

2009 Annual Report

LEAVING A LEGACY



FOR THE FUTURE



Special Olympics

Be a fan.®



ABOUT THE COVER PORTRAIT

Eunice Kennedy Shriver's portrait was made by artist David Lenz and is on display at the Smithsonian National Portrait Gallery in Washington, DC. It represents the first time the museum commissioned a portrait of an individual who has not served as either a president or first lady. The portrait's prominent location, adjacent to the Smithsonian's much-loved Hall of Presidents, pays homage not only to Mrs. Shriver, but to people like David's son, Sam, who has an intellectual disability. "Mrs. Shriver made the world a better place for Sam, and by celebrating her life," says David Lenz, "I'm shining a spotlight on the remarkable work she's done."

In Lenz's painting, Eunice Kennedy Shriver is at her Cape Cod, Massachusetts, home surrounded by four Special Olympics athletes and a Best Buddies Ambassador —(from left to right) Airika Straka of Wisconsin Rapids, Wisconsin; Katie Meade of Des Moines, Iowa; Andy Leonard of Reynoldsburg, Ohio; Loretta Claiborne of York, Pennsylvania; and Marty Sheets of Greensboro, North Carolina. With a broad smile on her face and her arm draped over Sheets' shoulder, she is clearly enjoying being with him. "The very act of inviting people with intellectual disabilities into the painting mirrors the essence of Eunice Kennedy Shriver's work: understanding and inclusion," says Lenz.

This portrait debuted at the Smithsonian National Portrait Gallery on May 9, 2009.



4	Leadership Letter
5	A Tribute to Eunice Kennedy Shriver
6	Growing a Movement
7	Building Awareness One Fan and 'Click' at a Time
8	Establishing a Foundation of Sports
10	Engaging the Passion and Energy of Youth
11	Providing Athletes Equal Access to Good Health
12	Tapping into Research and Innovation
13	Where Are We in the World?
20	Corporate Supporters
22	Global Supporters
24	2009 Financials
26	Board of Directors
27	Leadership Staff & Mission

LETTER FROM... CHAIRMAN/CEO & PRESIDENT/COO



Timothy Shriver



J. Brady Lum

Dear Friends,

2009 was a remarkable year in many ways. Over the course of this past year, we saw more activity and advancement on a global scale than ever before in our 42 year history.

We held more competitions than ever - over 44,000. We hosted our largest World Winter Games yet - uniting 2,000 athletes from nearly 100 countries and thousands more fans. We conducted record numbers of free health screenings for our athletes - over 165,000 athletes in seven disciplines. We launched a youth led campaign of respect and inclusion that is creating acceptance among their peers and communities for people with intellectual disabilities.

Amidst all the accomplishment, however, there was also loss, as we mourned the passing of Special Olympics' founder Eunice Kennedy Shriver on August 11, 2009. And yet, in her death we were reminded anew of the vibrancy of what she created. Her legacy is the strength of the grassroots army of millions that Special Olympics is built on, and the accomplishments of 2009 were extraordinary proof that this movement far transcends any one person, community or country.

This year represents not only the crowning achievement of an unprecedented decade for our Movement, but of her life's work to develop and promote the talents and abilities of people with intellectual disabilities. We set ambitious goals to increase the size and scope of our movement and exceeded them wildly. Since 2000, we have *more than tripled* the number of athletes we serve, from 1 million to more than 3.4 million. And we grew exponentially in places where others doubted that we could, where it was believed that the barriers were too high and too many: massive, complex countries like China and India; post-war or troubled nations like Pakistan, Afghanistan and Timor Leste; poor,

underserved nations like Kenya and Myanmar; or countries too mature like the United States and Canada.

But what is most striking about this growth is not the number of athletes it has involved or even where it has taken place, but the galvanizing power of community that has accompanied and sustained it. Some of our newest Programs are among our most robust — they have active and engaged volunteers; they have boards of directors made up of influential leaders from a broad cross section of community life; they offer a full menu of the sports, health, education, youth engagement and family support initiatives that are available through Special Olympics; they experience wide and enthusiastic support from the general public up through social and political leaders; and best of all, they show no sign of slowing down!

As we enter a new decade, we can be sure that we will be tested anew. In the months and years ahead, the challenges of fundraising will be brutal, the pace of change in communications will be at light speed and the pressure to leave the most vulnerable behind will be intense. As a global movement of millions, keeping focused, motivated and together will be difficult. We are sure to face the age old enemies of indifference and exclusion as other issues of the day fight for public attention.

But make no mistake: we are ready! Ready to keep the vision strong, ready to build a team aligned from one corner of the globe to another, ready to follow the enormous inspiration that our athletes provide.

Looking ahead, we hope that the words of Eunice Kennedy Shriver will echo in the hearts and minds of Special Olympics athletes, families and volunteers the world over.

Just one year ago, she put our movement and this moment in the light of history and possibility:

Despite all the progress of recent years, our special friends are still under threat. Some would rather eliminate them than improve their quality of life. Others would rather cut costs than create real opportunity. Still others would just rather move on.

For our part, let us make our stand on human dignity. Let us make our stand on justice. I ask you: stand up for people with intellectual disabilities for the rest of your lives!

You may ask, "What good will come from this for yourselves or for your country?" This is it: there is no joy like the joy of unleashing the human spirit. There is no laughter like the laughter of those who are happy with others. There is no purpose nobler than to build communities of acceptance for all. This is our glory.

With thanks to her indomitable spirit, together we thank you for the inspiration you provide and we ask you to continue to share every day in the glory of the athletes of Special Olympics.

With gratitude,

Timothy Shriver
Chairman & CEO
Special Olympics

J. Brady Lum
President & COO
Special Olympics



A TRIBUTE

APPRECIATING EUNICE KENNEDY SHRIVER'S MANY LEGACIES

“

Eunice Kennedy Shriver led a revolution of sport and competition that forever changed the way Americans view people with intellectual disabilities, and the way that many of the intellectually disabled view themselves.

It was America's most joyful civil rights movement – a revolution of play.”

Michael Gerson,
The Washington Post

Eunice Kennedy Shriver grew up in a family known to instill in all of its members a fierce competitiveness, a love of sport, a call to service and the desire to do good works. She was raised to believe that everyone counts no matter gender, race, religion or disability. She believed in the possibilities of individuals with intellectual disabilities. EKS became furious about the neglect and indifference she saw toward her sister and others. Her life demonstrated an unrelenting indomitable spirit in constant action to change the world for and with persons with intellectual disabilities. As she declared at the 1987 Special Olympics World Summer Games in Notre Dame, Indiana, USA she was devoted to ensure that her special friends had, "...the right to play on any [field], the right to study in any school, the right to hold a job, the right to be anyone's neighbor."

Not that her "special friends," as Eunice Kennedy Shriver warmly referred to all Special Olympic athletes, were ever coddled. Anything but. In fact, Eunice Kennedy Shriver insisted that every Special Olympics athlete take their competition seriously. She never worried that defeat and disappointment felt through competition might be hurtful to people with intellectual disabilities. She was known to express her strong opinion that "most people cry when they lose." To her, disability was not incompatible with excellence. That's why Special Olympics competitions were expected to yield sweat and tears.

Eunice Kennedy Shriver's journey to use sport as a vehicle to showcase the potential of all people with intellectual disabilities took her all over the world, from impoverished third-world nations to glamorous places like Hollywood,

California. Along the way, she collected numerous awards and honors. Two of the most notable are the Presidential Medal of Freedom, America's highest civilian award for public service bestowed by President Ronald Reagan in 1984, and Sports Illustrated's first-ever Sportsman of the Year Legacy Award, which she received not long before she died in August 2009.

Her daughter, Maria, has described her mother as "a transformative figure. ...she was determined to change the world for people with intellectual disabilities and she did. ...she never rested. She never stopped. She was a momentum on wheels. She was focused, relentless and she got the job done." Whether with her "special friends" in her own backyard, Dublin, Shanghai, or Johannesburg, "you had no choice but to join her in her mission."

Without rival, she advanced the rights and enriched the lives of people with intellectual disabilities around the world more than anyone else in history. Her legacy lives on in the actions of Special Olympics leaders, families, athletes, and fans who continue, through **EKS Acts of Unity**, to expand inclusion and acceptance around the world.

Lasting Legacies

*Growth
Awareness
Sports
Youth
Health
Innovation
Leadership*

*"Forever Smile" by Chen Yao
Winner of the Special Memorial Award
"Be a Fan of Special Olympics"—Beijing, China
"UBS-Special Olympics University Campus Contest"*





GROWING A MOVEMENT

“*The whole world will certainly remember the unbridled courage, faith and devotion of a lady who had created Special Olympics, contributed to its development and made of it a worldwide movement and a source of joy, hope, love, acceptance and sharing; for millions of athletes, families, coaches and volunteers, throughout the globe.*”

Her Royal Highness
Princess Lalla Amina of Morocco
Chair of Special Olympics Morocco
Board Director, Special Olympics
International

In 2009, the organization witnessed more activity and growth on a global scale than any other year in its history, creating nothing short of the most powerful movement of sport, inclusion, acceptance and dignity that the world has ever seen. The fact that today almost every country on Earth has been touched by Special Olympics in some way is proof of the movement's long journey since its inception in 1968 where only 1,000 athletes participated in the first Games.

The numbers are staggering.
**During 2009,
Special Olympics:**

- Welcomed more athletes than ever before — **nearly 3.5 million worldwide;**
- Hosted more than **44,000 events** around the world, averaging **121** competitions hosted every single day;
- Ushered in a new era of urgency in **fighting intolerance** using the internet, the “airwaves” and the “big stage” with the help of well-known stars of sport, screen and music;
- Saw hundreds of thousands of young people with and without disabilities **launch a campaign** to change the conversation about intellectual disability in schools and in society;
- Catalyzed **empowerment** and **self-advocacy** as thousands of new athletes joined Special Olympics' Athlete Leadership Programs;
- Hosted more than **one million** volunteers and coaches at 32 Olympic-type summer and winter sports through 226 Special Olympics Programs in more than 170 countries; and,
- Continued as the world research leader in the field of intellectual disabilities, and the world's largest public health organization serving this population with more than **150,000 free health screenings**.



Photo by Richard Corman



specialolympics.org

Harnessing the Internet to Make a Change

Special Olympics harnesses the power of social media to engage athletes, supporters, fans and newcomers via Twitter, Facebook, YouTube and its Fan Community – an online area where athletes, coaches, families and supporters of Special Olympics can connect and share. These efforts helped to raise awareness and drive action around Special Olympics initiatives including “Spread the Word to End the Word” and promotion of “A Very Special Christmas.” Communicating in new ways through social media also activated fans to vote for Special Olympics’ World Winter Games as Sports Travel Magazine’s Best Sporting Event of 2009, and promoted sponsorship campaigns with Coca-Cola, Safeway, Wal-Mart, eBay, P&G and Shutterfly.

Special Olympics looks forward to continued use of social networking media for education, motivation and activation, and as a way to connect people with the ongoing activities of its Programs around the world.



live.specialolympics.org

BUILDING AWARENESS ONE FAN AND ‘CLICK’ AT A TIME

Throughout her life and career, Eunice Kennedy Shriver sought to gain respect for people with intellectual disability like her sister Rosemary both in word and in deed. For more than four decades, she worked as Founder of Special Olympics to increase awareness about the need to respect and engage these citizens by writing articles, visiting elected officials, testifying before Congress and growing the organization. During the last years of her life, she became astounded at the possibilities new technologies like the Internet held for advancing this cause.

During 2009, with assistance from Perfect Sense Digital, Special Olympics launched a new online presence at www.specialolympics.org. The website makes the Be a fan® awareness campaign a centerpiece, uses multimedia, promotes fund raising and highlights the global aspects of the movement.

The “Be a fan” campaign continued to send a powerful message that resonates with the general public, tapping into core values and attributes that everyone can appreciate - unity, acceptance, empowerment, dignity, courage, strength, pride, confidence and fun. Generating more than US\$20 million in donated advertising space in 2009 alone, the Be a fan campaign has been the movement’s first-ever attempt to have a global brand campaign. From the World Winter Games to the new efforts online, the Be a fan campaign was a centerpiece for awareness.

To focus attention to initiatives, the movement created additional sites targeted to key activities.

- live.specialolympics.org was created by the Special Olympics Live team, composed of more than 100 volunteer videographers, photographers and journalists from universities around the world, proved to be an incredible asset to Special Olympics, capturing compelling stories that were provided to media throughout the world. The online video and photo highlights of athlete competition and experiences allowed international fans, who were unable to travel, to still be part of the World Games experience.



- eunicekennedyshriver.org provided an in-depth tribute to the founder of Special Olympics who died on August 11, 2009. The site expertly combines stories, videos, photos, profound tributes from her many fans, and stirring letters of praise from world-famous government leaders and celebrities who were touched by her life.



- veryspecialchristmas.org helped highlight the largest fund raising tool for the Special Olympics movement and helped debut the newest album of the series – A Very Special Christmas 7 which featured a new generation of music talent. Featuring photos of artists and clips of new songs and videos from the new A Very Special Christmas album, the site helps tell the story of how music changes the world.

*If you are a fan of acceptance,
then you are already a fan of
Special Olympics.*

Be a Fan Campaign



ESTABLISHING A FOUNDATION OF SPORTS

*Let me win.
But if I cannot win,
let me be brave
in the attempt.*

Special Olympics Oath



Special Olympics Russia athlete Alexander Rogov is presented an Honorary Gold Medal by Special Olympics Chairman and CEO Tim Shriver at the Closing Ceremony of the 2009 World Games.

Eunice Kennedy Shriver started Special Olympics as a sports program and insisted that sports always remain at the core of its mission. Her passion in this regard most likely stemmed from the joy her own sister with intellectual disability, Rosemary, took from winning. Shriver expressed as much in a 1962 article published in the Saturday Evening Post: "In Hyannis Port I would take her as a crew in our boat races, and I remember that she usually could do what she was told. She was especially helpful with the jib and she loved to be in the winning boat. Winning at anything always brought a marvelous smile to her face."

Rosemary's story lives on in the faces of Special Olympics athletes like Alexander Rogov, who competed as a speed skater in the 2009 Special Olympics World Winter Games. When Rogov learned he was going to compete he thought of only one thing – winning a medal. Unfortunately, Alex fell and tore his Achilles tendon on the first day of a preliminary event. While he courageously finished the race, Alex's dreams of winning a medal in his first World Winter Games were over.

Alex's story quickly spread throughout the community of athletes, coaches, volunteers and staff at the World Winter Games, eventually reaching Special Olympics Chairman and CEO Timothy Shriver, who visited Alex as he recovered in his hotel room. During their conversation, a disappointed Alex expressed that he would wait until returning to Russia to tell his family in person that he hadn't won a medal.

Little did he know, Alex would never have to share his bad news. At the World Winter Games Closing Ceremony, Shriver invited Alex – with his walking boot and crutches – onto the stage. After telling Alex's story of determination and courage, Shriver bestowed on him an honorary gold medal for bravery to thunderous applause and booming cheers. Alex beamed – a young man who had traveled far to achieve his dream.

The 2009 Special Olympics World Winter Games – held in Idaho, USA, February 7-13 – were a venue for the world to witness empowerment through sport, and to see the joy of competition on the faces of the athletes and their families, coaches and friends. More than 2,000 athletes from nearly 100 countries competed. Surpassing the 2002 Salt Lake City Olympic Winter Games in athlete numbers and participating nations, the World Winter Games was the largest multi-day winter sporting event ever held in Idaho. Competition took place in seven winter sports – Alpine Skiing, Cross-Country Skiing, Figure Skating, Floor Hockey, Snowboarding, Snowshoeing and Speed Skating.

Taking place at world class venues in both Boise and Sun Valley, Idaho, the World Games brought incredible competition and attracted stars such as Scott Hamilton, Kristy Yamaguchi, Nadia Comaneci, Bart Conner, Michelle Kwan, Kenny G, Darius Rucker, Donna DeVerona, Maria Shriver and John C. McGinley.

The historic visit of U.S. Vice President Joseph Biden to the World Games brought national attention to the impact of Special Olympics sports when he shared, "Look, this is a movement. What started off as an avenue and an outlet and a recognition for athletes has turned into a worldwide movement... This is a civil rights movement. This is a movement to make sure that we guarantee that all people in the world have the opportunity to succeed to the degree they are capable."

“

Alexander Rogov embodies the Special Olympics spirit of determination to overcome all odds when not only did he get back on his feet after falling, but he finished his race. He crossed the finish line, and while he did not win, he fulfilled the Special Olympics athlete oath by being brave in the attempt.”

Timothy Shriver,
Special Olympics Chairman and CEO



Special Olympics athletes show their enthusiasm and edge for the sport of Snow Boarding

IMPACT OF THE WORLD WINTER GAMES

“Thank you so much for making the once-in-a-lifetime event for our son Matt a celebration this entire year. He will never forget what the World Winter Games did for him, and we will never forget what it did for our family.

We have three adopted kids with Down syndrome who are all adults now, and we have a 46-year-old foster daughter. After the games, this community changed toward our family. I noticed people did not stare, but smiled and spoke to us. Matt wore his Special Olympics clothes everywhere and people stopped him to ask if he participated in the games. The Winter Games opened a world of acceptance and inclusion in our community that we previously had not seen.

In addition to a new attitude toward people with disabilities and recognition of their talents and potential, I believe it enhanced a new enthusiasm for volunteerism and support. Our Treasure Valley Down Syndrome Association's Buddy Walk this year had so many volunteers we had to turn them away and put them on lists for future events. And we exceeded our fundraising goal during a year that should have yielded less. More than 1,200 people registered for the event.

I believe the Special Olympics World Winter Games opened the door to so much more in our community for our athletes. Respect, vision, opportunity, inclusion, acceptance and joy are words that come to mind.”

Dianna and Gary Brown,
Greenleaf, Idaho

SCARVES WARM HEARTS AROUND THE WORLD

It started out with a modest goal: to collect a warm scarf for each of the more than 2,000 athletes participating in the 2009 Special Olympics World Winter Games. It wasn't long before the project grew into an international phenomenon.

More than 60,000 scarves poured in. Each one hand-knitted or crocheted in the World Winter Games' blue and white color scheme, the scarves arrived from all 50 U.S. states and from countries around the world. They came from knitting and crocheting clubs, school kids, the elderly and even terminally ill cancer patients who wanted to leave their own legacy of time and talent to support the project and the event.

Special Olympics athlete and International Board Member Loretta Claiborne teaches others how to knit for free if they promise to “pay it forward.”

In this case her classes knitted scarves for the World Winter Games where Claiborne competed in figure skating.



U.S. Vice President Biden joins Special Olympics athletes in Boise at the 2009 World Games.



Fans wave their scarves at the Opening Ceremony of the 2009 World Games.



ENGAGING THE PASSION AND ENERGY OF YOUTH

SPREADING THE WORD

An outcome of the "Rally for Respect" was the announcement of the youth created and led Spread the Word to End the Word day. The grassroots campaign, which convened in various formats throughout the country on 3.31.09, galvanized the energy and power of young people to make change in their home communities.

Special Olympics utilized its re-energized Internet presence to bring attention to its R-Word Campaign launched the previous year in response to the appalling use of "retard" in the film *Tropic Thunder*. The r-word.org micro-site gained steam as tens of thousands of people visited to express their support for ending the derogatory use of the word.

The highly successful day engaged the media, celebrities, opinion leaders, Special Olympics leaders and most importantly, tens of thousands of young people. Participants united to challenge people everywhere to think before they speak and pledge to stop using the derogatory word "retard." To date, activities have happened in every state in the U.S., as well as India, Malawi, South Africa and China.

**SPREAD THE WORD
TO END THE WORD**
www.r-word.org

Eunice Kennedy Shriver always saw the power of inclusion — especially when young people with and without intellectual disabilities were brought together through sport. That's why Special Olympics has programs and initiatives dedicated to opening young minds and increasing youth participation in the movement.

What better way to convince the world to accept people with intellectual disabilities than to tap into the world's fastest growing most influential communications network — teens? That's just what happened at the Global Summit Unity Rally which has become better known as the "Rally for Respect."

Serving as one of the non-competition highlights of the 2009 Special Olympics World Winter Games, the two-hour Rally for Respect convened 2,500 youth with and without intellectual disabilities and reached thousands more students around the world. Using videos, banners, music,

dancing and testimonials, the multi-media event was streamed live into classrooms, school assemblies and homes via the internet. Especially designed to connect with teens, the rally drove home the point that youth across the globe can work together to eradicate discrimination of people with intellectual disabilities.

While the rally officially ended after a couple of hours, the spirit of the day continued with the creation of high school and college public service announcements, songs, poems, paintings, photographs and other actions inspired by the incredible day. Those in attendance also committed themselves to promoting and activating students around raising the consciousness of society about the pervasive offensive use of the "R-Word" (retard) in their respective schools and communities.



Special Olympics athlete, Board Director and actor Eddie Barbanell with friend and co-star of "The Ringer" Johnny Knoxville at the 2009 Youth Rally for Respect in Boise, Idaho.



PROVIDING ATHLETES EQUAL ACCESS TO GOOD HEALTH

“

Every time I come away from a Healthy Athletes event, I am pumped up and ready to change the world. Healthy Athletes helps athletes achieve great things they never thought possible – on and off the playing field.”

Dr. Matt Holder,
Global Medical Advisor

GLOBAL SPONSORS TAKE HEALTHY ATHLETES TO NEW LEVELS

Thanks to the continued support of global sponsors Lions Clubs International, The Safilo Group and Essilor International, Healthy Athletes® expanded its services at events during 2009. Other partners such as Boise, Idaho's Miles of Smiles allowed Healthy Athletes to provide new services like a mobile dental office at the 2009 World Games. A partnership with Health One Global, a UK-based health care data management company, also made it possible to enter information from more than 60,000 health screenings into a central database to help Special Olympics as it piloted the Athlete Lifetime Personal Health Record, a tool to give athletes, care-givers and healthcare providers comprehensive access to Healthy Athletes screenings and other health information.

Special Olympics athlete Chih Hua Liu, a figure skater from Taiwan, being examined by Dr. Jack Zarybnisky from Idaho.

Chih Hua Liu, a figure skater from Taiwan, developed pain in his left eye and nausea as he prepared to compete in Boise, Idaho at the 2009 World Winter Games. Fortunately, the Healthy Athletes program was offering free screenings in its Special Olympics-Lions Clubs International Opening Eyes venue. The results of Hua Liu's screening, however, surprised even the veteran volunteer doctors working the event who immediately called for an ambulance to take Liu to the emergency room.

Liu had extremely high intraocular pressure, a condition called “Closed-angle Glaucoma.” Normally, the pressure in a person's eye ranges between mid-teens to low 20s; the pressure in Liu's left eye was 68.

“This was an acute medical emergency, one that could have resulted in permanent blindness if untreated,” said Dr. Matt Holder, global clinical advisor for Healthy Athletes.

Dr. Jack Zarybnisky, the volunteer doctor who performed the screening and discovered the condition, was able to call in a prescription for Liu, medicated eye drops that need to be administered four times daily.

“That's why we are here – to help athletes like that,” Zarybnisky said. Many Special Olympics athletes have vision or other health issues. More than 900 athletes received eye exams like those administered to Liu throughout the week of the Games. Nearly 5000 screenings were given to athletes free of charge in six different health areas.

Shy and soft-spoken, Liu looked down when asked about his experience, but said he was

very happy that the doctors could help him with his vision. “I couldn't really see much out of one eye,” he said, and the problem was affecting his skating.

With medication, though, Liu was able to continue skating throughout the week, and a follow-up visit to Healthy Athletes later in the week of the Games showed that the pressure had been lowered.

Liu's story is even more poignant considering that he almost didn't have the opportunity to participate in Boise. Raised in an orphanage in his earlier years, Liu was reunited with his father about six years ago and started roller-blading and competing. His father was initially skeptical of the long trip to the United States, but changed his mind after Liu's coaches spoke to him. That decision saved Liu's eyesight and had other positive effects as well.

Kate Zhang, a student at American University in Washington DC and volunteer translator for Liu and other members of his team, said the experience of competing at Special Olympics was helping Liu become more outgoing. “Apparently, he didn't talk to people before, but now he spends time with his teammates, and he talks to me, tells me how he is feeling and how happy he is to be here,” she said.

Healthy Athletes followed up with Liu several months after the Games.

According to Ms. Su Min Chen, Liu's coach, his general health has never been better, and even though he has not seen an eye doctor since returning home, his symptoms have not returned. In addition to the attention to his medical needs, Liu's trip to the World Winter Games gave him greater self confidence, better communication, improved relationship skills and even influenced his family.

“His family feels honored as he had good performance in Boise,” Chen said. “Therefore they have accepted and support his participation in Special Olympics events.”





TAPPING INTO RESEARCH AND INNOVATION



Photo above: New Special Olympics athletes exercise at the first-ever Camp Shriver in Kenya.

EKS FELLOW BRINGS CAMP SHRIVER TO KENYA

Upon completing the EKS Fellowship, Peter Bukhala returned to his home in Kenya to establish Africa's first Camp Shriver with knowledge gained at Special Olympics New Jersey. Once home, Bukhala established a partnership between Kenyatta University in Nairobi and Special Olympics Kenya to host the camp. Like the camps Bukhala grew to know in the U.S., Kenya's Camp Shriver serves as a place for people with intellectual disabilities to learn new sports skills, improve individual sport performance, build friendships, and have fun with partners who have signed on and trained as volunteers. The first two-week camp in December 2009 proved to be a great success, with plans in the works for 2010.

In order to ensure the many legacies passed down by Founder Eunice Kennedy Shriver continue to sustain the movement into the future, Special Olympics stays in tune with how its programming affects athletes, families, volunteers, young people and the general public. This is achieved through its Research and Evaluation initiatives. In 2009, Special Olympics continued its pursuits to identify the pressing issues facing people with intellectual disabilities and commission scientific research to both influence policy and to bring valuable services to those in need, and find ways to improve its own programming.

In 2009, Special Olympics published the Program Toolkit titled Turning Research Knowledge into Action, which organizes and presents the movement's most relevant facts and figures for quick and easy use in grant applications, donor letters, press releases, talking points and other communications materials. The Toolkit serves as a one-stop-shop for those seeking data that will share the organization's story and its most poignant anecdotes with donors, volunteers, policymakers and others interested in learning about the significant impact Special Olympics has on the lives of people with intellectual disabilities.

2009 EUNICE KENNEDY SHRIVER FELLOWSHIP

Established in 2007, the Eunice Kennedy Shriver (EKS) Fellowship unites Special Olympics Programs from around the globe and builds on Mrs. Shriver's belief that one person can make an enormous impact in the world. Each year, Fellows arrive to the Program, based in the U.S., from each Special Olympics region. Fellows leave as part of a global family, ready to improve the lives of those with intellectual disabilities in their own countries with a renewed sense of focus and urgency.

The 2009 EKS Fellows: Dasha Zakharova (Russia), Peter Bukhala (Kenya), Phillip Mphahlele (South Africa), Anil Darpalli (India), and Sarah Alam (Pakistan) traveled to the U.S. for 10 weeks during the summer to gain a greater understanding of the Special Olympics movement. During their first six weeks in the U.S., the Fellows based themselves in Washington, D.C. at Special Olympics headquarters for training in sports and competition, government affairs, health, fundraising, communications, strategic planning, leadership, cross-sector collaboration, human rights and cultural competency, in addition to a rich exchange of dialogue in group sessions.

For the remaining four weeks, the Fellows immersed themselves in the field at Programs in Washington, Iowa, Wisconsin, New Jersey and Louisiana. Special Olympics gained a cadre of well-trained professionals dedicated to promoting policies and programs to benefit people with intellectual disabilities around the world. It goes without saying that the Fellows will advance Mrs. Shriver's legacy – a responsibility that was heightened upon her death during the end of their visit in August 2009.



Making a Difference

Clockwise from top: 2009 EKS Fellows Phillip Mphahlele (South Africa), Peter Bukhala (Kenya), Dasha Zakharova (Russia), Sarah Alam (Pakistan), Anil Kumar Darpalli (India)



WHERE IN THE WORLD: AFRICA

“Special Olympics and The Ball together have the power to help break down the many barriers and divisions that the world faces. This journey to the World Cup will create understanding and friendships through sport, something that Special Olympics accomplishes daily, throughout the world.”

Dr. John Dow,
Acting Regional Managing Director
for Special Olympics Africa

Both Special Olympics and the sport of football give rise to a common set of rules which enables the whole world to play together.

BENIN	NAMIBIA
BOTSWANA	NIGER
BURKINA FASO	NIGERIA
CAMEROON	REUNION
CHAD	RWANDA
CONGO (BRAZZAVILLE)	SENEGAL
COTE D'IVOIRE	SEYCHELLES
DEMOCRATIC REPUBLIC OF CONGO	SOUTH AFRICA
KENYA	SWAZILAND
LESOTHO	TANZANIA
MALAWI	THE GAMBIA
MALI	TOGO
MAURITIUS	UGANDA
	ZAMBIA

Every four years, around the FIFA World Cup™ kickoff, an extensive tour of “The Ball” makes its way across the continent hosting the global football championship. “The Ball” tour was founded by the humanitarian group Spirit of Football, which hails the journey of the iconic football as the equivalent of an Olympic Torch Run. Traveling from town to town, The Ball gets signed, played with and kicked around – all as a way of promoting football and unity around the world.

With the 2010 FIFA World Cup being hosted on the African continent for the first time, The Ball's unique pilgrimage makes its first tour of many countries in the Special Olympics Africa (SOA) Region. The 2010 Ball will feature the Special Olympics Africa logo during its long journey, which begins at Battersea Park in London – the site of the first game of modern rules football in 1864.

The ball for the tour is manufactured in Africa, by Africans, for Africa through a partnership with the social enterprise organization, Alive and Kicking. It will travel 10,000 miles through England, Belgium, the Netherlands, Germany, Switzerland, Italy, France, Spain, Morocco, Senegal, Mali, Burkina Faso, Cote D'Ivoire,

Ghana, Togo, Benin, Nigeria, Cameroon, Kenya, Tanzania, Malawi, Zambia, Namibia, Botswana and, finally, its destination, South Africa. During the journey, The Ball will be signed and played with by thousands of people at football matches, in classrooms and elsewhere, as it meets kings, presidents and ministers, and collects inspiring football stories from all over.

In preparation for this global football event, SOA spent much of 2009 preparing to showcase the achievements of intellectually disabled athletes in as many ways as possible, including through activities around “The Ball Tour.” SOA also launched a new African Football Initiative with a friendly unified celebrity football challenge at Nelson Mandela Square in Johannesburg, where South Africa First Lady Nompumelelo Zuma kicked a prototype of The Ball 2010 to get things rolling. The pairing of The Ball and SOA is a perfect match, as the sport of football and Special Olympics celebrate both unity and differences among people and set the stage for projects spurred by the 2010 FIFA World Cup, which will benefit athletes in the region well beyond the big event.



First Lady of South Africa Mrs. Nompumelelo Zuma kicks off the Special Olympics Africa Football Initiative launch.



WHERE IN THE WORLD: ASIA PACIFIC

“
*A small body of determined
spirits fired by an unquenchable
faith in their mission can alter
the course of history.*”

Mahatma Gandhi

The Special Olympics Asia Pacific Region had an incredible year of growth anchored in India and unexpected places like Afghanistan. The Region saw a 17.7 percent growth rate in just one year.

In India, the government understands the value of Special Olympics in developing youth and communities. The government provides millions of dollars to community/broad-based/grassroots sports development which is combined with the sports infrastructure of Special Olympics Bharat. The result is that by the end of 2009 Special Olympics Bharat ran over 10,500 events for over 650,000 athletes. It is the biggest sports federation in India by registered athletes.

In addition, the Indian Government is creating more opportunities for inclusive education and sports for people with intellectual disabilities and is providing funds for provision of the extra resources needed, including aspects of the Special Olympics Bharat Program and will give access to 1 million schools and provide resources that are used to give students access to sport.

Despite conflict, bombings, office structural damage and staff injuries, Special Olympics Afghanistan was able to still hold their National Games in October 2009, just delayed a couple weeks.

Those Games boosted the growth numbers that Program has seen since first established with five athletes in 2003. Now with more than 600 athletes, the Program is continuing to prove a place of acceptance for the many athletes with intellectual disabilities who had no opportunities.

Earlier in the year, the National Government of Afghanistan also recognized the national Special Olympics team who won Silver at the 2009 World Games in Boise, Idaho. The team not only proudly shared their medals with the Minister Advisor of Sports, Parliament members, and President of Afghanistan National Olympic Committee, but they also did a demonstration of the unique Special Olympics sport.

AFGHANISTAN
AUSTRALIA
BANGLADESH
BHARAT (INDIA)
BHUTAN
BRUNEI
DARUSSALAM
CAMBODIA
INDONESIA
LAOS
MALAYSIA
MYANMAR
NEPAL
NEW ZEALAND
NIPPON (JAPAN)

PAKISTAN
PHILIPPINES
SAMOA
SINGAPORE
SRI LANKA
THAILAND
TIMOR-LESTE
VIETNAM



Pakistani Player during exhibition cricket match during the 2009 Cricket Carnival.



WHERE IN THE WORLD: EAST ASIA

“

I hope that the holding of this event will give people in Taiwan a better understanding of Special Olympics, and that it will encourage more families with intellectual disabilities to stop biding from the society and try to find more vehicles to develop their potential.”

Mr. Bai Hsiu-Hsiung,
Tournament President and Chairman
of Special Olympics Chinese Taipei

CROSS-REGIONAL COMPETITIONS

Special Olympics East Asia (SOEA) planned and managed several major Regional and cross-regional competitions during 2009, including a bocce competition in Korea, a football competition in Hubei, China, and an International Unified Race and football competition in Shanghai, China.

SOEA also hosted an International Golf Tournament at Pei Tou Kuo Hua Golf and Country Club in Taipei, Taiwan in 2009. The event was attended by ten teams comprised of leading Special Olympics athletes from Chinese Taipei, mainland China, Denmark, Great Britain, Hong Kong, Ireland, Korea, Macau, South Africa and the United States. During the four days of the tournament, athletes competed in many levels of play. Five of Taiwan's top Ladies Professional Golf Association pros playing in the U.S. - Yani Tseng, Teresa Lu, Candie Kung, Amy Hung and Yu Ping Lin – attended the tournament to give demonstrations, offer advice and share their experience with the athletes.

All of the competitions provided opportunities for athletes from across the region to compete and communicate with each other. The events also attracted attention and understanding from communities and sponsors who continue to support these important Special Olympics events.

BEIJING UNIVERSITY STUDENTS PROMOTE “BE A FAN” CAMPAIGN

During an evening in October, young faces packed Tsinghua University's School of Sciences auditorium for an award ceremony for the UBS-Special Olympics University Campus Contest which highlighted videos, photos articles, Public Service Announcements and other works inspired by the “Be a Fan of Special Olympics” campaign. More than 200 volunteers from top-tier universities in Beijing, including Tsinghua University, Communication University of China, People's University of China, Beijing Foreign Studies University, and Beijing Language and Culture University attended the ceremony. Also in attendance were Special Olympics athletes, community members and honored guests from UBS China and other organizations.

“

I see from the wonderful works that Special Olympics has touched so many young students. UBS China has supported Special Olympics for several years. We are glad to see that through this contest more young people have been drawn to the great cause of Special Olympics. We will continue to work with Special Olympics and other supporters to create a better world for people with intellectual disabilities.”

Mr. David Li,
Chairman and Country Head of UBS China

CHINA
CHINESE TAIPEI
HONG KONG
KOREA
MACAU



Honored guests with university students and SO athletes for the awards ceremony;
(mid-front) Madam Wang Naikun, Chairperson of SO China and Vice Chairman of China Disabled Persons' Federation



WHERE IN THE WORLD: EUROPE & EURASIA

“I believe we are entering into an exciting new phase for sport in Europe. The European Union is clearly recognizing the important role sport plays in education, culture, social cohesion and public health within our European society.”

Mary Davis,
Managing Director for
Special Olympics Europe/Eurasia

“One of our principal goals is ensuring that everyone has the opportunity to enjoy the benefits of basketball. That is why this season we are dedicating all our efforts to raise awareness and support the Special Olympics Europe/Eurasia movement, from which we all have many things to learn.”

Jordi Bertomeu,
Euroleague Basketball CEO

GOVERNMENT FUNDING BOLSTERS EFFORTS

In 2009, Special Olympics Europe/Eurasia (SOEE) enjoyed a significant boost to efforts in bettering the life of people with intellectual disabilities through sport, with generous funding included in the European Union's general budget. SOEE dedicated the much needed financial support to Special Olympics programs across the 27 European Union Member States. Funding also went towards assisting with the 2010 Special Olympics European Games to be held in Warsaw, Poland and towards the 2011 Special Olympics World Summer Games taking place in Athens, Greece. This boost in funding came on the heels of the recent grant from the European Commission under the Preparatory Action in the field of sport.



Basketball Week is the flagship event of the FIBA Europe-Special Olympics Europe/Eurasia (SOEE) partnership that was established in May 2004 with the aim of developing basketball for players with intellectual disabilities. It takes place in November of each year.

NEW PARTNERSHIPS GIVE BASKETBALL A BOOST IN EUROPE

SOEE also signed a new partnership with Euroleague Basketball to promote greater opportunities in basketball for people with intellectual disabilities during the 2009 and 2010 seasons. Euroleague Basketball clubs, players, coaches and referees have been actively involved in the partnership.

During 2009, Euroleague dedicated the 20 basketball games which took place in 24 cities across Europe from November 11th to November 26th to Special Olympics under the slogan “Basketball For Everyone.” Euroleague players wore t-shirts promoting Special Olympics while the home team captain addressed fans before each opening tip-off promoting respect, acceptance and inclusion for athletes with intellectual disabilities.

Later that month, Special Olympics celebrated the 2009 European Basketball Week with the endorsement from Euroleague Basketball as well as support from FIBA Europe. For Special Olympics, the week represented its ongoing commitment to increase the number of registered basketball players in Europe to 56,000 by 2011 as well as recruit 300 more volunteer coaches. During the week, more than 200 activities took place across European cities and towns including local and national tournaments, clinics with professional coaches and players and games.

ALBANIA	CZECH REPUBLIC	HUNGARY	LITHUANIA	SAN MARINO
ANDORRA	DENMARK	ICELAND	LUXEMBOURG	SERBIA
ARMENIA	ESTONIA	IRELAND	MALTA	SLOVAKIA
AUSTRIA	FAROE ISLANDS	ISLE OF MAN	MOLDOVA	SLOVENIA
AZERBAIJAN	FINLAND	ISRAEL	MONACO	SPAIN
BELARUS	FRANCE	ITALY	MONTENEGRO	SWEDEN
BELGIUM	FYR MACEDONIA	KAZAKHSTAN	NETHERLANDS	SWITZERLAND
BOSNIA & HERZEGOVINA	GEORGIA	KOSOVO	NORWAY	TAJIKISTAN
BULGARIA	GERMANY	KYRGYZ REPUBLIC	POLAND	TURKEY
CROATIA	GIBRALTAR	LATVIA	PORTUGAL	TURKMENISTAN
CYPRUS	GREECE	LIECHTENSTEIN	ROMANIA	UKRAINE
			RUSSIA	UZBEKISTAN



WHERE IN THE WORLD: LATIN AMERICA

“

For the South American Tennis Confederation it is an honor to be present at such an important event. To the athletes, thank you for being part of it. Thanks for showing the world that tennis is for everyone and for teaching us that you can win in sports not only win with reason, but also with the heart. Thanks for showing us that with effort and sacrifice any goal is achievable.”

Sergio Elias,

President of South American Tennis Confederation during the II Pan American Tennis Tournament of SOLA

Photo above:
Chile football team against Brazil.

ARGENTINA
BOLIVIA
BRAZIL
CHILE
COLOMBIA
COSTA RICA
CUBA
DOMINICAN
REPUBLIC
ECUADOR
EL SALVADOR
GUATEMALA
HONDURAS
MEXICO
PANAMA

PARAGUAY
PERU
PUERTO RICO
URUGUAY
VENEZUELA

In 2009, Special Olympics Latin America (SOLA) national and local leadership renewed their commitment to pursuing growth opportunities in spite of global economic uncertainty. SOLA held more than 3,500 competitions in 19 countries across Latin America throughout the year, demonstrating to the sports world that Special Olympics is a movement that takes sports training and the preparation of athletes for competition very seriously.

Some of these competitions resulted from the successful expansion of SOLA's participation in tennis, thanks to alliances established with the South American Tennis Confederation (COSAT) and Central America and Caribbean Tennis Confederation (COTECC). The 2nd Pan-American Special Olympics Tennis Tournament held in Monterrey, Mexico was a testimony to this achievement, as 150 athletes from 23 countries competed in this world-class tournament, which was attended by Mexico's First Lady

Margarita Zavala Calderon. The event served as a key component of "Tenis Somos Todos" (Tennis for All), a program that supports the social and athletic development of people with intellectual disabilities in Latin America through tennis.

During the second half of 2009, the pace of activities in Latin America accelerated as Special Olympics Puerto Rico, government officials, the city of San Juan and countless volunteers prepared to host the II Juegos Latinoamericanos de Olimpiadas Especiales in 2010. Governor Luis Fortuño and San Juan Mayor Jorge Santini embraced these Games as representing an important event for Puerto Rico, working hard to secure the necessary funding to ensure that these Games would take place.

Also during this time when many in the corporate community hesitated to invest in new philanthropic programs, Procter & Gamble Latin America saw an opportunity to promote corporate responsibility and public awareness about Special Olympics athletes, signing a two-year partnership agreement to become SOLA's first multi-national regional partner. The campaign, which launched in Mexico at the end of 2009, will be implemented in 14 Latin American countries through August 2010 and is expected to raise unprecedented public awareness for local programs and for the organization.



Moises Aguilar from El Salvador playing tennis.



WHERE IN THE WORLD: MIDDLE EAST & NORTH AFRICA

“*The Special Olympics movement is an organization of sport, social and humanitarian work of the highest order and the Global Congress is imperative to the progress of the noble worldwide endeavors of Special Olympics, and it needs our full engagement and unconditional support.*”

**Her Royal Highness
Princess Lalla Amina of Morocco**
Chair of Special Olympics Morocco
Board Director, Special Olympics
International

In 2009, the Special Olympics Middle East North Africa (MENA) Region saw tremendous support from Heads of State and Leaders throughout the Region. From Morocco to Saudi Arabia, the overwhelming support was a testament to the years of growth and work in the Region.

In May 2009, His Royal Highness Prince Sultan bin Fahd of Saudi Arabia presented the largest cash donation to the MENA Region. Two months later, Her Royal Highness Princess Lalla Amina of Morocco and Special Olympics International Board Director announced that Special Olympics Morocco would host the 2010 Special Olympics Global Congress under the patronage of His Majesty The King Mohammed VI of Morocco. This event would unite Special Olympics leaders from throughout the world to convene in Marrakech, Morocco to discuss the future of the Special Olympics movement.

Also in 2009, Abu Dhabi's Crown HH Sheikh Mohamed Bin Zayed confirmed his donation commitment to support the continued development of Special Olympics Programs throughout the region.

President Ahmad Abdullah Sambi of the Comoros was honored with the Special Olympics International Award to encourage continued growth of one of the Region's newest Programs. Earlier in the year, The Comoro Islands participated in the 2009 World Games.

Also honored with the Special Olympics International Award was His Excellency President Zine El Abidine Ben Ali of Tunisia for a recent law enacted in Tunisia concerning the support of individuals with disabilities and helping them to be involved in the social and economic day-to-day life of their community.

Looking to the future, the MENA Region received the official letter from the Ministry of Sports in Syria confirming that the country will host the 7th 2010 MENA Regional Games under the patronage of H.E. Mrs. Asmaa Al Assad, Syria's First Lady from 24 Sept till 3 Oct, 2010. The government has guaranteed both cash and in-kind donations to cover all games costs for hosting 2,000 athletes representing all the 23 Special Olympics MENA Programs.

ALGERIA
BAHRAIN
COMOROS
EGYPT
IRAQ
JORDAN
KUWAIT
LEBANON
LIBYA
MAURITANIA
MOROCCO
OMAN
PALESTINE
QATAR
SAUDI ARABIA
SOMALIA
SUDAN
SYRIA
TUNISIA
UNITED ARAB
EMIRATES
YEMEN



H.E. Mrs. Asmaa Al Assad, First Lady of Syria, with Equestrian athletes. Syria will host the upcoming 2010 Middle East North Africa Regional Games.



WHERE IN THE WORLD: NORTH AMERICA

“

Being involved in Special Olympics, seeing how everyone is thought of as equal, then watching how people at school respond to students with intellectual disabilities by making fun of them or just completely ignoring them, has made me realize that there needs to be a change in our schools and communities. I am being given the chance to make a difference. I get to be a person behind the change.”

Samantha Huffman,
Youth Activation Committee member,
age 17

Throughout the Special Olympics North America Region, 2009 brought youth engagement and innovation to further the movement. Thanks to funding from the Department of Education, in its second year, **Project UNIFY®** gave Special Olympics' U.S. Programs resources, tools and technical assistance to work with schools in developing ways that students with and without intellectual disabilities can learn with and about each other, overcome barriers to acceptance and become leaders for change.

More than 1,700 schools and over 625,000 young people were engaged throughout the 48 states where Project UNIFY was fully integrated in 2009. The tremendous momentum around this initiative even reached as far as places such as Jersey City, where Special Olympics and the local school district have worked together for more than 30 years to bring students and the community together to rally around people with intellectual disabilities. Jersey City's school district, known for its inclusion classes that integrate special education and general education students, adopted Project UNIFY district-wide—a model Special Olympics hopes to replicate in the future throughout all participating states.

In April of 2009, The Federation of St. Kitts & Nevis introduced special arrangements for people with special needs as a Government policy.

Prime Minister Dr. Denzil Douglas anchored the twin island nation's commitment to Special Olympics when he signed a Partnership Agreement to provide support—both technical and, in some cases, monetary—to Special Olympics St. Kitts & Nevis, for the further development of the program.

“By signing this agreement not only does Special Olympics St. Kitts & Nevis have the right to call for Government support when they need it, it also makes it mandatory for Government to do a number of things necessary to take this organization to a higher level,” said the Prime Minister, as he restated his Administration's commitment to anchor quality growth of the organization and called for all in the region to change their attitudes toward people with disabilities.

In 2009, the Special Olympics brand continues to attract major donors and media throughout Canada. Featured in a one-hour TSN broadcast on November 7th, Special Olympics Canada appeared with notable donors and special guests including Cyril Dimitrius, Toyota Canada's CFO—kicking off Special Olympics month around the country. In addition, the 27th Special Olympics Canada Festival, a signature fundraising and awareness event, played host to more than 1,000 guests in 2009.

ARUBA
BAHAMAS
BARBADOS
BELIZE
BERMUDA
CANADA
CARIBBEAN
CAYMAN ISLANDS
CURACAO
DOMINICA
GRENADA
GUADELOUPE
GUYANA

HAITI
JAMAICA
MONTSERRAT
ST. LUCIA
ST. MAARTEN
ST. VINCENT &
THE GRENADINES
SURINAME
TRINIDAD &
TOBAGO
VIRGIN ISLANDS
(US)
VIRGIN ISLANDS
(BRITISH)

UNITED STATES
ALABAMA
ALASKA
ARIZONA
ARKANSAS
COLORADO
CONNECTICUT
DELAWARE
DISTRICT OF
COLUMBIA
FLORIDA
GEORGIA
HAWAII
IDAHO
ILLINOIS
INDIANA
IOWA
KANSAS
KENTUCKY

LOUISIANA
MAINE
MARYLAND
MASSACHUSETTS
MICHIGAN
MINNESOTA
MISSISSIPPI
MISSOURI
MONTANA
NEBRASKA
NEVADA
NEW HAMPSHIRE
NEW JERSEY
NEW MEXICO
NEW YORK
NORTH CAROLINA
NORTH DAKOTA
NORTHERN
CALIFORNIA

OHIO
OKLAHOMA
OREGON
PENNSYLVANIA
RHODE ISLAND
SOUTH CAROLINA
SOUTH DAKOTA
SOUTHERN
CALIFORNIA
TENNESSEE
TEXAS
UTAH
VERMONT
VIRGINIA
WASHINGTON
WEST VIRGINIA
WISCONSIN
WYOMING



The USA Hockey Team celebrates their victory on the winner's podium in February at the 2009 World Winter Games held in Boise, Idaho.

GLOBAL SUPPORTERS

WORKING TOGETHER, SPECIAL OLYMPICS AND ITS SPONSORS
CHANGE LIVES AROUND THE WORLD.



The **Bank of America Charitable Foundation** pledged its support for the Special Olympics movement and its mission by providing funding for Special Olympics Team USA, the 2007 Special Olympics World Summer Games in Shanghai, China and the 2009 Special Olympics World Winter Games in Boise, Idaho. They have recently provided support for the 2010 Workforce Development Town Hall.



The **Coca-Cola Company** became a founding partner of Special Olympics in 1968, our founding year. Today, Coca-Cola, as an Official Global Partner of Special Olympics, supports the movement through cash, in-kind products and services, and marketing and fundraising support. Over the years Coca-Cola has provided support for local Special Olympics Programs through its bottlers. As an Official Global Partner of the 2009 Special Olympics World Winter Games in Boise, Idaho, Coca-Cola demonstrated its commitment to the Special Olympics movement through a full blown advertising and promotional campaign spotlighting local Idaho Special Olympics athletes.



DHL provided continued leadership and critical support for the Global Law Enforcement Torch Run for the 2009 World Winter Games in Boise, Idaho. Their expertise in express logistics and delivery services made it possible to transport the flame across 5 continents- a distance of 37,000 miles. At every stop along the way DHL employees and leadership participated in the run and ceremonies. From start to finish DHL

was proud to be the official transporter of the Flame of Hope.



Mattel, Inc., and the Mattel Children's Foundation launched a global partnership with Special Olympics in 2005. Mattel's support focuses on the development of three programs: the Young Athletes™ program, which will engage youth ages 2 through 7 with intellectual disabilities; the Special Olympics Get Into It® school-based curriculum, which will teach understanding, acceptance and involvement; and Team Mattel, which engages Mattel employees as volunteers in the largest Special Olympics corporate volunteer presence around the world. Since the partnership's inception, 11,000 Mattel employees have volunteered in 21 countries (34 Programs) at 360 sports events, more than 22,000 Young Athletes and their family members have been recruited, and over 577,000 young people have volunteered in more than 15,000 schools with training for over 79,000 teachers.



The **Procter & Gamble Company** has supported Special Olympics movement for more than 30 years and helped raise awareness and funds to help people with intellectual disabilities with its annual P&GbrandSAVER® since its inception in 1980. Over the past 18 years, P&G has increased its reach by supporting Special Olympics outside of the U.S. as well. Since 2006, Procter and Gamble has donated funds to focus on children in need ages 0-13 through the Live Learn and Thrive Grants which have supported over 50 countries throughout the seven regions of Special

Olympics. Our partnership continues having executed regional promotion campaigns in Latin America and the Middle East.



In 2008, **Safeway Inc.** added Special Olympics as a beneficiary of its successful April customer fundraising campaign to benefit individuals with disabilities. Through customer donations at the cash register, the campaign provided a platform for local Special Olympics Programs in the 21 states, the District of Columbia and Canada to collaborate with their local Safeway stores to raise awareness for the promotion.



Starwood Hotels & Resorts Worldwide was the exclusive Hotel Sponsor of Special Olympics Inc. from May 2006 through April 2009 and of the 2007 Special Olympics Summer World Games. Through donations, cause-related marketing and the support of the Starwood Preferred Guest program, Starwood generated positive awareness of Special Olympics, its mission and the triumphs of individuals with intellectual disabilities in the worldwide community. Starwood broadcast Special Olympics public service announcements on its internal television channel in all of its hotels. The Starwood Preferred Guest Program offered Special Olympics the ability to redeem Starpoints at Starwood hotels and resorts around the globe. This partnership has been priceless to the many families and athletes who were able to attend Special Olympics Games and events because of the generous discounts made available.



The **Walmart Foundation** has supported the Special Olympics movement at all levels. The National Giving Program has supported "Greening the Games" initiatives at the 2009 Special Olympics World Winter Games and the 2010 Special Olympics USA National Games. The National Giving Program has also recently supported the Healthy Athletes program. Walmart has been a strong supporter of Special Olympics Programs in the U.S. through its State Giving Program, Walmart Store and Sam's Club Giving Programs, in-kind support and employee engagement through their Volunteerism Always Pays program. In 2009, the Walmart Foundation granted funds through its State Giving Program. The funding from these grants supports such initiatives as Young Athletes, Healthy Athletes, general health and fitness through sports, local/area/state-level competitions and a summer sports camp.



MTM Recognition, the Official Sponsor of Special Olympics, has been manufacturing and sponsoring Special Olympics World Games medals since 1987 and has been the official U.S. awards licensee of Special Olympics for over 20 years.



In its 29th year the **Law Enforcement Torch Run for Special Olympics**

continues to be the movement's largest grassroots fundraiser and public awareness vehicle. Annually, 85,000 law enforcement officers representing 49 nations participate in the Torch Run activities ranging from the run itself, to polar plunges, Tip-a-Cop events and selling more than 400,000 t-shirts for Special Olympics. In 2009 law enforcement officers continued the tradition of carrying the Flame of Hope into the Opening Ceremonies for the World Winter Games in Boise, Idaho.



SPECIAL OLYMPICS HEALTHY ATHLETES SUPPORTERS:



Now in its 10th year, the partnership between Special Olympics and the **Lions Clubs International Foundation** has made it possible to bring quality vision care to Special Olympics athletes around the globe. In addition to donating funds each year since the beginning of its partnership with Special Olympics, Lions Clubs have supported the Opening Eyes program with thousands of volunteers from more than 60 countries. Lions play a crucial volunteer role, assisting with registration, color vision testing, visual acuity tests and distribution of glasses and protective sports goggles.



In 2009, more than 10,000 eye glasses and 2,500 sports goggles with lenses from **Essilor International** were given away to athletes who needed them. Since the global partnership began in 2002, Essilor has been the official global supplier of ophthalmic lenses to the Special Olympics Lions Club International Opening Eyes program. In 2009, Essilor signed an agreement with Special Olympics to continue its relationship, ensuring that this global sponsorship will continue well into the future. In addition to providing supplies, Essilor also encourages their employees to attend Opening Eyes screenings and become involved in the provision of quality eye care for persons with intellectual disabilities.



The **Safilo Group** supports the Special Olympics Lions Club International Opening Eyes program by supplying high-end designer frames and sunglasses completely free of charge to athletes. Since this partnership began in 2003, Safilo has donated approximately 10,000 frames and 20,000 sunglasses every year. The Safilo Group, one of the world's leading producers of optical glasses, sunglasses and eyewear for sports, has always paid special attention to social causes throughout its global operation.

2009 SPECIAL OLYMPICS INTERNATIONAL GLOBAL SUPPORTERS

INDIVIDUALS, CORPORATIONS AND FOUNDATIONS THAT MADE GIFTS TO SPECIAL OLYMPICS INTERNATIONAL IN 2009.

Academy of General Dentistry Foundation	Steve Capust	Susan Fritsch	Jack Brothers Associates LLC
Ben Affleck and Jennifer Garner	Stephen E. and Susanna M. Carey	Joan Ganz Conney and Peter G. Peterson	Jason M. James
Richard M. and Emily N. Alexander	Carnival Cruise Lines	Ann Marie Gima	Jane Smith Turner Foundation
All Audiology, Inc.	Stephen and Liz Carter	GKN Foundation	JMN Financial LLC
HRH Prince Sultan Bin Fahd bin Abdulaziz Al Saud	Cartier North America	GN Resound	John and Jordan David Foundation
Her Highness Sheikha Mozah Bint N. Al-Missned	Charity Gift Certificates	Goldman Sachs & Co.	Howard Katz
Alpha Sigma Alpha - Zeta Rho	Henri and Genny Chase	Goldman Sachs Gives	William and Linda Kaufman
Alpha Sigma Alpha Foundation	The Coca-Cola Company	Goldring, Herts & Lichtenstein LLP	Jena and Michael King
American Federation of Teachers AFL-CIO	Colgate	Golf Course Superintendents Association of America	Thomas Klein
Anna and John J. Sie Foundation	Jacqueline Dacosta	Gone Gator Music	Knights of Columbus 10034
Apangea Learning	Donald Daley	Good-Lite	The Knights of the Grip of Connecticut and Western Massachusetts
Roberta Armani	Yolando Eleta de Varela	Gregory Haack	George W. Landrum
Richard Ash	Dearborn Advisors	Barry G. and Jane T. Haimes	Ray and Stephanie Lane
B & J Association	Michael Dedoshka	David H. and Anna Hall	Jeffrey M. Lansing
Bank of America Charitable Foundation	Dewey Square Group, LLC	Henry E. Haller	Ricki M. Lasky
Edward M. Batchelder and Susan L. Senator	DHL	Bridget S. Hardy	Liberty Sport
Ruth Bedford	Larry Dicke	Ruth Harlan	Mr. and Mrs. Carl J. Lieber, Jr.
Biosoustics	Mark Dowley	Andrew J. Hayden and Shannon H. Shay	Lions Clubs International Foundation
Jacob Bloom	Todd F. and Lorraine Quinn Devers	Health Enhancement Systems	The Llee Foundation
Bob's Stores Corp.	David DuMouchel	Health One Global	Mark London and Dania Fitzgerald
The Boeing Company	Florence B. D'Urso	HMG Strategy, LLC	The Lookout Foundations
Bowling Foundation	E-Trade Financial	HMS Business Services Inc.	Lovin' Scoopful LLC
Gertrude Boyle	Jay Emmett	Hometown Foundation Inc.	Larry and Stacey Lucchino
David and Laura Braddock	Essilor International	Horsley Bridge Partners	Brady and Jill M. Lum
Theresa Breslin	Family and Friends Charity Golf Outing	Marian Hunt	Roderick Macfarquhar
Business Professionals of America	Kevin and Kristina Farr	Roy Hunt III	Maureen E. Mack
Dave Buthman	James Feldman and Natalie Wexler	I Do Foundation	Mandalay Pictures
Capitol Indemnity Corporation	Ford Family Trust	The Imagine Foundation	John and Mary Manley
	Fried, Frank, Harris, Shriver & Jacobson LLP	William M. and A.C. Isaac	Don and Barb Martin
	Robert and Shari Friedman		Mattel Children's Foundation



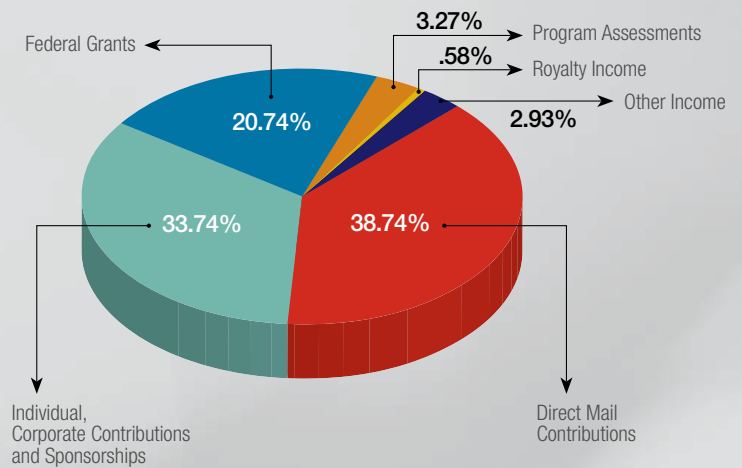
Mattel, Inc.	Perfect 10 Productions, Inc.	Maria Shriver	Widex
Michael and Hannah Mazer	Ronald O. Perelman	Timothy P. Shriver	The William E. Simon Foundation
Fiona McDowell	PGA OF America	Shutterfly	Wisteria
William McGurn	Piedmont VA Amateur Softball National Tournament	Sonic Innovations	Pamela Wright
The MCJ Amelior Foundation	The Pioneer Fund on behalf of Scott and Tracie Hamilton	Arne and Ruth Sorenson	Wynn Resorts
Brian Meister	Potomac Strategic Development Co., LLC	Southern Lehigh School District	Marilyn Yamamoto
MFS Investment Management	The Procter & Gamble Company	Starwood Hotels & Resorts Worldwide, Inc.	Robert Yellin
Milliken Foundation	Jose Renteria	Vicky Strauss Kennedy	Shirley Young
Mitsubishi Digital Electronics	Amy Robbins	Stuart Family Foundation	Dr. Dicken and Meilin Yung
John L. Montegari and Leonora C. Hunt	Andrew Robertson	Sunray Information Technologies	
Moose Charities	Lowell W. and Leila H. Robinson	Sunstar Americas	
Angelo Moratti	Lisenne Rockefeller	Superior Essex, Inc.	
Sigmund and Lynn Morawski	RSM McGladrey, Inc.	Symetra	
Mario Morino	Capell Rudolph	TD Bank	
Elizabeth Mowins	David Rutherford	Henry Thorne	
North American Police Ski Champions	SC Group	Barbera Thornhill	
The National Basketball Association	Safeway Foundation	Toys "R" Us Children's Fund	
Natus Medical Inc.	Safilo S.p.A	The TR Family Trust	
Margo MacNabb Nederlander and James L. Nederlander	Samons Preston	Emmanuel Trigen	
Network for Good	Kim Samuel Johnson	UBS AG	
The New York Community Trust	Sheryl Sandberg and David Goldberg	UMASS-Boston	
North American Police Ski Champions	Scott Schefrin	United States Golf Association	
N.S.C.A.A Foundation	Benjamin and Sophie Scher	Vanessa Williams	
NYSE Euronext	Thomas and Susan Schmitt	Vanneck Bailey Foundation	
Optos	Patricia Schutts	Victor and Christine Anthony Family Foundation, Inc.	
Oticon	Schwab Charitable Trust	VSP	
Timothy Parameter	Seaboard Coporation	The Wachter Family Trust	
Scott Parsons	Shanghai Fudan	Walmart Foundation	
The Parthenon Group	James and Monica Shay	The Walt Disney Company	
Patterson Dental Supply	Joseph F. and Connie Shay	Warner Truck Center	
David Payne	Joseph F. Shay, Jr.	Mr. and Mrs. Warren D. Weaver	
Paul R. Pearson and Randall Pinder	Timothy D. Shay	Joseph J. and Adrienne Welsh	
Pepsico Foundation Inc.			

2009 FINANCIALS

	UNRESTRICTED UNDESIGNATED	UNRESTRICTED DESIGNATED	TOTAL UNRESTRICTED	TEMPORARILY RESTRICTED
REVENUES, GAINS AND OTHER SUPPORT				
Direct mail contributions	\$35,318,210	\$ -	\$35,318,210	\$ -
Individual and corporate contributions and sponsorships	26,647,495	2,119,131	28,766,626	1,906,229
Federal grants	-	18,906,475	18,906,475	-
Program assessments	2,977,754	-	2,977,754	-
Royalty income	72,790	455,385	528,175	-
Net appreciation in trust assets	-	10,344,566	10,344,566	-
Net investment income	737,946	226,282	964,228	-
Other income	1,416,764	392,618	1,809,382	-
Total revenues, losses and other support	67,170,959	32,444,457	99,615,416	1,906,229
NET ASSETS RELEASED FROM RESTRICTION				
Satisfaction of program restrictions	-	2,381,081	2,381,081	(2,381,081)
Expiration of time restrictions	948,395	-	948,395	(948,395)
Total revenues and net assets released from restrictions	68,119,354	34,825,538	102,944,892	(1,423,247)
EXPENSES				
Program assistance	39,578,213	16,579,772	56,157,985	-
Public education and communications	8,178,821	54,580	8,233,401	-
Sports training and competitions	1,936,125	10,467,189	12,403,314	-
Fundraising	11,454,368	528,117	11,982,485	-
Management and general	3,503,414	7,485	3,510,899	-
Total expenses	64,650,941	27,637,143	92,288,084	-
CHANGES IN NET ASSETS				
NET ASSETS—Beginning of year	2,572,333	44,198,222	46,770,555	2,974,526
NET ASSETS—End of year	\$6,040,746	\$51,386,617	\$57,427,363	\$1,551,279

PERMANENTLY RESTRICTED	FY 2009 TOTAL	FY 2008 TOTAL
\$ -	\$35,318,210	\$35,848,492
-	30,672,855	26,637,625
-	18,906,475	10,170,252
-	2,977,754	3,076,468
-	528,175	981,370
-	10,344,566	(18,736,964)
-	964,228	(1,683,447)
-	1,809,382	587,984
-	101,521,645	56,881,780
-	-	-
-	-	-
-	101,521,645	56,881,780
-	56,157,985	48,539,369
-	8,233,401	8,827,838
-	12,403,314	10,784,985
-	11,982,485	11,841,980
-	3,510,899	3,322,377
-	92,288,084	83,316,549
-	9,233,561	(26,434,769)
198,584	49,943,665	76,378,434
\$198,584	\$59,177,226	\$49,943,665

REVENUE, GAINS AND OTHER SUPPORT*

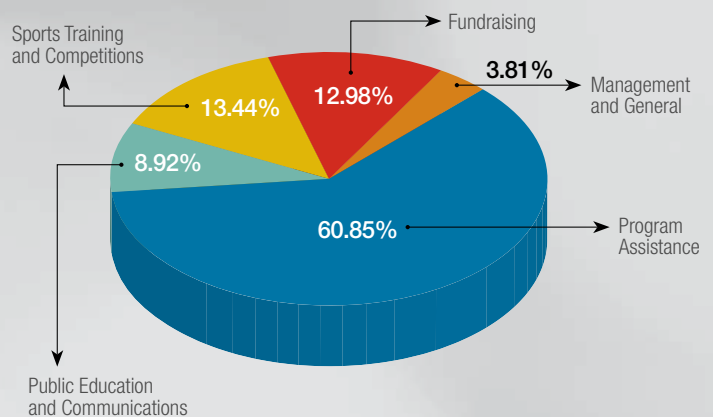


*(excluding net trust activity)

2009

Total Income: \$101,521,645
Less (Trust Inc.): (10,344,566)
Net Inc. (Less Trust): 91,170,079

EXPENSES





2009 BOARD OF DIRECTORS

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Special Olympics, Inc.

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Chief Executive Officer,
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Vice Chair
Olympic Gymnastics Gold Medalist

Mr. Raymond J. Lane
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Managing Partner,
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Mr. Andrew Robertson
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Chief Executive Officer,
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Actor, *"The Ringer"*

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Ms. Donna de Varona
Sports Broadcaster,
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International Entrepreneur,
Founder, *O.J. Kilkeny & Company*

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Ms. Florence Nabayinda
Special Olympics Athlete, Uganda,
*Sargent Shriver 30th Anniversary
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Ministry of Science & Technologies
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Vice President, Player Relations,
Indiana Pacers

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Special Olympics South Africa

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Chairman,
Special Olympics New Zealand

Ms. Guyla Saidova
IAC Europe/Eurasia Representative,
National Director,
Special Olympics Uzbekistan

Mrs. Eunice Kennedy Shriver
Founder, *Special Olympics, Inc.*

Ms. Maria Shriver
First Lady of California,
Broadcast Journalist & Author

Ms. Margaret Spellings
President & CEO,
Margaret Spellings & Company,
Former U.S. Secretary of Education

Ms. Anne Sweeney
President,
*ABC Cable Networks Group &
Disney Channel Worldwide*

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

Ms. Vanessa Williams
Actress & Recording Artist

Dr. Dicken Yung
Former President of
Special Olympics East Asia



2009 LEADERSHIP STAFF & MISSION

LEADERSHIP STAFF

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Chairman & Chief Executive Officer

J. Brady Lum
President & Chief Operating Officer

Drake Turrentine
Chief Legal Officer

Stephen Corbin
Senior Vice President,
Constituent Services & Support

Douglas K. Stevens
Chief Financial Officer

André Mendes
Senior Vice President,
Strategic Planning & Global CIO

Lee Todd
Chief World Games & Competition

Peter Wheeler
Chief Communications & Marketing Officer

John Dow
Chief Operating Officer, Regional Growth
Acting Regional Managing Director,
Special Olympics Africa and Asia Pacific Regions

Anna Chan
Regional Managing Director,
Special Olympics East Asia region

Mary Davis
Regional Managing Director,
Special Olympics Europe Eurasia

Dennis Brueggemann
Regional Managing Director,
Special Olympics Latin America

Ayman Wahab
Regional Managing Director,
Special Olympics Middle East North Africa Region

Bob Gobrecht
Regional Managing Director,
Special Olympics North America

SPECIAL OLYMPICS MISSION

To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.



Photo by Richard Corman

“

THIS IS IT:

There is no joy like the joy of unleashing the human spirit.
There is no laughter like the laughter of those who are happy with others.
There is no purpose nobler than to build communities of acceptance for all.
This is our glory.

”

Junice Kennedy Shriver



Special Olympics

Be a fan.®

www.SpecialOlympics.org



2009 Annual Report

LEAVING A LEGACY



FOR THE FUTURE



Special Olympics

Be a fan.®



ABOUT THE COVER PORTRAIT

Eunice Kennedy Shriver's portrait was made by artist David Lenz and is on display at the Smithsonian National Portrait Gallery in Washington, DC. It represents the first time the museum commissioned a portrait of an individual who has not served as either a president or first lady. The portrait's prominent location, adjacent to the Smithsonian's much-loved Hall of Presidents, pays homage not only to Mrs. Shriver, but to people like David's son, Sam, who has an intellectual disability. "Mrs. Shriver made the world a better place for Sam, and by celebrating her life," says David Lenz, "I'm shining a spotlight on the remarkable work she's done."

In Lenz's painting, Eunice Kennedy Shriver is at her Cape Cod, Massachusetts, home surrounded by four Special Olympics athletes and a Best Buddies Ambassador —(from left to right) Airika Straka of Wisconsin Rapids, Wisconsin; Katie Meade of Des Moines, Iowa; Andy Leonard of Reynoldsburg, Ohio; Loretta Claiborne of York, Pennsylvania; and Marty Sheets of Greensboro, North Carolina. With a broad smile on her face and her arm draped over Sheets' shoulder, she is clearly enjoying being with him. "The very act of inviting people with intellectual disabilities into the painting mirrors the essence of Eunice Kennedy Shriver's work: understanding and inclusion," says Lenz.

This portrait debuted at the Smithsonian National Portrait Gallery on May 9, 2009.



4	Leadership Letter
5	A Tribute to Eunice Kennedy Shriver
6	Growing a Movement
7	Building Awareness One Fan and 'Click' at a Time
8	Establishing a Foundation of Sports
10	Engaging the Passion and Energy of Youth
11	Providing Athletes Equal Access to Good Health
12	Tapping into Research and Innovation
13	Where Are We in the World?
20	Corporate Supporters
22	Global Supporters
24	2009 Financials
26	Board of Directors
27	Leadership Staff & Mission

LETTER FROM... CHAIRMAN/CEO & PRESIDENT/COO



Timothy Shriver



J. Brady Lum

Dear Friends,

2009 was a remarkable year in many ways. Over the course of this past year, we saw more activity and advancement on a global scale than ever before in our 42 year history.

We held more competitions than ever - over 44,000. We hosted our largest World Winter Games yet - uniting 2,000 athletes from nearly 100 countries and thousands more fans. We conducted record numbers of free health screenings for our athletes - over 165,000 athletes in seven disciplines. We launched a youth led campaign of respect and inclusion that is creating acceptance among their peers and communities for people with intellectual disabilities.

Amidst all the accomplishment, however, there was also loss, as we mourned the passing of Special Olympics' founder Eunice Kennedy Shriver on August 11, 2009. And yet, in her death we were reminded anew of the vibrancy of what she created. Her legacy is the strength of the grassroots army of millions that Special Olympics is built on, and the accomplishments of 2009 were extraordinary proof that this movement far transcends any one person, community or country.

This year represents not only the crowning achievement of an unprecedented decade for our Movement, but of her life's work to develop and promote the talents and abilities of people with intellectual disabilities. We set ambitious goals to increase the size and scope of our movement and exceeded them wildly. Since 2000, we have **more than tripled** the number of athletes we serve, from 1 million to more than 3.4 million. And we grew exponentially in places where others doubted that we could, where it was believed that the barriers were too high and too many: massive, complex countries like China and India; post-war or troubled nations like Pakistan, Afghanistan and Timor Leste; poor,

underserved nations like Kenya and Myanmar; or countries too mature like the United States and Canada.

But what is most striking about this growth is not the number of athletes it has involved or even where it has taken place, but the galvanizing power of community that has accompanied and sustained it. Some of our newest Programs are among our most robust - they have active and engaged volunteers; they have boards of directors made up of influential leaders from a broad cross section of community life; they offer a full menu of the sports, health, education, youth engagement and family support initiatives that are available through Special Olympics; they experience wide and enthusiastic support from the general public up through social and political leaders; and best of all, they show no sign of slowing down!

As we enter a new decade, we can be sure that we will be tested anew. In the months and years ahead, the challenges of fundraising will be brutal, the pace of change in communications will be at light speed and the pressure to leave the most vulnerable behind will be intense. As a global movement of millions, keeping focused, motivated and together will be difficult. We are sure to face the age old enemies of indifference and exclusion as other issues of the day fight for public attention.

But make no mistake: we are ready! Ready to keep the vision strong, ready to build a team aligned from one corner of the globe to another, ready to follow the enormous inspiration that our athletes provide.

Looking ahead, we hope that the words of Eunice Kennedy Shriver will echo in the hearts and minds of Special Olympics athletes, families and volunteers the world over.

Just one year ago, she put our movement and this moment in the light of history and possibility:

Despite all the progress of recent years, our special friends are still under threat. Some would rather eliminate them than improve their quality of life. Others would rather cut costs than create real opportunity. Still others would just rather move on.

For our part, let us make our stand on human dignity. Let us make our stand on justice. I ask you: stand up for people with intellectual disabilities for the rest of your lives!

You may ask, "What good will come from this for yourselves or for your country?" This is it: there is no joy like the joy of unleashing the human spirit. There is no laughter like the laughter of those who are happy with others. There is no purpose nobler than to build communities of acceptance for all. This is our glory.

With thanks to her indomitable spirit, together we thank you for the inspiration you provide and we ask you to continue to share every day in the glory of the athletes of Special Olympics.

With gratitude,

Timothy Shriver
Chairman & CEO
Special Olympics

J. Brady Lum
President & COO
Special Olympics



A TRIBUTE

APPRECIATING EUNICE KENNEDY SHRIVER'S MANY LEGACIES

“

Eunice Kennedy Shriver led a revolution of sport and competition that forever changed the way Americans view people with intellectual disabilities, and the way that many of the intellectually disabled view themselves.

It was America's most joyful civil rights movement – a revolution of play.”

Michael Gerson,
The Washington Post

Eunice Kennedy Shriver grew up in a family known to instill in all of its members a fierce competitiveness, a love of sport, a call to service and the desire to do good works. She was raised to believe that everyone counts no matter gender, race, religion or disability. She believed in the possibilities of individuals with intellectual disabilities. EKS became furious about the neglect and indifference she saw toward her sister and others. Her life demonstrated an unrelenting indomitable spirit in constant action to change the world for and with persons with intellectual disabilities. As she declared at the 1987 Special Olympics World Summer Games in Notre Dame, Indiana, USA she was devoted to ensure that her special friends had, "...the right to play on any [field], the right to study in any school, the right to hold a job, the right to be anyone's neighbor."

Not that her "special friends," as Eunice Kennedy Shriver warmly referred to all Special Olympic athletes, were ever coddled. Anything but. In fact, Eunice Kennedy Shriver insisted that every Special Olympics athlete take their competition seriously. She never worried that defeat and disappointment felt through competition might be hurtful to people with intellectual disabilities. She was known to express her strong opinion that "most people cry when they lose." To her, disability was not incompatible with excellence. That's why Special Olympics competitions were expected to yield sweat and tears.

Eunice Kennedy Shriver's journey to use sport as a vehicle to showcase the potential of all people with intellectual disabilities took her all over the world, from impoverished third-world nations to glamorous places like Hollywood,

California. Along the way, she collected numerous awards and honors. Two of the most notable are the Presidential Medal of Freedom, America's highest civilian award for public service bestowed by President Ronald Reagan in 1984, and Sports Illustrated's first-ever Sportsman of the Year Legacy Award, which she received not long before she died in August 2009.

Her daughter, Maria, has described her mother as "a transformative figure. ...she was determined to change the world for people with intellectual disabilities and she did. ...she never rested. She never stopped. She was a momentum on wheels. She was focused, relentless and she got the job done." Whether with her "special friends" in her own backyard, Dublin, Shanghai, or Johannesburg, "you had no choice but to join her in her mission."

Without rival, she advanced the rights and enriched the lives of people with intellectual disabilities around the world more than anyone else in history. Her legacy lives on in the actions of Special Olympics leaders, families, athletes, and fans who continue, through **EKS Acts of Unity**, to expand inclusion and acceptance around the world.

Lasting Legacies

*Growth
Awareness
Sports
Youth
Health
Innovation
Leadership*

*"Forever Smile" by Chen Yao
Winner of the Special Memorial Award
"Be a Fan of Special Olympics"—Beijing, China
"UBS-Special Olympics University Campus Contest"*





GROWING A MOVEMENT

“*The whole world will certainly remember the unbridled courage, faith and devotion of a lady who had created Special Olympics, contributed to its development and made of it a worldwide movement and a source of joy, hope, love, acceptance and sharing; for millions of athletes, families, coaches and volunteers, throughout the globe.*”

Her Royal Highness
Princess Lalla Amina of Morocco
Chair of Special Olympics Morocco
Board Director, Special Olympics
International

In 2009, the organization witnessed more activity and growth on a global scale than any other year in its history, creating nothing short of the most powerful movement of sport, inclusion, acceptance and dignity that the world has ever seen. The fact that today almost every country on Earth has been touched by Special Olympics in some way is proof of the movement's long journey since its inception in 1968 where only 1,000 athletes participated in the first Games.

The numbers are staggering.
**During 2009,
Special Olympics:**

- Welcomed more athletes than ever before — **nearly 3.5 million worldwide;**
- Hosted more than **44,000 events** around the world, averaging **121** competitions hosted every single day;
- Ushered in a new era of urgency in **fighting intolerance** using the internet, the “airwaves” and the “big stage” with the help of well-known stars of sport, screen and music;
- Saw hundreds of thousands of young people with and without disabilities **launch a campaign** to change the conversation about intellectual disability in schools and in society;
- Catalyzed **empowerment** and **self-advocacy** as thousands of new athletes joined Special Olympics' Athlete Leadership Programs;
- Hosted more than **one million** volunteers and coaches at 32 Olympic-type summer and winter sports through 226 Special Olympics Programs in more than 170 countries; and,
- Continued as the world research leader in the field of intellectual disabilities, and the world's largest public health organization serving this population with more than **150,000 free health screenings**.



Photo by Richard Corman



specialolympics.org

Harnessing the Internet to Make a Change

Special Olympics harnesses the power of social media to engage athletes, supporters, fans and newcomers via Twitter, Facebook, YouTube and its Fan Community – an online area where athletes, coaches, families and supporters of Special Olympics can connect and share. These efforts helped to raise awareness and drive action around Special Olympics initiatives including “Spread the Word to End the Word” and promotion of “A Very Special Christmas.” Communicating in new ways through social media also activated fans to vote for Special Olympics’ World Winter Games as Sports Travel Magazine’s Best Sporting Event of 2009, and promoted sponsorship campaigns with Coca-Cola, Safeway, Wal-Mart, eBay, P&G and Shutterfly.

Special Olympics looks forward to continued use of social networking media for education, motivation and activation, and as a way to connect people with the ongoing activities of its Programs around the world.



live.specialolympics.org

BUILDING AWARENESS ONE FAN AND ‘CLICK’ AT A TIME

Throughout her life and career, Eunice Kennedy Shriver sought to gain respect for people with intellectual disability like her sister Rosemary both in word and in deed. For more than four decades, she worked as Founder of Special Olympics to increase awareness about the need to respect and engage these citizens by writing articles, visiting elected officials, testifying before Congress and growing the organization. During the last years of her life, she became astounded at the possibilities new technologies like the Internet held for advancing this cause.

During 2009, with assistance from Perfect Sense Digital, Special Olympics launched a new online presence at www.specialolympics.org. The website makes the Be a fan® awareness campaign a centerpiece, uses multimedia, promotes fund raising and highlights the global aspects of the movement.

The “Be a fan” campaign continued to send a powerful message that resonates with the general public, tapping into core values and attributes that everyone can appreciate - unity, acceptance, empowerment, dignity, courage, strength, pride, confidence and fun. Generating more than US\$20 million in donated advertising space in 2009 alone, the Be a fan campaign has been the movement’s first-ever attempt to have a global brand campaign. From the World Winter Games to the new efforts online, the Be a fan campaign was a centerpiece for awareness.

To focus attention to initiatives, the movement created additional sites targeted to key activities.

- live.specialolympics.org was created by the Special Olympics Live team, composed of more than 100 volunteer videographers, photographers and journalists from universities around the world, proved to be an incredible asset to Special Olympics, capturing compelling stories that were provided to media throughout the world. The online video and photo highlights of athlete competition and experiences allowed international fans, who were unable to travel, to still be part of the World Games experience.



- eunicekennedyshriver.org provided an in-depth tribute to the founder of Special Olympics who died on August 11, 2009. The site expertly combines stories, videos, photos, profound tributes from her many fans, and stirring letters of praise from world-famous government leaders and celebrities who were touched by her life.



- veryspecialchristmas.org helped highlight the largest fund raising tool for the Special Olympics movement and helped debut the newest album of the series – A Very Special Christmas 7 which featured a new generation of music talent. Featuring photos of artists and clips of new songs and videos from the new A Very Special Christmas album, the site helps tell the story of how music changes the world.

*If you are a fan of acceptance,
then you are already a fan of
Special Olympics.*

Be a Fan Campaign



ESTABLISHING A FOUNDATION OF SPORTS

*Let me win.
But if I cannot win,
let me be brave
in the attempt.*

Special Olympics Oath



Special Olympics Russia athlete Alexander Rogov is presented an Honorary Gold Medal by Special Olympics Chairman and CEO Tim Shriver at the Closing Ceremony of the 2009 World Games.

Eunice Kennedy Shriver started Special Olympics as a sports program and insisted that sports always remain at the core of its mission. Her passion in this regard most likely stemmed from the joy her own sister with intellectual disability, Rosemary, took from winning. Shriver expressed as much in a 1962 article published in the Saturday Evening Post: "In Hyannis Port I would take her as a crew in our boat races, and I remember that she usually could do what she was told. She was especially helpful with the jib and she loved to be in the winning boat. Winning at anything always brought a marvelous smile to her face."

Rosemary's story lives on in the faces of Special Olympics athletes like Alexander Rogov, who competed as a speed skater in the 2009 Special Olympics World Winter Games. When Rogov learned he was going to compete he thought of only one thing – winning a medal. Unfortunately, Alex fell and tore his Achilles tendon on the first day of a preliminary event. While he courageously finished the race, Alex's dreams of winning a medal in his first World Winter Games were over.

Alex's story quickly spread throughout the community of athletes, coaches, volunteers and staff at the World Winter Games, eventually reaching Special Olympics Chairman and CEO Timothy Shriver, who visited Alex as he recovered in his hotel room. During their conversation, a disappointed Alex expressed that he would wait until returning to Russia to tell his family in person that he hadn't won a medal.

Little did he know, Alex would never have to share his bad news. At the World Winter Games Closing Ceremony, Shriver invited Alex – with his walking boot and crutches – onto the stage. After telling Alex's story of determination and courage, Shriver bestowed on him an honorary gold medal for bravery to thunderous applause and booming cheers. Alex beamed – a young man who had traveled far to achieve his dream.

The 2009 Special Olympics World Winter Games – held in Idaho, USA, February 7-13 – were a venue for the world to witness empowerment through sport, and to see the joy of competition on the faces of the athletes and their families, coaches and friends. More than 2,000 athletes from nearly 100 countries competed. Surpassing the 2002 Salt Lake City Olympic Winter Games in athlete numbers and participating nations, the World Winter Games was the largest multi-day winter sporting event ever held in Idaho. Competition took place in seven winter sports – Alpine Skiing, Cross-Country Skiing, Figure Skating, Floor Hockey, Snowboarding, Snowshoeing and Speed Skating.

Taking place at world class venues in both Boise and Sun Valley, Idaho, the World Games brought incredible competition and attracted stars such as Scott Hamilton, Kristy Yamaguchi, Nadia Comaneci, Bart Conner, Michelle Kwan, Kenny G, Darius Rucker, Donna DeVerona, Maria Shriver and John C. McGinley.

The historic visit of U.S. Vice President Joseph Biden to the World Games brought national attention to the impact of Special Olympics sports when he shared, "Look, this is a movement. What started off as an avenue and an outlet and a recognition for athletes has turned into a worldwide movement... This is a civil rights movement. This is a movement to make sure that we guarantee that all people in the world have the opportunity to succeed to the degree they are capable."

“

Alexander Rogov embodies the Special Olympics spirit of determination to overcome all odds when not only did he get back on his feet after falling, but he finished his race. He crossed the finish line, and while he did not win, he fulfilled the Special Olympics athlete oath by being brave in the attempt.”

Timothy Shriver,
Special Olympics Chairman and CEO



Special Olympics athletes show their enthusiasm and edge for the sport of Snow Boarding

IMPACT OF THE WORLD WINTER GAMES

“Thank you so much for making the once-in-a-lifetime event for our son Matt a celebration this entire year. He will never forget what the World Winter Games did for him, and we will never forget what it did for our family.

We have three adopted kids with Down syndrome who are all adults now, and we have a 46-year-old foster daughter. After the games, this community changed toward our family. I noticed people did not stare, but smiled and spoke to us. Matt wore his Special Olympics clothes everywhere and people stopped him to ask if he participated in the games. The Winter Games opened a world of acceptance and inclusion in our community that we previously had not seen.

In addition to a new attitude toward people with disabilities and recognition of their talents and potential, I believe it enhanced a new enthusiasm for volunteerism and support. Our Treasure Valley Down Syndrome Association's Buddy Walk this year had so many volunteers we had to turn them away and put them on lists for future events. And we exceeded our fundraising goal during a year that should have yielded less. More than 1,200 people registered for the event.

I believe the Special Olympics World Winter Games opened the door to so much more in our community for our athletes. Respect, vision, opportunity, inclusion, acceptance and joy are words that come to mind.”

Dianna and Gary Brown,
Greenleaf, Idaho

SCARVES WARM HEARTS AROUND THE WORLD

It started out with a modest goal: to collect a warm scarf for each of the more than 2,000 athletes participating in the 2009 Special Olympics World Winter Games. It wasn't long before the project grew into an international phenomenon.

More than 60,000 scarves poured in. Each one hand-knitted or crocheted in the World Winter Games' blue and white color scheme, the scarves arrived from all 50 U.S. states and from countries around the world. They came from knitting and crocheting clubs, school kids, the elderly and even terminally ill cancer patients who wanted to leave their own legacy of time and talent to support the project and the event.

Special Olympics athlete and International Board Member Loretta Claiborne teaches others how to knit for free if they promise to “pay it forward.”

In this case her classes knitted scarves for the World Winter Games where Claiborne competed in figure skating.



U.S. Vice President Biden joins Special Olympics athletes in Boise at the 2009 World Games.



Fans wave their scarves at the Opening Ceremony of the 2009 World Games.



ENGAGING THE PASSION AND ENERGY OF YOUTH

SPREADING THE WORD

An outcome of the "Rally for Respect" was the announcement of the youth created and led Spread the Word to End the Word day. The grassroots campaign, which convened in various formats throughout the country on 3.31.09, galvanized the energy and power of young people to make change in their home communities.

Special Olympics utilized its re-energized Internet presence to bring attention to its R-Word Campaign launched the previous year in response to the appalling use of "retard" in the film *Tropic Thunder*. The r-word.org micro-site gained steam as tens of thousands of people visited to express their support for ending the derogatory use of the word.

The highly successful day engaged the media, celebrities, opinion leaders, Special Olympics leaders and most importantly, tens of thousands of young people. Participants united to challenge people everywhere to think before they speak and pledge to stop using the derogatory word "retard." To date, activities have happened in every state in the U.S., as well as India, Malawi, South Africa and China.

**SPREAD THE WORD
TO END THE WORD**
www.r-word.org

Eunice Kennedy Shriver always saw the power of inclusion — especially when young people with and without intellectual disabilities were brought together through sport. That's why Special Olympics has programs and initiatives dedicated to opening young minds and increasing youth participation in the movement.

What better way to convince the world to accept people with intellectual disabilities than to tap into the world's fastest growing most influential communications network — teens? That's just what happened at the Global Summit Unity Rally which has become better known as the "Rally for Respect."

Serving as one of the non-competition highlights of the 2009 Special Olympics World Winter Games, the two-hour Rally for Respect convened 2,500 youth with and without intellectual disabilities and reached thousands more students around the world. Using videos, banners, music,

dancing and testimonials, the multi-media event was streamed live into classrooms, school assemblies and homes via the internet. Especially designed to connect with teens, the rally drove home the point that youth across the globe can work together to eradicate discrimination of people with intellectual disabilities.

While the rally officially ended after a couple of hours, the spirit of the day continued with the creation of high school and college public service announcements, songs, poems, paintings, photographs and other actions inspired by the incredible day. Those in attendance also committed themselves to promoting and activating students around raising the consciousness of society about the pervasive offensive use of the "R-Word" (retard) in their respective schools and communities.



Special Olympics athlete, Board Director and actor Eddie Barbanell with friend and co-star of "The Ringer" Johnny Knoxville at the 2009 Youth Rally for Respect in Boise, Idaho.



PROVIDING ATHLETES EQUAL ACCESS TO GOOD HEALTH

“

Every time I come away from a Healthy Athletes event, I am pumped up and ready to change the world. Healthy Athletes helps athletes achieve great things they never thought possible – on and off the playing field.”

Dr. Matt Holder,
Global Medical Advisor

GLOBAL SPONSORS TAKE HEALTHY ATHLETES TO NEW LEVELS

Thanks to the continued support of global sponsors Lions Clubs International, The Safilo Group and Essilor International, Healthy Athletes® expanded its services at events during 2009. Other partners such as Boise, Idaho's Miles of Smiles allowed Healthy Athletes to provide new services like a mobile dental office at the 2009 World Games. A partnership with Health One Global, a UK-based health care data management company, also made it possible to enter information from more than 60,000 health screenings into a central database to help Special Olympics as it piloted the Athlete Lifetime Personal Health Record, a tool to give athletes, care-givers and healthcare providers comprehensive access to Healthy Athletes screenings and other health information.

Special Olympics athlete Chih Hua Liu, a figure skater from Taiwan, being examined by Dr. Jack Zarybnisky from Idaho.

Chih Hua Liu, a figure skater from Taiwan, developed pain in his left eye and nausea as he prepared to compete in Boise, Idaho at the 2009 World Winter Games. Fortunately, the Healthy Athletes program was offering free screenings in its Special Olympics-Lions Clubs International Opening Eyes venue. The results of Hua Liu's screening, however, surprised even the veteran volunteer doctors working the event who immediately called for an ambulance to take Liu to the emergency room.

Liu had extremely high intraocular pressure, a condition called “Closed-angle Glaucoma.” Normally, the pressure in a person's eye ranges between mid-teens to low 20s; the pressure in Liu's left eye was 68.

“This was an acute medical emergency, one that could have resulted in permanent blindness if untreated,” said Dr. Matt Holder, global clinical advisor for Healthy Athletes.

Dr. Jack Zarybnisky, the volunteer doctor who performed the screening and discovered the condition, was able to call in a prescription for Liu, medicated eye drops that need to be administered four times daily.

“That's why we are here – to help athletes like that,” Zarybnisky said. Many Special Olympics athletes have vision or other health issues. More than 900 athletes received eye exams like those administered to Liu throughout the week of the Games. Nearly 5000 screenings were given to athletes free of charge in six different health areas.

Shy and soft-spoken, Liu looked down when asked about his experience, but said he was



very happy that the doctors could help him with his vision. “I couldn't really see much out of one eye,” he said, and the problem was affecting his skating.

With medication, though, Liu was able to continue skating throughout the week, and a follow-up visit to Healthy Athletes later in the week of the Games showed that the pressure had been lowered.

Liu's story is even more poignant considering that he almost didn't have the opportunity to participate in Boise. Raised in an orphanage in his earlier years, Liu was reunited with his father about six years ago and started roller-blading and competing. His father was initially skeptical of the long trip to the United States, but changed his mind after Liu's coaches spoke to him. That decision saved Liu's eyesight and had other positive effects as well.

Kate Zhang, a student at American University in Washington DC and volunteer translator for Liu and other members of his team, said the experience of competing at Special Olympics was helping Liu become more outgoing. “Apparently, he didn't talk to people before, but now he spends time with his teammates, and he talks to me, tells me how he is feeling and how happy he is to be here,” she said.

Healthy Athletes followed up with Liu several months after the Games.

According to Ms. Su Min Chen, Liu's coach, his general health has never been better, and even though he has not seen an eye doctor since returning home, his symptoms have not returned. In addition to the attention to his medical needs, Liu's trip to the World Winter Games gave him greater self confidence, better communication, improved relationship skills and even influenced his family.

“His family feels honored as he had good performance in Boise,” Chen said. “Therefore they have accepted and support his participation in Special Olympics events.”



TAPPING INTO RESEARCH AND INNOVATION



Photo above: New Special Olympics athletes exercise at the first-ever Camp Shriver in Kenya.

EKS FELLOW BRINGS CAMP SHRIVER TO KENYA

Upon completing the EKS Fellowship, Peter Bukhala returned to his home in Kenya to establish Africa's first Camp Shriver with knowledge gained at Special Olympics New Jersey. Once home, Bukhala established a partnership between Kenyatta University in Nairobi and Special Olympics Kenya to host the camp. Like the camps Bukhala grew to know in the U.S., Kenya's Camp Shriver serves as a place for people with intellectual disabilities to learn new sports skills, improve individual sport performance, build friendships, and have fun with partners who have signed on and trained as volunteers. The first two-week camp in December 2009 proved to be a great success, with plans in the works for 2010.

In order to ensure the many legacies passed down by Founder Eunice Kennedy Shriver continue to sustain the movement into the future, Special Olympics stays in tune with how its programming affects athletes, families, volunteers, young people and the general public. This is achieved through its Research and Evaluation initiatives. In 2009, Special Olympics continued its pursuits to identify the pressing issues facing people with intellectual disabilities and commission scientific research to both influence policy and to bring valuable services to those in need, and find ways to improve its own programming.

In 2009, Special Olympics published the Program Toolkit titled Turning Research Knowledge into Action, which organizes and presents the movement's most relevant facts and figures for quick and easy use in grant applications, donor letters, press releases, talking points and other communications materials. The Toolkit serves as a one-stop-shop for those seeking data that will share the organization's story and its most poignant anecdotes with donors, volunteers, policymakers and others interested in learning about the significant impact Special Olympics has on the lives of people with intellectual disabilities.

2009 EUNICE KENNEDY SHRIVER FELLOWSHIP

Established in 2007, the Eunice Kennedy Shriver (EKS) Fellowship unites Special Olympics Programs from around the globe and builds on Mrs. Shriver's belief that one person can make an enormous impact in the world. Each year, Fellows arrive to the Program, based in the U.S., from each Special Olympics region. Fellows leave as part of a global family, ready to improve the lives of those with intellectual disabilities in their own countries with a renewed sense of focus and urgency.

The 2009 EKS Fellows: Dasha Zakharova (Russia), Peter Bukhala (Kenya), Phillip Mphahlele (South Africa), Anil Darpalli (India), and Sarah Alam (Pakistan) traveled to the U.S. for 10 weeks during the summer to gain a greater understanding of the Special Olympics movement. During their first six weeks in the U.S., the Fellows based themselves in Washington, D.C. at Special Olympics headquarters for training in sports and competition, government affairs, health, fundraising, communications, strategic planning, leadership, cross-sector collaboration, human rights and cultural competency, in addition to a rich exchange of dialogue in group sessions.

For the remaining four weeks, the Fellows immersed themselves in the field at Programs in Washington, Iowa, Wisconsin, New Jersey and Louisiana. Special Olympics gained a cadre of well-trained professionals dedicated to promoting policies and programs to benefit people with intellectual disabilities around the world. It goes without saying that the Fellows will advance Mrs. Shriver's legacy – a responsibility that was heightened upon her death during the end of their visit in August 2009.



Making a Difference

Clockwise from top: 2009 EKS Fellows Phillip Mphahlele (South Africa), Peter Bukhala (Kenya), Dasha Zakharova (Russia), Sarah Alam (Pakistan), Anil Kumar Darpalli (India)



WHERE IN THE WORLD: AFRICA

“Special Olympics and The Ball together have the power to help break down the many barriers and divisions that the world faces. This journey to the World Cup will create understanding and friendships through sport, something that Special Olympics accomplishes daily, throughout the world.”

Dr. John Dow,
Acting Regional Managing Director
for Special Olympics Africa

Both Special Olympics and the sport of football give rise to a common set of rules which enables the whole world to play together.

BENIN	NAMIBIA
BOTSWANA	NIGER
BURKINA FASO	NIGERIA
CAMEROON	REUNION
CHAD	RWANDA
CONGO (BRAZZAVILLE)	SENEGAL
COTE D'IVOIRE	SEYCHELLES
DEMOCRATIC REPUBLIC OF CONGO	SOUTH AFRICA
KENYA	SWAZILAND
LESOTHO	TANZANIA
MALAWI	THE GAMBIA
MALI	TOGO
MAURITIUS	UGANDA
	ZAMBIA

Every four years, around the FIFA World Cup™ kickoff, an extensive tour of “The Ball” makes its way across the continent hosting the global football championship. “The Ball” tour was founded by the humanitarian group Spirit of Football, which hails the journey of the iconic football as the equivalent of an Olympic Torch Run. Traveling from town to town, The Ball gets signed, played with and kicked around – all as a way of promoting football and unity around the world.

With the 2010 FIFA World Cup being hosted on the African continent for the first time, The Ball's unique pilgrimage makes its first tour of many countries in the Special Olympics Africa (SOA) Region. The 2010 Ball will feature the Special Olympics Africa logo during its long journey, which begins at Battersea Park in London – the site of the first game of modern rules football in 1864.

The ball for the tour is manufactured in Africa, by Africans, for Africa through a partnership with the social enterprise organization, Alive and Kicking. It will travel 10,000 miles through England, Belgium, the Netherlands, Germany, Switzerland, Italy, France, Spain, Morocco, Senegal, Mali, Burkina Faso, Cote D'Ivoire,

Ghana, Togo, Benin, Nigeria, Cameroon, Kenya, Tanzania, Malawi, Zambia, Namibia, Botswana and, finally, its destination, South Africa. During the journey, The Ball will be signed and played with by thousands of people at football matches, in classrooms and elsewhere, as it meets kings, presidents and ministers, and collects inspiring football stories from all over.

In preparation for this global football event, SOA spent much of 2009 preparing to showcase the achievements of intellectually disabled athletes in as many ways as possible, including through activities around “The Ball Tour.” SOA also launched a new African Football Initiative with a friendly unified celebrity football challenge at Nelson Mandela Square in Johannesburg, where South Africa First Lady Nompumelelo Zuma kicked a prototype of The Ball 2010 to get things rolling. The pairing of The Ball and SOA is a perfect match, as the sport of football and Special Olympics celebrate both unity and differences among people and set the stage for projects spurred by the 2010 FIFA World Cup, which will benefit athletes in the region well beyond the big event.



First Lady of South Africa Mrs. Nompumelelo Zuma kicks off the Special Olympics Africa Football Initiative launch.



WHERE IN THE WORLD: ASIA PACIFIC

“
*A small body of determined
spirits fired by an unquenchable
faith in their mission can alter
the course of history.*”

Mahatma Gandhi

The Special Olympics Asia Pacific Region had an incredible year of growth anchored in India and unexpected places like Afghanistan. The Region saw a 17.7 percent growth rate in just one year.

In India, the government understands the value of Special Olympics in developing youth and communities. The government provides millions of dollars to community/broad-based/grassroots sports development which is combined with the sports infrastructure of Special Olympics Bharat. The result is that by the end of 2009 Special Olympics Bharat ran over 10,500 events for over 650,000 athletes. It is the biggest sports federation in India by registered athletes.

In addition, the Indian Government is creating more opportunities for inclusive education and sports for people with intellectual disabilities and is providing funds for provision of the extra resources needed, including aspects of the Special Olympics Bharat Program and will give access to 1 million schools and provide resources that are used to give students access to sport.

Despite conflict, bombings, office structural damage and staff injuries, Special Olympics Afghanistan was able to still hold their National Games in October 2009, just delayed a couple weeks.

Those Games boosted the growth numbers that Program has seen since first established with five athletes in 2003. Now with more than 600 athletes, the Program is continuing to prove a place of acceptance for the many athletes with intellectual disabilities who had no opportunities.

Earlier in the year, the National Government of Afghanistan also recognized the national Special Olympics team who won Silver at the 2009 World Games in Boise, Idaho. The team not only proudly shared their medals with the Minister Advisor of Sports, Parliament members, and President of Afghanistan National Olympic Committee, but they also did a demonstration of the unique Special Olympics sport.

AFGHANISTAN
AUSTRALIA
BANGLADESH
BHARAT (INDIA)
BHUTAN
BRUNEI
DARUSSALAM
CAMBODIA
INDONESIA
LAOS
MALAYSIA
MYANMAR
NEPAL
NEW ZEALAND
NIPPON (JAPAN)

PAKISTAN
PHILIPPINES
SAMOA
SINGAPORE
SRI LANKA
THAILAND
TIMOR-LESTE
VIETNAM



Pakistani Player during exhibition cricket match during the 2009 Cricket Carnival.



WHERE IN THE WORLD: EAST ASIA

“

I hope that the holding of this event will give people in Taiwan a better understanding of Special Olympics, and that it will encourage more families with intellectual disabilities to stop biding from the society and try to find more vehicles to develop their potential.”

Mr. Bai Hsiu-Hsiung,
Tournament President and Chairman
of Special Olympics Chinese Taipei

CROSS-REGIONAL COMPETITIONS

Special Olympics East Asia (SOEA) planned and managed several major Regional and cross-regional competitions during 2009, including a bocce competition in Korea, a football competition in Hubei, China, and an International Unified Race and football competition in Shanghai, China.

SOEA also hosted an International Golf Tournament at Pei Tou Kuo Hua Golf and Country Club in Taipei, Taiwan in 2009. The event was attended by ten teams comprised of leading Special Olympics athletes from Chinese Taipei, mainland China, Denmark, Great Britain, Hong Kong, Ireland, Korea, Macau, South Africa and the United States. During the four days of the tournament, athletes competed in many levels of play. Five of Taiwan's top Ladies Professional Golf Association pros playing in the U.S. - Yani Tseng, Teresa Lu, Candie Kung, Amy Hung and Yu Ping Lin – attended the tournament to give demonstrations, offer advice and share their experience with the athletes.

All of the competitions provided opportunities for athletes from across the region to compete and communicate with each other. The events also attracted attention and understanding from communities and sponsors who continue to support these important Special Olympics events.

BEIJING UNIVERSITY STUDENTS PROMOTE “BE A FAN” CAMPAIGN

During an evening in October, young faces packed Tsinghua University's School of Sciences auditorium for an award ceremony for the UBS-Special Olympics University Campus Contest which highlighted videos, photos articles, Public Service Announcements and other works inspired by the “Be a Fan of Special Olympics” campaign. More than 200 volunteers from top-tier universities in Beijing, including Tsinghua University, Communication University of China, People's University of China, Beijing Foreign Studies University, and Beijing Language and Culture University attended the ceremony. Also in attendance were Special Olympics athletes, community members and honored guests from UBS China and other organizations.

“

I see from the wonderful works that Special Olympics has touched so many young students. UBS China has supported Special Olympics for several years. We are glad to see that through this contest more young people have been drawn to the great cause of Special Olympics. We will continue to work with Special Olympics and other supporters to create a better world for people with intellectual disabilities.”

Mr. David Li,
Chairman and Country Head of UBS China

CHINA
CHINESE TAIPEI
HONG KONG
KOREA
MACAU



Honored guests with university students and SO athletes for the awards ceremony;
(mid-front) Madam Wang Naikun, Chairperson of SO China and Vice Chairman of China Disabled Persons' Federation



WHERE IN THE WORLD: EUROPE & EURASIA

“I believe we are entering into an exciting new phase for sport in Europe. The European Union is clearly recognizing the important role sport plays in education, culture, social cohesion and public health within our European society.”

Mary Davis,
Managing Director for
Special Olympics Europe/Eurasia

“One of our principal goals is ensuring that everyone has the opportunity to enjoy the benefits of basketball. That is why this season we are dedicating all our efforts to raise awareness and support the Special Olympics Europe/Eurasia movement, from which we all have many things to learn.”

Jordi Bertomeu,
Euroleague Basketball CEO

GOVERNMENT FUNDING BOLSTERS EFFORTS

In 2009, Special Olympics Europe/Eurasia (SOEE) enjoyed a significant boost to efforts in bettering the life of people with intellectual disabilities through sport, with generous funding included in the European Union's general budget. SOEE dedicated the much needed financial support to Special Olympics programs across the 27 European Union Member States. Funding also went towards assisting with the 2010 Special Olympics European Games to be held in Warsaw, Poland and towards the 2011 Special Olympics World Summer Games taking place in Athens, Greece. This boost in funding came on the heels of the recent grant from the European Commission under the Preparatory Action in the field of sport.



Basketball Week is the flagship event of the FIBA Europe-Special Olympics Europe/Eurasia (SOEE) partnership that was established in May 2004 with the aim of developing basketball for players with intellectual disabilities. It takes place in November of each year.

NEW PARTNERSHIPS GIVE BASKETBALL A BOOST IN EUROPE

SOEE also signed a new partnership with Euroleague Basketball to promote greater opportunities in basketball for people with intellectual disabilities during the 2009 and 2010 seasons. Euroleague Basketball clubs, players, coaches and referees have been actively involved in the partnership.

During 2009, Euroleague dedicated the 20 basketball games which took place in 24 cities across Europe from November 11th to November 26th to Special Olympics under the slogan “Basketball For Everyone.” Euroleague players wore t-shirts promoting Special Olympics while the home team captain addressed fans before each opening tip-off promoting respect, acceptance and inclusion for athletes with intellectual disabilities.

Later that month, Special Olympics celebrated the 2009 European Basketball Week with the endorsement from Euroleague Basketball as well as support from FIBA Europe. For Special Olympics, the week represented its ongoing commitment to increase the number of registered basketball players in Europe to 56,000 by 2011 as well as recruit 300 more volunteer coaches. During the week, more than 200 activities took place across European cities and towns including local and national tournaments, clinics with professional coaches and players and games.

ALBANIA	CZECH REPUBLIC	HUNGARY	LITHUANIA	SAN MARINO
ANDORRA	DENMARK	ICELAND	LUXEMBOURG	SERBIA
ARMENIA	ESTONIA	IRELAND	MALTA	SLOVAKIA
AUSTRIA	FAROE ISLANDS	ISLE OF MAN	MOLDOVA	SLOVENIA
AZERBAIJAN	FINLAND	ISRAEL	MONACO	SPAIN
BELARUS	FRANCE	ITALY	MONTENEGRO	SWEDEN
BELGIUM	FYR MACEDONIA	KAZAKHSTAN	NETHERLANDS	SWITZERLAND
BOSNIA & HERZEGOVINA	GEORGIA	KOSOVO	NORWAY	TAJIKISTAN
BULGARIA	GERMANY	KYRGYZ REPUBLIC	POLAND	TURKEY
CROATIA	GIBRALTAR	LATVIA	PORTUGAL	TURKMENISTAN
CYPRUS	GREECE	LIECHTENSTEIN	ROMANIA	UKRAINE
			RUSSIA	UZBEKISTAN



WHERE IN THE WORLD: LATIN AMERICA

“

For the South American Tennis Confederation it is an honor to be present at such an important event. To the athletes, thank you for being part of it. Thanks for showing the world that tennis is for everyone and for teaching us that you can win in sports not only win with reason, but also with the heart. Thanks for showing us that with effort and sacrifice any goal is achievable.”

Sergio Elias,

President of South American Tennis Confederation during the II Pan American Tennis Tournament of SOLA

Photo above:
Chile football team against Brazil.

ARGENTINA

BOLIVIA

BRAZIL

CHILE

COLOMBIA

COSTA RICA

CUBA

DOMINICAN
REPUBLIC

ECUADOR

EL SALVADOR

GUATEMALA

HONDURAS

MEXICO

PANAMA

PARAGUAY

PERU

PUERTO RICO

URUGUAY

VENEZUELA

In 2009, Special Olympics Latin America (SOLA) national and local leadership renewed their commitment to pursuing growth opportunities in spite of global economic uncertainty. SOLA held more than 3,500 competitions in 19 countries across Latin America throughout the year, demonstrating to the sports world that Special Olympics is a movement that takes sports training and the preparation of athletes for competition very seriously.

Some of these competitions resulted from the successful expansion of SOLA's participation in tennis, thanks to alliances established with the South American Tennis Confederation (COSAT) and Central America and Caribbean Tennis Confederation (COTECC). The 2nd Pan-American Special Olympics Tennis Tournament held in Monterrey, Mexico was a testimony to this achievement, as 150 athletes from 23 countries competed in this world-class tournament, which was attended by Mexico's First Lady

Margarita Zavala Calderon. The event served as a key component of "Tenis Somos Todos" (Tennis for All), a program that supports the social and athletic development of people with intellectual disabilities in Latin America through tennis.

During the second half of 2009, the pace of activities in Latin America accelerated as Special Olympics Puerto Rico, government officials, the city of San Juan and countless volunteers prepared to host the II Juegos Latinoamericanos de Olimpiadas Especiales in 2010. Governor Luis Fortuño and San Juan Mayor Jorge Santini embraced these Games as representing an important event for Puerto Rico, working hard to secure the necessary funding to ensure that these Games would take place.

Also during this time when many in the corporate community hesitated to invest in new philanthropic programs, Procter & Gamble Latin America saw an opportunity to promote corporate responsibility and public awareness about Special Olympics athletes, signing a two-year partnership agreement to become SOLA's first multi-national regional partner. The campaign, which launched in Mexico at the end of 2009, will be implemented in 14 Latin American countries through August 2010 and is expected to raise unprecedented public awareness for local programs and for the organization.



Moises Aguilar from El Salvador playing tennis.



WHERE IN THE WORLD: MIDDLE EAST & NORTH AFRICA

“*The Special Olympics movement is an organization of sport, social and humanitarian work of the highest order and the Global Congress is imperative to the progress of the noble worldwide endeavors of Special Olympics, and it needs our full engagement and unconditional support.*”

**Her Royal Highness
Princess Lalla Amina of Morocco**
Chair of Special Olympics Morocco
Board Director, Special Olympics
International

In 2009, the Special Olympics Middle East North Africa (MENA) Region saw tremendous support from Heads of State and Leaders throughout the Region. From Morocco to Saudi Arabia, the overwhelming support was a testament to the years of growth and work in the Region.

In May 2009, His Royal Highness Prince Sultan bin Fahd of Saudi Arabia presented the largest cash donation to the MENA Region. Two months later, Her Royal Highness Princess Lalla Amina of Morocco and Special Olympics International Board Director announced that Special Olympics Morocco would host the 2010 Special Olympics Global Congress under the patronage of His Majesty The King Mohammed VI of Morocco. This event would unite Special Olympics leaders from throughout the world to convene in Marrakech, Morocco to discuss the future of the Special Olympics movement.

Also in 2009, Abu Dhabi's Crown HH Sheikh Mohamed Bin Zayed confirmed his donation commitment to support the continued development of Special Olympics Programs throughout the region.

President Ahmad Abdullah Sambi of the Comoros was honored with the Special Olympics International Award to encourage continued growth of one of the Region's newest Programs. Earlier in the year, The Comoro Islands participated in the 2009 World Games.

Also honored with the Special Olympics International Award was His Excellency President Zine El Abidine Ben Ali of Tunisia for a recent law enacted in Tunisia concerning the support of individuals with disabilities and helping them to be involved in the social and economic day-to-day life of their community.

Looking to the future, the MENA Region received the official letter from the Ministry of Sports in Syria confirming that the country will host the 7th 2010 MENA Regional Games under the patronage of H.E. Mrs. Asmaa Al Assad, Syria's First Lady from 24 Sept till 3 Oct, 2010. The government has guaranteed both cash and in-kind donations to cover all games costs for hosting 2,000 athletes representing all the 23 Special Olympics MENA Programs.

ALGERIA
BAHRAIN
COMOROS
EGYPT
IRAQ
JORDAN
KUWAIT
LEBANON
LIBYA
MAURITANIA
MOROCCO
OMAN
PALESTINE
QATAR
SAUDI ARABIA
SOMALIA
SUDAN
SYRIA
TUNISIA
UNITED ARAB
EMIRATES
YEMEN



H.E. Mrs. Asmaa Al Assad, First Lady of Syria, with Equestrian athletes. Syria will host the upcoming 2010 Middle East North Africa Regional Games.



WHERE IN THE WORLD: NORTH AMERICA

“

Being involved in Special Olympics, seeing how everyone is thought of as equal, then watching how people at school respond to students with intellectual disabilities by making fun of them or just completely ignoring them, has made me realize that there needs to be a change in our schools and communities. I am being given the chance to make a difference. I get to be a person behind the change.”

Samantha Huffman,
Youth Activation Committee member,
age 17

Throughout the Special Olympics North America Region, 2009 brought youth engagement and innovation to further the movement. Thanks to funding from the Department of Education, in its second year, **Project UNIFY®** gave Special Olympics' U.S. Programs resources, tools and technical assistance to work with schools in developing ways that students with and without intellectual disabilities can learn with and about each other, overcome barriers to acceptance and become leaders for change.

More than 1,700 schools and over 625,000 young people were engaged throughout the 48 states where Project UNIFY was fully integrated in 2009. The tremendous momentum around this initiative even reached as far as places such as Jersey City, where Special Olympics and the local school district have worked together for more than 30 years to bring students and the community together to rally around people with intellectual disabilities. Jersey City's school district, known for its inclusion classes that integrate special education and general education students, adopted Project UNIFY district-wide—a model Special Olympics hopes to replicate in the future throughout all participating states.

In April of 2009, The Federation of St. Kitts & Nevis introduced special arrangements for people with special needs as a Government policy.

Prime Minister Dr. Denzil Douglas anchored the twin island nation's commitment to Special Olympics when he signed a Partnership Agreement to provide support—both technical and, in some cases, monetary—to Special Olympics St. Kitts & Nevis, for the further development of the program.

“By signing this agreement not only does Special Olympics St. Kitts & Nevis have the right to call for Government support when they need it, it also makes it mandatory for Government to do a number of things necessary to take this organization to a higher level,” said the Prime Minister, as he restated his Administration's commitment to anchor quality growth of the organization and called for all in the region to change their attitudes toward people with disabilities.

In 2009, the Special Olympics brand continues to attract major donors and media throughout Canada. Featured in a one-hour TSN broadcast on November 7th, Special Olympics Canada appeared with notable donors and special guests including Cyril Dimitrius, Toyota Canada's CFO—kicking off Special Olympics month around the country. In addition, the 27th Special Olympics Canada Festival, a signature fundraising and awareness event, played host to more than 1,000 guests in 2009.

ARUBA
BAHAMAS
BARBADOS
BELIZE
BERMUDA
CANADA
CARIBBEAN
CAYMAN ISLANDS
CURACAO
DOMINICA
GRENADA
GUADELOUPE
GUYANA

HAITI
JAMAICA
MONTSERRAT
ST. LUCIA
ST. MAARTEN
ST. VINCENT &
THE GRENADINES
SURINAME
TRINIDAD &
TOBAGO
VIRGIN ISLANDS
(US)
VIRGIN ISLANDS
(BRITISH)

UNITED STATES
ALABAMA
ALASKA
ARIZONA
ARKANSAS
COLORADO
CONNECTICUT
DELAWARE
DISTRICT OF
COLUMBIA
FLORIDA
GEORGIA
HAWAII
IDAHO
ILLINOIS
INDIANA
IOWA
KANSAS
KENTUCKY

LOUISIANA
MAINE
MARYLAND
MASSACHUSETTS
MICHIGAN
MINNESOTA
MISSISSIPPI
MISSOURI
MONTANA
NEBRASKA
NEVADA
NEW HAMPSHIRE
NEW JERSEY
NEW MEXICO
NEW YORK
NORTH CAROLINA
NORTH DAKOTA
NORTHERN
CALIFORNIA

OHIO
OKLAHOMA
OREGON
PENNSYLVANIA
RHODE ISLAND
SOUTH CAROLINA
SOUTH DAKOTA
SOUTHERN
CALIFORNIA
TENNESSEE
TEXAS
UTAH
VERMONT
VIRGINIA
WASHINGTON
WEST VIRGINIA
WISCONSIN
WYOMING



The USA Hockey Team celebrates their victory on the winner's podium in February at the 2009 World Winter Games held in Boise, Idaho.

GLOBAL SUPPORTERS

WORKING TOGETHER, SPECIAL OLYMPICS AND ITS SPONSORS
CHANGE LIVES AROUND THE WORLD.



The **Bank of America Charitable Foundation** pledged its support for the Special Olympics movement and its mission by providing funding for Special Olympics Team USA, the 2007 Special Olympics World Summer Games in Shanghai, China and the 2009 Special Olympics World Winter Games in Boise, Idaho. They have recently provided support for the 2010 Workforce Development Town Hall.



The **Coca-Cola Company** became a founding partner of Special Olympics in 1968, our founding year. Today, Coca-Cola, as an Official Global Partner of Special Olympics, supports the movement through cash, in-kind products and services, and marketing and fundraising support. Over the years Coca-Cola has provided support for local Special Olympics Programs through its bottlers. As an Official Global Partner of the 2009 Special Olympics World Winter Games in Boise, Idaho, Coca-Cola demonstrated its commitment to the Special Olympics movement through a full blown advertising and promotional campaign spotlighting local Idaho Special Olympics athletes.



DHL provided continued leadership and critical support for the Global Law Enforcement Torch Run for the 2009 World Winter Games in Boise, Idaho. Their expertise in express logistics and delivery services made it possible to transport the flame across 5 continents- a distance of 37,000 miles. At every stop along the way DHL employees and leadership participated in the run and ceremonies. From start to finish DHL

was proud to be the official transporter of the Flame of Hope.



Mattel, Inc., and the Mattel Children's Foundation launched a global partnership with Special Olympics in 2005. Mattel's support focuses on the development of three programs: the Young Athletes™ program, which will engage youth ages 2 through 7 with intellectual disabilities; the Special Olympics Get Into It® school-based curriculum, which will teach understanding, acceptance and involvement; and Team Mattel, which engages Mattel employees as volunteers in the largest Special Olympics corporate volunteer presence around the world. Since the partnership's inception, 11,000 Mattel employees have volunteered in 21 countries (34 Programs) at 360 sports events, more than 22,000 Young Athletes and their family members have been recruited, and over 577,000 young people have volunteered in more than 15,000 schools with training for over 79,000 teachers.



The **Procter & Gamble Company** has supported Special Olympics movement for more than 30 years and helped raise awareness and funds to help people with intellectual disabilities with its annual P&GbrandSAVER® since its inception in 1980. Over the past 18 years, P&G has increased its reach by supporting Special Olympics outside of the U.S. as well. Since 2006, Procter and Gamble has donated funds to focus on children in need ages 0-13 through the Live Learn and Thrive Grants which have supported over 50 countries throughout the seven regions of Special

Olympics. Our partnership continues having executed regional promotion campaigns in Latin America and the Middle East.



In 2008, **Safeway Inc.** added Special Olympics as a beneficiary of its successful April customer fundraising campaign to benefit individuals with disabilities. Through customer donations at the cash register, the campaign provided a platform for local Special Olympics Programs in the 21 states, the District of Columbia and Canada to collaborate with their local Safeway stores to raise awareness for the promotion.



Starwood Hotels & Resorts Worldwide was the exclusive Hotel Sponsor of Special Olympics Inc. from May 2006 through April 2009 and of the 2007 Special Olympics Summer World Games. Through donations, cause-related marketing and the support of the Starwood Preferred Guest program, Starwood generated positive awareness of Special Olympics, its mission and the triumphs of individuals with intellectual disabilities in the worldwide community. Starwood broadcast Special Olympics public service announcements on its internal television channel in all of its hotels. The Starwood Preferred Guest Program offered Special Olympics the ability to redeem Starpoints at Starwood hotels and resorts around the globe. This partnership has been priceless to the many families and athletes who were able to attend Special Olympics Games and events because of the generous discounts made available.



The **Walmart Foundation** has supported the Special Olympics movement at all levels. The National Giving Program has supported "Greening the Games" initiatives at the 2009 Special Olympics World Winter Games and the 2010 Special Olympics USA National Games. The National Giving Program has also recently supported the Healthy Athletes program. Walmart has been a strong supporter of Special Olympics Programs in the U.S. through its State Giving Program, Walmart Store and Sam's Club Giving Programs, in-kind support and employee engagement through their Volunteerism Always Pays program. In 2009, the Walmart Foundation granted funds through its State Giving Program. The funding from these grants supports such initiatives as Young Athletes, Healthy Athletes, general health and fitness through sports, local/area/state-level competitions and a summer sports camp.



MTM Recognition, the Official Sponsor of Special Olympics, has been manufacturing and sponsoring Special Olympics World Games medals since 1987 and has been the official U.S. awards licensee of Special Olympics for over 20 years.



In its 29th year the **Law Enforcement Torch Run for Special Olympics**

continues to be the movement's largest grassroots fundraiser and public awareness vehicle. Annually, 85,000 law enforcement officers representing 49 nations participate in the Torch Run activities ranging from the run itself, to polar plunges, Tip-a-Cop events and selling more than 400,000 t-shirts for Special Olympics. In 2009 law enforcement officers continued the tradition of carrying the Flame of Hope into the Opening Ceremonies for the World Winter Games in Boise, Idaho.



SPECIAL OLYMPICS HEALTHY ATHLETES SUPPORTERS:



Now in its 10th year, the partnership between Special Olympics and the **Lions Clubs International Foundation** has made it possible to bring quality vision care to Special Olympics athletes around the globe. In addition to donating funds each year since the beginning of its partnership with Special Olympics, Lions Clubs have supported the Opening Eyes program with thousands of volunteers from more than 60 countries. Lions play a crucial volunteer role, assisting with registration, color vision testing, visual acuity tests and distribution of glasses and protective sports goggles.



In 2009, more than 10,000 eye glasses and 2,500 sports goggles with lenses from **Essilor International** were given away to athletes who needed them. Since the global partnership began in 2002, Essilor has been the official global supplier of ophthalmic lenses to the Special Olympics Lions Club International Opening Eyes program. In 2009, Essilor signed an agreement with Special Olympics to continue its relationship, ensuring that this global sponsorship will continue well into the future. In addition to providing supplies, Essilor also encourages their employees to attend Opening Eyes screenings and become involved in the provision of quality eye care for persons with intellectual disabilities.



The **Safilo Group** supports the Special Olympics Lions Club International Opening Eyes program by supplying high-end designer frames and sunglasses completely free of charge to athletes. Since this partnership began in 2003, Safilo has donated approximately 10,000 frames and 20,000 sunglasses every year. The Safilo Group, one of the world's leading producers of optical glasses, sunglasses and eyewear for sports, has always paid special attention to social causes throughout its global operation.

2009 SPECIAL OLYMPICS INTERNATIONAL GLOBAL SUPPORTERS

INDIVIDUALS, CORPORATIONS AND FOUNDATIONS THAT MADE GIFTS TO SPECIAL OLYMPICS INTERNATIONAL IN 2009.

Academy of General Dentistry Foundation	Steve Capust	Susan Fritsch	Jack Brothers Associates LLC
Ben Affleck and Jennifer Garner	Stephen E. and Susanna M. Carey	Joan Ganz Conney and Peter G. Peterson	Jason M. James
Richard M. and Emily N. Alexander	Carnival Cruise Lines	Ann Marie Gima	Jane Smith Turner Foundation
All Audiology, Inc.	Stephen and Liz Carter	GKN Foundation	JMN Financial LLC
HRH Prince Sultan Bin Fahd bin Abdulaziz Al Saud	Cartier North America	GN Resound	John and Jordan David Foundation
Her Highness Sheikha Mozah Bint N. Al-Missned	Charity Gift Certificates	Goldman Sachs & Co.	Howard Katz
Alpha Sigma Alpha - Zeta Rho	Henri and Genny Chase	Goldman Sachs Gives	William and Linda Kaufman
Alpha Sigma Alpha Foundation	The Coca-Cola Company	Goldring, Herts & Lichtenstein LLP	Jena and Michael King
American Federation of Teachers AFL-CIO	Colgate	Golf Course Superintendents Association of America	Thomas Klein
Anna and John J. Sie Foundation	Jacqueline Dacosta	Gone Gator Music	Knights of Columbus 10034
Apangea Learning	Donald Daley	Good-Lite	The Knights of the Grip of Connecticut and Western Massachusetts
Roberta Armani	Yolando Eleta de Varela	Gregory Haack	George W. Landrum
Richard Ash	Dearborn Advisors	Barry G. and Jane T. Haimes	Ray and Stephanie Lane
B & J Association	Michael Dedoshka	David H. and Anna Hall	Jeffrey M. Lansing
Bank of America Charitable Foundation	Dewey Square Group, LLC	Henry E. Haller	Ricki M. Lasky
Edward M. Batchelder and Susan L. Senator	DHL	Bridget S. Hardy	Liberty Sport
Ruth Bedford	Larry Dicke	Ruth Harlan	Mr. and Mrs. Carl J. Lieber, Jr.
Biosoustics	Mark Dowley	Andrew J. Hayden and Shannon H. Shay	Lions Clubs International Foundation
Jacob Bloom	Todd F. and Lorraine Quinn Devers	Health Enhancement Systems	The Llee Foundation
Bob's Stores Corp.	David DuMouchel	Health One Global	Mark London and Dania Fitzgerald
The Boeing Company	Florence B. D'Urso	HMG Strategy, LLC	The Lookout Foundations
Bowling Foundation	E-Trade Financial	HMS Business Services Inc.	Lovin' Scoopful LLC
Gertrude Boyle	Jay Emmett	Hometown Foundation Inc.	Larry and Stacey Lucchino
David and Laura Braddock	Essilor International	Horsley Bridge Partners	Brady and Jill M. Lum
Theresa Breslin	Family and Friends Charity Golf Outing	Marian Hunt	Roderick Macfarquhar
Business Professionals of America	Kevin and Kristina Farr	Roy Hunt III	Maureen E. Mack
Dave Buthman	James Feldman and Natalie Wexler	I Do Foundation	Mandalay Pictures
Capitol Indemnity Corporation	Ford Family Trust	The Imagine Foundation	John and Mary Manley
	Fried, Frank, Harris, Shriver & Jacobson LLP	William M. and A.C. Isaac	Don and Barb Martin
	Robert and Shari Friedman		Mattel Children's Foundation



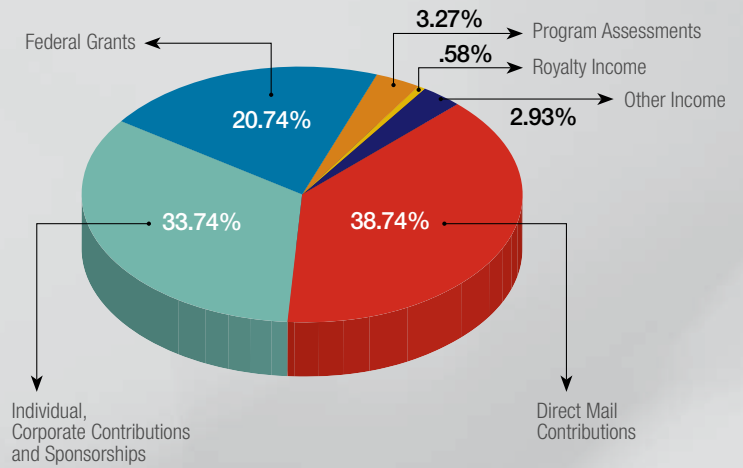
Mattel, Inc.	Perfect 10 Productions, Inc.	Maria Shriver	Widex
Michael and Hannah Mazer	Ronald O. Perelman	Timothy P. Shriver	The William E. Simon Foundation
Fiona McDowell	PGA OF America	Shutterfly	Wisteria
William McGurn	Piedmont VA Amateur Softball National Tournament	Sonic Innovations	Pamela Wright
The MCJ Amelior Foundation	The Pioneer Fund on behalf of Scott and Tracie Hamilton	Arne and Ruth Sorenson	Wynn Resorts
Brian Meister	Potomac Strategic Development Co., LLC	Southern Lehigh School District	Marilyn Yamamoto
MFS Investment Management	The Procter & Gamble Company	Starwood Hotels & Resorts Worldwide, Inc.	Robert Yellin
Milliken Foundation	Jose Renteria	Vicky Strauss Kennedy	Shirley Young
Mitsubishi Digital Electronics	Amy Robbins	Stuart Family Foundation	Dr. Dicken and Meilin Yung
John L. Montegari and Leonora C. Hunt	Andrew Robertson	Sunray Information Technologies	
Moose Charities	Lowell W. and Leila H. Robinson	Sunstar Americas	
Angelo Moratti	Lisenne Rockefeller	Superior Essex, Inc.	
Sigmund and Lynn Morawski	RSM McGladrey, Inc.	Symetra	
Mario Morino	Capell Rudolph	TD Bank	
Elizabeth Mowins	David Rutherford	Henry Thorne	
North American Police Ski Champions	SC Group	Barbera Thornhill	
The National Basketball Association	Safeway Foundation	Toys "R" Us Children's Fund	
Natus Medical Inc.	Safilo S.p.A	The TR Family Trust	
Margo MacNabb Nederlander and James L. Nederlander	Samons Preston	Emmanuel Trigen	
Network for Good	Kim Samuel Johnson	UBS AG	
The New York Community Trust	Sheryl Sandberg and David Goldberg	UMASS-Boston	
North American Police Ski Champions	Scott Schefrin	United States Golf Association	
N.S.C.A.A Foundation	Benjamin and Sophie Scher	Vanessa Williams	
NYSE Euronext	Thomas and Susan Schmitt	Vanneck Bailey Foundation	
Optos	Patricia Schutts	Victor and Christine Anthony Family Foundation, Inc.	
Oticon	Schwab Charitable Trust	VSP	
Timothy Parameter	Seaboard Coporation	The Wachter Family Trust	
Scott Parsons	Shanghai Fudan	Walmart Foundation	
The Parthenon Group	James and Monica Shay	The Walt Disney Company	
Patterson Dental Supply	Joseph F. and Connie Shay	Warner Truck Center	
David Payne	Joseph F. Shay, Jr.	Mr. and Mrs. Warren D. Weaver	
Paul R. Pearson and Randall Pinder	Timothy D. Shay	Joseph J. and Adrienne Welsh	
Pepsico Foundation Inc.			

2009 FINANCIALS

	UNRESTRICTED UNDESIGNATED	UNRESTRICTED DESIGNATED	TOTAL UNRESTRICTED	TEMPORARILY RESTRICTED
REVENUES, GAINS AND OTHER SUPPORT				
Direct mail contributions	\$35,318,210	\$ -	\$35,318,210	\$ -
Individual and corporate contributions and sponsorships	26,647,495	2,119,131	28,766,626	1,906,229
Federal grants	-	18,906,475	18,906,475	-
Program assessments	2,977,754	-	2,977,754	-
Royalty income	72,790	455,385	528,175	-
Net appreciation in trust assets	-	10,344,566	10,344,566	-
Net investment income	737,946	226,282	964,228	-
Other income	1,416,764	392,618	1,809,382	-
Total revenues, losses and other support	67,170,959	32,444,457	99,615,416	1,906,229
NET ASSETS RELEASED FROM RESTRICTION				
Satisfaction of program restrictions	-	2,381,081	2,381,081	(2,381,081)
Expiration of time restrictions	948,395	-	948,395	(948,395)
Total revenues and net assets released from restrictions	68,119,354	34,825,538	102,944,892	(1,423,247)
EXPENSES				
Program assistance	39,578,213	16,579,772	56,157,985	-
Public education and communications	8,178,821	54,580	8,233,401	-
Sports training and competitions	1,936,125	10,467,189	12,403,314	-
Fundraising	11,454,368	528,117	11,982,485	-
Management and general	3,503,414	7,485	3,510,899	-
Total expenses	64,650,941	27,637,143	92,288,084	-
CHANGES IN NET ASSETS				
NET ASSETS—Beginning of year	2,572,333	44,198,222	46,770,555	2,974,526
NET ASSETS—End of year	\$6,040,746	\$51,386,617	\$57,427,363	\$1,551,279

PERMANENTLY RESTRICTED	FY 2009 TOTAL	FY 2008 TOTAL
\$ -	\$35,318,210	\$35,848,492
-	30,672,855	26,637,625
-	18,906,475	10,170,252
-	2,977,754	3,076,468
-	528,175	981,370
-	10,344,566	(18,736,964)
-	964,228	(1,683,447)
-	1,809,382	587,984
-	101,521,645	56,881,780
-	-	-
-	-	-
-	101,521,645	56,881,780
-	56,157,985	48,539,369
-	8,233,401	8,827,838
-	12,403,314	10,784,985
-	11,982,485	11,841,980
-	3,510,899	3,322,377
-	92,288,084	83,316,549
-	9,233,561	(26,434,769)
198,584	49,943,665	76,378,434
\$198,584	\$59,177,226	\$49,943,665

REVENUE, GAINS AND OTHER SUPPORT*

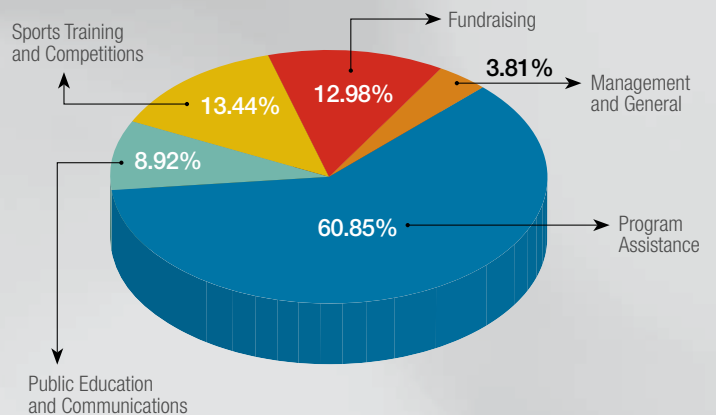


*(excluding net trust activity)

2009

Total Income: \$101,521,645
Less (Trust Inc.): (10,344,566)
Net Inc. (Less Trust): 91,170,079

EXPENSES





2009 BOARD OF DIRECTORS

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Superior Essex, Inc.

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Olympic Gymnastics Gold Medalist

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BBDO Worldwide, Inc.

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Arnell Group Brand Consulting

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Actor, *"The Ringer"*

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& President, Northeast
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Olympic Ice Skating Gold Medalist

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Special Olympics China

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

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

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Boston Red Sox

Mr. John F. Manley
Private Investor

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National Director,
Special Olympics Ireland

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IAC Asia-Pacific Representative,
Chairperson,
Special Olympics Nippon (Japan)

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Vice Chairman, *SARAS S.p.A.*

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Special Olympics Athlete, Uganda,
*Sargent Shriver 30th Anniversary
Global Messenger*

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Executive Director,
Special Olympics Montana

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Chairman, *Special Olympics Russia*
Ministry of Science & Technologies
of the Russian Federation

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Former NBA Player,
Vice President, Player Relations,
Indiana Pacers

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Special Olympics South Africa

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IAC Asia-Pacific Representative,
Chairman,
Special Olympics New Zealand

Ms. Guyla Saidova
IAC Europe/Eurasia Representative,
National Director,
Special Olympics Uzbekistan

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Founder, *Special Olympics, Inc.*

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First Lady of California,
Broadcast Journalist & Author

Ms. Margaret Spellings
President & CEO,
Margaret Spellings & Company,
Former U.S. Secretary of Education

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President,
*ABC Cable Networks Group &
Disney Channel Worldwide*

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

Ms. Vanessa Williams
Actress & Recording Artist

Dr. Dicken Yung
Former President of
Special Olympics East Asia



2009 LEADERSHIP STAFF & MISSION

LEADERSHIP STAFF

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Chairman & Chief Executive Officer

J. Brady Lum
President & Chief Operating Officer

Drake Turrentine
Chief Legal Officer

Stephen Corbin
Senior Vice President,
Constituent Services & Support

Douglas K. Stevens
Chief Financial Officer

André Mendes
Senior Vice President,
Strategic Planning & Global CIO

Lee Todd
Chief World Games & Competition

Peter Wheeler
Chief Communications & Marketing Officer

John Dow
Chief Operating Officer, Regional Growth
Acting Regional Managing Director,
Special Olympics Africa and Asia Pacific Regions

Anna Chan
Regional Managing Director,
Special Olympics East Asia region

Mary Davis
Regional Managing Director,
Special Olympics Europe Eurasia

Dennis Brueggemann
Regional Managing Director,
Special Olympics Latin America

Ayman Wahab
Regional Managing Director,
Special Olympics Middle East North Africa Region

Bob Gobrecht
Regional Managing Director,
Special Olympics North America

SPECIAL OLYMPICS MISSION

To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.



Photo by Richard Corman

“

THIS IS IT:

There is no joy like the joy of unleashing the human spirit.
There is no laughter like the laughter of those who are happy with others.
There is no purpose nobler than to build communities of acceptance for all.
This is our glory.

”

Junice Kennedy Shriver



Special Olympics

Be a fan.®

www.SpecialOlympics.org

