



2015 Reach Report

*4,697,934 Athletes
657,311 Unified Partners
5,355,245 Total Athletes
and Partners*

*108,388 competitions:
average 297 per day
across 169 countries*

Special Olympics





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Introduction

Welcome to the 2015 Reach Report on the development and growth of Special Olympics.

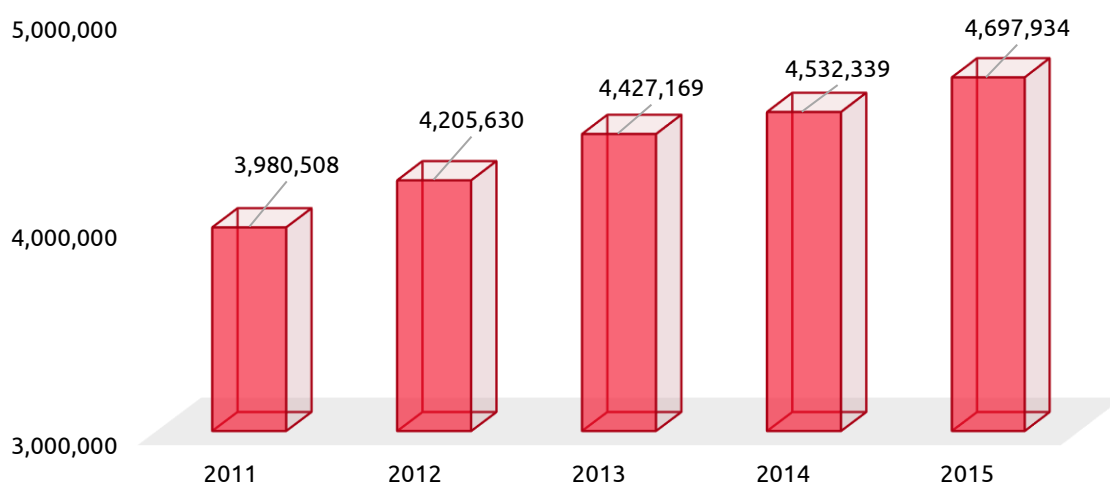
The 2015 Reach Report concludes Special Olympics 2011-2015 Strategic Plan. This report is based on annual Census data collected in collaboration with thousands of staff and volunteers all over the world who undertake this substantial task annually. We continue to improve the counting mechanisms for the collected information and further define each metric. This year, data were collected from 220 National and State Programs in 169 countries.

2011-2015 Growth Overview

The graphs below demonstrate continuous upward trends that indicate significant progress against the targets outlined in the 2011-2015 Strategic Plan. Particular areas of success include:

- **Athletes:** in the last 5 years we further solidified our global reach, adding almost a million new athletes to our Movement. This constitutes 18% growth in five years. We will continue to sharpen our focus on growing the reach of Special Olympics to include larger numbers of athletes across the global Regions.

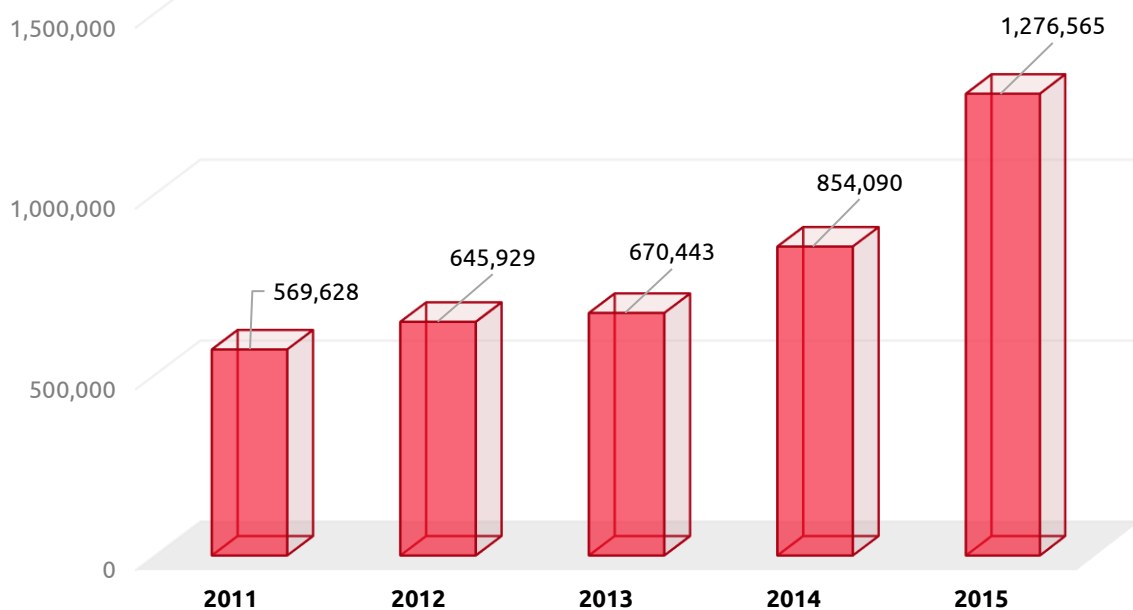
ATHLETES GROWTH, 2011-2015



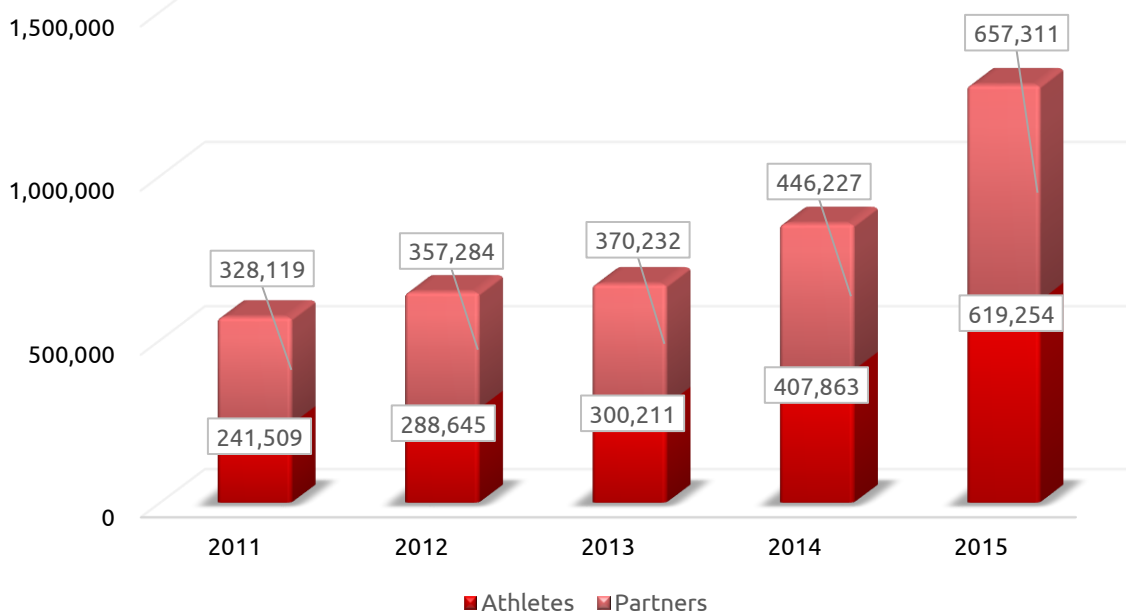
- **Special Olympics Unified Sports:** Unified Sports participants constitute the fastest growing segment of the overall athlete population. Participation in Unified Sports continue to accelerate to reach more than 1.2 million participants. This is a 124% growth over the last five years.



UNIFIED SPORTS PARTICIPATION, 2011 – 2015

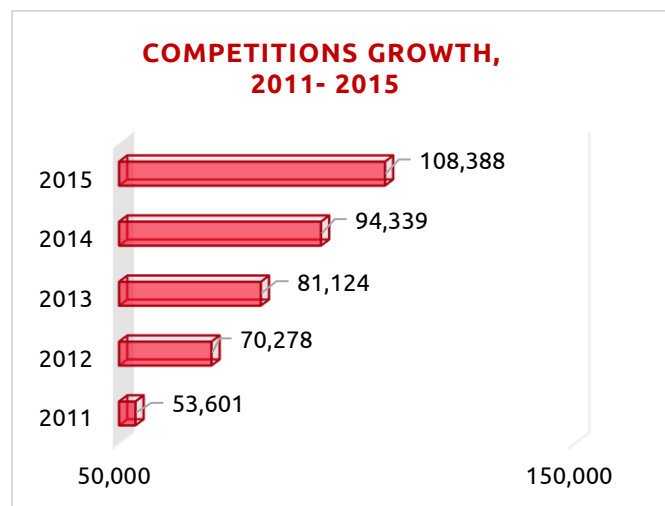
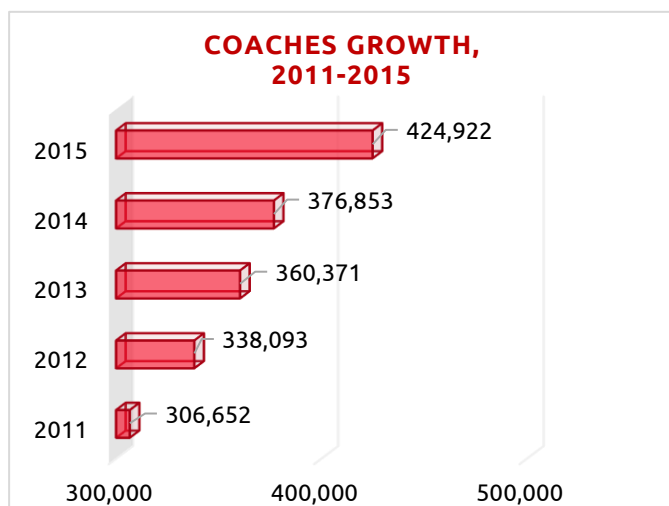


ATHLETES & PARTNERS GROWTH, 2011 - 2015

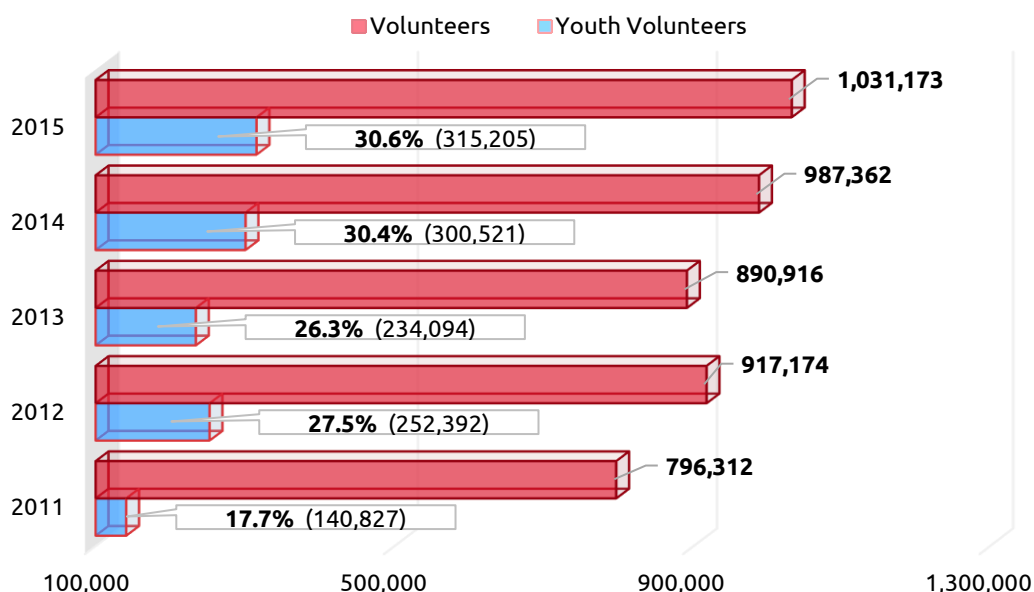




- **Coaches:** the number of coaches participating in our Movement has been steadily increasing over the last five years and across our Global Regions. Today, Special Olympics involves 39% more coaches compared to 2011. The number of certified coaches more than tripled over 2011-2015. We reached a record low athlete to coach ratio of 11:1. However, we missed the target of decreasing the ratio to 10:1 by 2015.
- **Competitions:** in the last five years we sharpened our focus on delivering year-round competition opportunities. In 2011, on average 146 competitions were hosted every day, 6 every hour. In 2015, this number doubled to an average of 297 competitions being staged around the world per day, or 12 per hour.



VOLUNTEERS GROWTH, 2011-2015





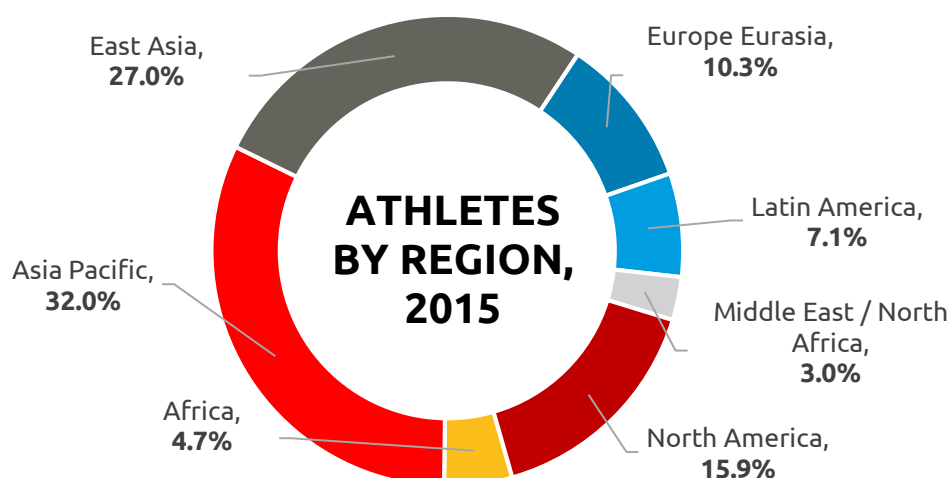
- **Volunteers¹:** The Special Olympics Movement remains strong due to continuously growing support of our volunteers. In 2015 we involved 30% more volunteers compared to 2011. Our commitment to creating a structure for youth engagement in the Movement yielded robust results. We exceeded our 5 year goal of having 20% (280,000) of all volunteers as youth. Today, over 300,000 or 31% of our volunteers are 12-25 years old.

The Movement's Reach: Athletes, Coaches, Competitions

Athlete Participation

- Africa reported the highest athlete growth rate for the fourth consecutive year, adding 28,000 athletes in 2015 alone.
- Compared to 2014, Middle East/North Africa has demonstrated positive growth rate, in spite of the continuously challenging environment in the Region.
- Negative growth rate reported by Europe Eurasia Region is due to restructuring in three of the Region's Programs.

| Region | Total Athletes 2011 | Total Athletes 2014 | Total Athletes 2015 | Growth 2011-2015 | Average Growth 2011-2015, % | Growth 2014-2015 | Growth 2014-2015, % |
|---------------------------|---------------------|---------------------|---------------------|------------------|-----------------------------|------------------|---------------------|
| Africa | 125,546 | 191,156 | 219,269 | 93,723 | 14.9% | 28,113 | 14.7% |
| Asia Pacific | 1,035,567 | 1,401,304 | 1,505,425 | 469,858 | 9.1% | 104,121 | 7.4% |
| East Asia | 1,146,214 | 1,236,375 | 1,271,770 | 125,556 | 2.2% | 35,395 | 2.9% |
| Europe Eurasia | 521,489 | 519,748 | 485,647 | -35,842 | -1.4% | -34,101 | -6.6% |
| Latin America | 299,306 | 322,335 | 334,015 | 34,709 | 2.3% | 11,680 | 3.6% |
| Middle East/ North Africa | 142,402 | 133,634 | 139,001 | -3,401 | -0.5% | 5,367 | 4.0% |
| North America | 733,891 | 727,787 | 742,807 | 8,916 | 0.2% | 15,020 | 2.1% |
| Worldwide | 4,004,415 | 4,532,339 | 4,697,934 | 693,519 | 3.5% | 165,595 | 3.7% |



¹ The number of volunteers is based on the total number of volunteers (all ages) reported in the Census Program Information section (excludes health volunteers and Law Enforcement Torch Run volunteers)



Coaches

- East Asia Region exhibited the strongest growth in number of coaches in 2015 partly due to significant increase demonstrated by Special Olympics Mongolia. Additionally in 2010, Special Olympics China launched its program of training 30,000 community sports instructors by end of 2015. The total number of coaches trained over this period of time is reflected in the 2015 numbers reported by the Region.

Athlete to Coach Ratio, 2014-2015

| Region | 2014 | | | | 2015 | | | | |
|------------------------------|------------------|----------------|----------------------------|------------------------|------------------|----------------|----------------------------|------------------------|------------------------------|
| | Athletes | Coaches | Coaches, % of Global Total | Athlete to Coach Ratio | Athletes | Coaches | Coaches, % of Global Total | Athlete to Coach Ratio | Coaches Growth, 2014-2015, % |
| Africa | 191,156 | 17,678 | 4.7% | 11:1 | 219,269 | 20,723 | 4.9% | 11:1 | 17.2% |
| Asia Pacific | 1,401,304 | 130,237 | 34.6% | 11:1 | 1,505,425 | 139,858 | 32.9% | 11:1 | 7.4% |
| East Asia | 1,236,375 | 46,652 | 12.4% | 27:1 | 1,271,770 | 77,978 | 18.4% | 16:1 | 67.1% |
| Europe Eurasia | 519,748 | 31,847 | 8.5% | 16:1 | 485,647 | 31,950 | 7.5% | 15:1 | 0.3% |
| Latin America | 322,335 | 21,846 | 5.8% | 15:1 | 334,015 | 24,078 | 5.7% | 14:1 | 10.2% |
| Middle East/ North Africa | 133,634 | 5,561 | 1.5% | 24:1 | 139,001 | 5,977 | 1.4% | 23:1 | 7.5% |
| North America | 727,787 | 123,032 | 32.6% | 6:1 | 742,807 | 124,358 | 29.3% | 6:1 | 1.1% |
| Worldwide | 4,532,339 | 376,853 | 100% | 12:1 | 4,697,934 | 424,922 | 100% | 11:1 | 12.8% |

Competitions

- We continue to sharpen our focus on delivering year-round competition opportunities for the athletes worldwide. In 2015, Special Olympics offered a total of 108,388 Traditional and Unified Competitions across its 220 State and National Programs. This equals an average of 297 competitions per day, or 12 per hour.
- Over 14,000 more competitions took place in 2015 compared to the previous year. The upward trend in number of competition opportunities was reported by every Region. Africa and Europe Eurasia have demonstrated particularly high progress adding about 5,000 more competitions each.



Number of Competitions by Region, 2014-2015

| Region | 2014 | | 2015 | | Growth, 2014-2015 | Growth, % 2014-2015 |
|------------------------------|--------------------|-------------------|--------------------|-------------------|----------------------|------------------------|
| | Total Competitions | % of Global Total | Total Competitions | % of Global Total | | |
| Africa | 8,585 | 9.1% | 14,031 | 12.9% | 5,446 | 63.4% |
| Asia Pacific | 35,292 | 37.4% | 36,336 | 33.5% | 1,044 | 3.0% |
| East Asia | 6,717 | 7.1% | 6,733 | 6.2% | 16 | 0.2% |
| Europe Eurasia | 16,208 | 17.2% | 21,043 | 19.4% | 4,835 | 29.8% |
| Latin America | 6,539 | 6.9% | 7,014 | 6.5% | 475 | 7.3% |
| Middle East/ North Africa | 1,278 | 1.4% | 1,470 | 1.4% | 192 | 15.0% |
| North America | 19,720 | 20.9% | 21,761 | 20.1% | 2,041 | 10.3% |
| Worldwide | 94,339 | 100% | 108,388 | 100% | 14,049 | 14.9% |

Sports Participation

Most Popular TRADITIONAL Sports Worldwide, 2015

- The list of sport rankings globally remained unchanged from 2014. Athletics has remained the most popular sport worldwide by far, followed by Football and Basketball on the list of top five sports in each of the seven Regions.
- Regionally, Softball replaced Aquatics as #5 sport in North America. Handball became the #5 most popular sport in Africa, replacing Aquatics. In Asia Pacific Football replaced Bocce as the second most popular sport.

| Sport Rank ² | Sport | Number of Athletes | % of Athletes |
|-------------------------|------------|--------------------|---------------|
| 1 | Athletics | 1,980,527 | 42.1% |
| 2 | Football | 655,665 | 14.0% |
| 3 | Basketball | 495,932 | 10.6% |
| 4 | Bocce | 351,605 | 7.5% |
| 5 | Bowling | 314,611 | 6.6% |

² Sport Rank is derived from the total number of athletes reported to participate in each sport in each Region



TRADITIONAL Sports Rank by Region, 2015

| Sport Rank | Africa | Asia Pacific | East Asia | Europe Eurasia | Latin America | Middle East/North Africa | North America |
|------------|------------|--------------|--------------|----------------|---------------|--------------------------|---------------|
| 1 | Athletics | Athletics | Athletics | Football | Athletics | Athletics | Athletics |
| 2 | Football | Football | Table Tennis | Athletics | Football | Football | Bowling |
| 3 | Volleyball | Bocce | Basketball | Basketball | Aquatics | Basketball | Basketball |
| 4 | Basketball | Cricket | Football | Aquatics | Basketball | Aquatics | Football |
| 5 | Handball | Basketball | Badminton | Table Tennis | Bocce | Bocce | Softball |

Athletes and Coaches by Sport, 2015

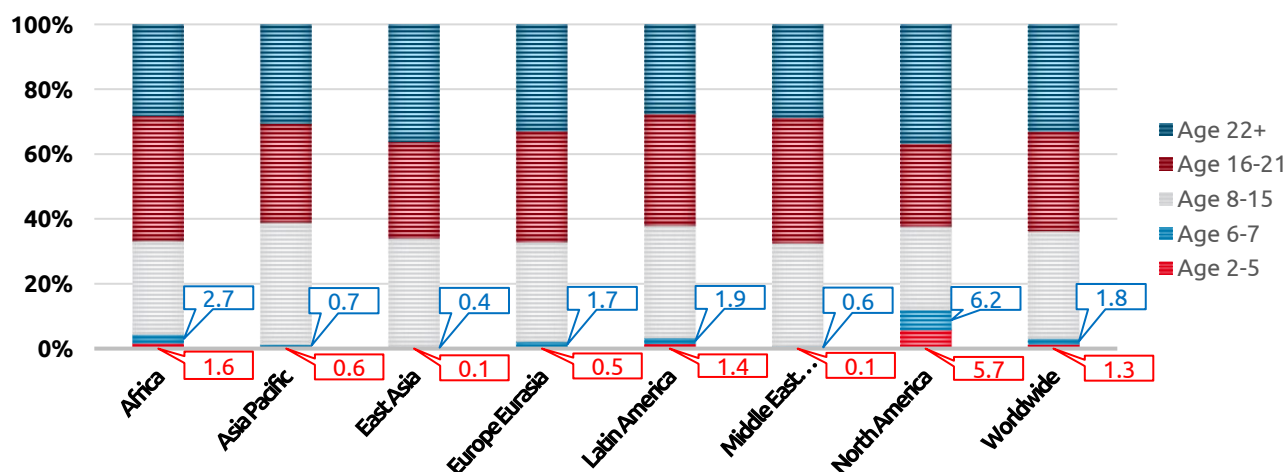
| Sport | Athletes | Coaches | Sport | Athletes | Coaches |
|----------------------|-----------|---------|----------------------|----------|---------|
| Alpine Skiing | 20,919 | 3,999 | Gymnastics, Rhythmic | 8,238 | 1,474 |
| Aquatics | 297,845 | 31,713 | Handball | 51,558 | 4,306 |
| Athletics | 1,980,527 | 148,367 | Judo | 11,828 | 1,026 |
| Badminton | 179,908 | 14,479 | Kayaking | 1,838 | 299 |
| Basketball | 495,932 | 43,467 | MATP | 43,313 | 3,965 |
| Bocce | 351,892 | 34,149 | Netball | 4,170 | 288 |
| Bowling | 314,611 | 29,112 | Open Water Swimming | 1,578 | 221 |
| Cricket | 132,887 | 10,890 | Powerlifting | 54,812 | 5,168 |
| Cross Country Skiing | 37,745 | 2,325 | Roller Skating | 63,048 | 4,023 |
| Cycling | 103,576 | 8,019 | Sailing | 4,662 | 375 |
| Equestrian | 23,187 | 3,666 | Speed Skating | 18,873 | 1,332 |
| Figure Skating | 9,633 | 1,761 | Snowboarding | 7,249 | 616 |
| Floor Hockey | 94,276 | 8,521 | Snowshoeing | 34,240 | 3,647 |
| Floorball | 14,903 | 1,226 | Softball | 98,609 | 10,681 |
| Football | 655,665 | 46,560 | Table Tennis | 267,132 | 15,613 |
| Golf | 37,171 | 4,702 | Tennis | 42,371 | 3,783 |
| Gymnastics, Artistic | 36,086 | 2,605 | Volleyball | 164,063 | 12,616 |



Athlete Demographics

Athlete Age

2015 Athlete Age Distribution by Region



Athletes by Age Category and Region, 2015

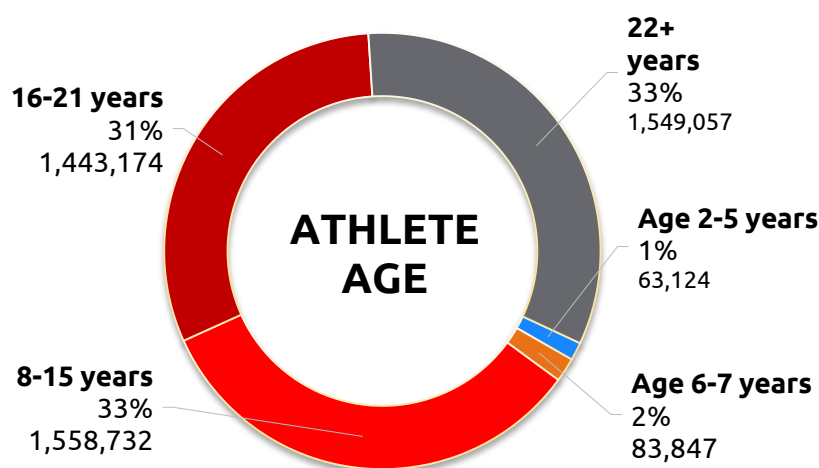
| Region | Age 2-5 | Age 6-7 | Age 8-15 | Age 16-21 | Age 22+ | Total |
|--------------------------|---------|---------|-----------|-----------|-----------|-----------|
| Africa | 3,578 | 6,023 | 63,561 | 84,176 | 61,931 | 219,269 |
| Asia Pacific | 9,457 | 10,711 | 565,643 | 458,753 | 460,861 | 1,505,425 |
| East Asia | 857 | 5,503 | 427,159 | 377,330 | 460,921 | 1,271,770 |
| Europe Eurasia | 2,276 | 8,425 | 149,562 | 165,640 | 159,744 | 485,647 |
| Latin America | 4,670 | 6,506 | 115,867 | 114,576 | 92,396 | 334,015 |
| Middle East/North Africa | 114 | 818 | 44,448 | 53,646 | 39,975 | 139,001 |
| North America | 42,172 | 45,861 | 192,492 | 189,053 | 273,229 | 742,807 |
| Worldwide | 63,124 | 83,847 | 1,558,732 | 1,443,174 | 1,549,057 | 4,697,934 |

Growth Rate, by Age Category and Region, 2014-2015

| Region | Age 2-5 Growth, % 2014-2015 | Age 6-7 Growth, % 2014-2015 | Age 8-15 Growth, % 2014-2015 | Age 16-21 Growth, % 2014-2015 | Age 22+ Growth, % 2014-2015 | Total Growth, % 2014-2015 |
|--------------------------|-----------------------------|-----------------------------|------------------------------|-------------------------------|-----------------------------|---------------------------|
| Africa | 40.6% | 21.7% | 20.5% | 12.2% | 10.8% | 14.7% |
| Asia Pacific | 34.0% | 17.2% | 6.3% | 8.9% | 6.8% | 7.4% |
| East Asia | 310.0% | 54.7% | 1.9% | 2.7% | 3.3% | 2.9% |
| Europe Eurasia | -11.3% | 3.0% | -14.3% | -6.4% | 1.4% | -6.6% |
| Latin America | 29.1% | 23.0% | 4.0% | 3.3% | 1.3% | 3.6% |
| Middle East/North Africa | 22.6% | 27.0% | 2.4% | 5.8% | 3.0% | 4.0% |
| North America | 12.1% | 1.0% | -2.9% | 11.9% | -1.6% | 2.1% |
| Worldwide | 17.5% | 8.7% | 1.8% | 5.2% | 3.4% | 3.7% |



- The age of Special Olympics athletes is almost evenly distributed across the three main age categories: 8-15, 16-21 and 22+ years old.
- East Asia had a significant increase in number of its 2-5 and 6-7 year old athletes, while Europe-Eurasia reported some loss in three age categories: 2-5, 8-15 and 16-21 year olds due to Program restructuring.



Athlete Gender

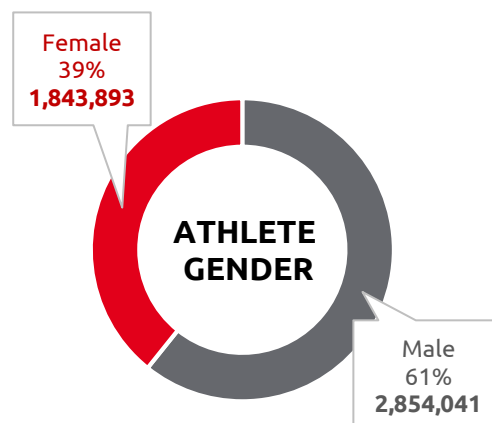
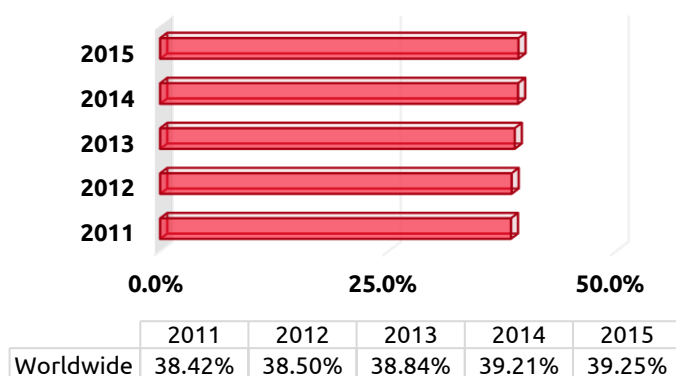
Athletes Gender Breakdown by Region, 2014 - 2015

| Region | 2014 Male Athletes | 2014 Female Athletes | 2015 Male Athletes | 2015 Female Athletes | 2015 Male Athletes (% of total) | 2015 Female Athletes (% of total) |
|---------------------------|--------------------|----------------------|--------------------|----------------------|---------------------------------|-----------------------------------|
| Africa | 115,669 | 75,487 | 133,476 | 85,793 | 60.9% | 39.1% |
| Asia Pacific | 813,493 | 587,811 | 874,952 | 630,473 | 58.1% | 41.9% |
| East Asia | 751,080 | 485,295 | 772,115 | 499,655 | 60.7% | 39.3% |
| Europe Eurasia | 330,052 | 189,696 | 307,697 | 177,950 | 63.4% | 36.6% |
| Latin America | 206,639 | 115,696 | 213,807 | 120,208 | 64.0% | 36.0% |
| Middle East/ North Africa | 93,588 | 40,046 | 97,181 | 41,820 | 69.9% | 30.1% |
| North America | 444,777 | 283,010 | 454,813 | 287,994 | 61.2% | 38.8% |
| Worldwide | 2,755,298 | 1,777,041 | 2,854,041 | 1,843,893 | 60.8% | 39.2% |



- The percentage of females among Special Olympics athletes has had a slight increase over the past five years. The gender makeup of our athletes remained almost unchanged compared to 2014. More work is to be done to ensure gender balance among our athletes.

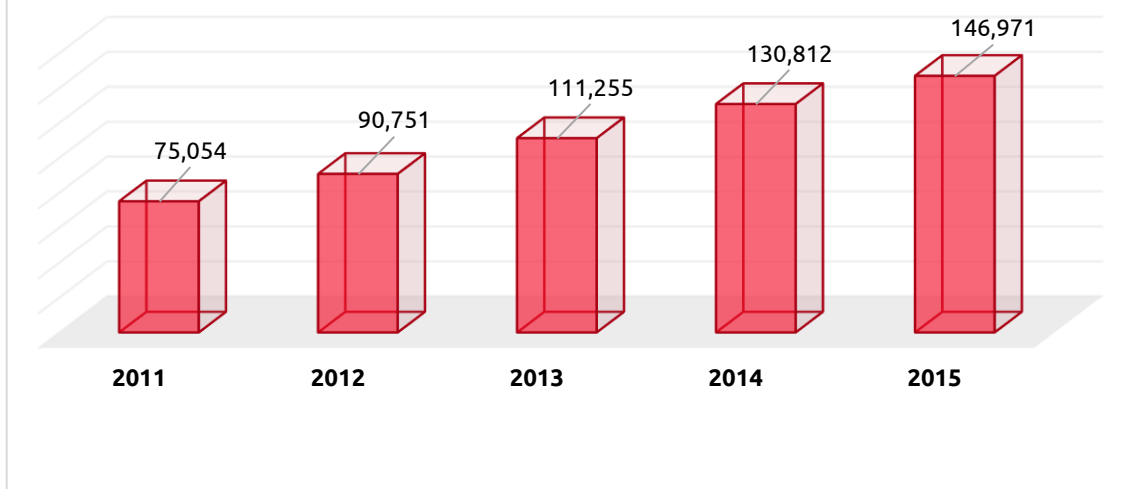
FEMALE ATHLETES (% OF TOTAL)



Young Athletes

- In 2015, Young Athletes participation increased by 16,159³. This is more than 12% annual growth in Young Athletes numbers and a 96% increase in the last 5 years.

YOUNG ATHLETES PARTICIPATION, 2011-2015



³ The total number reported under Young Athletes includes some 6-7 year olds (estimated to be very low) who started training in a particular sport.



Young Athletes growth by Region, 2014-2015

| Region | Young Athletes 2014 | Young Athletes 2015 | Growth, 2014-2015 | Growth, % 2014-2015 |
|--------------------------|---------------------|---------------------|-------------------|---------------------|
| Africa | 7,494 | 9,601 | 2,107 | 28.1% |
| Asia Pacific | 16,195 | 20,168 | 3,973 | 24.5% |
| East Asia | 3,767 | 6,360 | 2,593 | 68.8% |
| Europe Eurasia | 10,748 | 10,701 | -47 | -0.4% |
| Latin America | 8,908 | 11,176 | 2,268 | 25.5% |
| Middle East/North Africa | 737 | 932 | 195 | 26.5% |
| North America | 82,963 | 88,033 | 5,070 | 6.1% |
| Worldwide | 130,812 | 146,971 | 16,159 | 12.4% |

Young Athletes Programming by Region

- East Asia Region conducts Young Athletes in 100% of their Programs
- The number of Programs conducting Young Athletes increased to 179 (81% of all Programs) compared to 169⁴ (77% of all Programs) in 2014.

| Region | Programs per Region | Programs Conducting Young Athletes | % of Programs Conducting Young Athletes |
|--------------------------|---------------------|------------------------------------|---|
| Africa | 21 | 19 | 90.5% |
| Asia Pacific | 26 | 21 | 80.8% |
| East Asia | 6 | 6 | 100.0% |
| Europe Eurasia | 58 | 45 | 77.6% |
| Latin America | 20 | 19 | 95.0% |
| Middle East/North Africa | 16 | 14 | 87.5% |
| North America | 73 | 55 | 75.3% |
| Total | 220 | 179 | 81.4% |

Unified Sports

- In 2015, Unified Sports participation increased by 422,475 Unified athletes and partners. This is more than 49% growth over 2014 numbers

⁴ The number of Programs conducting Young Athletes in 2014 was adjusted from 140 to 169.



Unified Sports Participation, 2014 - 2015

| Region | Athletes 2015 | Partners 2015 | Total Athletes & Partners , 2015 | % of Global Total | Growth, 2014-2015 | Growth, % 2014-2015 |
|------------------------------|----------------|----------------|----------------------------------|-------------------|-------------------|---------------------|
| Africa | 29,029 | 20,237 | 49,266 | 5.8% | 23,282 | 89.6% |
| Asia Pacific | 167,948 | 182,126 | 350,074 | 41.0% | 205,401 | 141.9% |
| East Asia | 245,512 | 292,547 | 538,059 | 63.0% | 103,917 | 23.9% |
| Europe Eurasia | 39,717 | 31,125 | 70,842 | 8.3% | 4,224 | 6.3% |
| Latin America | 17,656 | 10,866 | 28,522 | 3.3% | 4,309 | 17.8% |
| Middle East/ North Africa | 12,616 | 8,044 | 20,660 | 2.4% | 1,295 | 6.7% |
| North America | 106,776 | 112,366 | 219,142 | 25.7% | 80,047 | 57.4% |
| Worldwide | 619,254 | 657,311 | 1,276,565 | 100% | 422,475 | 49.5% |

Most Popular UNIFIED Sports Worldwide 2015

| Sport Rank ⁵ | Sport | Number of Athletes | % of Athletes |
|-------------------------|--------------|--------------------|---------------|
| 1 | Athletics | 400,342 | 31.4% |
| 2 | Football | 225,522 | 17.7% |
| 3 | Basketball | 159,794 | 12.5% |
| 4 | Bocce | 85,763 | 6.7% |
| 5 | Table Tennis | 70,313 | 5.5% |

UNIFIED Sports Rank by Region, 2015

| Sport Rank | Africa | Asia Pacific | East Asia | Europe Eurasia | Latin America | Middle East/North Africa | North America |
|------------|------------|--------------|--------------|----------------|---------------|--------------------------|---------------|
| 1 | Football | Football | Athletics | Football | Football | Football | Basketball |
| 2 | Athletics | Athletics | Badminton | Basketball | Athletics | Basketball | Bowling |
| 3 | Basketball | Softball | Table Tennis | Table Tennis | Basketball | Athletics | Athletics |
| 4 | Volleyball | Cricket | Aquatics | Volleyball | Aquatics | Aquatics | Bocce |
| 5 | Handball | Handball | Basketball | Athletics | Volleyball | Table Tennis | Football |

Unified Sports by Region

- 3 of 7 Regions offer Unified Sports in 100% of their Programs.
- The number of Programs conducting Unified Sports increased to 200 (90% of all Programs) compared to 196 (89% of all Programs) in 2014.

⁵ Sport Rank is derived from the total number of Unified Athletes and Partners reported to participate in each sport in each Region



Unified Sports by Region, 2015

| Region | Programs per Region | Programs Conducting Unified Sports | % of Programs Conducting Unified Sports |
|--------------------------|---------------------|------------------------------------|---|
| Africa | 21 | 21 | 100.0% |
| Asia Pacific | 26 | 25 | 96.2% |
| East Asia | 6 | 6 | 100.0% |
| Europe Eurasia | 58 | 56 | 96.6% |
| Latin America | 20 | 19 | 95.0% |
| Middle East/North Africa | 16 | 15 | 93.8% |
| North America | 73 | 58 | 79.5% |
| Total | 220 | 200 | 90.9% |

Youth Unified Sports

- Youth Unified Sports participant data indicate that 20% of all 2015 Unified Athletes and Partners (teammates) fell within the age range of 12-25.
- There has been a robust growth in Youth Unified Sports participation in Africa. The Region increased its youth reach by 115% in one year. Such impressive growth is attributed to the following factors:
 - Selected Programs are now budgeting for Youth Activation Events creating a higher number of opportunities for involvement;
 - The Youth Summit organized during the World Games in Los Angeles had an enormous influence on growing Youth Unified participation. The summit provided opportunities for forging partnerships with youth organizations and schools that continue to drive growth in Youth Unified Sports participation;
 - The coaches training in Unified Sports had an additional positive effect on the numbers.

Youth Unified Sports Participation by Region, 2014-2015

| Region | Youth Unified Sports Participation, 2014 | Youth Unified Sports Participation, 2015 | Growth, 2014-2015 | Growth %, 2014-2015 |
|------------------------------|--|--|-------------------|---------------------|
| Africa | 15,829 | 34,047 | 18,218 | 115.1% |
| Asia Pacific | 42,171 | 44,582 | 2,411 | 5.7% |
| East Asia | 10,285 | 14,882 | 4,597 | 44.7% |
| Europe Eurasia | 30,217 | 33,641 | 3,424 | 11.3% |
| Latin America | 9,913 | 12,167 | 2,254 | 22.7% |
| Middle East/ North Africa | 15,081 | 15,621 | 540 | 3.6% |
| North America | 88,097 | 98,689 | 10,592 | 12.0% |
| Total | 211,593 | 253,629 | 42,036 | 19.9% |



Unified Sports Coaches, 2014-2015

| Region | Unified Sports Coaches, 2014 | Unified Sports Coaches, 2015 | Growth, 2014-2015 | Growth %, 2014-2015 |
|--------------------------|------------------------------|------------------------------|-------------------|---------------------|
| Africa | 2,130 | 4,279 | 2,149 | 100.9% |
| Asia Pacific | 11,582 | 20,017 | 8,435 | 72.8% |
| East Asia | 34,865 | 50,054 | 15,189 | 43.6% |
| Europe Eurasia | 4,328 | 4,882 | 554 | 12.8% |
| Latin America | 1,530 | 2,031 | 501 | 32.7% |
| Middle East/North Africa | 910 | 1,004 | 94 | 10.3% |
| North America | 11,140 | 14,648 | 3,508 | 31.5% |
| Total | 66,485 | 96,915 | 30,430 | 45.8% |

Unified Sports Research

Special Olympics International (SOI) conducted an evaluation of Unified Sports programs across the globe through a Unified Sports player survey in 9 Programs, interviews with Unified Sports coaches, a review of pre-existing data from Special Olympics Unified Champion Schools, and a study assessing public awareness of Unified Sports. Key results were:

- Overall positive results, including 91% of athletes and partners saying Unified Sports improved their sports skills and 94% of athletes and partners saying Unified Sports made them healthier
- 83% of athletes reported having more friends without ID, and when asked about their closest friend, 48% partners said their closest friend on team had ID
- Coaches mentioned improved confidence, enhanced communication (including previously mute athletes talking in order to communicate with partners) and improved social inclusion
- Students with and without disabilities interact more often in school settings when they participate in Unified Sports. Interactions include talking during free time and eating lunch together.
- Students without disabilities have more positive perceptions of students with disabilities after participating in Unified Sports

Special Olympics Unified Champion Schools

Special Olympics Unified Champions Schools program based in the U.S. creates sport, classroom and community experiences that reduce bullying and exclusion, promote healthy activity impacting behaviors and school climate. The program is supported by U.S. Department of Education funding. In 2014-2015 the federal award was in the amount of \$7.5 million, leveraged by an additional \$15 million in funding raised by U.S. Programs.

The programs' reach: 4,500 schools in the U.S., with 3.5 million young people taking part in inclusive activities, 71,500 youth leaders with and without ID activated, and 206,950 Unified Sports and inclusive



Young Athletes participants. Research confirms Unified Champion Schools provide students with and without disabilities the opportunity to form positive social relationships⁶.

Research Results:

- 94% of involved teachers/school staff observed increased opportunities for students with and without disabilities to work together.
- Students involved were not only more likely to get to know a student with ID, but were also more likely to develop a close friendship with this individual.
- More than 3/4 of students who got to know a student with a disability considered this person to be their friend (79%).
- 84% of students regard participation in the program as a turning point in their lives.
- 72% of involved teachers/school staff believe participation in Unified Champion Schools program has increased the confidence of students with disabilities.
- Students learn about helping others (87%), how their emotions and attitudes affect others (85%), and to stand up for what they believed was right (85%).
- 82% of students who participated felt able to change their school for the better.
- 93% of teachers/staff in the Unified Champion Schools believe it has created a more socially inclusive environment that helps students with disabilities become a part of the school community.
- 93% of teachers observe the program raises awareness about students with disabilities.
- 63% feel that students involved are more open to and accepting of differences.
- 88% credit the program with reducing bullying and teasing in their schools.

Movement Leadership

Athletes in a Leadership Role

- The definition of Athlete Leadership was further clarified in 2015 Census Definition and Guidance. The broadened definition was introduced in recognition of the expansive and varied roles performed by athlete leaders in our Movement. Examples of athlete leadership roles include the following:
 - Athletes as Volunteer Leaders (at competitions, games, events or sports clinics)
 - Athletes as Coaches or Assistant Coaches
 - Athletes as Sport Officials
 - Athletes as Public Speakers (Global Messengers)
 - Athletes on Boards, Sports and Non-Sports Committees or Input Councils
 - Athletes assisting with Fundraising

⁶ The Center for Social Development and Education (CSDE) at the University of Massachusetts Boston



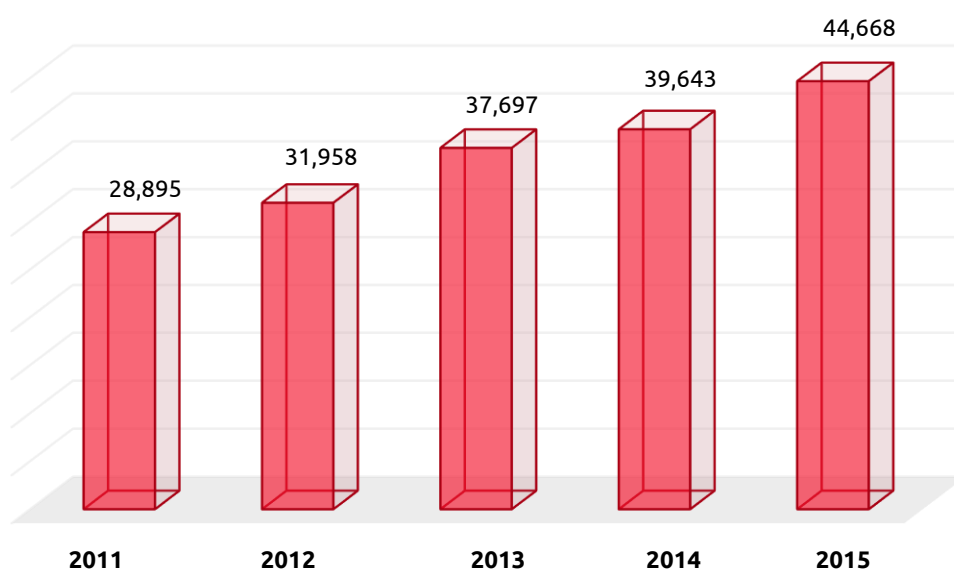
Athlete Leaders by Region 2014-2015

| Region | Total Athlete Leaders, 2014 | Total Athlete Leaders, 2015 | Growth, 2014 – 2015 | Growth %, 2014 – 2015 |
|--------------------------|-----------------------------|-----------------------------|---------------------|-----------------------|
| Africa | 3,304 | 3,490 | 186 | 5.6% |
| Asia Pacific | 6,157 | 6,224 | 67 | 1.1% |
| East Asia | 13,945 | 14,622 | 677 | 4.9% |
| Europe Eurasia | 3,777 | 3,395 | -382 | -10.1% |
| Latin America | 4,569 | 4,288 | -281 | -6.2% |
| Middle East/North Africa | 1,406 | 1,279 | -127 | -9.0% |
| North America | 6,485 | 11,370 | 4885 | 75.3% |
| Total | 39,643 | 44,668 | 5,025 | 12.7% |

Athlete Leadership 2011 – 2015

- In the past 5 years Special Olympics has experienced great progress in expanding Athlete Leadership, demonstrating a robust growth of 54.6%. However, the Movement did not reach its global goal of 150,000 athletes serving in leadership positions by the end of 2015.
- Despite a steady growth in Athlete Leadership globally less than 1% of all Special Olympics athletes is serving in a leadership position. This highlights a continued need to build capacity in the area of athlete leadership worldwide. Additional efforts from all Regions are required to achieve higher athlete leadership participation and activation of athlete leaders in the next 5 years.

ATHLETES IN A LEADERSHIP ROLE, 2011 – 2015





Families

Family Members in a Leadership Role 2014 – 2015

- Family leaders are considered to be community builders. They are trained volunteers who are serving in a defined leadership position. Examples include: Board Member, National Family Coordinator, Young Athletes Coordinator, Athlete Leaders Mentor, Family Messenger, or Public Relations Chair that engages the community and requires at least a one year commitment.
- Currently, we are lacking a consistent process for family registration. In the new strategic plan we address the need for a global system.

| Region | Total Family Leaders, 2014 | Total Family Leaders, 2015 | Growth, 2014-2015 | Growth %, 2014-2015 |
|--------------------------|----------------------------|----------------------------|-------------------|---------------------|
| Africa | 554 | 862 | 308 | 55.6% |
| Asia Pacific | 1,958 | 2,624 | 666 | 34.0% |
| East Asia | 3,335 | 3,963 | 628 | 18.8% |
| Europe Eurasia | 1,766 | 2,211 | 445 | 25.2% |
| Latin America | 2,251 ⁷ | 5,229 | 2,978 | 132.3% |
| Middle East/North Africa | 141 | 204 | 63 | 44.7% |
| North America | 7,133 | 7,585 | 452 | 6.3% |
| Total | 17,138 | 22,678 | 5,540 | 32.3% |

Total Registered Family Members, 2014– 2015

| Region | Total Registered Family Members, 2014 | Total Registered Family Members, 2015 | Growth, 2014-2015 | Growth %, 2014-2015 |
|------------------------------|---------------------------------------|---------------------------------------|-------------------|---------------------|
| Africa | 38,644 | 44,335 | 5,691 | 14.7% |
| Asia Pacific | 123,584 | 125,701 | 2,117 | 1.7% |
| East Asia | 99,697 | 129,069 | 29,372 | 29.5% |
| Europe Eurasia | 33,240 | 32,749 | -491 | -1.5% |
| Latin America | 71,828 ⁸ | 81,164 | 9,336 | 13.0% |
| Middle East/ North Africa | 8,599 | 9,269 | 670 | 7.8% |
| North America | 139,309 | 130,203 | -9,106 | -6.5% |
| Total | 514,901 | 552,490 | 37,589 | 7.3% |

⁷ The 2014 number for Latin America Region was adjusted to 2,251.

⁸ The 2014 number of Total Registered Family members for Latin America was adjusted to 71,828.



Youth

Youth in a Leadership Role 2014 – 2015

- Youth in a Leadership Role is defined as an individual with or without an intellectual disability age 12-25 who has been a volunteer for a minimum of 1 year serving in a specific leadership role, for example a representative of youth advisory committee.
- The number of Youth leaders increased significantly, driven by a large rise in North America, Asia Pacific East Asia and Africa Regions.

| Region | Total Youth Leaders, 2014 | Total Youth Leaders, 2015 | Growth, 2014-2015 | Growth %, 2014-2015 |
|-------------------|---------------------------|---------------------------|-------------------|---------------------|
| Africa | 463 | 1,159 | 696 | 150.3% |
| Asia Pacific | 3,096 | 5,083 | 1,987 | 64.2% |
| East Asia | 803 | 1,553 | 750 | 93.4% |
| Europe Eurasia | 1,450 | 1,567 | 117 | 8.1% |
| Latin America | 834 | 984 | 150 | 18.0% |
| Middle East/North | 704 | 777 | 73 | 10.4% |
| North America | 22,433 | 34,132 | 11,699 | 52.2% |
| Total | 29,783 | 45,255 | 15,472 | 51.9% |

Youth Volunteers 2014 – 2015

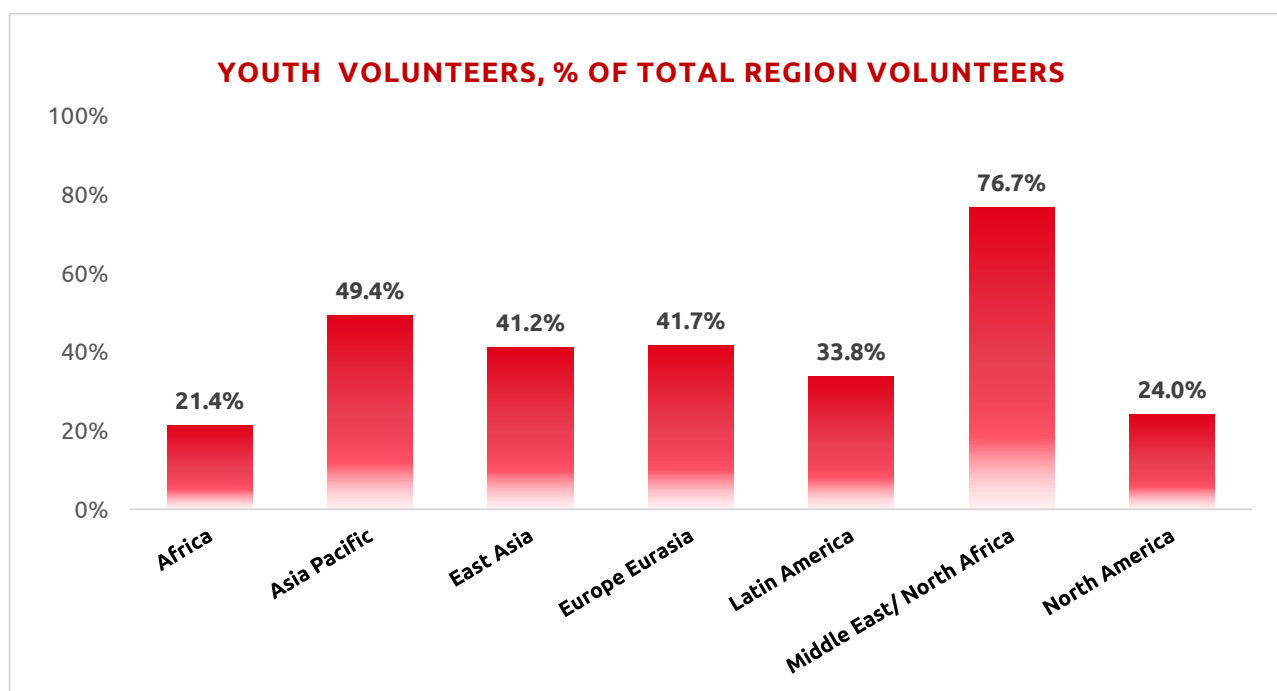
- A Youth Volunteer is a person aged 12-25, with or without an intellectual disability, who volunteers in any capacity at least once during the calendar year.
- In 2015 we added an additional 14,684 youth to the Movement's powerful volunteer base.

| Region | Total Youth Volunteers, 2014 | Total Youth Volunteers, 2015 | Growth, 2014-2015 | Growth %, 2014-2015 |
|--------------------------|------------------------------|------------------------------|-------------------|---------------------|
| Africa | 3,363 | 5,284 | 1,921 | 57.1% |
| Asia Pacific | 62,556 | 64,605 | 2,049 | 3.3% |
| East Asia | 33,410 | 30,545 | -2,865 | -8.6% |
| Europe Eurasia | 31,382 | 30,335 | -1,047 | -3.3% |
| Latin America | 17,020 | 12,090 | -4,930 | -29.0% |
| Middle East/North Africa | 7,623 | 8,443 | 820 | 10.8% |
| North America | 145,167 | 163,903 | 18,736 | 12.9% |
| Total | 300,521 | 315,205 | 14,684 | 4.9% |



Youth Volunteers as a % of Total Volunteers in the Region, 2015

- Globally Youth comprises 30% of total volunteers involved in the Special Olympics. This number far exceeds the goal set at the beginning of 2011-2015 Strategic Plan for 20% youth volunteers among total volunteers.
- Youth comprise over 76% of total volunteers in the Middle East/North Africa Region, the highest proportion of youth to total volunteer base of all regions.



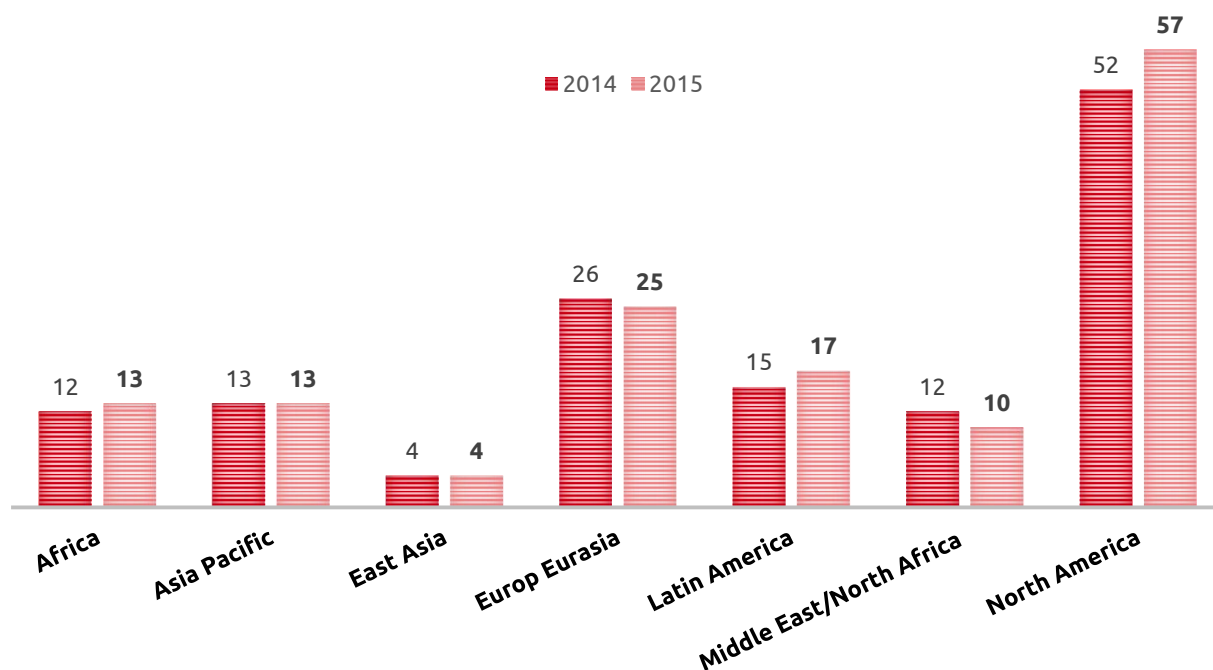
Programs with Paid Leadership

- The number of Programs with paid National Directors/CEOs increased from 134 to 139. In 2015 63% of all our Programs (53% of all countries) had a paid CEO or National Director. This reflects a continuous positive trend.

| Region | Programs per Region | Programs with Paid Leadership, 2015 | Growth in Programs with Paid Leaders 2014-2015 | % of Programs with paid Leadership |
|--------------------------|---------------------|-------------------------------------|--|------------------------------------|
| Africa | 21 | 13 | 1 | 61.9% |
| Asia Pacific | 26 | 13 | 0 | 50.0% |
| East Asia | 6 | 4 | 0 | 66.7% |
| Europe Eurasia | 58 | 25 | -1 | 43.1% |
| Latin America | 20 | 17 | 2 | 85.0% |
| Middle East/North Africa | 16 | 10 | -2 | 62.5% |
| North America | 73 | 57 | 5 | 78.1% |
| Worldwide | 220 | 139 | 5 | 63.2% |



NUMBER OF PROGRAMS WITH PAID LEADERSHIP, 2014-2015



Program Paid Staff

- Overall paid staff numbers are up from 2014. In 2015 we added 58 full time paid staff and 338 part time paid staff globally.

| Region | 2014 Full-Time | 2015 Full-Time | Growth | 2014 Part-Time | 2015 Part-Time | Growth |
|--------------------------|----------------|----------------|-----------|----------------|----------------|------------|
| Africa | 44 | 53 | 9 | 17 | 19 | 2 |
| Asia Pacific | 166 | 175 | 9 | 106 | 141 | 35 |
| East Asia | 16 | 17 | 1 | 18 | 22 | 4 |
| Europe Eurasia | 234 | 227 | -7 | 276 | 543 | 267 |
| Latin America | 279 | 291 | 12 | 3,319 | 3,312 | -7 |
| Middle East/North Africa | 139 | 126 | -13 | 177 | 183 | 6 |
| North America | 1,217 | 1,264 | 47 | 222 | 253 | 31 |
| Worldwide | 2,095 | 2,153 | 58 | 4,135 | 4,473 | 338 |

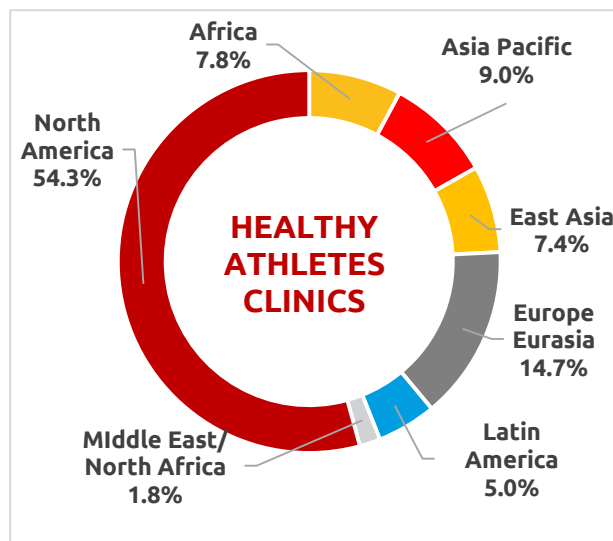
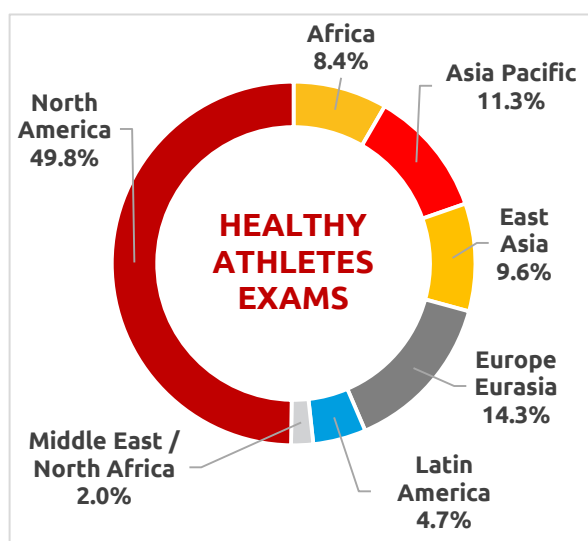


Health

The health program continued to grow in 2015. Highlights from Healthy Athletes in 2015 include:

- All seven disciplines of Healthy Athletes conducted 133,593 exams at 899 clinics, including 17,650 exams at the 2015 Special Olympics World Summer Games.
- 103 Special Olympics Programs from 57 countries in all seven regions conducted exams.
- 30 Programs conducted 23,831 exams in new locations where Healthy Athletes had not been offered before.
- 47.5% of Special Olympics Programs conducted Healthy Athletes.
- 19,119 clinical volunteers (health care professionals and students) participated in Healthy Athletes, including 1,996 volunteers at the 2015 Special Olympics World Summer Games.

Healthy Athletes, 2015⁹

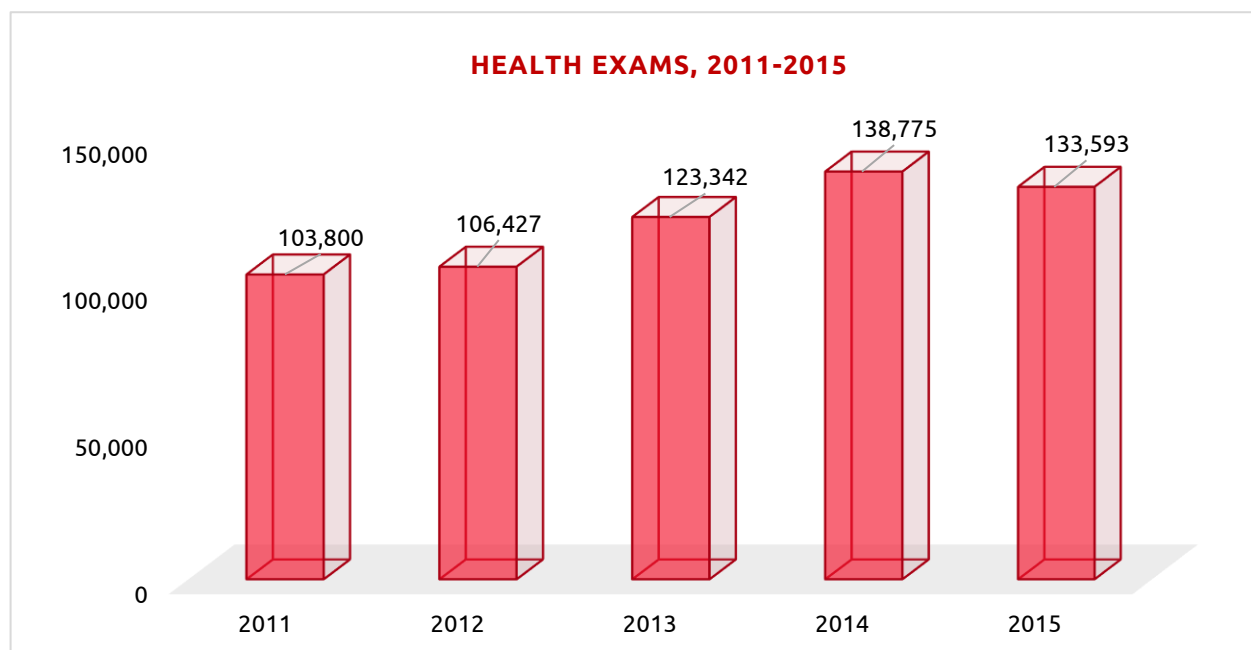


| Region | # of HA clinics | % of Programs conducting HA events | % of events locally funded | # of HA exams | # of clinical volunteers |
|--------------------------|-----------------|------------------------------------|----------------------------|----------------|--------------------------|
| Africa | 67 | 42.9% | 4.5% | 9,694 | 881 |
| Asia Pacific | 77 | 50.0% | 57.1% | 13,104 | 1,303 |
| East Asia | 63 | 100.0% | 30.2% | 11,105 | 997 |
| Europe Eurasia | 126 | 24.1% | 63.5% | 16,602 | 2,533 |
| Latin America | 43 | 30.0% | 34.1% | 5,460 | 821 |
| Middle East/North Africa | 15 | 20.0% | 100.0% | 2,270 | 590 |
| North America | 464 | 73.2% | 34.5% | 57,708 | 9,998 |
| Worldwide | 855 | 47.5% | 39.1% | 115,943 | 17,123 |

⁹ The numbers exclude Healthy Athletes events conducted at the 2015 World Games. Additional 17,650 exams, 44 clinics and 1,996 clinical volunteers participated in the LA World Games.



Health Exams, 2011-2015



Healthy Communities

The 3-year Healthy Communities Pilot concluded in 2015. Between 2012 and 2015, the 14 Healthy Community Pilot Programs:

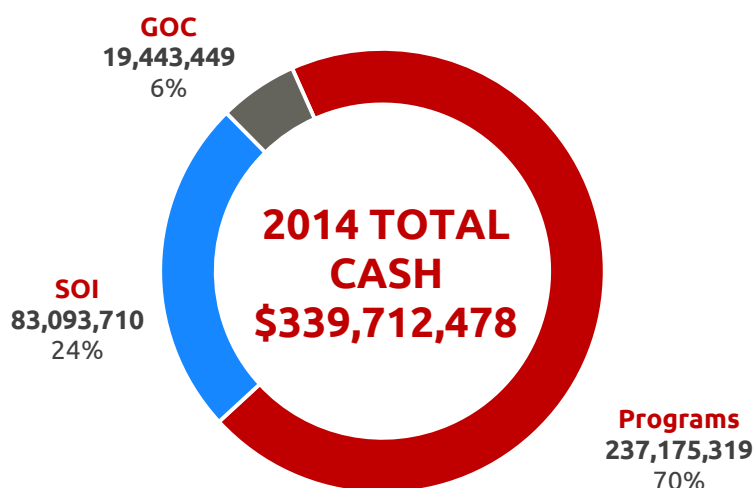
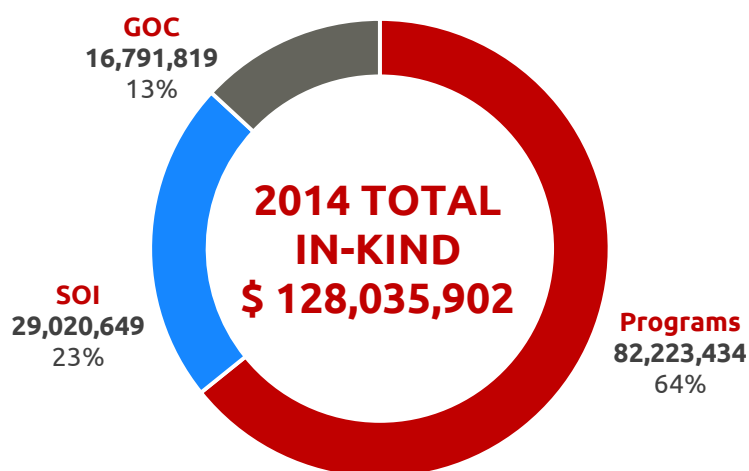
- Trained 8,651 health advocates (family members, coaches, athlete leaders) on important, locally relevant health topics that they can use to educate others in their community.
- Delivered health education on locally-relevant topics such as health weight, HIV and AIDs, and malaria to 26,255 Special Olympics athletes, family members, and coaches.
- Conducted 88,785 Healthy Athletes exams, with 20,665 being held in locations where Healthy Athletes had never been held before.
- Trained 21,825 healthcare professionals (at and outside Healthy Athletes) to provide ongoing, community-based care for patients with intellectual disabilities.
- Provided 96 wellness opportunities to 27,316 athletes, allowing them to improve their health on an ongoing basis.
- Connected 4,894 athletes to needed care after a Healthy Athletes exam.



Movement Revenue

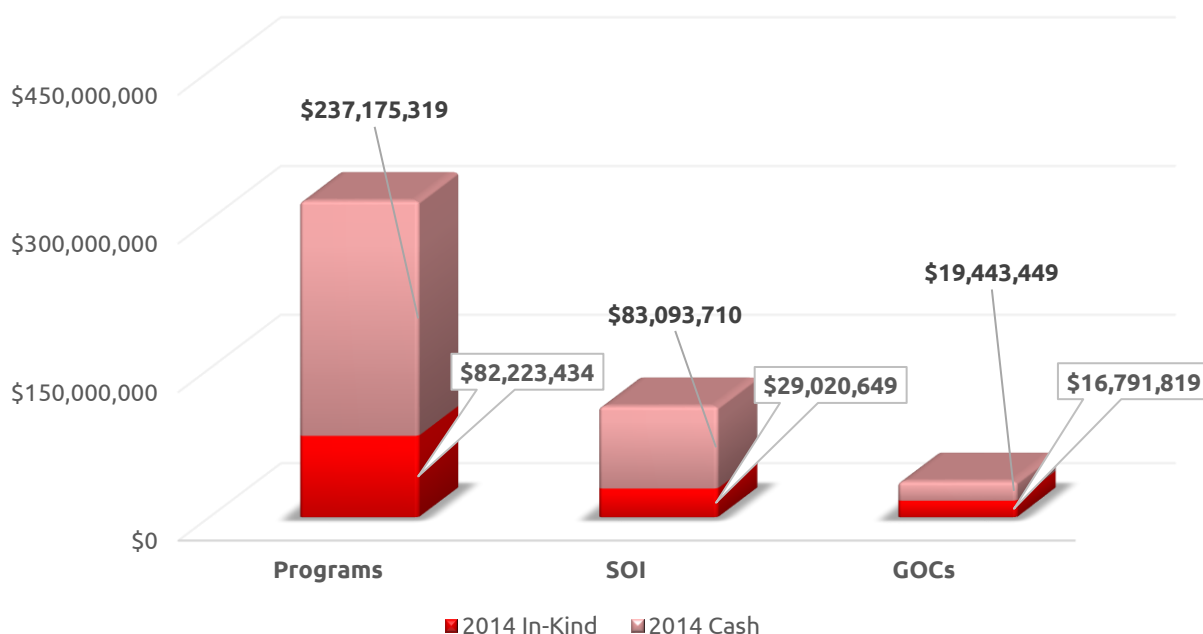
Total Movement Revenue

- Program financial section numbers are now based on 2014 actual revenue information collected from Programs through Accreditation. The Program revenue information is based on 990s for U.S. Programs and Adjusted Gross Revenue (AGR) forms for international Programs.
- Overall Cash and in-kind revenues raised by Programs, Special Olympics International (SOI) and Games Organizing Committees (GOC) totalled \$ 467,748,380 in 2014.
- GOC revenue is based on 2014 Special Olympics U.S. Games and funds raised for 2015 Special Olympics Summer World Games.
- Grants from SOI to Programs are not included in the total Program revenue. Accreditation fees paid by Programs to SOI are not included in the total SOI revenue. Both of these intra-movement transactions account for about \$28 million.





TOTAL REVENUE (CASH and IN-KIND)



Program Revenue

- At the end of 2014 Movement-wide revenue raised by Accredited Programs amounted to more than \$237 million in cash and more than \$82 million in in-kind donations. Special Olympics North America-based Programs continue to generate the vast majority of the Movement's cash revenue, contributing more than 77% of the total.

| Region | In-Kind | Cash | Total Revenue |
|--------------------------|-------------------|--------------------|--------------------|
| Africa | 289,030 | 461,261 | 750,291 |
| Asia Pacific | 211,665 | 18,518,653 | 18,730,318 |
| East Asia | 0 | 3,006,166 | 3,006,166 |
| Europe Eurasia | 422,846 | 29,065,590 | 29,488,436 |
| Latin America | 509,971 | 2,543,174 | 3,053,145 |
| Middle East/North Africa | 113,353 | 453,851 | 567,204 |
| North America | 80,676,570 | 183,127,625 | 263,804,195 |
| Regional Total | 82,223,434 | 237,176,319 | 319,399,753 |



Social Media Coverage

In 2015 Special Olympics generated nearly 4.6 billion social media impressions across our flagship platforms with over 150,000 users contributing content. Through our internal Special Olympics newsletters our number of subscribers increased from just over 400,000 in 2014 to 652,113 subscribers in 2015.

Visitors to Resources.org, 2015:

- **154,208** visits
- **31%** returning visitors
- **304,000** page views
- People from **138** countries visited **15** times or more

Total Social Media Impressions, 2015:

- Special Olympics Facebook: **92,763,049** total impressions
- Twitter (all accounts): **19,922,828** total impressions
- You Tube: **106,034** views
- Special Olympics Blog: **182,667** views
- End the Word on Facebook: **14,597,117** total impressions
- Instagram
 - **37,659** new followers
 - **703,509** engagements

| Social Media Platform | Total Impressions | Posts / Tweets | Users / Contributors |
|--------------------------------------|----------------------|----------------|----------------------|
| Unified Relay on Twitter & Instagram | 839,557,693 | 47,887 | 22,261 |
| World Games on Twitter & Instagram | 3,495,000,143 | 310,498 | 134,883 |
| #PlayUnified hashtag on Twitter | 238,669,460 | 15,048 | 8,561 |
| #PlayUnified hashtag on Instagram | 1,253,390 | 614 | 243 |
| #Rword hashtag on Twitter | 46,415,785 | 8,375 | 5,449 |
| Total | 4,620,896,471 | 382,422 | 171,397 |

Appendix

To access information on 2015 numbers of athletes, coaches, competitions, Unified Athletes and Partners broken down by Region and Program, please click [here](#)