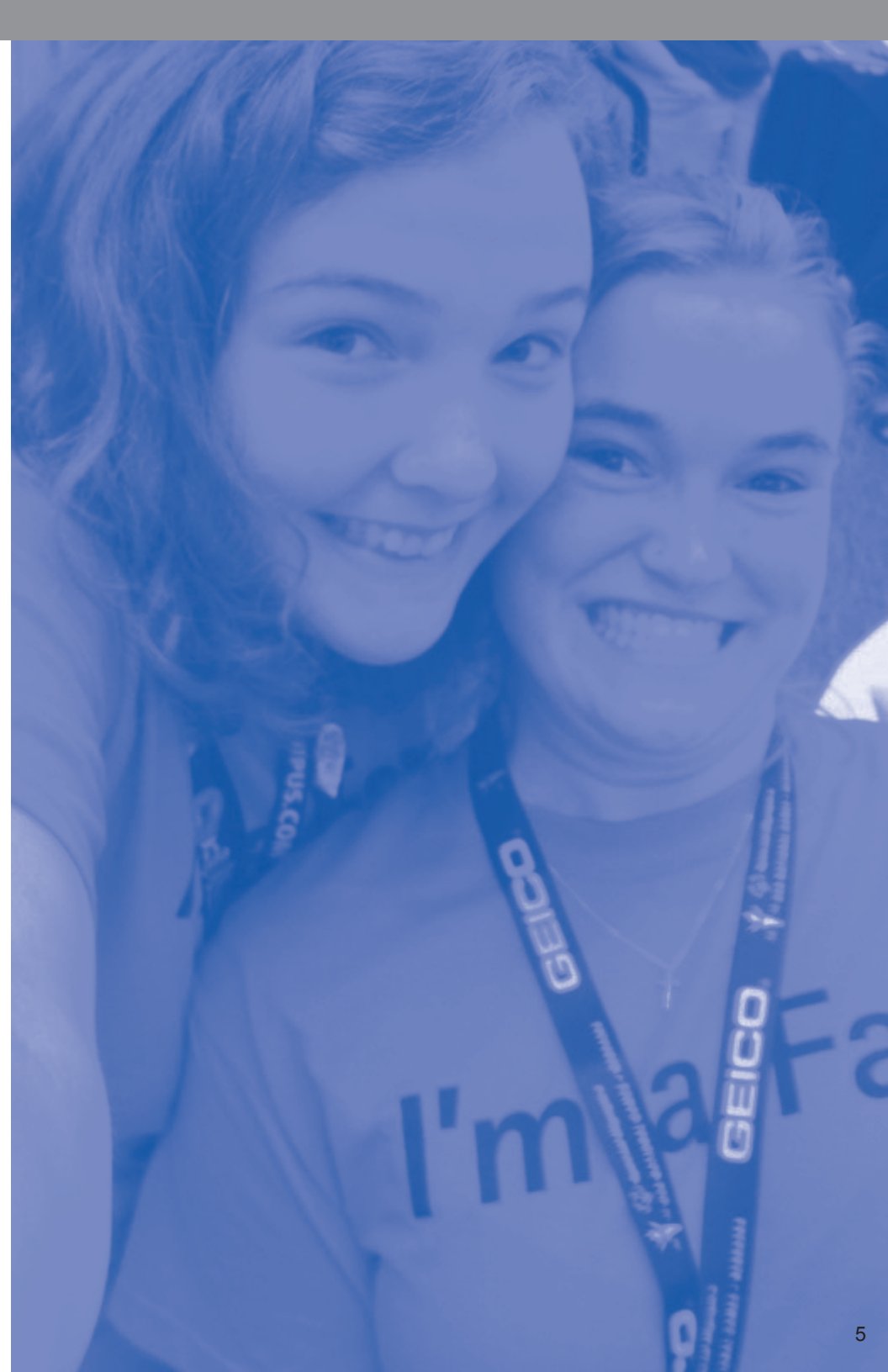
Connect Fans and Funds

Following two years of declines in aggregate Movement-wide revenue generation, in 2010, Special Olympics experienced a healthy rebound in both cash and in-kind donations. Global cash revenue raised by National and U.S. State Programs increased by 7 percent as compared to 2009, while in-kind contributions posted a 15 percent gain with the combined total exceeding 250 million USD. Based on the information provided by Games Organizing Committees, in 2010, cash and in-kind revenue associated with Special Olympics World Summer Games and Regional Games amounted to 49.6 million USD. **The combined total cash and in-kind revenue generated by Special Olympics Programs and Games Organizing Committees (excluding Special Olympics, Inc.) exceeded 300 million USD.**

Develop Movement Leadership

The 2011-2015 Special Olympics Strategic Plan positions Program-level ability to develop single-year and multi-year plans as a uniform and tangible reflection of underlying Program leadership strength. In the framework of this year's Census, Special Olympics for the first time compiled a consistent dataset about single-year and multi-year plans developed by Programs. In 2010, ninety Programs used a single year plan to guide their operations with 63 Programs following multi-year (strategic) plans.

² For the purposes of the current Report, Movement-wide revenue is the sum of self-reported cash and in-kind income from Programs and Games Organizing Committees of Regional and World Games. In this document the figure does not include revenue generated by Special Olympics, Inc.



2010 Program Development Results

Special Olympics Foundation for Growth

Last year, Special Olympics Board of Directors adopted the 2011-2015 Special Olympics Strategic Plan that will guide our Movement for the next five years. This ambitious document calls for systematic advancements in five key areas, including Advance Sports & Competitions, Build Communities, Connect Fans & Funds, Develop Movement Leadership and Establish Sustainable Capabilities. Special Olympics committed to rapid development of new products, initiatives and approaches across these critical areas. We also believe in the need to measure Movement-wide progress rigorously and consistently. In fact, before Special Olympics can start implementing the 2011-2015 strategic initiatives, it is important to establish a comprehensive baseline and shared understanding of how much the global organization has been able to achieve by 2010. Going forward, our 2010 results will serve as a yardstick against which the Movement will be able to measure its accomplishments. The current 2010 Reach Report aims to present key Program development results and

serve as a single reference point for the Movement's progress in terms of athlete growth, revenue, competitions, coaches, Unified Sports expansion and other fundamental indicators of success. To align further with our 2011-2015 Strategic Plan, for the first time, 2010 Reach Report attempts to present information about financial health of Regional and World Games' Organizing Committees, the overall scope of Healthy Athletes activities and extent of Program-level annual and multi-year planning efforts.

As of this year, we do not have processes in place to capture all of the measurements implicit in the 2011-2015 Strategic Plan. In some cases, new data collection systems will need to be developed over the next 2-3 years. However, we can track many of the most important measures. Below is a summary that highlights how currently available findings presented in the 2010 Reach Report align with Pillars of our 2011-2015 Strategic Plan:

2011-2015 Strategic Plan Pillar	Performance Parameter to be monitored in 2011-2015	2011 Level
Advance Quality Sports and Competitions	Special Olympics athletes	3,746,469
	Special Olympics coaches	275,419
Build Communities	Participation in Special Olympics Young Athletes program (athletes 2-7 years of age)	52,719
	Special Olympics Athlete Leadership Program participants	26,685
	Special Olympics Unified Sports participation (athletes and partners)	495,694
	Number of Healthy Athletes screenings (including only Program-level events)	783
Connect Fans & Funds	Special Olympics operating revenue across the Movement (cash and in-kind combined, USD)	\$250,825,988
Develop Movement Leadership	Number of Programs with single-year (annual) operating plans	89
	Number of Programs with multi-year operating plans	63

We cannot underestimate the power of global alignment around a shared set of goals. For example, in 2005, Special Olympics Programs around the world committed to provide sports training and competition opportunities to 3 million athletes by the end of 2010. By now, we can confidently report that the 2006-2010 strategic growth goal was exceeded by 750,000 athletes with Special Olympics serving nearly 3.75 million athletes worldwide.

During 2010 alone, Special Olympics recruited 315,000 new athletes – a 9.2 percent increase in the number of individuals served. Continuous growth in the number of athletes corresponded with an increase of 7 percent in the amount of cash revenue generated by Special Olympics Programs around the world and a notable increase of 15 percent in the amount of in-kind contributions.

Available development indicators continue to point to diversity of service delivery models employed across the seven Special Olympics Regions. For example, in the past year, Middle East/North Africa and East Asia offered larger competitions. On average, competitions in these two Regions attracted 153 and 200 athletes, respectively. By contrast, an average competition in North America and Africa attracted 41 and 35 athletes, respectively.

Table 1: Critical Program Development Indicators, 2010

Region	Athletes	Participants	Total	Coaches	Competitions	Cash Revenue (USD)	In-Kind Revenue (USD)
Africa	95,728	22,145	117,873	9,272	3,319	\$1,530,357	\$476,015
Asia-Pacific	798,363	113,148	911,511	57,898	13,102	\$5,419,893	\$6,875,720
East Asia	770,257	325,140	1,095,397	40,807	5,462	\$3,618,018	\$61,245
Europe/Eurasia	311,941	192,354	504,295	28,068	7,008	\$21,062,175	\$4,268,990
Latin America	212,541	83,528	296,069	13,996	2,745	\$1,812,384	\$1,557,366
MENA	94,630	38,956	133,586	5,276	870	\$1,340,000	\$2,622,500
North America	564,204	123,534	687,738	120,112	17,272	\$150,437,576	\$49,743,749
Worldwide	2,847,664	898,805	3,746,469	275,429	49,778	\$185,220,403	\$65,605,585



Advance Quality Sports and Competitions

The Movement's Reach

Based on 2010 Census results, the global Special Olympics Movement continues to demonstrate strong uninterrupted growth. Each of the seven Regions showed positive athlete growth between 2009 and 2010. The Asia Pacific Region led the Movement with a 12.9 percent growth rate, while East Asia became the first Region to reach more than 1 million athletes, and an impressive 10.8 percent growth rate. Despite social and political strife in the Middle East and North Africa, Special Olympics continued to reach out to athletes across the Region, increasing the athlete population by 6.5%.

Table 2: Special Olympics Athlete Growth, by Region

Region	Total Athletes (2000)	Total Athletes (2005)	Total Athletes (2009)	Total Athletes (2010)	Growth 2000-2010	Growth 2009-2010	Growth Rate 2000-2010	Growth Rate 2009-2010
Africa	4,000	74,449	110,004	117,873	113,873	7,869	2846.8%	7.2%
Asia-Pacific	49,444	308,347	798,873	911,511	862,067	112,638	1743.5%	14.1%
East Asia	83,479	580,399	953,863	1,095,397	1,011,918	141,534	1212.2%	14.8%
Europe/Eurasia	217,770	426,919	487,314	504,295	286,525	16,981	131.6%	3.5%
Latin America	110,302	206,673	287,039	296,069	185,767	9,030	168.4%	3.1%
MENA	20,428	107,447	125,591	133,586	113,158	7,995	553.9%	6.4%
North America	500,550	557,038	668,888	687,738	187,188	18,850	37.4%	2.8%
Worldwide	985,973	2,261,272	3,431,572	3,746,469	2,760,496	314,897	280.0%	9.2%

Figures 1 and 2 illustrate a notable shift in the geographic distribution of Special Olympics athletes between 2000 and 2010. In 2000, more than 73 percent of all Special Olympics athletes trained and competed in North America and Europe/Eurasia; while the remaining 27 percent of athletes were distributed between the other five regions. Currently North America and Europe/Eurasia comprise a total of 32 percent of the contemporary athlete population. East Asia gained more than 20 percentage points of the total population and also had the largest one year gain, from 2009 to 2010. Asia Pacific claimed a 19 percent share of all Special Olympics athletes. While not as large in terms of absolute numbers as Asia-Pacific and East Asia, over the last decade Middle East/North Africa nearly doubled its contribution to the global total, while Africa increased its share more than six-fold.

Figure 3 offers an incremental snapshot that demonstrates growth trends that have occurred in Special Olympics since consistent data collection began as a result of the first Special Olympics Census in 2000. Over the decade, Latin America and MENA Regions have demonstrated similar growth patterns; while Asia Pacific and East Asia Regions constituted a second pair of growth similarities. The two most mature Regions, North America and Europe/Eurasia exhibited on average slower, but consistent and steady growth during the last ten years.

Figure 1: Geographic distribution of Special Olympics athlete population, 2000

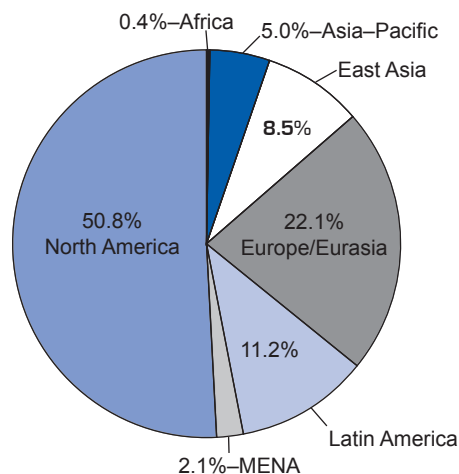


Figure 2: Geographic distribution of Special Olympics athlete population, 2010

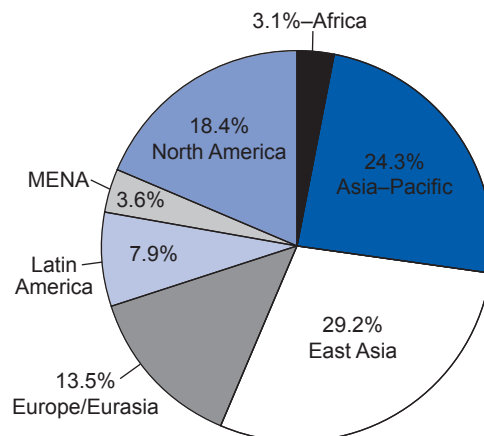
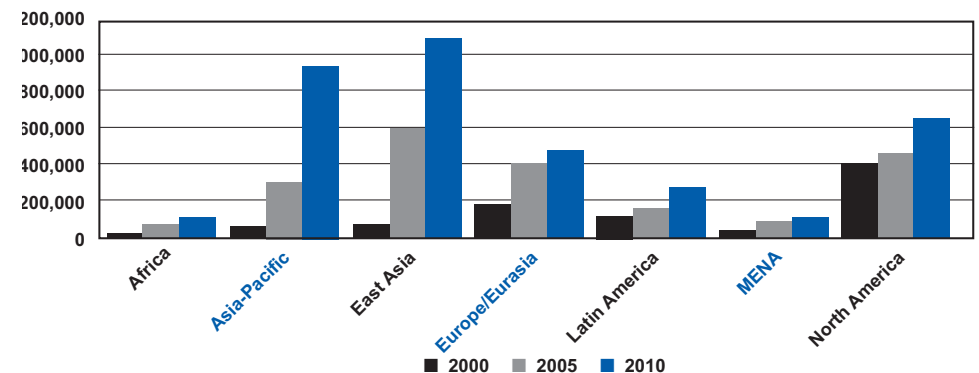
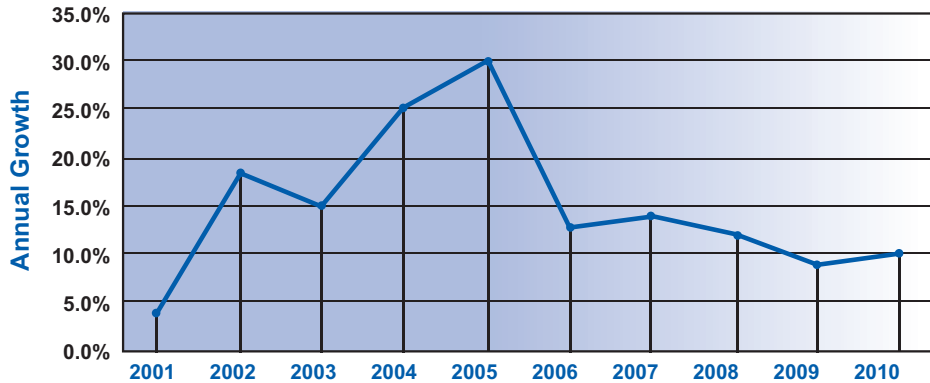


Figure 3: Geographic Distribution of Special Olympics Athlete Population, 2000-2010



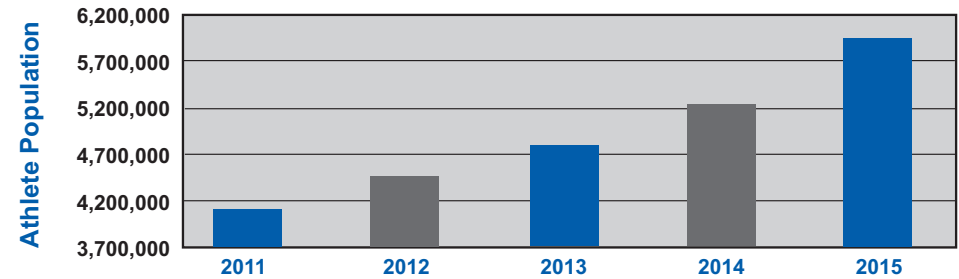
In 2010, the overall growth rate for the Special Olympics Movement was 9.2 percent, an increase of 1.2 percentage points over the prior year. As demonstrated in Figure 4, the Movement reached its peak annual growth rate of more than 30 percent in 2005, followed by several years of stabilizing growth as Special Olympics shifted priorities to address creation of local sports infrastructure and quality of athlete experiences. Consistent growth in the 8-10 percent range achieved over the last three years, suggests that Special Olympics may have found equilibrium, where Programs can continue expansion while developing the necessary infrastructure to support growth.

Figure 4: Special Olympics Growth Rate, 2000-2010



Last year, Special Olympics Board of Directors approved the 2011-2015 Strategic Plan that envisions further growth to 5.3 million athletes by 2015. Applying the current average growth rate of 9.2 percent, we can now project that the Movement may exceed the strategic growth goal by more than 39,000 athletes by the end of 2014, one year prior to the completion of the current Strategic Plan (Figure 5). If Special Olympics maintains a compounded global annual growth rate of no less than 7.3 percent during the next five years, the global organization will reach its athlete growth goal by 2015.

Figure 5: Projected Global Athlete Population, 2011-2015
(based on 2010 growth rate)



Athletes-to-Participants Ratio

Special Olympics strives to offer individuals with intellectual disabilities a combination of quality training and competition opportunities that collectively constitute the well-rounded Special Olympics athlete experience. While every athlete is unique and has different preferences in terms of the number of competitions he/she wants to attend in a given year, at the global and Regional levels Special Olympics uses the so called “athletes-to-participants” measurement as a simplified way of understanding how many individuals with intellectual disabilities participated in competitions in each of the Regions, as opposed to taking part only in training sessions. The ratio compares numbers of athletes (those who trained and competed in at least one competition within the last year) to participants (those who trained, but did not compete in at least one competition within the last year). There is no “ideal” level for the ratio, but Special Olympics believes that a higher numeric value of the ratio suggests that Programs in general offer more competitive opportunities to individuals training within their jurisdictions. For example, 81 percent of all participating individuals in Africa in 2010 decided to take part in at least one competition resulting in an athletes-to-participants ratio of 4.32 (Table 3). At the same time, 61 percent of individuals in Europe/Eurasia competed in 2010 and the athletes-to-participants ratio is lower than the rate in Africa at 1.62.

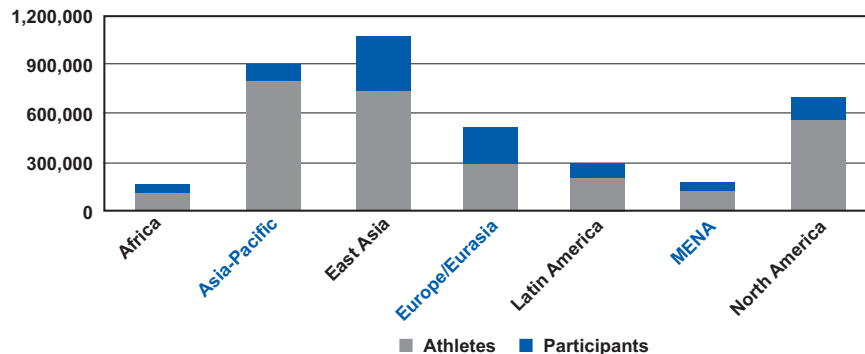
Table 3: Athletes-to-Participants Ratio Comparison, 2008-2010

Region	2008			2009			2010		
	Athletes	Participants	Ratio	Athletes	Participants	Ratio	Athletes	Participants	Ratio
Africa	95,830	19,354	5.78	89,941	17,877	5.03	95,728	22,145	4.32
Asia-Pacific	577,634	101,363	4.80	680,685	118,188	5.76	798,363	113,148	7.06
East Asia	698,186	169,926	5.78	730,831	223,032	3.28	770,257	325,140	2.37
Europe/Eurasia	309,231	169,832	1.66	303,808	183,506	1.66	311,941	192,354	1.62
Latin America	196,378	97,631	1.66	204,181	82,189	2.48	212,541	83,528	2.54
MENA	74,449	50,293	1.63	80,763	44,828	1.80	94,630	38,956	2.43
North America	528,817	88,475	6.54	544,431	124,457	4.37	564,204	123,534	4.57
Worldwide	2,480,525	696,885	3.57	2,634,640	794,077	3.32	2,847,664	898,805	3.17

Despite some fluctuations in results for individual Regions, there has been an overall global decline in the athletes-to-participants ratio since 2008, from 3.32 to 3.17, as demonstrated in Table 3. While more than three-quarters of the global Special Olympics athlete population participated in at least one competition within the last year, our 2010 level of participation in competitions is lower than corresponding results for 2008 and 2009.

Figure 6 represents regional athletes-to-participants ratios for 2010. Asia-Pacific Region reported that an impressive proportion of the Region’s athletes (88 percent) competed in at least one event, followed by North America at 82 percent and Africa at 81 percent. Middle East/North Africa showed an increase of 6 percentage points from 2009 to 2010, the largest increase in the proportion of athletes that competed in at least one event during the last year. During this period, the Europe/Eurasia Region posted the lowest ratio for any Region at 1.62 athletes for every participant.

Figure 6: Regional Athletes-to-Participants Ratio, 2010



Coaches

Although multiple factors, such as variations in coaching techniques and qualification levels, can play a role, individualized attention of qualified coaches represents an important component that determines the quality of Special Olympics training and competition experiences. Thus, the number of coaches compared to the number of athletes serves as a vivid indicator of quality that can be uniformly applied across the Movement. In the framework of the current Report we do not assess coaching qualifications and apply a very broad definition of a “coach” that includes all individuals who provided Special Olympics athletes with comprehensive sports training and supported preparations for competitions in a given year. Also, the current analysis assumes that there is no single best coaching formula and varying sports, athlete ability levels, duration of sports seasons and other factors determine numbers of coaches recruited by Special Olympics Programs.

In 2010, Special Olympics achieved notable growth in the number of coaches in most Regions, with the largest growth rate in the MENA region at 22.3%. North America and Europe/Eurasia also registered double-digit growth. Globally, the annual growth rate in the number of coaches reached 12.7 percent in 2010.

The athletes-to-coaches ratio improved in four of the Movement’s seven Regions (Africa, Europe Eurasia, North America and MENA) resulting in a better showing for the global ratio which dipped to 13.6 from 14.0 in 2009 but still a distance away from the ratio of 12.6 achieved in 2006 – the first year when we started to report the athletes-to-coaches ratio. This means that over the five-year period from 2006 to 2010, our global efforts aimed at recruitment, training and retention of coaches lagged somewhat behind growth in the number of athletes.

Table 4: Coaches by Region, 2009-2010

Region	2009				2010			
	Athletes	Coaches	Coaches as % of Worldwide Total	Athletes/Coaches Ratio	Athletes	Coaches	Coaches as % of Worldwide Total	Athletes/Coaches Ratio
Africa	110,004	8,606	3.50%	12.8	117,873	9,272	3.39%	12.7
Asia-Pacific	798,873	53,235	21.80%	14.8	911,511	57,898	21.18%	15.7
East Asia	953,863	37,897	15.50%	25.2	1,095,397	40,807	14.80%	26.8
Europe/Eurasia	487,314	23,751	9.70%	20.6	504,295	28,068	10.20%	18.0
Latin America	287,039	14,958	6.10%	19.2	296,069	13,996	5.12%	21.2
MENA	125,591	4,314	1.80%	29	133,586	5,276	1.93%	25.3
North America	668,888	101,630	41.60%	6.6	687,738	120,102	43.60%	5.7
Worldwide	3,431,572	244,391	100.0%	14.00	3,746,469	275,419	100.0%	13.6

Competitions

Competitions can include any forms of competitive events conducted at all Program levels, including: multi-sport “Games”, local level sports days, single sport competitions and local league competitions for team sports.

For the past year, Special Olympics continued to offer increasing numbers of competitive opportunities, achieving a growth rate of 12.8 percent globally. While 121 competitions were conducted on a daily basis on average during 2009, ***throughout 2010 Special Olympics athletes had a chance to participate in more than 136 competitive events every day, 365 days a year around the world!***

2010 Competitions	
48,778 Every Year	
136 Every Day	

Six of the seven Regions contributed to global growth in the number of competitions that were offered in 2010 with Special Olympics Europe/Eurasia and Special Olympics Middle East & North Africa both achieving more than 100 percent increases in the number of competitive events from 2009.

Special Olympics North America continues to lead the field and accounts for more than a third of all competitive events while Special Olympics Asia Pacific followed with over a quarter of all competitions that were held worldwide in 2010.

Table 5: Competition by Region, 2009-2010

Region	2009		2010	
	# of Competitions	% of the Worldwide Total	# of Competitions	% of the Worldwide Total
Africa	3,124	7.10%	3,319	6.70%
Asia-Pacific	12,591	28.50%	13,102	26.30%
East Asia	5,297	12.00%	5,462	11.00%
Europe/Eurasia	3,091	7.00%	7,008	14.10%
Latin America	3,263	7.40%	2,745	5.50%
MENA	425	1.00%	870	1.70%
North America	16,345	37.00%	17,272	34.70%
Worldwide	44,136	100.00%	49,778	100.00%

Athlete Demographics-Age and Gender Distribution

Age

At the global level athletes 8 to 15 years of age constitute more than one third of all individuals participating in Special Olympics, remaining almost unchanged from the previous year. School age athletes that fall into 8-15 and 16-21 age groups comprise 66 percent of the worldwide athlete population – a decline of one percentage point from the 2009 level, while adult athletes (22 years of age and older) account for just over 33 percent, an increase of approximately 2 percentage points over the earlier year. (See Table 6 – Age Groups by Region).

At the Regional level, North America continues to serve the highest proportion of athletes 22 years of age and older, with an increase of less than 1 percentage point in this age group over last year. Asia-Pacific served the largest number of athletes in the 8-15 age group.

Since 2007, data has been collected about young individuals (ages 2-5 and 6-7), who train according to Special Olympics rules and guidelines, but are not eligible to compete due to their age. In 2010, the number of children with intellectual disabilities ages 2-7 that trained around the world decreased by less than 1 percent compared to an astounding 108 percent increase the previous year, with declines noted in four of the seven Special Olympics Regions.

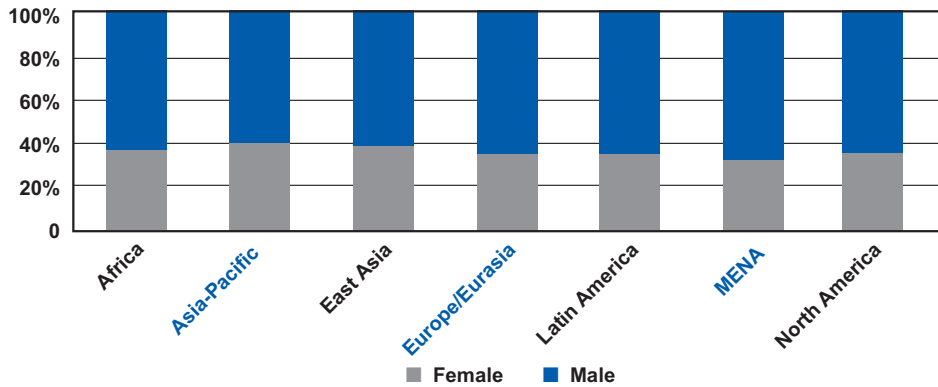
Table 6: Age Groups by Region, 2010

Region	Age Groups - Total Athletes					Total	Age Groups as % of Regional Total				
	Age 2-5	Age 6-7	Age 8-15	Age 16-21	Age 22+		Age 2-5	Age 6-7	Age 8-15	Age 16-21	Age 22+
Africa	1,268	1,991	38,607	45,340	30,667	117,873	1.1%	1.7%	32.8%	38.5%	26.0%
Asia-Pacific	1,241	2,733	350,914	271,459	285,164	911,511	0.1%	0.3%	38.5%	29.8%	31.3%
East Asia	516	1,994	382,311	337,285	373,291	1,095,397	0.05%	0.2%	34.9%	30.8%	34.1%
Europe/Eurasia	839	1,742	177,908	171,246	152,560	504,295	0.2%	0.3%	35.3%	34.0%	30.3%
Latin America	1,179	2,556	105,314	104,940	82,080	296,069	0.4%	0.9%	35.6%	35.4%	27.7%
MENA	188	972	44,927	50,717	36,782	133,586	0.1%	0.7%	33.6%	38.0%	27.5%
North America	15,471	20,029	189,850	177,981	284,417	687,738	2.2%	2.9%	27.6%	25.9%	41.4%
Worldwide	20,702	32,017	1,289,821	1,158,968	1,244,961	3,746,469	0.6%	0.9%	34.4%	30.9%	33.2%

Gender

During 2010, female athletes accounted for 36 percent of the Movement-wide total reflecting a decrease of 2 percentage points from the previous year. Among the seven Special Olympics Regions, Asia-Pacific reported the highest female participation (40 percent), followed closely by East Asia (39 percent). At the opposite end of the spectrum, male athletes accounted for 68 percent of the total population in the Middle East/North Africa; however, female participation across the Region increased by 2 percentage points over the previous year's level. In Europe/Eurasia and Latin America male participation remained unchanged at 65 percent of the total athlete population.

Figure 7: Female/Male Athletes by Region, 2010



Sports Participation

Most Popular Sports

In 2010, the top nine sports for individual athlete participation remained the same as in 2009, but cycling edged out floor hockey as the tenth most popular sport. The top three sports of athletics, football and basketball account for 54 percent of the overall sports participation. In the past year, of all Special Olympics official sports, athletics experienced one of the highest growth rates of 14 percent. In Asia-Pacific alone, participation in athletics increased by 24 percent from 2009. Other sports achieving double-digit growth rates in 2010 include sailing, snowboarding, power lifting, and handball demonstrating further diversification of sport offerings within Special Olympics Programs worldwide.

An interesting trend emerges based on comparison of most popular sports by number of athletes involved and most popular sports by number of Programs offering training and competition opportunities (Table 7). Most of the top sports with the greatest number of Programs offering the sport generally matched popularity levels of these same sports in terms of individual athlete participation. However, in 2010, there were two notable exceptions. gymnastics and tennis are both in the top ten list of popular sports by Program with 109 Programs offering gymnastics and 99 Programs offering tennis. However, these two sports seem to lag in terms of popularity and involvement of individual athletes. This may signal that we currently have the infrastructure and geographic diversification needed to expand these two sports and Special Olympics might be positioning for strong growth in gymnastics and tennis in the coming years.

Table 7: Top 10 Sports by Athlete Participants and Number of Programs Offering a Sport

Rank	Most Popular Sports by Athlete Participation		Rank	Most Popular Sports by # of Programs Offering	
	Sport	Athletes		Sport	Programs
1	Athletics	1,581,226	1	Athletics	224
2	Football	435,698	2	Football	206
3	Basketball	391,438	3	Aquatics	186
4	Bowling	272,534	4	Basketball	173
5	Aquatics	243,088	5	Bocce	171
6	Bocce	227,625	6	Bowling	116
7	Table Tennis	206,113	7	Table Tennis	111
8	Volleyball	134,940	8	Gymnastics	109
9	Badminton	116,996	9	Volleyball	105
10	Cycling	80,566	10	Tennis	99



Following the criteria outlined in Article 1 of Special Olympics Sports Rules, Special Olympics currently has 28 Official sports and 4 Recognized sports. For a sport to be classified as an Official Sport there must be participation in 24 Programs in 3 or more Regions and for a sport to attain the Recognized level, it must have participation in at least 12 Accredited Programs and at least 2 different Regions. Based on 2010 Census data, cricket is tracking toward the Official Sport status while triathlon continues to track toward the Recognized level. 2010 also saw a notable growth in floorball with 2,345 athletes in 12 Special Olympics Programs (Table 8).

Table 8: Programs Moving to Official Sport or Recognized Sport Levels

Sport	Programs Needed for Official Sport Status	Programs Needed for Recognized Sport Status	Current Level of Participation		
			Programs	Regions	Athletes
Cricket	24	12	13	3 of 7	81,535
Flag Football	24	12	12	1 of 7	2,969
Floorball	24	12	12	1 of 7	2,354
Triathlon	24	12	7	5 of 7	184

Unified Sports®

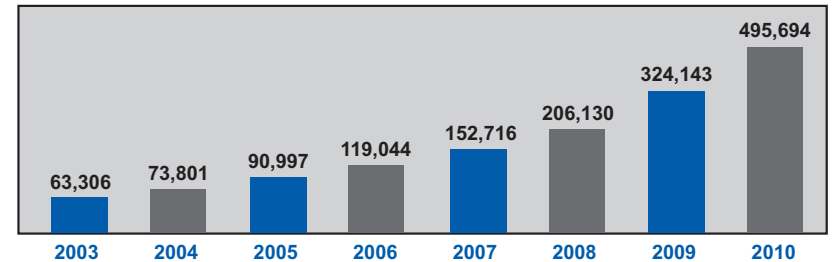
In the past year, the level of participation in Special Olympics Unified Sports (combined Unified Sports athletes and partners) increased by 53 percent from 2009 and an impressive total of 140 percent from 2008; individuals involved in Unified Sports again constitute the fastest growing segment of the overall Special Olympics athlete population. The Africa Region demonstrated the highest growth rate for any Region in 2010 at 369 percent, while North America posted the second largest increase at more than 68 percent followed by East Asia at 56 percent. Overall, in 2010, Special Olympics recorded a total increase of almost 65,000 Unified Sports athletes and more than 106,000 Unified Sports partners across the globe.

Table 9: Unified Sports Participation, 2003-2010

Region	2003	2004	2005	2006	2007	2008	2009	2010
Africa	2,497	2,211	0	219	930	1,756	791	3,707
Asia-Pacific	216	386	3,014	6,992	3,095	649	3,700	4,860
East Asia	19,766	23,672	26,384	29,040	78,290	117,741	233,788	363,996
Europe/Eurasia	8,210	8,503	15,153	19,687	19,460	26,198	31,691	44,469
Latin America	300	1,602	2,922	5,104	7,030	6,775	6,466	649
MENA	1,053	1,053	1,760	2,423	2,825	2,392	3,480	3,671
North America	31,264	33,250	41,764	55,579	41,086	50,619	44,227	74,342
Worldwide	63,306	73,801	90,997	119,044	152,716	206,130	324,143	495,694

Figure 8 clearly demonstrates the consistent, long-term increase in the number of individuals involved in Unified Sports. In the last eight years, the program has experienced an almost exponential increase in the number of athletes and partners. As of 2010, nearly 7 times more individuals trained and competed in the framework of Unified Sports opportunities than in 2003, when we first began to report levels of Unified Sports participation.

Figure 8: Unified Sports Participation, 2003-2010



The geographic distribution of Unified Sports activities (Figure 9) indicates that the East Asia Region clearly leads the field accounting for more than 73 percent of all currently participating Unified Sports athletes and partners. The combined total for North America and Europe/Eurasia is 24 percent. Three of the Movement's seven Regions – East Asia, North America and Europe/Eurasia – jointly account for almost 98 percent of all individuals involved in Unified Sports. Most popular sports offered in the Unified Sports format continue to include football, basketball and athletics.

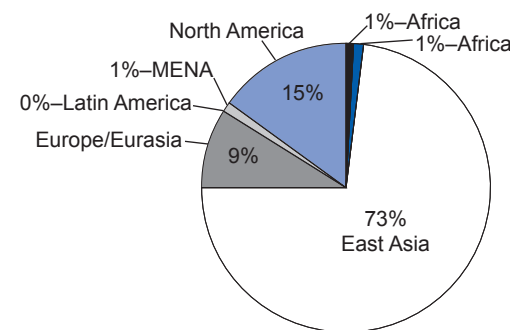


Figure 9: Unified Sports Geographic Distribution, 2010

In 2009, for the first time the number of Unified Sports partners exceeded the number of Unified Sports athletes involved around the globe. As a result of this shift, the Unified Sports athletes-to-partners ratio dropped from 1.69 athletes for every partner in 2008 to 0.65 athletes per partner in 2009. Despite a more than 35 percent increase in the number of Unified Sports athletes during 2010, the ratio of athletes-to-partners continued to decline reaching 0.64 – this signals that worldwide we continue to have more Unified Sports partners than athletes training in the framework of Unified Sports offerings.

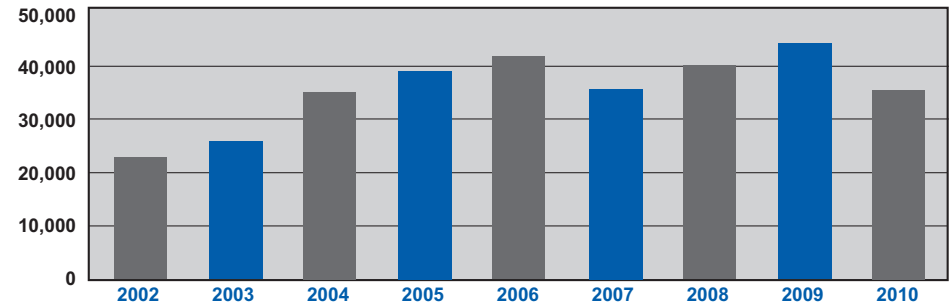
Motor Activity Training Program (MATP)

Participation in MATP experienced a 17.6 percent decline in 2010, following two successive years of expansion. In the past year, MENA posted the only increase among all Regions at 3 percent. Europe/Eurasia regained the lead in terms of MATP participation with more than 16,000 athletes. Table 10 suggests that historically, the majority of MATP participants have come from the Europe/Eurasia and North America Regions. This trend continued in 2010 with these two Regions combined accounting for 74 percent of all MATP participants in the world. Asia-Pacific gained 1 percentage point from 2009 to account for 9 percent of the global MATP participant population.

Table 10: MATP Participation, 2002-2010

Region	2002	2003	2004	2005	2006	2007	2008	2009	2010
Africa	80	40	471	475	937	391	612	682	571
Asia-Pacific	523	575	764	3,354	3,791	3,405	3,463	3,747	3,425
East Asia	41	0	219	132	473	594	1,097	1,199	1,149
Europe/Eurasia	10,275	14,403	17,220	20,474	20,339	13,841	14,132	16,461	16,104
Latin America	482	634	666	1,148	1,389	2,299	2,272	1,758	1,414
MENA	262	553	1,224	1,135	1,693	1,338	1,360	1,325	1,365
North America	10,764	10,964	13,987	13,403	13,139	14,708	17,911	19,090	12,429
Worldwide	22,427	27,169	34,551	40,121	41,761	36,576	40,847	44,262	36,457

Figure 10: MATP Long-Term Trend, 2002-2010



Despite a 12 percent decline in 2007 and a 17 percent decline in 2010, Figure 10 demonstrates that the overall MATP participation has consistently increased over the last nine years and Special Olympics currently serves 62 percent more MATP athletes than in 2002.



Build Communities

Athlete Leadership Programs (ALPs)

In 2010, Special Olympics Athlete Leadership Programs experienced excellent gains in popularity with a 20.3 percent growth rate in ALPs participation around the world. Five of the seven Special Olympics Regions were able to increase athlete participation in ALPs. Asia Pacific continued to experience significant ALPs growth with an increase of more than 46 percent from 2009, followed by East Asia that demonstrated ALPs growth of more than 40 percent.

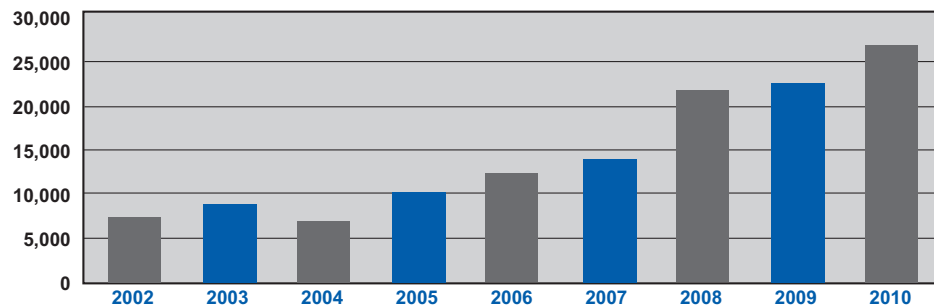
Globally, Special Olympics has recorded more than 166 percent growth in ALPs initiatives since 2005 and more than 278 percent since 2002, see Figure 11.

However, still less than 1 percent of all Special Olympics athletes are today serving in leadership positions, signaling the need to continue building capacity in the area of athlete leadership programming worldwide.

Table 11: ALPs Participation, 2002-2010

Region	2002	2003	2004	2005	2006	2007	2008	2009	2010
Africa	43	1,216	108	108	398	451	5,362	770	862
Asia-Pacific	170	298	235	156	480	843	554	1,000	1,462
East Asia	595	1,091	1,265	1,346	1,829	2,742	4,571	6,698	11,285
Europe/Eurasia	569	869	1,027	1,409	1,361	1,926	2,611	3,137	2,793
Latin America	4,005	2,045	1,215	3,608	4,081	3,514	3,892	3,938	3,990
MENA	281	323	555	985	1,077	1,372	2,147	3,862	3,493
North America	1,006	2,618	2,349	2,411	2,472	2,474	2,081	2,772	2,800
Worldwide	7,058	8,460	6,754	10,023	11,698	13,322	21,218	22,177	26,685

Figure 11: ALPs Participation, 2002-2010



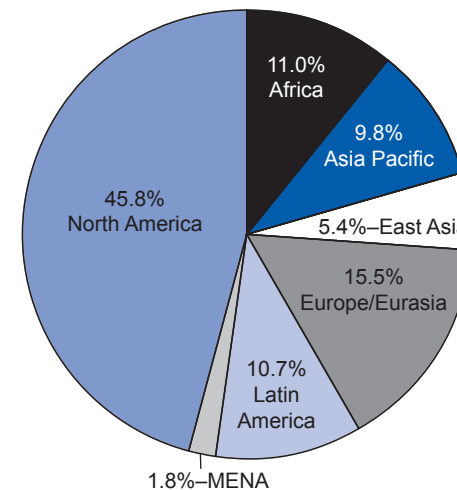
Special Olympics Healthy Athletes

Healthy Athletes initiatives provide free health screenings to Special Olympics athletes across seven areas - Fit Feet (podiatry), FUNfitness (physical therapy), Health Promotion (nutrition, bone health, healthy behaviors), Healthy Hearing (audiology), MedFest (sports physicals), Lions Clubs International Opening Eyes (vision), and Special Smiles (dental). In 2010, all seven areas of Healthy Athletes conducted 929 screening events, 783 of which occurred at the Program or sub-Program level and 146 of which occurred at major Games, including Regional events and the United States National Games.

For Program and sub-Program level screenings, each discipline screening counted as one screening event, so an event offering two Healthy Athletes disciplines was counted as two separate Healthy Athletes events. For major Games, each day of each discipline was counted as one event. Since events at major Games are not measured at the Program-level, these events are not included in the following analyses.

In 2010, Healthy Athletes screenings were held in 109 Special Olympics Programs from 63 countries in all seven Regions. Five Programs – Bangladesh, Honduras, Samoa, Sri Lanka, and Timor Leste – conducted Healthy Athletes activities for the first time in 2010 (See Figure 12 for the regional distribution of events).

Figure 12: Regional Distribution of 2010 Healthy Athletes events



North America had the highest number of Programs conducting Healthy Athletes screenings (49) and conducted the most screening events (359), followed by Europe/Eurasia with 18 Programs conducting 121 events. However, East Asia had the largest percentage of its Programs conducting Healthy Athletes (100 percent), followed by North America (62 percent) and Asia Pacific (60.9 percent). Worldwide, 47.6 percent of all Programs conducted Healthy Athletes screenings in 2010.

Of the 783 Healthy Athletes events conducted in 2010, 182 (23.2%) were locally funded. North America had the highest proportion of events locally funded at 34.3%, followed by Asia Pacific (26.0%) and Europe/Eurasia (21.5%). See Table 12 for complete regional breakdowns.

Table 12: Healthy Athletes numbers by Region, 2010

Region	# HA Events (2010)	# Programs with HA Events (2005)	% of Programs with HA Events (2010)	# Locally Funded HA Events (2010)	# HA Events Locally Funded (2010)
Africa	86	12	54.5%	0	0%
Asia-Pacific	77	14	60.9%	20	26%
East Asia	42	5	100%	7	16.7%
Europe/Eurasia	121	18	31%	26	21.5%
Latin America	84	8	42.1%	6	7.1%
MENA	14	3	13%	0	0%
North America	359	49	62%	123	34.3%
Worldwide	783	109	47.6%	182	23.2%



Connect Fans and Funds

Cash and In-kind Donations

Special Olympics Programs at the National and U.S. State level (excluding Special Olympics, Inc.) raised over 185 million USD of cash revenue in 2010. Following two years of declines in aggregate Movement-wide revenue generation, Special Olympics experienced a healthy rebound in both cash and in-kind donations recorded in the past year. Global cash revenue increased by 7 percent as compared to 2009, while in-kind contributions posted a 15 percent gain and reached 65.6 million USD with the combined total of cash and in-kind intake exceeding 250 million USD. However, as of 2010 our total Movement-wide revenue was still approximately 6 percent below 2007 level – the best year on record immediately preceding the most recent major downturn in the global economy.

In 2010, five Special Olympics Regions – Africa, Asia-Pacific, East Asia, Middle East/North Africa and North America – reported gains in cash revenue generated by Special Olympics Programs, as compared to 2009 levels, while Europe/Eurasia remained flat to prior year and only Latin America posted a decline. Special Olympics North America continues to account for over 80% of the Movement’s cash revenue base. However, the Region’s proportion of in-kind contributions decreased by 8 percentage points in 2010 dropping to 75.8 percent.

Table 13: Cash and In-Kind Revenue, 2009-2010

Region	2009				2010			
	Cash Revenue (USD)	% of Worldwide Total	In-Kind Revenue (USD)	% of Worldwide Total	Cash Revenue (USD)	% of Worldwide Total	In-Kind Revenue (USD)	% of Worldwide Total
Africa	\$1,359,128	0.8%	\$358,400	0.6%	\$1,530,357	0.8%	\$476,015	0.7%
Asia-Pacific	\$4,384,005	2.5%	\$4,237,901	7.4%	\$5,419,893	2.9%	\$6,875,720	10.5%
East Asia	\$891,131	0.5%	\$109,999	0.2%	\$3,618,018	2.0%	\$61,245	0.1%
Europe/Eurasia	\$21,187,784	12.2%	\$2,297,952	4.0%	\$21,062,175	11.4%	\$4,268,990	6.5%
Latin America	\$2,135,011	1.2%	\$1,571,147	2.8%	\$1,812,384	1.0%	\$1,557,366	2.4%
MENA	\$1,290,813	0.8%	\$748,200	1.3%	\$1,340,000	0.7%	\$2,622,500	4.0%
North America	\$141,786,107	81.9%	\$47,804,886	83.7%	\$150,437,576	81.2%	\$49,743,749	75.8%
Worldwide	\$173,033,979	100.0%	\$57,128,484	100.0%	\$185,220,403	100.0%	\$65,605,585	100.0%

“Donations per athlete” represent another key parameter of the Movement’s fundraising capabilities. To understand this indicator, it is critical to account for the fact that “donations per athlete” do not represent and are not synonymous with “cost per athlete”. “Donations per athlete” only account for the actual revenue generated and do not capture the budgeted and/or actual expenses related to Special Olympics services. This indicator does not account for services delivered in some countries with extensive support of governmental organizations and infrastructure developed for people with intellectual disabilities.

In 2010, the level of donations per athlete increased in four Regions – Africa, Asia-Pacific, East Asia, and North America. Over the five year period (2006-2010) for which we have consistent Special Olympics Movement-wide revenue data available, Special Olympics Africa and Europe/Eurasia more than doubled their “revenue per athlete” levels, while Special Olympics East Asia tripled and Middle East/North Africa quadrupled revenue per athlete.

As of 2010, Special Olympics North America generated only three quarters of its “revenue per athlete” level reported in 2006; however, at 218 USD per athlete the Region maintains a firm lead among Special Olympics Regions. If cash donations brought in by all Programs during 2010 could be distributed equally among all Special Olympics athletes, global donations per athlete would be 49.4 USD – 25 percent lower than the 2006 level.

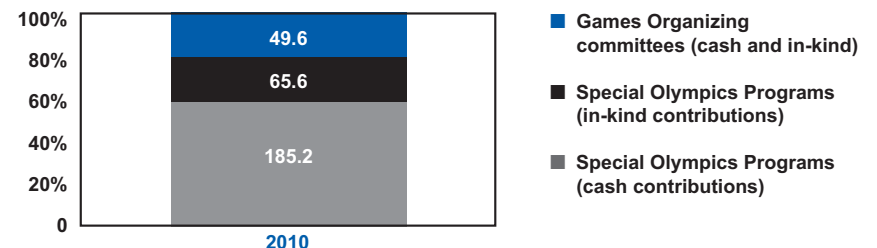
Table 14: Donations Per Athlete, 2006-2010

Region	2006	2007	2008	2009	2010
Africa	\$6.10	\$15.50	\$11.40	\$12.40	\$12.98
Asia-Pacific	\$8.20	\$3.80	\$7.40	\$5.50	\$5.95
East Asia	\$1.10	\$1.40	\$0.50	\$0.90	\$3.30
Europe/Eurasia	\$19.30	\$75.90	\$39.60	\$43.50	\$41.77
Latin America	\$6.40	\$8.60	\$9.10	\$7.40	\$6.12
MENA	\$2.10	\$5.60	\$5.30	\$10.30	\$10.03
North America	\$288.40	\$277.10	\$238.20	\$212.00	\$218.74
Worldwide	\$65.50	\$69.00	\$55.40	\$53.00	\$49.44

To build a more complete picture of revenue generated by Special Olympics as a global Movement, for the first time in 2010 we collected information about income generated by Special Olympics Games Organizing Committees that were responsible for 2011 Special Olympics World Summer Games preparations and for hosting five Regional Games conducted throughout 2010. Based on the information provided by Games Organizing Committees, in 2010, cash and in-kind revenue associated with Special Olympics World Summer Games and Regional Games amounted to 49.6 million USD.

The combined total cash and in-kind revenue generated by Special Olympics Programs and Games Organizing Committees (excluding Special Olympics, Inc.) reached 300 million USD.

Figure 13: Special Olympics Movement-wide Revenue by component, 2010



Movement Leadership

Operational Plans

The 2011-2015 Special Olympics Strategic Plan positions Movement Leadership as one of the five fundamental pillars of the Plan. Over the next five years, the global organization will focus on leadership training, enhancement of information-gathering and Program review systems, recognition and Accreditation Standards. While all of these initiatives have unique characteristics and success measures, our Strategic Plan suggests that improvements in Program-level leadership find tangible expression in a Program's ability to plan first for a single-year and then for multi-year periods. Over the course of the next five years, Special Olympics will refine its definitions of "single-year" and "multi-year" plans and will strive to maximize the number of Programs rigorously engaged in planning efforts.

As a result of the 2010 Census, we collected a baseline dataset of single-year and multi-year plans advanced by Special Olympics Programs around the world. In 2010, there were 152 Programs, more than 85 percent of all Programs, which had either a single-year or a multi-year plan of operations. Approximately 70 percent of Programs in North America have implemented multi-year operational plans, followed by 60 percent of Programs in East Asia, and 39 percent of Programs in Asia-Pacific.

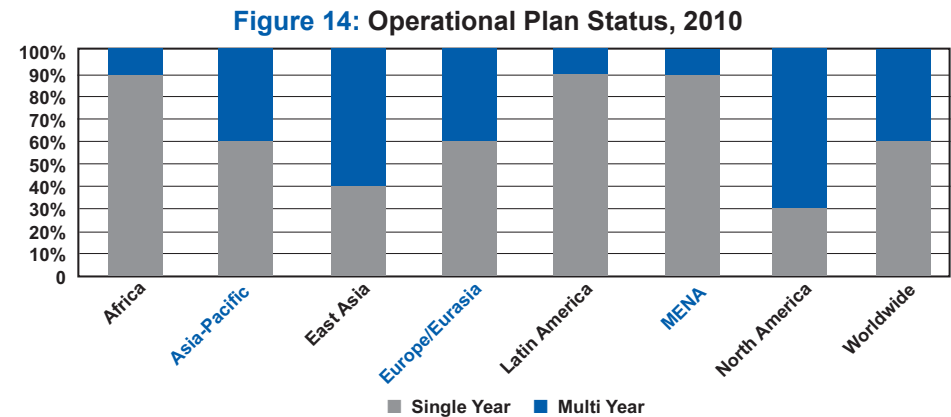


Table 15: Operational Plan Status, 2010

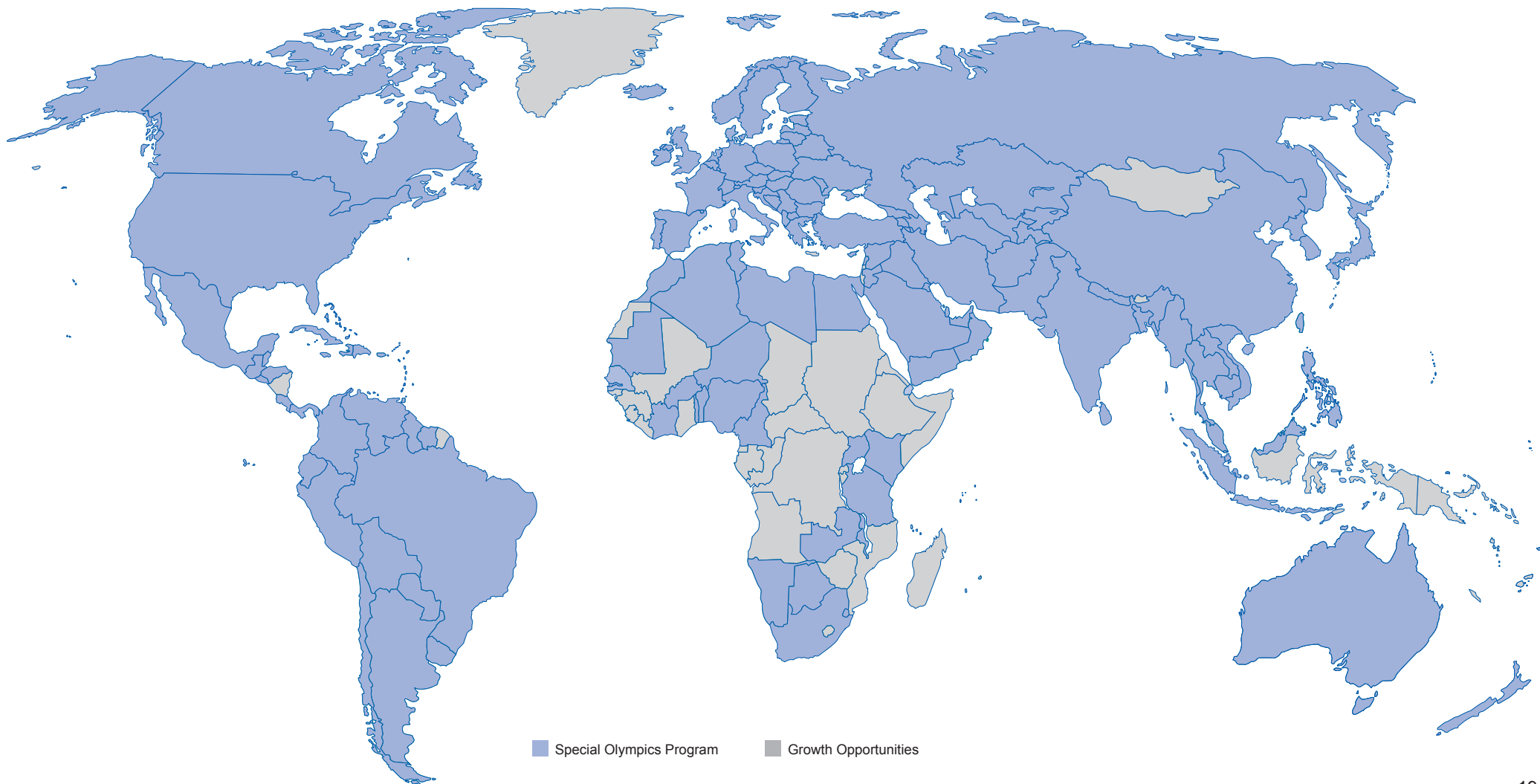
Region	Single Year	Multi Year	Total
Africa	19	2	21
Asia-Pacific	14	9	23
East Asia	2	3	5
Europe/Eurasia	13	8	21
Latin America	6	0	6
MENA	19	2	20
North America	17	39	56
Worldwide	89	63	152



Regional Results

The following is the report of 2010 Census results presented alphabetically by Region and by Program. For comparison, 2009 Census data was also included.

All background information presented in the Regional tables below (athletes, participants, coaches and competitions) can also be found in an electronic format through the Program Development System (PDS) under 2010 Athlete Participation reporting options and 2011 Program Information Profile data (2010 actual results for coaches and competitions).



Regional Results - Africa

Program	Census Results 2009					Census Results 2010				
	Athletes	Participants	Total	Coaches	Competitions	Athletes	Participants	Total	Coaches	Competitions
Benin	2,543	731	3,274	738	25	3,840	750	4,590	830	30
Botswana	2,669	215	2,884	308	160	2,884	316	3,200	325	200
Burkina Faso	544	117	661	93	15	544	117	661	105	17
Cameroon	1,689	76	1,765	23	8	718	779	1,497	41	4
Ivory Coast	1,116	422	1,538	220	36	1,145	526	1,671	211	42
Kenya	23,900	1,607	25,507	1,666	651	24,881	2,242	27,123	1,807	689
Malawi	2,667	280	2,947	218	151	4,567	258	4,825	446	314
Mali	302	85	387	35	4	654	127	781	60	7
Mauritius	358	336	694	60	118	504	240	744	40	6
Namibia	1,503	368	1,871	210	127	1,143	351	1,494	199	66
Niger	87	834	921	82	16	122	870	992	82	15
Nigeria	4,468	5,548	10,016	706	482	2,596	8,737	11,333	758	420
Reunion	490	0	490	104	20	361	70	431	109	21
Rwanda	8419	2131	10,550	760	234	9,022	1,060	10,082	853	563
Senegal	127	99	226	19	4	419	684	1,103	44	10
Seychelles	801	0	801	35	13	889	0	889	45	12
South Africa	23416	2122	25,538	1,392	693	25,752	1,588	27,340	1,652	696
Swaziland	1986	1079	3,065	120	13	1,168	2,041	3,209	120	13
Tanzania	10342	164	10,506	936	235	11,376	124	11,500	1,100	140
Togo	1964	721	2,685	387	45	2,302	812	3,114	423	50
Uganda	550	942	1,492	160	14	556	106	662	0	0
Zambia	0	0	0	0	0	285	347	632	22	4
Total	89,941	17,877	107,818	8,272	3,064	95,728	22,145	117,873	9,272	3,319

Regional Results - Asia Pacific

Program	Census Results 2009					Census Results 2010				
	Athletes	Participants	Total	Coaches	Competitions	Athletes	Participants	Total	Coaches	Competitions
Afghanistan	1,014	161	1,175	66	242	1,138	401	1,539	90	187
Australia	2,965	700	3,665	386	240	3,019	1,195	4,214	554	250
Bangladesh	9,298	4,882	14,180	300	360	16,348	6,703	23,051	360	510
Bhutan						0	16	16	2	0
Brunei	128	291	419	120	4	281	178	459	40	8
Cambodia	413	124	537	55	4	323	340	663	150	4
Bharat (India)	607,027	48,207	655,234	37,148	10,889	707,346	42,885	750,231	44,304	11,187
Indonesia	27,635	19,890	47,525	2,750	250	30,475	20,050	50,525	2,807	265
Japan	4,219	3,597	7,816	8,294	243	4,227	3,435	7,662	4,621	253
Laos	350	95	445	38	2	360	128	488	42	3
Malaysia	6,542	8,346	14,888	212	61	6,933	8,079	15,012	416	88
Maldives						34	29	63	6	2
Myanmar	1,662	187	1,849	150	10	1,642	187	1,829	150	4
Nepal	3,151	285	3,436	404	30	3,436	60	3,496	444	35
New Zealand	3,649	1,152	4,801	1,183	167	4,361	1,157	5,518	1,804	195
Pakistan	2,168	13,535	15,703	736	28	4,629	11,214	15,843	736	52
Philippines	5,410	4,863	10,273	250	10	7,246	4,806	12,052	250	10
Samoa	0	40	40	22	0	138	8	146	14	10
Singapore	639	473	1,112	60	11	346	826	1,172	60	6
Sri Lanka	299	901	1,200	82	2	1,536	82	1,618	112	6
Thailand	3,867	9,957	13,824	966	16	4,164	10,902	15,066	853	20
Timor Leste	51	44	95	15	3	179	0	179	39	2
Vietnam	198	458	656	48	4	202	467	669	44	5
Total	680,685	118,188	798,873	53,285	12,576	798,363	113,148	911,511	57,898	13,102

Regional Results - East Asia

Program	Census Results 2009					Census Results 2010				
	Athletes	Participants	Total	Coaches	Competitions	Athletes	Participants	Total	Coaches	Competitions
China	707,756	199,125	906,881	36,400	5,260	743,244	300,222	1,043,466	38,998	5,422
Chinese Taipei	9,487	10,843	20,330	778	10	11,366	11,557	22,923	1,013	13
Hong Kong	5,487	4,724	10,211	106	14	5,968	4,683	10,651	134	13
Republic of Korea	6,686	8,026	14,712	548	6	8,199	8,356	16,555	592	7
Macau	1,415	314	1,729	65	7	1,480	322	1,802	70	7
Total	730,831	223,032	953,863	37,897	5,297	770,257	325,140	1,095,397	40,807	5,462

Regional Results - Europe/Eurasia-1

Program	Census Results 2009					Census Results 2010				
	Athletes	Participants	Total	Coaches	Competitions	Athletes	Participants	Total	Coaches	Competitions
Albania	501	623	1,124	14	9	535	660	1,195	25	20
Andorra	48	4	52	8	14	44	4	48	8	14
Armenia	1,513	265	1,778	98	23	1,563	268	1,831	110	25
Austria	11,376	0	11,376	1,600	100	9,574	2,735	12,309	1,650	108
Azerbaijan	2,982	5,511	8,493	240	28	3,540	6,185	9,725	260	30
Belarus	7,550	292	7,842	0	0	6,950	1,085	8,035	300	43
Belgium	3,224	6,352	9,576	2,000	11	3,297	6,162	9,459	2000	13
Bosnia & Herzegovina	740	793	1,533	120	18	2,300	1,235	3,535	147	23
Bulgaria	1,452	4,348	5,800	332	161	1,607	4,591	6,198	356	78
Croatia	92	40	132	23	4	430	480	910	26	6
Cyprus	842	495	1,337	21	15	871	733	1,604	22	15
Czech Republic	3,115	160	3,275	0	0	3,190	113	3,303	644	34
Denmark	4,825	5,570	10,395	0	0	2,735	3,340	6,075	530	93
Estonia	554	438	992	0	0	1,760	0	1,760	26	16
Faroe Islands	72	30	102	25	12	100	25	125	22	20
Finland	890	817	1,707	200	105	1,055	805	1,860	62	72
France	11,959	2,862	14,821	510	145	10,730	5,179	15,909	530	166
Georgia	746	517	1,263	40	6	746	517	1,263	45	9
Germany	24,557	19,586	44,143	2,900	130	25,157	19,846	45,003	3,600	180
Gibraltar	74	25	99	14	8	62	4	66	15	8
Great Britain	4,155	2,967	7,122	318	80	5,693	2,511	8,204	0	83
Greece	6,643	2,360	9,003	1,037	30	6,558	2,533	9,091	1,050	25
Hungary	4,141	774	4,915	239	89	4,166	747	4,913	258	89

Regional Results - Europe/Eurasia-2

Iceland	1,001	284	1,285	100	15	1,026	337	1,363	100	15
Ireland	10,515	447	10,962	2,278	105	4,890	5,756	10,646	2,427	79
Isle of Man	79	5	84	24	5	72	58	130	25	3
Israel	3,815	909	4,724	350	53	2,485	0	2,485	110	55
Italy	5,929	5,104	11,033	961	145	5,989	5,224	11,213	1,106	143
Kazakhstan	17,437	1,868	19,305	400	260	17,437	1,882	19,319	396	262
Kosovo	92	40	132	10	5	112	42	154	15	5
Kyrgyz Republic	5,003	1,909	6,912	0	0	5,247	1,953	7,200	105	22
Latvia	1,971	1,213	3,184	52	194	1,971	813	2,784	54	209
Liechtenstein	105	55	160	28	3	110	60	170	29	3
Lithuania	2,536	1,370	3,906	0	0	2,323	177	2,500	77	256
Luxembourg	305	130	435	45	9	297	118	415	42	9
FYR Macedonia	403	640	1,043	10	8	12	635	647	15	1
Malta	173	247	420	24	10	283	377	660	20	18
Moldova	1,019	210	1,229	95	43	1,130	210	1,340	122	43
Monaco	63	11	74	17	6	50	10	60	18	12
Montenegro	250	152	402	24	20	280	158	438	24	12
Netherlands	2,200	13,945	16,145	650	6	10,183	16,190	26,373	750	8
Norway	1,054	597	1,651	0	0	1,054	597	1,651	0	11
Poland	16,483	1,862	18,345	1,662	208	11,709	4,789	16,498	1,069	187
Portugal	1,530	160	1,690	95	20	1,558	139	1,697	85	25
Romania	22,945	1,902	24,847	843	472	23,166	749	23,915	924	480
Russia	55,310	54,546	109,856	0	0	55,637	53,517	109,154	1,843	3,500
San Marino	40	0	40	20	21	40	0	40	20	21
Serbia	6,041	5,324	11,365	113	59	6,157	5,438	11,595	121	70
Slovakia	2,275	315	2,590	230	22	2,550	362	2,912	260	25

Regional Results - Europe/Eurasia-3

Slovenia	1,571	507	2,078	0	0	1,696	593	2,289	320	20
Spain	14,087	3,963	18,050	4,150	108	17,625	32	17,657	3,210	85
Sweden	2,013	987	3,000	353	10	3,391	1,711	5,102	517	40
Switzerland	2,596	42	2,638	649	51	2,766	11	2,777	649	49
Tajikistan	4,810	2,869	7,679	85	18	4,980	3,611	8,591	300	22
Turkey	4,399	9,699	14,098	69	147	8,073	8,462	16,535	242	15
Turkmenistan	2,980	5,523	8,503	0	0	3,350	6,172	9,522	57	15
Ukraine	14,301	3,697	17,998	675	80	14,565	3,938	18,503	700	83
Uzbekistan	6,426	8,145	14,571	0	0	7,064	8,475	15,539	630	35
Total	303,808	183,506	487,314	23,751	3,091	311,941	192,354	504,295	28,068	7,008

Regional Results - Latin America

Program	Census Results 2009					Census Results 2010				
	Athletes	Participants	Total	Coaches	Competitions	Athletes	Participants	Total	Coaches	Competitions
Argentina	25,730	3,891	29,621	1,000	500	25,918	3,400	29,318	850	250
Bolivia	1,730	1,428	3,158	160	70	2,641	1,761	4,402	290	82
Brazil	5,016	39,746	44,762	265	59	5,250	39,000	44,250	600	60
Chile	13,114	6,228	19,342	425	65	13,114	6,228	19,342	425	60
Colombia	1,464	91	1,555	200	42	580	2,042	2,622	129	9
Costa Rica	23,471	2,253	25,724	2,046	463	27,019	2,458	29,477	1,316	225
Cuba	58,074	1,382	59,456	5,565	1,503	59,381	1,593	60,974	4,930	1,500
Dominican Republic	23	112	135	10	1	140	437	577	15	2
Ecuador	19,030	5,719	24,749	360	60	19,330	5,719	25,049	250	26
El Salvador	3,527	553	4,749	79	122	3,256	300	3,556	82	53
Guatemala	239	0	239	16	2	434	0	434	5	3
Honduras	305	1,365	1,670	216	6	741	1,105	1,846	307	10
Mexico	17,882	8,330	26,212	2,784	21	18,114	8,481	26,595	3,000	100
Panama	693	305	998	115	45	691	260	951	125	54
Paraguay	8,248	355	8,603	180	50	8,922	326	9,248	212	65
Peru	11,368	5,053	16,421	900	170	11,973	4,527	16,500	765	120
Puerto Rico	414	504	918	55	9	414	519	933	50	8
Uruguay	5,985	4,874	10,859	200	42	5,623	4,952	10,575	230	70
Venezuela	7,868	0	7,868	382	33	9,000	420	9,420	415	48
Total	204,181	82,189	287,039	14,958	3,263	212,541	83,528	296,069	13,996	2,745

Regional Results - Middle East/North Africa

Program	Census Results 2009					Census Results 2010				
	Athletes	Participants	Total	Coaches	Competitions	Athletes	Participants	Total	Coaches	Competitions
Algeria	7,742	6,791	14,533	300	25	11,527	3,903	15,430	621	76
Bahrain	1,500	300	1,800	47	6	1,584	360	1,944	47	10
Djibouti	0	0	0	0	0	2	19	21	2	0
Comoros	0	0	0	0	0	10	21	31	3	0
Egypt	22,609	2,393	25,002	491	28	23,123	2,618	25,741	600	25
Iran	4,734	2,952	7,686	60	2	4,772	2,979	7,751	75	32
Iraq	1,983	2,316	4,299	62	14	1,931	2,569	4,500	72	16
Jordan	2,012	1,980	3,992	146	43	2,275	2,090	4,365	206	48
Kuwait	193	163	356	34	4	201	181	382	40	2
Lebanon	3,026	2,709	5,735	490	30	3,026	2,754	5,780	520	40
Libya	3,893	4,402	8,295	152	14	8,305	1,662	9,967	168	46
Mauritania	1,659	484	2,143	176	4	1,769	426	2,195	182	9
Morocco	6,876	5,001	11,877	354	40	7,225	4,697	11,922	392	52
Oman	1,682	1,619	3,301	62	32	1,797	1,585	3,382	62	34
Palestine	1,522	2,367	3,889	120	34	2,262	1,773	4,035	137	42
Qatar	641	379	1,020	45	11	678	373	1,051	47	12
Saudi Arabia	5,306	1,506	6,812	503	65	5,578	1,592	7,170	532	74
Somalia	0	0	0	0	0	50	0	50	5	4
Sudan	1,056	486	1,542	10	2	1,481	643	2,124	30	10
Syria	6,874	2,758	9,632	789	23	6,979	2,834	9,813	950	265
Tunisia	1,570	1,003	2,573	6	5	2,702	1,145	3,847	100	15
United Arab Emirates	1,507	1,871	3,378	46	25	2,285	1,992	4,277	62	32
Yemen	4,378	3,348	2,740	421	18	5,068	2,740	7,808	423	26
Total	80,763	44,828	120,605	4,314	425	94,630	38,956	133,586	5,276	870

Regional Results - North America- United States

Program	Census Results 2009					Census Results 2010				
	Athletes	Participants	Total	Coaches	Competitions	Athletes	Participants	Total	Coaches	Competitions
Alabama	12,670	450	13,120	2,362	101	13,341	482	13,823	2,457	103
Alaska	1,081	968	2,049	109	40	917	1,144	2,061	150	8
Arizona	13,683	7,073	20,756	890	87	12,872	364	13,236	1,129	78
Arkansas	13,267	2,037	15,304	2,350	100	13,260	1,614	14,874	3,412	100
Colorado	8,458	1,650	10,108	0	0	8,309	3,001	11,310	900	67
Connecticut	5,070	500	5,570	1,228	55	5,542	59	5,601	1,269	66
Delaware	2,506	990	3,496	382	49	2,524	877	3,401	381	49
District of Columbia	1,545	856	2,401	495	18	1,418	589	2,007	261	18
Florida	9,670	773	10,443	1,258	211	9,071	1,494	10,565	1,201	422
Georgia	32,495	15,207	47,702	3,815	512	34,892	17,843	52,735	8,033	513
Hawaii	1,188	461	1,649	329	46	1,283	584	1,867	375	46
Idaho	1,145	149	1,294	380	14	1,195	0	1,195	477	17
Illinois	35,263	0	35,263	4,600	152	41,076	0	41,076	4,600	154
Indiana	9,893	570	10,463	3,000	2,457	10,217	642	10,859	3,000	2,759
Iowa	6,093	3,600	9,693	2,150	85	6,060	2,012	8,072	1,245	86
Kansas	5,489	0	5,489	2,203	65	5,489	0	5,489	2,302	73
Kentucky	5,325	3,192	8,517	1,200	317	5,041	408	5,449	1,156	300
Louisiana	11,846	1,444	13,290	836	86	12,208	974	13,182	1,612	90
Maine	3,229	262	3,491	555	72	3,458	255	3,713	2,981	74
Maryland	8,931	902	9,833	438	124	7,830	2,504	10,334	830	76
Massachusetts	8,818	1,478	10,296	1,740	121	8,764	1,265	10,029	1,289	122
Michigan	15,240	3,381	18,621	40	415	25,750	6,577	32,327	4,479	447
Minnesota	5,133	0	5,133	3,895	102	5,413	13	5,426	4,363	104
Mississippi	15,227	141	15,368	900	176	14,373	187	14,560	900	168
Missouri	11,229	962	12,191	1,818	255	11,168	1,680	12,848	1,042	257
Montana	1,399	109	1,508	689	21	1,310	0	1,310	623	21
Nebraska	3,230	5,907	9,137	431	59	1,843	2,122	3,965	409	45

Regional Results - North America- United States

New Hampshire	2,206	815	3,021	482	26	2,391	45	2,436	1,202	22
New Jersey	14,033	3,621	17,654	1,750	120	15,815	3,871	19,686	1,750	120
New Mexico	2,017	597	2,614	1,041	60	2,003	546	2,549	1,294	53
New York	40,719	8,042	48,761	3,957	4,555	41,301	10,508	51,809	4,260	5,052
No. California*	16,307	1,362	17,669	5,565	187	16,137	1,307	17,444	5,460	200
North Carolina	32,194	6,181	38,375	2,875	414	30,383	6,770	37,153	3,000	485
North Dakota	853	44	897	335	45	899	51	950	356	44
Ohio	17,545	7,269	24,814	7,200	149	17,006	12,997	30,003	10,632	148
Oklahoma	9,633	122	9,755	1,925	125	9,633	122	9,755	1,928	123
Oregon	4,937	2,330	7,267	1,351	38	5,208	2,640	7,848	2,053	44
Pennsylvania	17,980	386	18,366	4,366	199	19,005	111	19,116	3,987	203
Rhode Island	2,382	236	2,618	165	361	2,258	422	2,680	0	0
South Carolina	13,375	4,561	17,936	1,105	367	14,516	6,906	21,422	1,198	380
South Dakota	1,289	0	1,289	450	14	1,386	0	1,386	450	23
Southern California	8,099	11,082	19,181	4,398	147	7,641	353	7,994	2,189	111
Tennessee	13,246	0	13,246	1,225	239	13,246	0	13,246	1,263	224
Texas	26,501	9,810	36,311	3,297	299	25,844	14,929	40,773	3,598	304
Utah	1,886	0	1,886	649	53	1,902	12	1,914	710	47
Vermont	852	81	933	233	14	1,180	266	1,446	225	18
Virginia	10,447	369	10,816	1,418	2,500	10,353	591	10,944	1,329	2,500
Washington	5,076	4,364	9,440	2,601	75	5,520	3,983	9,503	2,772	75
West Virginia	3,777	829	4,606	696	210	4,715	1,182	5,897	919	190
Wisconsin	5,596	4,131	9,727	1,319	71	5,746	4,013	9,759	1,323	137
Wyoming	814	0	814	249	17	851	105	956	299	17
Total	500,887	119,294	620,181	86,745	16,025	519,563	118,420	637,983	103,073	16,783

*SO Northern California and SO Nevada are separately Accredited Programs; however, for consistency with prior years participation numbers for these two entities are reported jointly.

Regional Results - Caribbean & Canada

Program	Census Results 2009					Census Results 2010				
	Athletes	Participants	Total	Coaches	Competitions	Athletes	Participants	Total	Coaches	Competitions
Antigua & Barbuda	0	0	0	0	0	1	0	1	0	0
Aruba	111	63	174	12	18	111	63	174	12	18
Bahamas	273	62	335	43	10	273	62	335	43	10
Barbados	641	141	782	38	7	1,054	220	1,274	50	4
Belize	375	133	508	60	13	375	133	508	60	13
Bermuda	0	0	0	0	0	1	0	1	0	0
Bonaire	31	27	58	7	2	31	27	58	7	2
Cayman Islands	91	90	181	14	2	76	81	157	14	3
Curacao	226	5	231	17	6	226	5	231	17	6
Dominica	78	0	78	2	4	78	0	78	2	4
Grenada	24	111	135	18	3	24	111	135	18	3
Guadeloupe	3,276	670	3,946	24	2	3,276	670	3,946	24	2
Guam	11	8	19	2	1	11	8	19	2	1
Guyana	145	95	240	10	4	145	95	240	10	4
Haiti	130	558	688	0	0	167	300	467	25	1
Jamaica	2,366	1,128	3,494	220	17	2,709	1,259	3,968	220	17
Martinique	460	7	467	0	0	460	7	467	0	0
Montserrat	27	0	27	0	0	27	0	27	0	0
St. Kitts & Nevis	99	145	244	13	2	106	148	254	13	2
St. Lucia**	0	41	41	0	0	65	55	120	0	0
St. Maarten	18	90	108	7	4	18	90	108	7	4
St. Vincent's & the Grenadines	0	1,318	1,318	3	1	0	1,318	1,318	3	1
Suriname	243	51	294	22	6	243	51	294	22	6
Trinidad & Tobago	564	249	813	125	2	564	249	813	125	2
Turks & Caicos	1	0	0	0	0	1	0	1	0	0
U.S. Virgin Islands	270	135	405	0	0	270	135	405	8	6
Virgin Islands (British)	0	36	36	6	6	9	27	36	4	5
Total	9,460	5,163	14,622	643	110	10,321	5,114	15,435	686	114

Program	Census Results 2009					Census Results 2010				
	Athletes	Participants	Total	Coaches	Competitions	Athletes	Participants	Total	Coaches	Competitions
Canada	34,085	0	34,085	14,242	210	34,320	0	34,320	16,343	375
Total	34,085	0	34,085	14,242	210	34,320	0	34,320	16,343	375
Total for U.S. States, Caribbean Programs and Canada	544,432	124,457	668,888	101,630	16,345	564,204	123,534	687,738	120,102	17,272

Appendix

Methodology and Definitions

In the framework of the 2010 Special Olympics Census, each Special Olympics Program submitted an Athlete Participation Summary (APS) form, which is cataloged in the Program Development System (PDS). The additional metrics collected were also submitted through PDS in the Program Information Profile (PIP). All data was captured in PDS by March 31, 2011, with 100 percent of Special Olympics Programs participating.

The 2010 Census captured athlete participation data (including Unified Sports®, MATP and ALPs), as well as information about coaches, competitions, cash, in-kind donations, operating budgets and reserves of Special Olympics Programs.

The 2010 Census also captured additional program development data that was cataloged separately at Special Olympics International (SOI). This data includes information about the Healthy Athletes program, the operational plan status of each Program, and GOC financial information. Healthy Athletes data is maintained in accordance with CDC guidelines and was provided by the Healthy Athletes department of Special Olympics.

In the course of data collection, analysis and presentation, Special Olympics relied on the following set of definitions:

Athlete Definition

A Special Olympics athlete is a person with an intellectual disability **who trains** in a Special Olympics sport **and who competes** at least once in that sport at a Special Olympics Games or competition at any level (local, state, national, regional, or world) during the calendar year (1 January - 31 December);

-Or-

A Special Olympics athlete is a person with an intellectual disability who participates in **Motor Activities Training Programs**. For a definition of MATP, see page 6 below.

Participant Definition

A Special Olympics participant is a person with an intellectual disability **who trains** in a Special Olympics sport **but has not competed** at least once in a Special Olympics Games or competition at any level (local, state, national, regional, or world) during the calendar year (1 January - 31 December).

Unified Sports Athlete Definition

A Special Olympics Unified Sports Athlete is a person with an intellectual disability **who trains** in a Special Olympics **“Unified” sport** and **who competes** at least once in that sport at a Special Olympics Games or competition at any level (local, state, national, regional, or world) during the calendar year (1 January - 31 December).

Unified Sports Partner Definition

A Special Olympics Unified Sports Partner is a person without an intellectual disability who trains in a Special Olympics “Unified” sport and who competes at least once in that sport at a Special Olympics Games or competition at any level (local, state, national, regional, or world) during the calendar year (1 January - 31 December).

Athlete Leadership Programs (ALPs) Athlete Definition

An Athlete Leadership Programs (ALPs) Athlete is defined as a person with an intellectual disability who participates in at least one Athlete Leadership Program and fulfills the definition of a Special Olympics Athlete.

Athlete Leadership Programs (ALPs) Participant Definition

An Athlete Leadership Program Participant (ALPs) is defined as a person with an intellectual disability who participates in at least one Athlete Leadership Program and fulfills the definition of a Special Olympics Participant;

-OR-

An Athlete Leadership Program Participant (ALPs) is defined as a person with an intellectual disability who participates in at least one Athlete Leadership Program and is not training or competing as an athlete or participant.

MATP Definition

A MATP athlete is a person with an intellectual disability that participates in MATP activities during the calendar year January 1-December 31. MATP activities are designed for individuals with intellectual disabilities with severe limitations who do not yet possess the physical and/or behavioral skills necessary to participate in official Special Olympics sports.

Other Sports Definition

“Other” Sports are those sports that are not official sports but are locally popular or recognized sports.

Total Cash Donations (USD) Definition

Revenue includes SOI distributions (such as direct mail and grants, including Christmas Records Grants), contributions from individuals, royalties and sponsorships from corporations, government support, foundation grants, and community support. Report the estimated total cash revenue (in USD) that your Program received from all sources during the calendar year 1 January to 31 December 2010.

In-Kind Donations (USD) Definition

In-kind donations are goods and services **provided free of charge to Programs to support their operations**. Report the value of in-kind donations (USD) your Program received from 1 January to 31 December 2010.

Annual Operating Budget (USD) Definition

Annual Operating Budget represents all expenses incurred by a Special Olympics Program in the course of the calendar year from 1 January to 31 December 2010. Report the value of all expenses converted in U.S. dollars (USD).

Cash Reserves (USD) Definition

Cash Reserves represent the amount of usable funds remaining in the Program’s account at the end of an accounting period (as of December 31, 2010). The funds should not be identified for any particular use and should not be needed to conduct day to day activities.

Number of Competition Opportunities

Competitions can include all forms of competition, including: multi-sport “Games,” local level league play for team sports, single sport meets and competitions. Report the total number of competitions that have been conducted at all Program levels from 1 January to 31 December 2010.

Number of Coaches

A coach provides Special Olympics athletes with comprehensive sports training and preparation for competitions. Report the total number of coaches that have coached athletes from 1 January to 31 December 2010.





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