



**Special Olympics North America
2010 Year in Review**

Special Olympics North America 2010 Year in Review

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Special thanks to all the volunteer photographers who make capturing these moments a possibility, and allow their images to be used in order to share the smiles, talents and spirit of Special Olympics athletes around North America.

Cover: Two Special Olympics Washington D.C. athletes celebrate teamwork during a soccer clinic sponsored by the U.S. Soccer Foundation as part of the first-ever, global Eunice Kennedy Shriver Day on September 25.





Bart Conner, Special Olympics International Board Member and Olympic Gold Medalist, with Jonathan Parkhurst, Special Olympics Oklahoma athlete and Global Messenger, at the Over the Edge event and fundraiser in Oklahoma City, October 2010.

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2010 Special Olympics North America PROGRAMS

CANADA (Provinces)

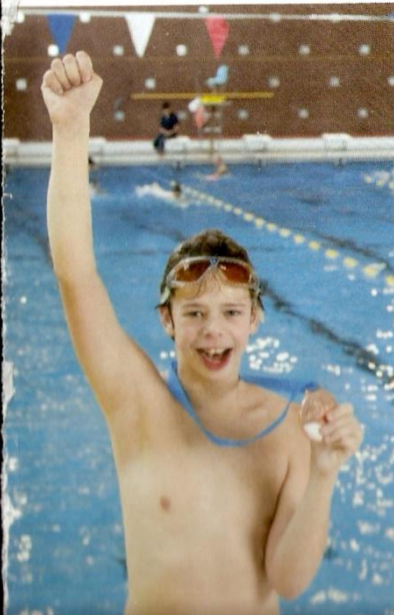
Alberta
British Columbia
Manitoba
New Brunswick
Newfoundland and
Labrador
Northwest Territories
Nova Scotia
Ontario
Prince Edward Island
Quebec
Saskatchewan
Yukon

CARIBBEAN

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

UNITED STATES OF AMERICA

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
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota
Northern
California/Nevada
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina
South Dakota
Southern California
Tennessee
Texas
Utah
Vermont
Virginia
Washington
West Virginia
Wisconsin
Wyoming



Special Olympics Canada athlete, "Alex," illustrates the thrill of victory for any young athlete contemplating getting involved in Special Olympics.

Dear Colleagues,

As we take time to reflect on 2010, I think we can all agree it was one of the most eventful and exuberating times in the history of the Special Olympics North America region—rich with collaboration, camaraderie and phenomenal successes. Your Special Olympics North America staff were challenged but enjoyed the opportunity to serve and build the Movement in the region. I am extremely proud of the entire team and all that they accomplished this year with your support and encouragement.

This year, our region held two remarkable National Summer Games in both the U.S. and Canada which saw a combined total of more than 4,500 competitors and an additional 17,000 family, friends and volunteers. We also celebrated the expansion of Project UNIFY to more than 1,700 schools in 45 U.S. states, the screening of thousands of athletes in six disciplines thanks to our Healthy Athletes Program and launched new regional development and marketing campaigns with some of the most committed corporate partners Special Olympics North America has ever had.

Every triumph we experienced in 2010 was the direct result of our region's willingness to support one another, ensuring the growth and collective achievement of North America's 88 Programs. Our leadership councils, boards and countless committees in the U.S., Canada and the Caribbean are the connective tissue that provide the vision, oversight and execution that make all our regional and national collaborative activities realities.

Special recognition and gratitude goes to Simon Munday, CEO Special Olympics Manitoba, for chairing the North American Leadership Council (NALC), Georgia Milton-Sheats, CEO Special Olympics Georgia, for chairing the United States Leadership Council (USLC) and Maureen Webber, Business Executive and Special Olympics Family Member for chairing Special Olympics Caribbean. Each of these individuals built teams of tremendous volunteers, tackled nearly impossible projects and provided invaluable leadership to the region on a daily basis.

Throughout 2010, Programs actively engaged in a year-long planning process that helped to drive the creation of our new Special Olympics Strategic Plan 2011-2015. Program leaders participated in an incalculable amount of meetings, document reviews and conference calls with their hard work culminating at the Global Congress in Morocco. Their input and contributions, combined with the work of countless others, will help sharpen our priorities, build on our capabilities, better connect us with our fans, provide more competitive opportunities for our athletes and inspire us to raise more funds as we embark on integrating the Strategic Plan into every local, state, provincial and national Program throughout North America.



Bob Gobrecht
President & Managing Director
Special Olympics North America

In looking ahead to 2011, Special Olympics North America's priorities have been carefully aligned with the Special Olympics Strategic Plan 2011-2015 and the Special Olympics 2011 Master Operational plan.

This year, our focus will be on providing athletes with quality sports and competition, building communities, garnering funding, developing leaders within and ensuring the sustainability of our region. While the goals and desired outcomes are ambitious, I know we can rise to meet and exceed them—together.

As you read through the accomplishments and milestones we hit this past year in the following pages, I encourage you to celebrate the renewed spirit of regional collaboration—marked by fresh eyes of new leaders and the wisdom provided by the more experienced; delight in the efforts of tens of thousands of young people who have become engaged in the Special Olympics Movement—breathing new energy into ideas—and honor the legacy left behind of pioneers like Drake Turrentine who have passed away, but will never be forgotten.

With eyes firmly affixed on the future, now is the time for new business and marketing initiatives, invigorating sporting and community engagement ideas and innovative volunteer and donor development strategies. As our region ventures into a new year with new possibilities, I hope you join us on our journey in pursuit of continued excellence throughout the North America region.

Thank you for all your efforts and support in 2010,



Bob Gobrecht
President & Managing Director
Special Olympics North America

Special Olympics North America: SUCCESS THROUGH TEAMWORK



Members of the Special Olympics Texas Unified Volleyball Team, led by Adam Eck, take time to celebrate teamwork at U.S.A National Games in Lincoln, NE July 18-23.



Special Olympics Colorado CEO, Mindy Watrous, accepts a \$1,000 donation from Safeway along with Special Olympics athletes and bagging contest participants (left to right): Richard Chase, Erin Holloway, Jennifer Regan and Eric Therkildsen.

DEVELOPMENT

- Marking the program's third year, Special Olympics participated in Safeway's Disabilities Awareness month, raising \$2.1 million. Special Olympics Northern California hosted this year's launch event.
- Blue Cross Blue Shield was secured as a national partner via an existing partnership with Special Olympics Illinois. Twenty states activated around the campaign and revenue has been distributed to the participating Programs.
- The Bank of America Affinity Program launched in April. A task force of U.S. Program development staff—led by Ann Grunert, Executive Director of Special Olympics Delaware—worked on the toolkit and activation plans. Educational webinars were held for U.S. Programs throughout the spring.
- The Denny's campaign launched in May at a press event in Dallas, Texas. Activation toolkits were created and distributed around the partnership. Educational webinars were also held for U.S. Programs. While the first phase of the campaign concluded over the summer, the second launched in August and will be ongoing for a year.
- Funding was secured along with awareness opportunities from a new PGA Tour event—The McGladrey Classic. Special Olympics Georgia athletes and staff participated in the event.
- Thanks to leadership such as Special Olympics New Jersey's in the TD Bank/TD Ameritrade promotion, as well as that of Special Olympics Connecticut's with the Bozzuto's campaign, multi-state promotions were successes for the North America region in 2010.

- The North America Fundraising Survey for all U.S. Programs was completed, including follow-up presentation at the 2010 U.S. Business Meeting and subsequent informational webinars.
- Financial support from long-standing sport partners continued for National Games. A growing Softball sponsorship from Moose International led these efforts with a \$125,000 contribution. Additional efforts were focused on Golf, with support from the USGA (\$30,000), PGA of America (\$25,000) and the PGA Tour (\$25,000).
- The North America Police and Ski Championships (NAPSC) also continued their support for the development of winter sports within North America with a donation of \$20,000. Over the past 20 years, the NAPSC has donated \$685,000 to Special Olympics.
- The USLC Finance and Development Committee (FDC), led by Keith Fishburne, CEO Special Olympics North Carolina, had a number of subcommittees working on development related issues in 2010. Chief among them was the Integrated Marketing Task Force which worked collaboratively with SONA and SOI development and finance staff to determine the feasibility of combining the funding strategies of direct mail, residential telemarketing, and online giving. A pilot model to implement a new integrated strategy was developed for a sample group of US Programs, and will be rolled out in the first quarter of 2011.

- In 2010, Special Olympics North America completed year two of a four year, \$1 million partnership with the Knights of Columbus. Doug Snyder, CEO of Special Olympics Illinois, led the relationship team.
- Special Olympics North America and Special Olympics International development staff participated in the first *Coke/Special Olympics Summit*, designed to identify additional opportunities between both organizations.
- Long-term partner Procter & Gamble's BrandSaver campaign for 2009 - 2010 was conducted and raised \$508,000.
- In November, the 2010 National Development Conference was held in Las Vegas, NV with nearly 150 people representing 35 U.S. Programs in attendance. Mary Beth McMahon of Special Olympics Northern California chaired the conference.

Blue Cross Blue Shield sends off Special Olympics Team Louisiana to the 2010 USA National Games on Friday, July 16, 2010 at the Best Western Landmark Hotel in Metairie, LA.





Law enforcement officer Amy Williams from Illinois, hands the Flame of Hope off to Special Olympics Iowa athlete, Michael Warren, during the Final Leg of the Law Enforcement Torch Run which made its way through 70 Nebraska communities leading up to U.S. National Games.

LAW ENFORCEMENT TORCH RUN®

- This year, 70,805 law enforcement officers throughout the region helped raise a total of \$30,465,353.
- Eleven Programs raised more than \$1 million; five raised more than \$750,000; seven raised more than \$500,000 and 15 brought in more than \$250,000.
- Forty-one U.S. Programs and three Canada Provincial Programs conducted Polar Plunges. The U.S. grossed a total of \$15,949,209 with the largest fundraisers being Maryland, New Jersey, Wisconsin, Minnesota and Illinois.
- In August, Mike Teem—retired Major in the Raleigh, NC Police Department and long-time supporter of Special Olympics—was named Executive Director of the Law Enforcement Torch Run (LETR), working closely with the LETR Executive Council and senior leadership at Special Olympics International to develop a strategic plan for the LETR worldwide.
- The Law Enforcement Torch Run was successful in 2010 due to the wide array of fundraisers and campaigns conducted, including Cop on Top, Tip-a-Cop and Polar Plunge events.
- Special Olympics North America entered into a two year agreement with Red Robin to do icon sales and Tip-a-Cop events in restaurants across the United States. In 2010 nearly \$550,000 was raised in the 31 participating Programs.
- More than 100 officers and Special Olympics athletes participated in the Final Leg of the Torch Run leading up to USA National Games. The run began in Ames, IA and culminated into the lighting of the cauldron at the Opening Ceremony on July 18 in Lincoln, NE.
- Special Olympics Southern California hosted the 2010 International Law Enforcement Torch Run Conference—*Catch the Wave*. This year's meeting, held in Long Beach, CA had the largest attendance—with more than 1,050—in the 27-year history of the conference with 54 Programs from the North America Region represented.
- All seven of the Eunice Kennedy Shriver Fellows participated in the conference and had the opportunity to learn inner-workings of how the Law Enforcement Torch Run supports Special Olympics around the world.



PROJECT UNIFY®

- Since its inception, Special Olympics Project UNIFY® has been introduced into 1,700 schools in 45 states, exposing more than 600,000 young people to the message of acceptance and inclusion.
- During the 2009-2010 Project UNIFY school year, \$2.96 million was distributed to 45 U.S. Programs conducting projects in approximately 1,700 schools.
- Nearly 800 new schools became involved in Project UNIFY, introducing related activities to 200,741 young people.
- U.S. Programs reported 23,273 new and returning Special Olympics athletes, 15,514 Unified Sports® partners and 26,812 Young Athletes® participants.
- An analysis and evaluation of the 2009-2010 school year was completed by the University of Massachusetts. Preliminary results shared with Special Olympics leadership and Programs are part of the Special Olympics Project UNIFY FY 2009 (Year 2) Final Report submitted to the U.S. Department of Education.
- Beginning this year, Project UNIFY was remodeled to a two-tier system of project funding: *Building Bridges* and *High Activation*—both focused on fostering relationships between Programs and schools, as well as engaging youth with and without intellectual disabilities in activities that excite them to be leaders.
- Thirty-four U.S. Programs received *Building Bridges* project funding up to the \$75,000 level and 8 U.S. Programs received *High Activation* project funding between \$200,000 and \$300,000.

Courtney Neil of MA and Danielle Liebl of MN enjoy their time at the 2010 Youth Activation Summit in Omaha, NE.

- Further development of the National Education Leadership Network has led to participation in two successful Education Leadership Roundtables in Lincoln, NE and Washington, DC. From these discussions, four working groups were created to assist in outreach, policy materials, model standards for youth leadership, standards of excellence around inclusion, climate and diversity.

- Many national youth leadership and education organizations and associations have established partnerships with Project UNIFY, such as the National Education Association (NEA) Foundation, the American Association of School Administrators, Learning for Life, Teen TRUTH, America's Promise Alliance and Gallup®.

- Special Olympics' *Get Into It*®, a service-learning K-12 curriculum, was re-launched as a web-based tool for U.S. Programs and educators nationwide. For the last two quarters of 2010, the focus has been on in-depth training and marketing.

- *Get Into It* has been presented at national conventions including: National Association of State Boards of Education, 17th National Forum on Character Education, National Middle School Association and the Big Tent Conference hosted by the Search Institute.

- Other presentations and exhibits related to Project UNIFY were conducted at the Association of School Administrators, Council for Exceptional Children and the World Congress on Disabilities.

- Project UNIFY sent a delegation to the 2010 Special Olympics Global Congress in Morocco to report on youth leadership and engagement. Delegates provided passionate examples to support the community building pillar of Special Olympics' 2011-2015 Strategic Plan.



Educators, leaders and youth map out priorities during the Education Roundtable sponsored by Project UNIFY and held in Lincoln, NE.

Project UNIFY provided additional funding to youth through "A Call to Action – Educate, Motivate and Activate - Youth Leadership and Inclusion Project Funding" to nine U.S. Programs with a total of 15 youth awards.

- During the summer of 2010, 10 young people, with and without intellectual disabilities, joined Project UNIFY as summer interns, providing them opportunities in leadership and professional development.

COMMUNICATIONS & MARKETING

- The SONA Memo was redesigned for an improved reader experience and distributed 19 times throughout the year.
- A daily broadcast/print clip report called *SONA in the News* was created in May to connect Programs in the North America region with best practices and heighten awareness of the work being done in local communities. Since its inception, more than 2,500 articles and broadcast moments have been circulated.
- The Public Relations and Education Committee (PREC)—under the leadership of Margaret Larsen, CEO of Special Olympics Texas—met via conference call throughout the year to discuss communication priorities throughout the region.
- Licensing agreements were established with Trau-Loevner and Coats & Clark around t-shirts and the 2011 USA Scarf Project, respectively.
- Launched the first official 2011 USA Scarf Project with 35 Programs participating around the U.S. with the goal to collect thousands of handmade scarves for athletes, coaches, volunteers and supporters to wear during State Winter Games and corresponding events.
- Public relations activation toolkits and press release/media advisory templates were provided Programs around successful promotion of regional priorities, i.e. Eunice Kennedy Shriver Day, Capitol Hill Day, USA National Games and assorted corporate sponsorships.
- U.S. Programs reported well over 3,000,000 site visits to their webpages with thousands more supporters joining Facebook pages and following Twitter. Among the most visited were Minnesota, New Jersey and Missouri.
- Throughout the 2010 collegiate football season, Special Olympics-focused public service announcements aired during the majority of national broadcasts of both the Big 12 and Southeastern conference games.
- Prominent media placements of Special Olympics North America, athletes, coaches, games, events and initiatives include: Good Morning America, TODAY Show, CNN, MSNBC, ABC NewsNow, GOLF Channel, Washington Post, New York Times, Chicago Tribune, LA Times, USA Today.com and ESPN.com.
- The annual *Special Olympics Day* on TSN, Canada's national specialty sport network, marked its 10th anniversary on November 13. The hour-long broadcast aired on both TSN and TSN2 and offered Canadians inspiring athlete and volunteer profiles.
- During the 2010 Olympics in Vancouver, Paul Nimmich, Special Olympics South Carolina athlete was featured in a Coca-Cola commercial that ran on NBC, MSNBC, CNBC, USA and Oxygen networks from Feb. 12-28.



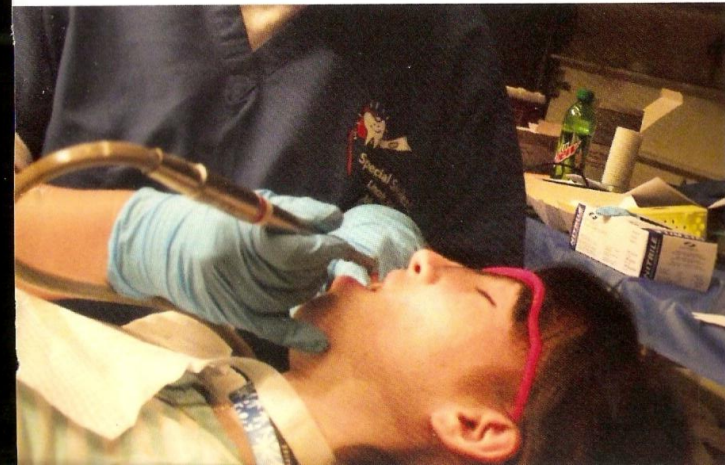
Athletes and advocates, alike, proudly wore the likeness of late Special Olympics Founder, Eunice Kennedy Shriver, throughout the year with her quintessential call to action: ACT!

HEALTHY ATHLETES® PROGRAM

- This year, 192 Healthy Athletes grants were approved for 73 Programs totaling \$535,930.
- Overall, Special Olympics North America and 15 Programs received Wal-Mart Foundation funding for Healthy Athletes initiatives, totaling \$100,000.
- Additional funding from the Golisano Foundation was secured in the amount of \$150,000, to conduct training for U.S. Clinical Directors. Golisano Foundation also funded the first training event in Rochester, NY.
- Sixty participants took advantage of the Healthy Athletes webinar conducted to assist U.S. Programs with fundraising and sponsorships around Healthy Athletes.
- Fit Feet debuted the LOCK LACES relationship during the 2010 USA National Games by donating 3,000 pairs of laces. The promotion led to the number of Fit Feet screenings increasing by more than 40%.
- Nearly 1,700 athletes were screened in six disciplines during 2010 USA National Games, totalling 69% of registered participants. Healthy Athletes Software (HAS) data was successfully collected during the 4,768 screenings performed.
- Sixty five individuals were trained from 32 North America Programs during the Healthy Athletes Train the Trainer event during USA National Games.
- Healthy Athletes piloted a partnership with the Mission of Mercy/Nebraska Dental Association during the 2010 USA National Games, providing onsite follow-up dental care to the athletes.
- Special Olympics and Lions Clubs International celebrated 10 years of partnership in 2010.

Left- Special Olympics South Carolina volleyball player, Missy Neal, has dental work done by Jennifer Marshall, a hygienist from Lincoln, NE.

Right- Hannah Jacobsen from Lincoln, NE has her hearing checked by Gina Diaz, an audiology student at the University of Nebraska, Lincoln.



PROGRAM DEVELOPMENT

- Throughout the year, 46 Program visits were conducted around the region.
- Fourteen Board of Directors' trainings were conducted this year for 12 Programs – Arizona, Caribbean, Iowa, Maryland, Massachusetts, Michigan, Nebraska, New Hampshire, North Carolina, Oregon, South Carolina, Washington. Ten Program Board Chairmen also participated in orientation.
- Special Olympics North America, the USLC Professional Development Committee and host Program–Special Olympics Louisiana–worked collaboratively to provide a successful U.S. Business Meeting for 113 participants representing 45 Programs.
- New CEO comprehensive orientation was conducted for seven Program CEOs (Arizona, Iowa, Nebraska, Utah, New Hampshire, Rhode Island, Washington) as well as a Risk Management Seminar.
- Leadership and support was provided to all North America Programs to ensure participation and successful execution of the Global Congress–resulting in 27 North America athletes participating in the Global Athlete Congress and 48 North America Programs being represented by members of their Boards of Directors and Program CEOs.
- The Special Olympics North America staff engaged Programs in a year-long process to develop the strategic plan. Multi-Program conference calls were administered (U.S. Regions- Southwest, Southeast, Great Lakes, North Central), as well as face-to-face meetings (Caribbean Business Meeting, Canada National Meeting, United States Business Meeting, U.S. Regions–Mid-Atlantic CEO Meeting, New England CEO Meeting, Northwest CEO Meeting, South Central CEO Meeting). The Canada National Program, Caribbean Board of Directors as well as 43 U.S. Programs are committed to align with the Strategic Plan.

2010 Grants & Partnerships	Amount	# Programs
Christmas Record Grant	\$178,125.00	3
Team Mattel	\$100,000.00	6
Mattel/Retailed Service Employees	\$30,525.00	12
Families Grants & Young Athletes	\$11,025.00	4
Project Unify	\$3,631,131.00	45
Healthy Athletes	\$643,930.00	49
P&G Brandsaver	\$339,277.33	52
Safeway	\$1,836,314.00	23
Moose International	\$117,834.00	48
TD Bank	\$859,202.26	14
Blue Cross Blue Shield	\$232,500.00	13
Bozzuto's	\$99,937.80	8
P&G (CVS grant)	\$150,000.00	7
Red Robin	\$474,917.00	31
TOTAL	\$8,704,718.39	315

*This figure represents funds distributed in 2010 the first of two installments to Programs. The second installment will be distributed in 2011.

Special Olympics North America managed grants totaling more than \$8.7 million that were distributed cumulatively to 315 programs.

- U.S. Leadership Council, Caribbean Board of Directors and the North American Leadership Council meetings were conducted throughout the year and collaboratively reviewed and prioritized the Strategic Plan for the region.
- With the generous support of the Toyota Canada Foundation, Special Olympics Canada has created a resource-rich web site in both official languages to recruit and train its volunteers.

- Special Olympics Bahamas, Government of Bahamas and Special Olympics North America signed a historic partnership agreement during the Caribbean Business Meeting in Nassau, Bahamas in April.

- In an effort to support Special Olympics Haiti, leadership and guidance was given to a high-level pre-Academy Awards fundraising event hosted by *The Wrap* that was held in Beverly Hills, CA to benefit the Program. During the event, saxophonist Kenny G spoke on behalf of Special Olympics and raised more than \$20,000.

- Every Special Olympics North America accredited Program submitted a *Program Information Profile* -- providing annualized data for budget, cash revenue and cash reserve.

- Canada's 12 Provincial Chapters recruited athletes ages 2 to 21 in an effort to see Active Start and FUNDamentals introduced across the country. In Ontario alone, there are now more than 7000 students enrolled in Special Olympics programs.

- Three International Global Messengers, Dustin Plunkett of CA, Jessica Crook of IN and Martha Hill of WI integrated with Special Olympics Nebraska Global Messengers as Masters of Ceremonies; speakers at all receptions; spokespeople; ambassadors to VIPs and presented awards throughout USA National Games.



Above- Kenny G, Bobby Shriver, Sharon Waxman (CEO of The Wrap), Kenny G's son Noah and Eddie Mack, Special Olympics Southern California athlete at the March 1st event.



Below- At the Caribbean Business Meeting, the Bahamas partnership agreement was signed by Bob Gobrecht, President & Managing Director Special Olympics North America; Kim Simplis Barrow, wife of the Prime Minister of Belize and Special Olympics International Global Ambassador; Basil Christie, Board of Directors Chair, Special Olympics Bahamas; Maureen Webber, Chair, Special Olympics Caribbean; Honorable Charles T. Maynard, The Bahamas Minister of Youth, Sports & Culture.



Special Olympics Massachusetts' Lina Gutierrez, athletes, coaches and volunteers were all smiles at the second annual Cheerleading and Flag Football tournament hosted by the New England Patriots, the New England Patriots Charitable Foundation and the King Philip Youth Football League, held at Gillette Stadium in November.

SPORT DEVELOPMENT

- Programs reported 16,345 competitions, accounting for 37% of the 44,136 Special Olympics competitions conducted worldwide. (2009 Census)
- Fourteen athletes from Florida, Maryland, North Carolina and Pennsylvania competed in the 116th running of the Penn Relays at Franklin Field in Philadelphia, PA.
- The Unified Sports® Bowling Championships were conducted in conjunction with the United States Bowling Congress (USBC) Open Championships in Reno, NV with 492 participants representing 15 Programs. Hosted by SONV and thanks to the leadership of Special Olympics Ohio's Marty Allen, National Tournament Director, the tournament celebrated its 20th anniversary in 2010.
- Canada introduced golf and bocce to their roster, bringing the total number of sanctioned sports to 18 and hosted their first invitational golf tournament in the fall.
- In coordination with the USTA and Professional Tennis Registry, development within Tennis focused on the National Tennis Championship, as well as rules and competition enhancements. Efforts are being made to produce a ratings video, using footage from the upcoming 2011 National Tennis Champs in Hilton Head, SC.
- Softball development through the Amateur Softball Association (ASA) continues its grassroots outreach and local/state Program participation. A Softball Invitational Tournament sponsored by Moose International & ASA will be conducted in 2011.
- Relationship development continues within Golf via the PGA of America and USGA. With assistance from the USGA, focus will be placed on Level 5 golfers developing verified handicaps through their state golf associations.
- Six athletes from Special Olympics Delaware and Rhode Island competed in the 2010 Special Olympics China National Games that were held mid-September in Fuzhou.

- North America was represented at the World Games Test Event, which was hosted by Special Olympics Hellas and the 2011 World Games GOC. A total of 24 athletes from 9 US Programs and Canada participated in 4 sports.

- Special Olympics Northern California athlete, Sam Silver, competed in the U.S. Open Water Championships and the Global Open Water Swimming Conference in Long Beach CA. Silver competed in the 2K Open Water Pursuit event and also attended the Global Open Water Swimming Conference representing the Special Olympics Open Water Sport Resource Team in order to garner support from Open Water Swimming community leaders and industry representatives for the development of Special Olympics Open Water Swimming.

- Four US Programs were beneficiaries of sport clinics hosted by the NCAA in the Spring. Two basketball clinics were held at the Men's and Women's Final Four events, in addition to clinics held at the Men's Baseball and Women's Softball College World Series events.

- Special Olympics Virginia played host to 36 players representing 10 Programs in The Xperience Tennis Tournament.

- A cumulative total of 147 Programs, 5490 participants (athletes and unified partners) competed in International, U.S. National, U.S. Regional and U.S. Program Invitational Competitions.

- Unified Sports® Volleyball Championships were held in conjunction with the USAV Adult Open in Phoenix, AZ, with 60 athletes and Unified partners from five Programs participating. A first-time winner was crowned, as the Chattanooga Chill won their first championship.

- More than 300 Special Olympics Caribbean athletes representing 15 Programs participated in the 2010 Latin America Regional Games.

- The National Tennis Invitational Championships were again hosted by SOSC and the PTR in Hilton Head, SC. 139 participants from nine Programs participated in this event, which served as a tune up for some tennis athletes that were also competing in tennis at USA National Games.



Above- Edson R. Irineo (#4) reacts to his goal for Team Nebraska Unified Soccer against Oklahoma in the gold medal match.

COACHING EXCELLENCE

- Special Olympics North America Programs reported 101,630 coaches, accounting for 42% of the 244,322 coaches worldwide—offering a ratio of 5.6 coaches to each athlete. (2009 Census)

- Nearly 140 participants took advantage of this year's sports training and educational opportunities, representing 46 Programs throughout the region.

- Online technology was utilized to reach and train more coaches and course instructors through the launch of the first Principles of Coaching for Special Olympics online course via West Virginia University-Extended Learning-Principles of Coaching (POC) Webinar, Coach Development Instructor Course, Webinar training for instructors for POC and Coaching Special Olympics Athletes Courses.

- Special Olympics North America's Principles of Coaching , online edition that was a collaboration with West Virginia University, was recognized by the North America Association of Summer Sessions with the *Award of Merit*.

- North America's coaching education program gained Level 3 accreditation from the National Council for the Accreditation of Coaching Education—one of only 17 sports organizations that are NCACE accredited.



Special Olympics Nebraska tennis athlete Alina Moser celebrates a win with coaches Tammy Hill and Phil Wolfe.

- The American Sport Education Program (ASEP), a division of Human Kinetics, Inc., and Special Olympics North America have joined in a sports partnership to develop the self-paced interactive online *Coaching Special Olympics Athletes Course*. The course will be based on SOI's coaches' guides, sports resource materials and training standards—all designed to meet the SOI coach education requirements for first-time coaches as well as those seeking re-certification. In addition, video footage of effective coaching and newly created interactive activities will be part of the course, scheduled to be launched in summer 2011.

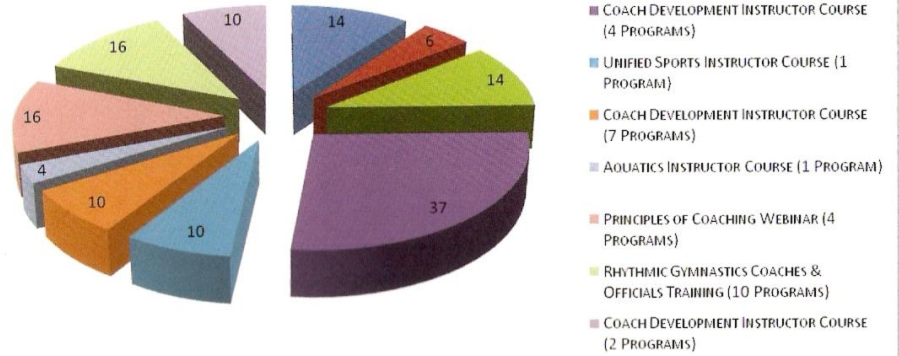
- Nanci Martin of Vancouver, British Columbia—a true coaching educator who was instrumental in the inception of Canada's FUNDamentals (Young Athletes) program—was named the 2010 Special Olympics North America Coach of the Year, marking the first time a Canadian has been chosen.

- Seven key issues needing focus and consistency in Unified Sports® were identified this year. Data from the field was gathered which included marketing strategies, fundraising sources, enhanced Program-to-Program support and collaboration needs with Project UNIFY. Information will be utilized during the Unified Sports Leadership Summit in early 2011.

- SONA University Curriculum faculty successfully conducted a workshop with 32 college and university physical education and adaptive physical educators from sports organizations and academic institutions at the American Alliance for Health, Physical Education, Recreation and Dance National Convention. Currently 62 universities & colleges are implementing the SONA University Curriculum, of which three are in Canada and three are in the Caribbean.

- Special Olympics Canada held a master facilitator's workshop which involved 18 "master facilitators" over a two-day course held in Toronto. These individuals came from 10 Canadian Programs and gathered to sensitize volunteer coaches to working with individuals with intellectual disabilities as well as helping them understand the long-term athlete development model.

2010 Training & Education Opportunities



The pie chart above depicts the number of training opportunities and how many Special Olympics North America Programs participated.



The bar graph above depicts the cumulative number of Programs and participants who competed in international, national and U.S. regional invitational competitions.

Special Olympics North America: BE A FAN OF SPORTS



Vincent Egan of CO and Alexandra Hernandez of NM take to the stands as super fans to support Special Olympics athletes.



CARIBBEAN FOOTBALL INITIATIVE

Above: The ladies' Bahamas team celebrates after the goalie blocks a difficult shot during the Jamaican Football Tournament.

- Growth of football in the Caribbean has been beneficial at both Programatic and sport development levels. There are 215 new coaches that have been recruited and trained from 13 countries—a total of 290 soccer coaches and 23 countries now offering football in Caribbean.
- In the 23 countries now offering football in the Caribbean, 810 new athletes have been added (610 from new football Programs and 200 from established football Programs) for a grand total of 1,885 overall.
- In 2010, Special Olympics North America gained a commitment from FIFA and the Confederation of North, Central American and Caribbean Association Football (CONCACAF) to support the football initiative by providing trainers and materials, while work continued with the Caribbean Football Union to supply equipment.
- Special Olympics Caribbean continued to collaborate with Special Olympics Latin America to expand their relationship with FIFA and CONCACAF.
- A Christmas Record Grant allowed coaches of nine Special Olympics Caribbean Programs to participate in the Football "Train-the-Trainer Seminar" during the Special Olympics Latin America Regional Games held in Puerto Rico.
- The second annual Special Olympics Jamaica All-Island Invitational Football Tournament featured athletes from Jamaica, Cayman Islands and Bahamas.
- The Jamaican Football Tournament took place in November and saw an increase in participation from 14 teams the year before to 25 teams in 2010, totalling 250 players.
- Sponsor-support for the Jamaican Football Tournament doubled, with Chase Fund, Digicel Regional, Harvest Bakery, Hi-Lyte, Jamaica Football Federation, Institute of Sports and Sports Development Foundation all coming together to make it possible.



Special Olympics athletes and Final Leg Torch Runners, Ben Beavers of New York and Roxanne Johnson of Arizona, enter the arena to a standing ovation in anticipation of igniting the cauldron during the Opening Ceremony.



USA NATIONAL GAMES

- The 2010 Special Olympics USA National Games were held for 3,576 athletes, coaches and delegates along with 4,400 family members, 684 guests, 276 officials and more than 6500 volunteers.
- The Games thrived due to outstanding support from the University of Nebraska, Lincoln/Omaha, State of Nebraska, City of Lincoln, Department of Education, Department of Defense as well as generous corporate and sport partners.
- Several delegations arrived in Lincoln, NE via the Cessna Airlift which provided transportation for 1,000 athletes and coaches on 160 donated aircrafts which amounted to a \$500,000 in-kind donation. This year's Honorary Chairman of the airlift was actor Harrison Ford who personally flew the New Mexico delegation to the Games.
- The Games honored the late Eunice Kennedy Shriver with a Tribute Wall in Special Olympics Town, calls to action around her legacy during the Family and Founders Receptions and banners depicting her life throughout the special events venues. In addition, a memorial video was shown during Opening Ceremony while the newly composed song, "Carry the Torch," played to a spirited audience.



Special Olympics athlete, Evan Davis, stands victorious as he lights the cauldron. With the flame ignited, Tim Shriver, Special Olympics Chairman & CEO declared, "LET THE GAMES BEGIN!"

- Special Olympics athletes competed in 13 sports and enjoyed high-energy Opening and Closing ceremonies complete with star-studded performances by Jars of Clay, Kristinia DeBarge, FeFe Dobson, Sandi Patty and celebrity hosts—famed model and actress Brooklyn Decker alongside Special Olympics athlete-turned-actor Eddie Barbanell.

- The 2010 Special Olympics U.S. National Games Closing Ceremony celebrated the athletes' accomplishments as well as Project UNIFY's achievements with a youth-focused program featuring YAS youth leaders. The Ceremony highlighted youth videos from around the country and offered a call to action for youth and adults to join the Movement.

- Opening Ceremony was streamed live on CNN.com, with more than 3,000 people logging on to watch, as well as available on the official Games site and NET.org—the Nebraska PBS station's website. Additional national media coverage included: USA Today.com, Sports Illustrated Kids, Sports Illustrated.com, PGA Magazine, Good Morning America, PBS, CNN: Headline News, GOLF Channel, MSNBC, C-SPAN and ABC News Now. A total of 750 print articles seen by a circulation of 30,024,853 and 315 broadcast clips with 173,206,775 viewers was the earned equivalent to more than \$7 million in paid advertising.

- Social media played a major role in these Games with overwhelmingly popular accounts on Facebook (well over 9,000 fans), Twitter (nearly 400 daily followers) and Youtube (more than 4,800 views).

- In addition to competition, athletes, coaches and families enjoyed Special Olympics Town which included Fan Fest and the Sports Experience. There was also a Family Reception—sponsored by Clipped Wings—which garnered 1,200 attendees and Marc Edenzon, Special Olympics New Jersey CEO and parent of an athlete, as the guest speaker.

- Special Olympics Program CEOs in the U.S. were honored at the Games during a private recognition breakfast where Nike executive and Special Olympics parent, Tommy Kain, was the guest speaker.

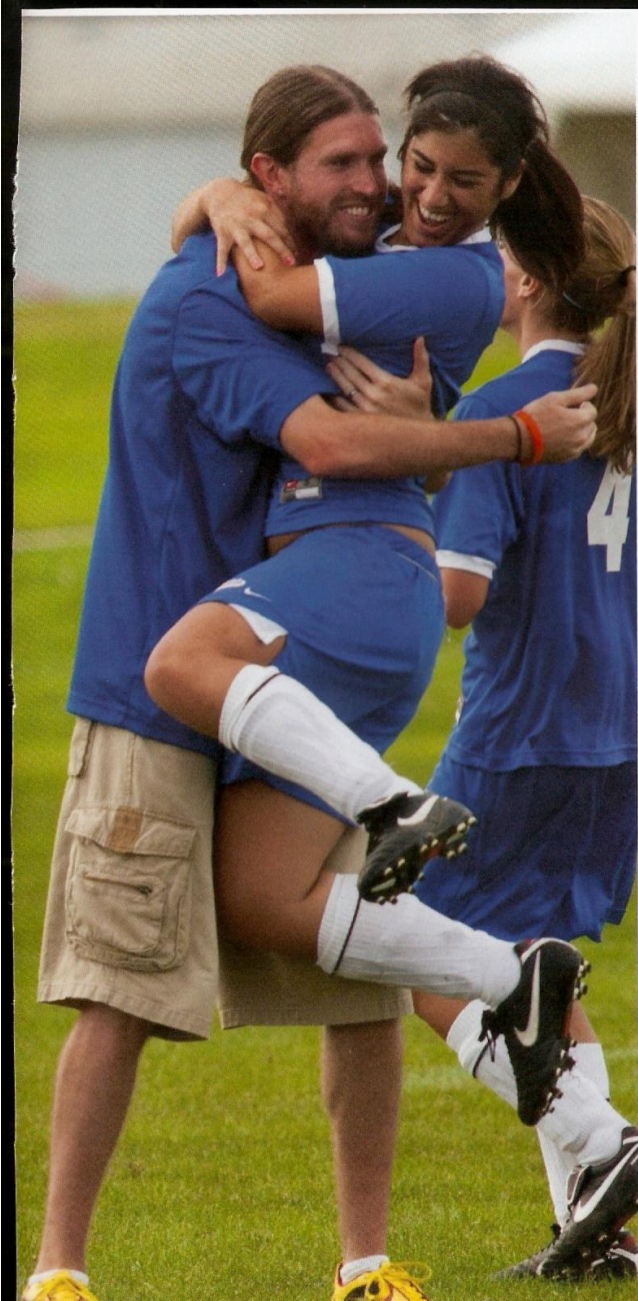
- Proclamations, promoting sports partnerships, were signed at the Games between Special Olympics North America and the PGA of America as well as the Amateur Softball Association (ASA).

- Flag Football competition was introduced with ten teams (unified and traditional) from eight Programs. In addition, a flag football skills clinic and unified scrimmage were held with approximately 200 Project UNIFY participants, Special Olympics athletes, former NFL players, University of Nebraska football players as well as Special Olympics International President and COO, Brady Lum.

- Ten U.S. Programs received \$12,000 each, to fund an additional YouthUnified Sports® Soccer team at the National Games thanks to funding through Project UNIFY.

- Throughout Games, athletes participated in clinics and demos with professional and Olympic athletes: NWMSU Coach Mel Tjeerdsma, former NFL players Matt Blair, John Turner, Joey Browner and Tony Covington, tennis champion Andy Roddick, Olympic gold medalist in softball Amanda Freed and indoor volleyball Olympic gold medalist Tom Hoff.





Opposite Above- Kiet Ly, Team Louisiana, and Jeremy Petty, Team Oregon push toward the finish line during the 200 meter run at Ed Wier Stadium on the University of Nebraska-Lincoln Campus during the 2010 Special Olympics USA National Games.



Opposite Below- Michelle McIntosh of Nebraska Black receives her award on Friday, July 23 at Southeast Lincoln High School, Lincoln NE.

Left- Special Olympics Arkansas coach celebrates the win over Texas on July 23, 2010 for the championship.

Above- Power lifter Nick Watterson of Springfield, Mo., proudly displays his three gold medals.

Below- Johnathan Durham, Team Ohio, connects with a pitch during his team's game against Team Louisiana at Fleming Fields.



CANADA NATIONAL SUMMER GAMES

- Returning to a city that holds special significance for the Movement in Canada, the 2010 Special Olympics Canada Summer Games were held in London, Ontario from July 13 to 17.
- Approximately 1,400 athletes converged on London from all across the country accompanied by an estimated 1,950 friends and family showing support.
- More than 2,043 medals were handed out, just as many stories of courage and bravery were shared, and most important was that each participating athlete emerged a champion.





- Athletes competed in a total of eight sports including: swimming, athletics (track & field), 5 pin bowling, 10 pin bowling, powerlifting, rhythmic gymnastics, soccer and softball.
- This national event was a qualifier for Special Olympic athletes to compete at the Special Olympics World Summer Games, which will be held in Athens, Greece in summer 2011.
- In addition to competition during the Games, athletes had the opportunity to be screened through the Healthy Athletes initiative in areas of dentistry, podiatry and ophthalmology.
- The economic impact to the London region is estimated at over \$8.3 million due to the Special Olympics Canada Summer Games.



Athletes from all over the country met in London Ontario for a chance to represent Canada at the 2011 World Summer Games in Athens, Greece. The Games exhibited Special Olympics' athletes' patriotism, unwavering focus and triumph in heated competition.

Right- Monique Shah, Ontario's athletics star, is bound for the 2011 Special Olympics World Summer Games in, Athens Greece.

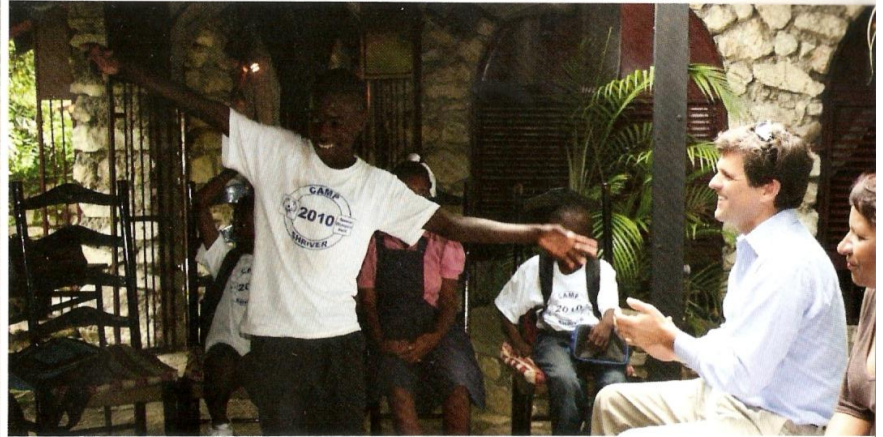




SPECIAL OLYMPICS CAMP SHRIVER HAITI

- Before the tragic earthquake in January, Special Olympics Haiti was a growing sports program targeting the needs of approximately 127,000 people with intellectual disabilities. Special Olympics Haiti had trainings and competition for athletes in track and field, bocce, table tennis, equestrian and football, and the Program had been growing stronger since its launch in early 2000.
- In June, Special Olympics Chairman & CEO, Tim Shriver, his daughter Rose, Special Olympics North America's Beth Alldridge and Special Olympics Caribbean Board Chair, Maureen Webber, traveled to Haiti determined to find a way to "jump start" Special Olympics Haiti. While there, Shriver unveiled his five-year plan to rebuild the Program through advocating for extending sports facilities around the country to facilitate a larger participation of athletes, organizing local and national competitions as well as sending a delegation to the 2011 Special Olympics World Summer Games in Athens, Greece.
- Special Olympics Haiti ran a series of five "day camps" that focused on five sports over four weeks including football, bocce, basketball, table tennis and dance. Participating athletes received food, t-shirts and sports equipment.
- Special Olympics Camp Shriver Haiti targeted 300 athletes around the country in five cities: Petionville, Jacmel, Les Cayes, Cape Haitian and Carrefour, being the first camp to open.
- Speakers at the Opening Ceremony for the first Special Olympics Camp Shriver Haiti in Carrefour included: The First Lady of Haiti, Elisabeth Preval; the wife of the Prime Minister of Belize and Special Olympics Global Ambassador, Kim Simplis Barrow; Maureen Webber, Board Chair for Special Olympics Caribbean and Jean Chevalier Sanon, Volunteer National Director, Special Olympics Haiti.





- Special Olympics Camp Shriver Haiti was made possible through the generosity of the Australian High Commission alongside individuals like Kim Samuel Johnson—SOI Board Director who made the largest contribution—corporations such as Digicel Haiti and Special Olympics Programs from Maryland, New Jersey, Pennsylvania and as far away as Botswana.

More than 300 athletes with intellectual disabilities from around Haiti who were devastated by the earthquake in January turned out to Camp Shriver's to engage in sport training supported by 214 volunteers and 25 coaches.

- As a direct result of the successful camps, a partnership was formed with the YMCA. In addition, the Digicel Foundation committed to building two new schools for children with intellectual disabilities.

Cities	Athletes	Girl	Boy	Staff	Volunteer	Coach	Parents	Total
Cap	66	25	41	3	40	5	15	129
Jacmel	56	26	32	3	38	5	17	119
Cayes	62	no data	no data	3	56	5	8	134
Carrefour	60	27	33	3	40	5	15	123
Petion Ville	63	28	35	3	40	5	25	136
Total	307	106	141	15	214	25	80	641

Special Olympics North America: RECOGNIZING THE POWER OF YOUTH



The Oregon Project UNIFY Youth Activation Summit was held at Nike Headquarters in Beaverton on October 2 during the 2010 Special Olympics Nike Youth Games.

3.03.10: SPREAD THE WORD TO END THE WORD

- The youth-generated, youth-led campaign which began in 2009, exceeded its goal this year to gain 100,000 electronic pledge signatures through www.r-word.org—reaching nearly 143,000 before November 15th.
- More than 500 events throughout the month of March took place around the nationwide campaign at high schools, universities, and throughout local communities—asking every young person to help lead an effort to eliminate demeaning uses of the R-word and replace them with respect and acceptance.
- Due to the overwhelming popularity of the campaign, the national awareness day—celebrated the first Wednesday of March—has become an ongoing campaign, and not just a single day event.
- East High School in Salt Lake City, UT, hosted a Spread the Word to End the Word competition where schools across the state submitted art, poetry, music, dance, cheer routines, film, photography and graphic designs that illustrated the hurtfulness behind the r-word.
- The University of Delaware along with more than 30 high schools held assemblies around the state and featured videos of youth speaking out about the R-word. They also handed out information cards, had students sign a pledge banner at their schools and encouraged others to pledge their support online.



Erin Bell and Kelse Johnson, students at Colorado's Smokey Hills High School, pose with their Spread the Word to End the Word banner, showing off the hundreds of signatures from students supporting the campaign.

- Jersey City School District in conjunction with Special Olympics New Jersey held a youth rally focused on respect, empathy and inclusion on March 5th for over 2,500 students. Twenty of the 38 district schools were onsite and every school participated in creating Spread the Word activities and skits for a video aired on the school board's television channel.
- In addition to rallies, activities, speakers and performances throughout the year, schools and community organizations signed banners that now hang in halls around the region to reinforce their commitment to ending the hurtful use of the r-word.

YOUTH ACTIVATION & LEADERSHIP

- The National Youth Activation Committee (YAC) remains a core component of Project UNIFY and consists of 19 young people with and without intellectual disabilities from 12 U.S. Programs.
- Committee members have revised their by-laws, as well as reorganized their structure to support an aggressive set of objectives and deliverables, including youth-friendly resources and tools.
- YAC members worked diligently for the first six-months of the year to design and facilitate sessions for the National Youth Activation Summit (YAS) and National Education Conference (NEC) held in Omaha, NE in conjunction with the U.S. National Games in July.
- Nearly 150 youth, representing 38 States, participated in the National Youth Activation Summit (YAS)-- a week filled with youth-led interactive sessions on leadership, engagement and how to use Special Olympics as a catalyst for social justice.
- Gallup, partnered with Project UNIFY, hosted the YAS participants at their headquarters for a morning session on personal development. Each attendee, youth and chaperone, completed a survey in advance to fine-tune their personal strengths and worked in groups to discuss and further explore those strengths.
- Project UNIFY commissioned and premiered a play entitled, *"It's Our School, Too!"* which was acted out by youth--with and without intellectual disabilities--to exhibit daily struggles and triumphs as special education students. The script for the play was made available to schools throughout the country for reproduction.
- Approximately 81 educators from 36 States participated in the inaugural National Education Conference (NEC) in collaboration with the University of Nebraska Omaha in Omaha, NE. School climate, service-learning, social justice and developmental assets were among the topics of the 3-day conference--highlighted by daily interactions with youth attending the YAS.

Special Olympics International Chairman & CEO, Tim Shriver, joins model/actress Brooklyn Decker and youth as part of the YAS.



- As a result of the NEC, Project UNIFY, in conjunction with the NEA Foundation, awarded 18 teachers--or teacher pairs--funding to integrate and sustain quality, interactive activities at the classroom level as part of the *Learning and Leadership Project*.
- The first National Education Roundtable was held at the Governor's Mansion in Lincoln, NE and was co-hosted by the First Lady of Nebraska, Sally Ganem, and Special Olympics Chairman & CEO Tim Shriver. Thirty-five leaders from national education organizations, media and government joined 15 youth to formulate a commitment statement that promotes young people, with and without intellectual disabilities, to become effective and visible leaders in their schools.

Special Olympics North America: PART OF A GLOBAL MOVEMENT



Special Olympics held a Global Congress this summer in Morocco, bringing together the regions of the world to plan for the future of the movement. Special Olympics President & Chief Operating Officer, Brady Lum, introduced the five-year Strategic Plan to an intent audience that included more than 100 delegates representing Special Olympics North America.



GLOBAL ATHLETE CONGRESS

- The third Special Olympics Global Athlete Congress (GAC) took place in Morocco-- bringing together 66 Special Olympics athletes from more than 35 countries.

- After hours of discussing subjects such as the need for coaching excellence, sandbagging, code of conduct, the delegates will now ensure that the athlete voice and opinions are considered in the 2011-2015 Strategic Plan

- The GAC delegates also elected a new GAC Chair, Matthew Williams from British Columbia, Canada, who made a compelling and passionate speech. Williams was introduced to all delegates at the Opening Session of the Global Congress.

Athletes representing Special Olympics North America at the Global Athlete Congress held in Morocco:

Brent Bowgren-- *Special Olympics Indiana*
 Loretta Claiborne-- *Special Olympics Pennsylvania*
 Zach Commander-- *Special Olympics North Carolina*
 David Egan-- *Special Olympics Virginia*
 Melissa Holt-- *Special Olympics Pennsylvania*
 Christina Judd-Campbell-- *Special Olympics Canada*
 Pam Langille-- *Special Olympics New Hampshire*
 Shavanna Mahoe-- *Special Olympics Hawaii*
 Angela Martin-- *Special Olympics Washington*
 Debra McDougald-- *Special Olympics Oregon*
 Kenneth Melvin-- *Special Olympics Indiana*
 Andres Miyares-- *Special Olympics Florida*
 Kyler Morrison-- *Special Olympics Montana*
 Kristina O'Neal-- *Special Olympics Missouri*
 Mary Ellen Powers-- *Special Olympics Rhode Island*
 Cindy Sears-- *Special Olympics Idaho*
 Jeff Steron-- *Special Olympics Arizona*
 Bryon Terry-- *Special Olympics Colorado*
 Marc Theriault-- *Special Olympics Canada*
 Parker Thornton-- *Special Olympics New Hampshire*
 Ricardo Thornton-- *Special Olympics Washington D.C.*
 Trisha Torre-- *Special Olympics Florida*
 Erica Wheeler-- *Special Olympics Maryland*
 Matthew Williams-- *Special Olympics Canada*
 Denelle Wilson-- *Special Olympics South Dakota*
 Katy Wilson-- *Special Olympics Georgia*
 Heather Wintermeyer-- *Special Olympics North Dakota*

Special Olympics Canada's Matthew Williams, newly elected GAC Chairman, takes to the podium to address the Athlete Congress in Morocco.

UNITY CUP PRESENTED BY COCA-COLA

- Special Olympics Massachusetts' Matthew Millett represented the North America region alongside soccer legends and other celebrities in the inaugural "Special Olympics Unity Cup" presented by Coca-Cola.
- One of only 16 athletes chosen from around the globe, Matt Millett played in the 20-minute match held on the afternoon of July 3 in Cape Town, South Africa.
- The soccer match, which took place in the same stadium that later hosted a FIFA World Cup game, was a unified scrimmage—showcasing the skills of Matthew Millett and his fellow Special Olympics athletes in an extension of the Unified Sports® program.
- In the spring, Matthew Millett received the news of his selection alongside the New England Revolution head coach, Stephen Nichol, Robert A. Johnson, CEO of Special Olympics Massachusetts and members of the Program's Board of Directors.



Matt Millett, representing Special Olympics North America in the Special Olympics Unity Cup presented by Coca-Cola, played prior to a quarter-finals match during the 2010 FIFA World Cup™ in South Africa.



EUNICE KENNEDY SHRIVER DAY

- On September 25, 56 Programs throughout the region participated in the first annual Eunice Kennedy Shriver Day, which was created in her honor to inspire people to experience her legacy and embrace the movement she founded more than 42 years ago in her backyard.
- In honor of her legacy, 27 State Proclamations and official Resolutions were granted from around the region, including: Alaska, California, Florida, Hawaii, Iowa, Idaho, Kansas, Kentucky, Louisiana, Maine, Massachusetts, Nevada, North Carolina, Oklahoma, Pennsylvania, Tennessee, Texas, Utah, Washington, West Virginia, Wisconsin, Wyoming. All official documents were posted online in a slideshow for all visitors to read.
- The President of the United States, Barack Obama, issued a letter of encouragement to be read at events around the world in celebration. The letter was then posted online for the public.
- A PSA around the significance of EKS Day and Shriver's legacy was produced and distributed throughout the region. Four major football conferences showed it on their jumbotrons, reaching approximately 520,00 people.
- Hundreds of Special Olympics supporters from Canada, the U.S. and the Caribbean logged on to the official Eunice Kennedy Shriver Day website and posted their "EKS Acts" that they engaged in throughout the day.





- Twenty-six Programs hosted sport competitions, clinics and demos including one in Massachusetts with Olympic figure skater Michelle Kwan and another in New York sponsored by the NBA. Other professional teams and players were also engaged including: WNBA, NHL and MLB.

- Both Guyana and Haiti held a Camp Shriver to while St. Maarten hosted a walk-a-thon and the U.S. Virgin Islands dedicated a bowling tournament. The Bahamas dedicated their National Aquatics Championship in Freeport and then celebrated the day with the U.S. Ambassador, Nicole Avant.

- The U.S. Soccer Foundation and Special Olympics Washington D.C. named a local soccer field after Eunice Kennedy Shriver while Brockport State University dedicated their stadium.

- Special Olympics New Jersey created a time capsule to be opened on the 100th Anniversary of the 1st Special Olympics Games – July 20 2068-- and held the dedication at the entrance of the Eunice Kennedy Shriver Sports and Training Center in Lawrenceville, NJ.

- Both Special Olympics Nevada and Oklahoma hosted essay contests while Special Olympics Pennsylvania honored the life-long contributions of Eunice Kennedy Shriver by permanently hanging her image on the walls of the state Capitol in Harrisburg, PA.

Throughout the region, Programs celebrated the work of Eunice Kennedy Shriver through sporting events, dedications and civic engagement.



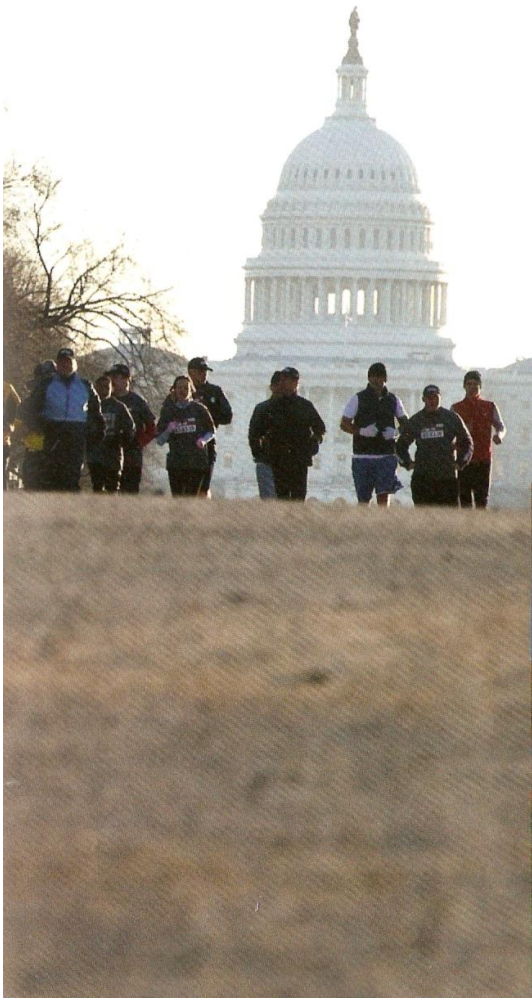
Special Olympics North America: ENGAGING LEADERS FOR CHANGE



Speaker of the U.S. House of Representatives, Nancy Pelosi, met with Special Olympics California's Lindsay Mibach during Capitol Hill Day in February.

U.S. CAPITOL HILL DAY

- Special Olympics and Best Buddies joined together on Capitol Hill to urge Members of Congress to pass The Eunice Kennedy Shriver Act, which will continue a national commitment by the U.S. Congress made with passage of the 2004 Special Olympics Sport and Empowerment Act.
- More than 250 participants representing 45 Programs gathered in Washington D.C. alongside Special Olympics Chairman & CEO Tim Shriver, Best Buddies President & CEO Anthony Shriver and Grammy Award winning vocalist/Special Olympics advocate, Joe Jonas, in February.
- Participants scheduled nearly 300 meetings with Members of the House of Representatives and the U.S. Senate, legislative directors and other Hill staff for what was called the best U.S. Capitol Hill Day yet.
- The day culminated with a reception in honor of Mrs. Shriver, which was attended by ten members of Congress and the White House Disability Policy Advisor, Kareem Dale.
- Also showing their support in attendance were, ten-time Olympic Gold Medalist Carl Lewis as well as Miss Maryland USA, Simone Feldman, and Miss Maryland Teen USA, Kamie Crawford.



Special Olympics Hawaii's Justine Castillo and Emilio Mark meet with Senator Daniel Inouye (HI-D) during their time on Capitol Hill.



Above- Parliamentarians and Special Olympics athletes play in a unified match on the lawn of the Capitol. Below- Special Olympics Canada's youngest athlete on the Hill, "Oliver," is joined by Laureen Harper, wife of Rt. Hon. Stephen Harper--Canadian Prime Minister.

PARLIAMENT HILL DAY (CANADA)

- September 28, 2010 marked an important milestone for Special Olympics Canada. More than 70 Special Olympics athletes, family members, volunteers and staff gathered from across the country for the first Canada Hill Day.
- Special Olympics Canada took the opportunity to thank the federal government for its tremendous support and to make additional requests for provincial and territorial team travel to national games.
- Seventeen teams, generally comprised of an athlete, parent and a representative from the province/territory, met with 115 Members of Parliament and Senators.
- In addition to the meetings, participants also were able to speak with Rt. Hon. Stephen Harper, Canada's Prime Minister, as well watch a soccer match between Parliamentarians--led by the Hon. Gary Lunn and Hon. Jim Flaherty, Ministers of Sport and Finance respectively--and Special Olympics Canada athletes.





APPENDIX

2010 SONA Regional Leadership

2010 SONA U.S. Leadership Council

2010 SONA Staff Directory

2010 SONA Partners

2011 SONA Events Calendar

DeJaun Brown and Madeline Braley are all smiles as they take part in the NBA Cares basketball clinic in the U.S.

2010 Special Olympics North America REGIONAL LEADERSHIP

International Advisory Committee

Bob Norbie, (CEO) Montana (*North American Member & Chairman*)

North American Leadership Council

Simon Munday, (CEO) Manitoba (*Chair*)

Deborah Bright, (CEO) Canada

Pierre Bélanger, (CEO) Quebec

Rick Jeffrey, (CEO) Virginia

Bob Norbie, (CEO) Montana

Bill Porreca, (CEO) Vermont

Maureen Webber (BOD) Caribbean

Basil Christie, (BOD) Bahamas

Ken Melvin, (*Athlete*) Indiana

Bob Gobrecht, (*President & Managing Director, SONA*) (*Ex-Officio*)

Beth Allridge, (*Special Olympics North America*) (*Ex-Officio*)

Special Olympics Canada Board of Directors

Neil Glasberg, Pinnacle Business, Inc. (*Chair*)

Beverly Hammond, Veritas Communications, Inc. (*Vice Chair*)

Colin MacKinnon, B.C.A.A (*Former Chair*)

Martin Fingerhut, Blake, Cassels & Graydon LLP (*Treasurer*)

John Barnett, Rothmans, Benson & Hedges Inc.

Deborah Bright, (CEO) Canada

John Clinton, Transcontinental Media

Gary Daniel, Blake, Cassels & Graydon LLP

Mark Etherington, Etherington Generations, Inc.

Chief Wm. Murray Faulkner, London Police Service

Dan Golberg, TELUS

Dani Hargarten, Canadian Progress Charitable Foundation

Mike Lamontagne, Wolseley Canada

Anne Merklinger, Own the Podium

Mitchell Merowitz, LoyaltyOne

Adrian Montgomery, Rogers Media Inc.

Keith Pelley, CTV/Rogers Olympic Consortium

Sherry Telfer, TD Canada Trust

Mark Tewksbury, GTI Inc.

Marc Thériault, Athlete, Special Olympics British Columbia

Margaret Wiebe, The Canadian Wheat Board

Tom Wright, Level5 Strategic Brand Advisors

Special Olympics Caribbean Board of Directors

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Horace Hord, Jr., ICABA Media Holdings, LLC

Brig. Carl Alfonso, Ret., Trinidad & Tobago (*Vice-Chair*)

Maxine Everson, Cayman Islands (*Treasurer*)

Basil Christie, Bahamas (*Secretary*)

Geoffrey Hadaway, Clarihad Investment Company

Michele Paige, Florida-Caribbean Cruise Association

Terrence Davis (*Athlete*) St. Vincent & the Grenadines

Muna Issa, SuperClubs

Frank Sampson, Caribbean Development Bank

Guy Vala, Guadeloupe

Nello Lambert, Sturdee Finance Company S.A.

Mike Navarro, American Airlines

Errol Allen, Eastern Caribbean Central Bank, St. Vincent

Samantha Charles, JAMPRO

Candilla Berment, Caribbean (*Ex-Officio*)

David Benjamin, Caribbean (*Ex-Officio*)

Special Olympics Washington D.C. athlete and global messenger, Ricardo Thorton, remembers the legacy of Eunice Kennedy Shriver on the first global EKS Day, September 25.



2010 Special Olympics North America UNITED STATES LEADERSHIP COUNCIL

Georgia Milton-Sheats (*USLC Chair*)
CEO Special Olympics Georgia

Priscilla Dowse (*PIC Chair*)
CEO Special Olympics Wyoming

Larry Elrod (*PDC Chair*)
Special Olympics Missouri Board of Directors

Keith Fishburne (*FDC Chair*)
CEO Special Olympics North Carolina

Phil Geelhoed
CEO Special Olympics Maine

Chris Hahn (*USLC Vice-Chair & Sports Committee Chair*)
CEO Special Olympics Kansas

Steve Jacobson
Special Olympics South Dakota Board of Directors

Ann Grunert
CEO Special Olympics Delaware

Margaret Larsen (*PREC Chair*)
CEO Special Olympics Texas

Paul Marretti
Special Olympics Virginia Athlete

Barbara Carballeira, Special Olympics New York athlete, impresses NBA player Patrick Ewing Jr. with her dribbling skills during a basketball clinic in September.

Bill Porreca
CEO Special Olympics Vermont

Bill Shumard (*Government Relations Committee Chair*)
CEO Special Olympics Southern California

Parker Thornton
Special Olympics New Hampshire Athlete

Kam Waryas
Special Olympics Michigan Board of Directors

Pat Carpenter (*Technology Committee Chair*)
CEO Special Olympics Louisiana

Bob Gobrecht (*Ex-Officio Member*)
President & Managing Director,
Special Olympics North America



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Soeren Palumbo, Co-Founder of the Spread the Word to End the Word campaign, addresses delegates and Special Olympics athletes at the Global Congress in Morocco.

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Special Olympics North America PARTNERS

AIR MILES

Amateur Softball Association
American Federation of Teachers
Australian High Commission-Caribbean
Bank of America Charitable Foundation
Best Buddies
Blue Cross and Blue Shield Association
Bozzuto's
Canada Life
Canadian Progress Club Foundation
Cessna
Coats & Clark Inc.
CONCACAF
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Digicel
Essilor
Fraternal Order of Police
Government of Canada
Grey Canada
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International Association of Chiefs of Police
Jolera
JYSK- Bed. Bath. Home
Kim Samuel Johnson
Knights of Columbus
KPMG
Law Enforcement Torch Run
Lions Clubs International
Mattel Inc.
Moose International
NCAA
North American Police and Ski Championships
NewSolve Corporation



More than 600 employees from TD AMERITRADE, a major sponsor of the U.S. National Games, volunteered their time throughout the week of competition.

PGA Tour
Procter & Gamble Company
PGA of America
Professional Tennis Registry
Red Robin
Royal Bank of Canada (RBC)
RSM McGladrey
RUB A535Safilo
Safeway
SportChek
STAPLES
Super Clubs-Caribbean
TD Bank/TD Ameritrade
TELUS
The Coca-Cola Company
The Globe and Mail

The Harry Red Foster Foundation
The Wrap
TSN Canada
USA Volleyball
U.S. Bowling Congress
U.S. Department of Defense
U.S. Golf Association
U.S. Office of Special Education
U.S. Tennis Association
Veritas Communications
Wal-Mart Foundation
Washington All-Stars
Wolseley
Toyota

2011 Special Olympics North America EVENTS CALENDAR



More than 250 young people participated in the "Chris Brown Fun Run" during the inaugural Eunice Kennedy Shriver Challenge in Washington D.C. on October 23.

EVENT

DATE

SONA Unified Sports Leadership Summit	Jan. 5-8
NCAA DIII Partnership Announcement	Jan. 15
New Sports Staff Orientation & GMS Training	Jan.30-Feb. 3
Unified Sports Training/Webinar	Feb. 20-21
U.S. Business Meeting	Feb. 22-24
Spread the Word to End the Word Awareness Day	March 2
U.S. Capitol Hill Day	March 2
U.S. National Unified Sports Bowling Invitational	March 2-3
Coaching Athletes Training Webinar	March 6
U.S. National Tennis Invitational	March 14-16
Multi-State Aquatics Invitational	March 26
SO Team Canada Training Camp for World Games	March/April TBD
SO Team USA Training Camp for World Games	March 27-31
Caribbean Business Meeting	April 1-3
NCAA Women's/Men's Final Four Basketball Clinic	April 3
Canada National Conference	April 14-16
Unified Sports Training/Webinar	April 18-19
Unified Sports Instructor Training/Webinar	May 8-9
U.S. National Unified Sports Volleyball Invitational	May 27-29
NCAA College World Series Baseball Clinic	June 3
NCAA College World Series Softball Clinic	June 17
2011 Special Olympics World Summer Games	June 25-July 4
Sports Business Meeting	Aug. 3-6
SONA Softball Invitational	Aug. 26-29
U.S. National Golf Invitational	Sept. 22-25
Eunice Kennedy Shriver Day	Sept. 24
Eunice Kennedy Shriver Challenge	Oct. TBD
LETR International Conference (Calgary, Alberta Canada)	Nov. 3-5
Coach Development Instructor Training/Webinar	Dec. 4-5

**“What you are winning by your courage is
far greater than any game.”**

- Eunice Kennedy Shriver



