

SOEE Regional Update

Working Together

SOEE Leadership Conference

November 16th 2012

Mary Davis

Special Olympics

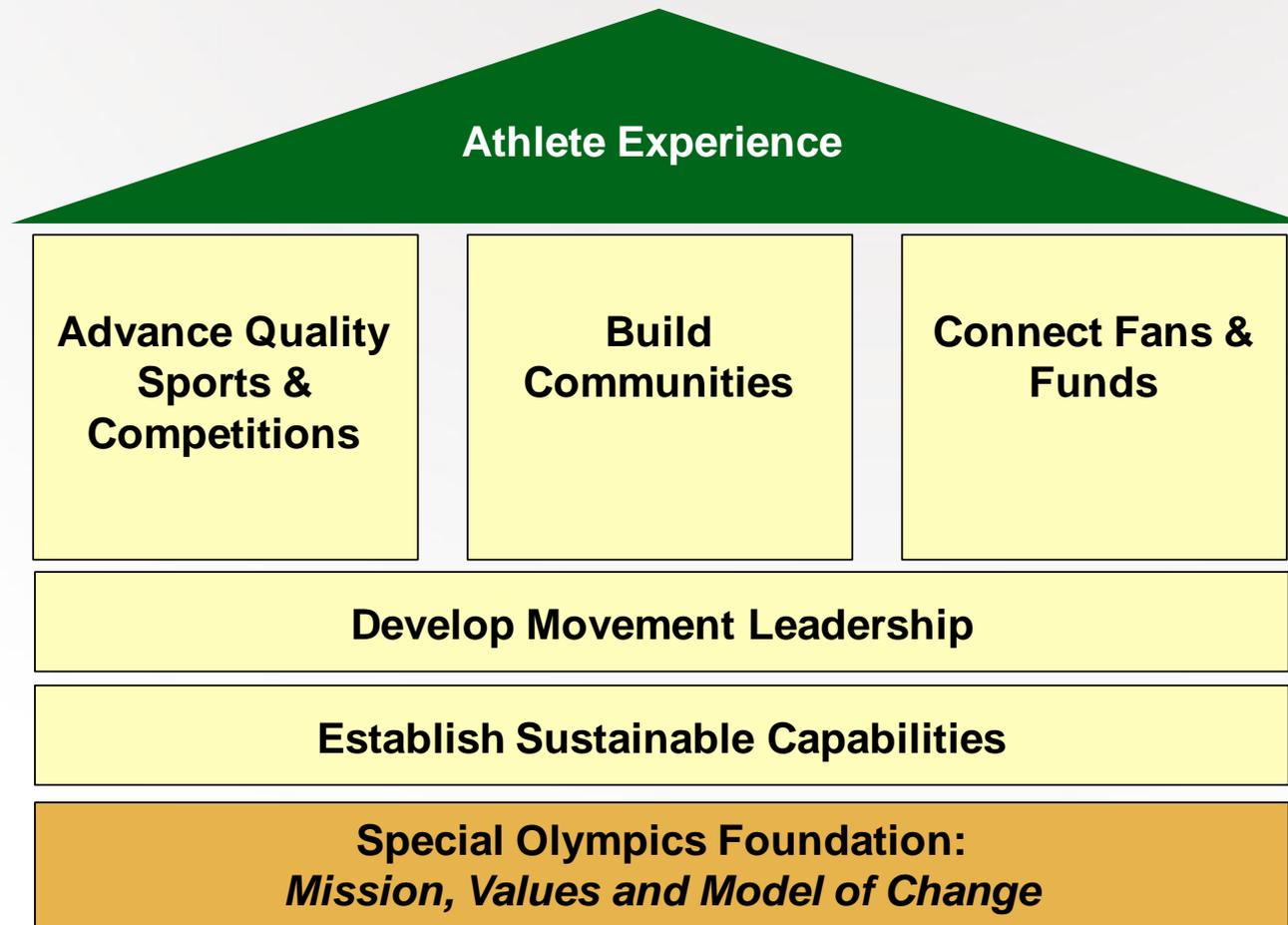


LOOK BACK SINCE LEADERSHIP CONFERENCE IN CASABLANCA 2010

Special Olympics



Strategic Plan



ADVANCE SPORT & COMPETITION

Special Olympics





Regional

- Successful staging of European & World Games
- Partnership Agreements signed with 6 Federations
 - Athletics, Gymnastics, Volleyball, Bowling, Tennis, Swimming & Floorball
- Exhibition Games & Events
 - Netherlands (2), Hungary, Turkey, Belgium & Poland
- Regional Competitions
 - Norway, Austria (3), Netherlands, Slovenia, Denmark, Sweden, Russia, Cyprus
- Training Seminars
 - Poland (2), Portugal, Italy (2), Austria, Serbia, Luxembourg

National



- **Athletes & Participants**
2010 – 504,295
2011 – 521,488
- **Coaches**
2010 – 28,068
2011 – 29,045
- **Competitions**
2010 – 7,008
2011 – 7,597

BUILD COMMUNITIES

Special Olympics



Athlete Leadership Programme



- Registered ALPs athletes
2010 – 2,793
2011 – 3,286
- Special Olympics WIKI World Initiative launched

Healthy Athlete Programme



- 26,927 athletes screened in 2011
- 9 Clinical Directors trained
- HEAR THE WORLD agreement
- Healthy Communities – Kazakhstan & Romania

Youth Activation



- Completion of Vodafone Unified Sports® Development Project
- 48 programmes conducting Unified Sports with 25,068 athletes and 22,006 partners
- Project Unify pilot in Romania, Serbia, Italy and Austria
- University of Ulster conducting evaluation studies with universities in each of four project countries

Young Athletes & Families



- 32,857 families participating in 47 programmes
- 1,431 young athletes participating in 18 programmes
- Families and Young Athletes Training Forum conducted in Leicester and Warsaw

CONNECT FANS & FUNDS

Special Olympics



SOEE Income Summary



	Total	2012	2011	2010
	€	€	€	€
Summary:				
Fundraising	1,943,785	857,000	714,000	372,785
Governmental	10,174,000	-	4,000,000	6,174,000
Corporates	1,144,000	330,000	369,000	445,000
National Governing Organsiations	150,500	150,500	-	-
Gifts & donors	403,000	216,000	187,000	-
Total	13,815,285	1,553,500	5,270,000	6,991,785

Communications Highlights



Continuing to develop media relations:

- Partnership with euronews & Act Responsible campaign resulted in two SO PSA's being broadcasted on euronews from May to November (VIK indicated at + 70,000 Euro)
- Thomson Reuters Foundation published SO Media Guidelines on TrustMedia website – April
- Announcement of 2014 European Games in Antwerp covered in Sports Business magazine & other media outlets (June)
- SOEE was guest speaker at International Herald Tribune Sports Business Summit, Istanbul – May
- Closing final stages of media partnership with Communicorp



Engagement of Ambassadors

- New additions: Serbian volleyball player Vanja Grbic and Czech Republic Flooball player Dominika Stéglová
- Padraig Harrington's red Special Olympics shoe laces have been raising significant awareness for the movement with mention on major golf broadcasts and social media (he wore the laces during Bermuda PGA Grand Slam in October)
- Princess Charlene of Monaco endorsed & attended Amber Lounge Fashion show and visited Special Olympics Programmes during official visits to China & Poland
- FCB footballer Dani Alves supports Special Olympics on social media

DEVELOP MOVEMENT LEADERSHIP

Special Olympics



Highlights



- Strategic Plans developed in 52 National Programmes
- High quality programme leaders
- Building strong Board and Chairs

ESTABLISH SUSTAINABLE CAPABILITIES

Special Olympics



Highlights



- New Identity Brand Guidelines & unprecedented resources distributed to all Accredited Programmes with brand training
- New research funding & research projects found for SOEE Regional Research Collaboration Centre at University of Ulster, Belfast, Ireland
- Translation projects with The Rosetta Foundation reached 47 resulting in 87,000 euro VIK in language services
- Strong Lionbridge translation partnership

Special Olympics





Room for Improvement

- Coach Ratio
Current: 18:1 Target: 10:1
- Families/Young Athlete
- Awareness
- Fundraising
- Government Engagement
- Ambassadors
- Board Development