



2008 Annual Report

40 years - 1968-2008



Special Olympics

Be a fan.

Dear Fans of Special Olympics,

It is my pleasure to share with you a reflection, not just on 2008, but on the past 40 years of Special Olympics. This past year was one of transition, growth and the shaping of our vision of our next 40 years and what they may bring to the world.

In May 2008, we welcomed a new President and COO to our movement – Brady Lum. Brady's 15-year history with The Coca-Cola Company offers the strong and proven experience we need in establishing sustainable strategic plans, building strong collaborative teams and working within multinational, decentralized businesses to benefit Special Olympics. He has joined us at a critical time when the organization is experiencing its greatest growth period in our 40-year history.

As we reach out to more leaders to help our movement grow and unite throughout the world, we also look to more people to join our movement – to realize the impact Special Olympics has to every individual who comes in contact with our athletes, our sports, our vision for a more accepting world. In this report you will read about our innovation in building relevance, our invitations to young people to be leaders of change and how we as a movement have the ability to make change through the simple action of thinking before you speak.

We closed 2008 with an amazing tribute to my mother, our movement's founder, Eunice Kennedy Shriver. On December 8, 2008, Sports Illustrated's Sportsman of the Year issue paid tribute to Special Olympics by giving her their first ever Legacy Award for Lifetime Achievement in Sports. In addition to that honor was a 12-page spread - the most comprehensive story ever published on the power of Special Olympics.

The article and award were 40 long years in the making, and will help define our next 40 years – a journey in which our movement will use sport to continue to create a cathartic covenant between competitor and fan where labels are lost, new identities are created and every preconceived notion gives way to ideas of possibilities. At Special Olympics, divisions disappear and a world where attitudes of fear, embarrassment, prejudice, pity and indifference give way to a prevailing atmosphere of genuine understanding, grateful appreciation and simple caring. We will create a world where we are all united by the bonds of common acceptance, natural inclusion and joyful celebration of the intrinsic worth and potential of all citizens.

Sincerely,

Timothy P. Shriver
Chairman and CEO
Special Olympics





Special Olympics
Be a fan.

Dear Fans of Special Olympics,

As I reflect on my first year with Special Olympics, I realize the awe I have in the movement. Special Olympics is a global force, powered by passion. Not many multinational companies can accomplish the global feats this movement is able to do with minimal funds and minimal staff, all while facing enormous obstacles like the general lack of understanding and acceptance of people with intellectual disabilities. There is a lot to be said of the abundance of contagious enthusiasm and tenacity that energizes this global movement for change.

I am amazed by the reach of this movement and the impact we can have on communities large and small throughout the world. As you read this report, I encourage you to consider the impact that a football (soccer) match can have in uniting Timor and Timor L'este (East Timor) for the first time in history. Or how the legacy of our 2007 World Summer Games in Shanghai has influenced China to continue to create opportunity for people with intellectual disabilities. And how the Healthy Athlete's program has helped more than 150,000 athletes see, hear and live healthier.

Special Olympics is an extremely modest organization, often focused on opening the next door for people with intellectual disabilities and rarely celebrating the amazing accomplishments that happen every day around the globe.

As you enjoy our annual report, I hope you will join me in tribute to the achievements of Special Olympics that are changing the lives of millions – not just our athletes, but all of us.

Sincerely,

J. Brady Lum
President and COO
Special Olympics



40 Years . . . and Counting



In 2008, Special Olympics celebrated its 40th anniversary. Active in almost 180 countries around the world, with more than 3 million athletes training and competing, what began as a backyard camp is now truly a global movement.

In 1962, when Eunice Kennedy Shriver welcomed the first campers into her backyard in suburban Maryland, she had a vision. When more than 1,000 athletes from the United States and Canada came to Chicago's Soldier Field for the first International Special Olympics Games in 1968, that vision became a reality.

Forty years later, a large part of the world sees individuals with intellectual disabilities as people who can learn, achieve, contribute and change our lives for the better. With Eunice Kennedy Shriver and Sargent Shriver leading the way, Special Olympics has played a strong role in effecting that change, and continues to take the lead in opening the eyes and hearts of the rest of the world.

In 2008, Special Olympics continued to expand around the world. Adding 300,784 new athletes, the movement has grown to include 3.18 million athletes.

REGION	ATHLETES
Africa	115,195
Asia Pacific	678,997
East Asia	868,112
Europe/Eurasia	479,063
Latin America	294,009
Middle East/North Africa	124,742
North America	617,292
TOTAL	3,177,410



Building Relevance

2008 was a busy year, and a strategic one, as Special Olympics focused on a long-term communications platform. The movement launched a global branding and public awareness campaign, took on Hollywood's and society's casual, unthinking use of the hurtful word "retard," and embarked on a Global Law Enforcement Torch Run to bring the Special Olympics messages of respect and inclusion to the world leading up to the 2009 Special Olympics World Winter Games in Boise, Idaho.

Special Olympics pursued an aggressive communications agenda focused on driving higher levels of awareness, support and engagement by creating greater relevance for Special Olympics among a broad cross-section of the general public. Communications efforts focused on the message that Special Olympics is important and relevant – not just to its athletes and their families – but to the world. Through the power of sport, Special Olympics transforms the lives of people with intellectual disabilities, and unites communities in a spirit of acceptance and inclusion.

Special Olympics embarked upon its first **global brand awareness campaign**. "Be a fan" is a fully-integrated campaign designed 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.

Developed by Special Olympics International Board Director Andrew Robertson and his team at BBDO advertising, the campaign connects people who are not already associated with the Special Olympics movement to bridge the "relevancy gap" and, ultimately, support the Special Olympics brand goals.

The campaign got off to a quick start as it was embraced by Special Olympics Programs worldwide for its flexibility to work within many cultures and communities, and by the public for its clear, simple and powerful message. Commitments for more than \$5 million of public service announcements across a diverse spectrum of media built a strong foundation for the campaign to official launch in 2009.

Be a fan public service announcements were developed and rolled out around the world in 2008, and media commitments were secured from major companies such as ABC/Disney, ESPN Star Sports, Time, Inc. and more.

The international release of the movie "Tropic Thunder" accelerated Special Olympics' plans for an "**R-word**" campaign to raise awareness of the devastating impact of the casual use of the word "retard" and to encourage people to stop using the word. "Tropic Thunder," marketed as a satire about Hollywood actors and the movie industry in general, contains offensive scenes that include repeated use of the word "retard" and mocked people with intellectual disabilities.



Photography © 2008 Richard Coman

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

Volunteer, support, coach or compete.



Special Olympics
Be a fan.



**Ban the
Movie
Tropic
Thunder**

ACCEPTANCE
Be a fan of
RESPECT
HUMANITY

PASSION
UNITY



Be a fan of inclusion.
 Pledge your support to eliminate
 the demeaning use of the r-word.

Tell us what you think.

Go to www.r-word.org
 to pledge and be heard.



Soon after the 13 August 2008 release of the film, Special Olympics, along with more than 20 national disability groups, protested the film and launched a new Web site, www.r-word.org. The site offered supporters a chance to pledge not to use the R-word and to post their comments; thousands took the pledge and expressed their outrage at the film. The coalition engaged in conversations with DreamWorks, the studio that produced the film, to address the content, asking that they delete the objectionable scenes, but they refused to do so.

Special Olympics athletes joined protestors at demonstrations in Los Angeles, California, site of the premiere of the film. In addition, Special Olympics Programs organized similar demonstrations in Delaware, Massachusetts, Missouri and Texas. Special Olympics also participated in protests in Washington, DC, and New York City.

All these events attracted significant media attention. “The New York Times” and “Daily Variety” ran national stories even before the movie premiered. Op-eds by Special Olympics Chairman and CEO Timothy Shriver and California First Lady Maria Shriver ran in “The Washington Post” and “The Los Angeles Times,” respectively. By 22 August, 133 articles had appeared in newspapers and magazines, and more than 415 Web stories or blogs had been posted. Approximately 715 reports ran on national and local television and radio outlets, including CNN, Access Hollywood, ABC World News Now, BBC World News, the CBS Early Show and Good Morning America.

Coverage wasn’t limited to the United States. Reports were published in countries where the movie was scheduled to appear, including Ireland, Germany,

Spain and the Netherlands, as well as Jordan, Saudi Arabia, New Zealand, the United Kingdom, Spain and India.

On 12 November 2008, the Special Olympics Flame of Hope was lit in Athens, Greece, to begin the second **Global Law Enforcement Torch Run** for Special Olympics. Law enforcement officers and Special Olympics athletes embarked on a three-month journey delivering the movement’s messages of hope, courage and inspiration to people around the world, visiting a total of 13 cities in five continents. With the logistical support of Global Sponsor DHL, the flame made stops in Abu Dhabi and Dubai, United Arab Emirates; Warsaw, Poland; San Jose, Costa Rica; Johannesburg, South Africa; and New Delhi, India in 2008. In 2009, it would continue on to Shanghai, China; Miami, Florida; New York City; Los Angeles; Washington, D.C.; and Boise, Idaho, site of the 2009 World Winter Games.

The Global Torch Run attracted significant major international media attention. The torch lighting was covered by media from around the world, including many media outlets from Greece, Idaho (USA) and the United Arab Emirates, the first stop on the Global Torch Run after Athens, as well as the Associated Press. In addition, a film crew documented the event to provide coverage to ESPN Star Sports, ABC News and affiliates.

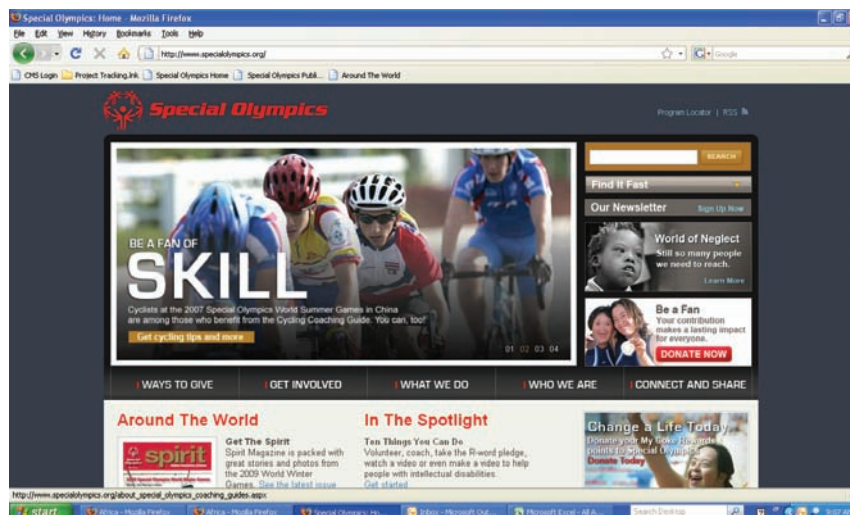
Coverage continued throughout the three-month journey, including international coverage on ESPN Star Sports, coverage in the United States on ABC-TV’s “Good Morning America” and CSPAN, and regional coverage at each of the 13 stops. An estimated 1.1 billion impressions were garnered through international coverage of the Global Torch Run during its three-month journey.

A Coca-Cola television advertisement featuring Special Olympics athletes was rated one of the top-10 best-remembered and most-liked commercials during the first week of the 2008 Beijing Olympics, according to Nielsen IAG. More than 2 billion people (almost one-third of the world's population) watched the Opening Ceremony of the Olympics, during which the commercial made its debut. In addition, the ad topped the list of most-liked ads from mid-July to mid-August, according to Nielsen. Coca-Cola, a Special Olympics Global Partner, has supported the movement since 1968.

Built around the theme of supporting Olympic dreams, the commercial featured Special Olympics athletes receiving medals along with Olympic athletes and Special Olympics supporters, including Nadia Comaneci, Carl Lewis and Rafer Johnson. The Special Olympics athletes who appeared in the commercial were Amanda Bamman, Special Olympics Colorado; Alex Darling, Special Olympics Washington; Paul Nimmich, Special Olympics South Carolina; and Christina Schell, Special Olympics Washington.

With the support of the Gang Family Foundation and leaders in the digital world – including Perfect Sense Digital and Ogilvy Digital 360 – Special Olympics laid the groundwork for its entry into the Web 2.0 world and all it can offer in 2008. A new Special Olympics Web site, which launched in January 2009, uses custom-made slideshow and video players to draw visitors into the Special Olympics experience. Social networking platforms help deliver the movement's message and encourage interaction with constituents. A "Fan Community" offers message boards, blogs, the ability to create profiles and post photos and videos, and much more.

In addition, Special Olympics is reaching out through Facebook, YouTube, Twitter and other commercial social networking sites to expand its reach and increase its visibility and relevance to a younger audience.



Empowering Through Sport



On 3 December 2008, "Sports Illustrated" honored Special Olympics founder Eunice Kennedy Shriver with the first Sportsman of the Year Legacy Award at the 2008 Sportsman of the Year celebration in New York City. The Sportsman of the Year Legacy Award was created to recognize those who have, over the course of their lifetime, demonstrated the ideals of sportsmanship. In addition to recognizing Mrs. Shriver's lifetime of selfless contributions, the magazine's year-end Sportsman of the Year issue included a special feature on Special Olympics.

For the last 40 years, Special Olympics has used the universal vehicle of sports training and competition to bring out pride, courage and joy in people with intellectual disabilities, while inviting families and entire communities to join in the celebration.

In 2008, almost 100 national Special Olympics Programs – more than ever before – focused on getting ready for the **2009 Special Olympics World Winter Games**, set for February in Boise, Idaho, USA. (For comparison, 81 nations competed in the 2006 Olympic Winter Games in Turin, Italy.) More than 2,000 athletes from around the world – including those from first-time Winter Games participants Afghanistan, Bahrain, Bolivia, Colombia, Comoros Islands, Djibouti, Indonesia, Kosovo, Kyrgyzstan, Libya, Macedonia, Monaco, Morocco, Oman, Palestine, Puerto Rico, Saudi Arabia, Somalia, Sudan, Ukraine, United Arab Emirates and Uruguay – prepared to compete in seven winter sports.

Special Olympics launched **Special Olympics Global Football**, an initiative designed to harness the enormous power of the world's most popular sport – through its players, clubs and media – to raise awareness of Special Olympics worldwide and move millions of football fans of football to become fans of Special Olympics as well.

With the backing of the Fédération Internationale de Football Association (FIFA), the international

governing body of football, Special Olympics is harnessing the enormous popularity of football to promote acceptance and inclusion of people with intellectual disabilities in local communities and worldwide.

Global Football is endorsed by several highly respected players and coaches, including FIFA 2007 Player of the Year Kaka. In addition, premier football team Inter Milan has joined the initiative as Special Olympics Global Football Team Ambassador. As a Team Ambassador, Inter Milan will involve its fans in Italy and around the world in supporting Special Olympics as volunteers, coaches or donors. The Team Ambassador approach will be replicated in other regions around the world.

"Inter Milan has committed to using its profile to help change attitudes in Milan, Italy and around the world, and in doing so make a contribution to the general promotion of the values of human dignity and social inclusion that the world so badly needs," said Inter Milan Board Member Angelo Moratti, who is also President of Special Olympics Italy and a member of the Special Olympics International Board of Directors.

This year, Special Olympics launched a pilot of the **Maximum Potential Program** for athletes who want to take their training to a new level. The focus of the program is to supply coaches and athletes the tools they need to foster an internal desire to learn

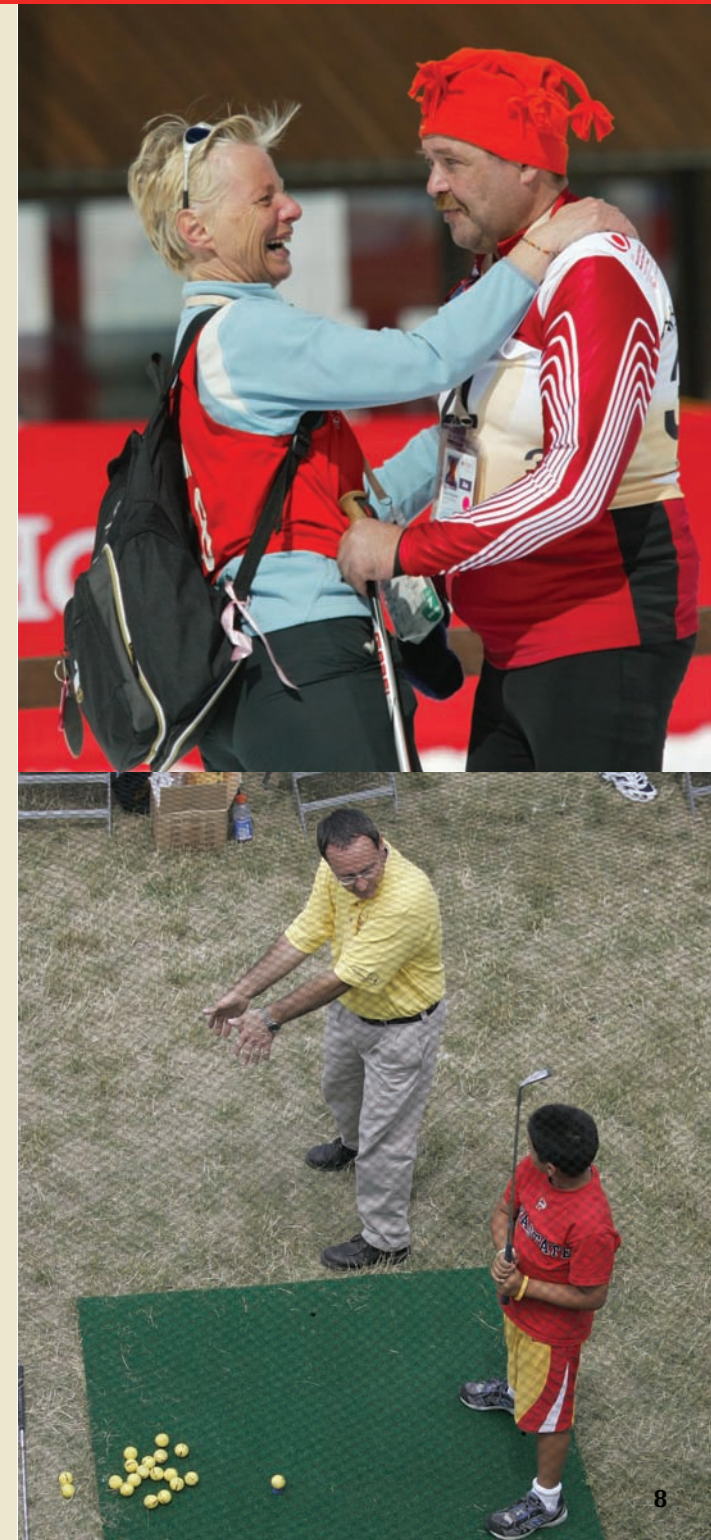
and master new skills. Maximum Potential is geared toward helping athletes attain goals and significantly improve sports-specific skills through a commitment to going that extra step.

The program revolves around teaching athletes the value and benefits of hard work and effort. Through setting short-term goals, long-term goals can be attained. Allowing athletes to take part in decision making and goal setting promotes a sense of control and autonomy. The accomplishment of goals over time delivers feelings of self-competence and pride to athletes. Athletes will work hard at home and at practice because they want to master new skills, making them more enthusiastic and efficient at what they do.

In the year Special Olympics celebrated 40 years of changing lives, we also recognized the critical importance of coaches and honored 40 individuals who have provided exemplary coaching. This group of 40 coaches represents the thousands of committed Special Olympics coaches on the “front line” of the movement who are dramatically transforming the lives of people with intellectual disabilities. Daily, coaches around the world are helping Special Olympics athletes reach their potential in sports and competition while also helping to build communities of acceptance and inclusion.

Special Olympics 40 Exemplary Coaches 2008

Maria Ana Alvarez (Texas, USA)
Oscar Aldama Arellano (Mexico)
Alexander Asikritov (Russia)
Tomasz Biesek (Poland)
Dr. Martin E. Block (Virginia, USA)
Maureen Brinson (Canada)
Chris Castillo (New Mexico, USA)
Kam Chi-ho (China)
Hui Min Chuang (Chinese Taipei)
Shimon Cohen (Israel)
Mohamed El Sayed (Egypt)
Dave Erickson (Oregon, USA)
Pierre Moncalvo Et Evelyne Froidevaux (Switzerland)
Thomas Gathu (Kenya)
Thomas Gindra (Germany)
Xu Guangsong (China)
Cindi Hart (Indiana, USA)
Maria Leitão (Brazil)
Seng Su Lin (Singapore)
Gao Lingling (China)
Guo Liuxian (China)
Luis Lozada (Venezuela)
Jimmy Masina (South Africa)
Penny McDowall (Cayman Islands)
Elangovan Muthoo (Singapore)
Lam Chi Pang (Hong Kong)
Ganesh Parajuli (Nepal)
Wong Tai Wai Paul (Hong Kong)
Dang Van Phuc (Vietnam)
Janez Praprotnik (Slovenia)
Roberto Daniel Sampayo (Italy)
Noel Shortt (Ireland)
Kim Speer (South Carolina, USA)
Robert Strauss (Florida, USA)
Chen Su-Min (Chinese Taipei)
Hana Svobodová (Czech Republic)
Joachim Damian Tamba (Tanzania)
Tomohiro Tashiro (Japan)
Jiang WeiHong (China)
Yuan Yongqing (China)



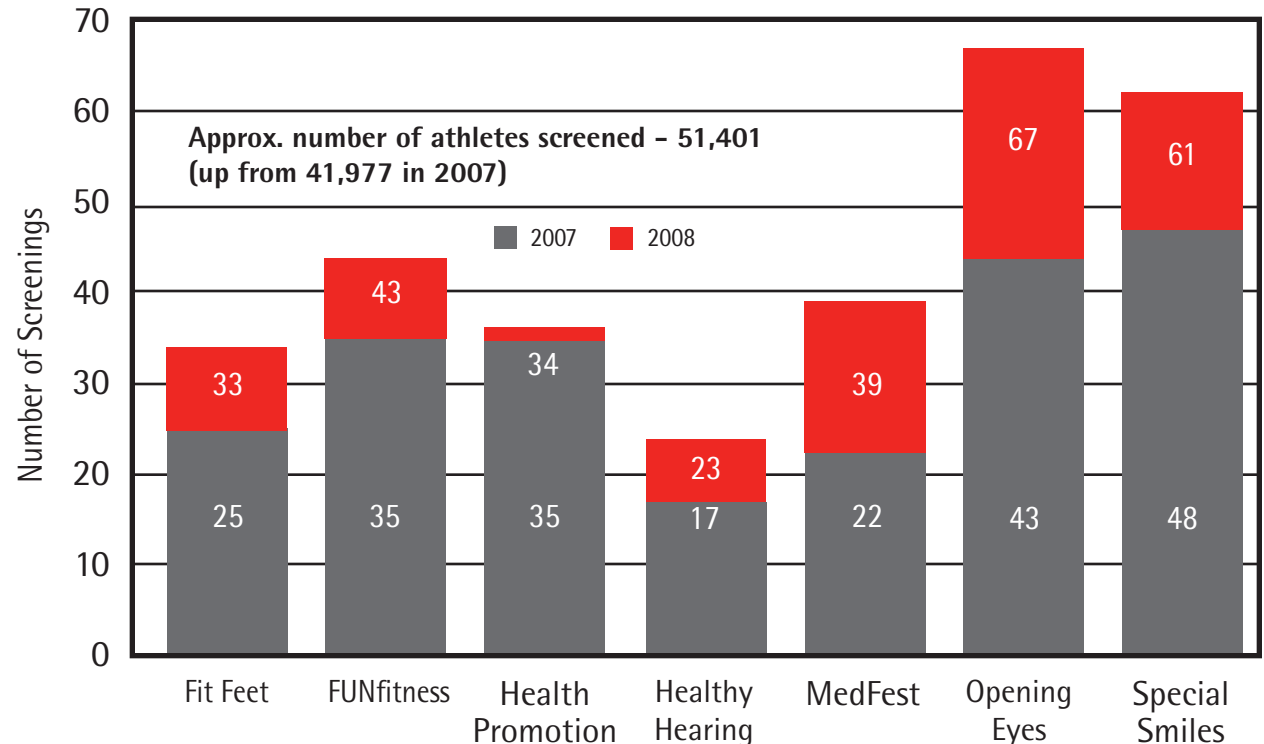
Delivering Quality Health Care



For more than a decade, Special Olympics has been reaching out to people with intellectual disabilities through its Healthy Athletes® program, offering health screenings in seven medical disciplines to athletes at local, regional and World Games competitions. In 2008, Healthy Athletes held more than 635 events across the globe, with volunteer health care professionals screening approximately 150,000 athletes annually.

Healthy Athletes expanded significantly around the world, with seven countries (Bolivia, Brunei Darussalam, Columbia, Laos, Liechtenstein, Tajikistan and Turkmenistan) holding their first screenings, and several other countries adding new disciplines for the very first time. The number of athletes screened increased dramatically, as did the number of events in six of the seven disciplines, many in hard-to-reach areas around the world.

2008 International Healthy Athletes statistics (North America excluded)



Building Communities

Special Olympics is expanding its efforts to change attitudes toward people with intellectual disabilities by stepping up its efforts to reach out to young people and build communities of respect, acceptance and inclusion. In 2008, Special Olympics launched **Project UNIFY**, a U.S. national project funded by the U.S. Department of Education. The goal of the project is to activate youth around the country to promote school communities where all young people are agents of change, fostering respect, dignity and advocacy for people with intellectual disabilities by utilizing the programs and initiatives of Special Olympics.



Project UNIFY



Project UNIFY marks a conscious effort to focus more directly on inclusion in schools and communities, using sports and other Special Olympics programming as the means to reach that goal. The project represents a catalyst for a shift in our culture that positions Special Olympics as important, not just “nice,” and relevant to all of us, not just “them.”

More than 300,000 young people are participating in related projects, representing 1,500 schools, many of which are new to Special Olympics.

The Eunice Kennedy Shriver Fellowship Program was launched, with Fellows from Kenya, Kazakhstan, Indonesia and India participating in the inaugural year of the program. After three months of classroom and hands-on training in U.S. “host” Programs and at Special Olympics headquarters, Fellows returned home to adapt and implement locally U.S. models of fundraising, communications and community engagement. Fellows, for instance, created partnerships between their Special Olympics Programs and local universities, implemented the Unified Sports® concept of training and competition, and implemented Web-based strategies for recruiting youth volunteers.

Though this was only the first year of the program, it proved beneficial for Fellows and Program staff in the United States, as well as in the Fellows’ home countries. As one Fellow pointed out, “From the beginning, everyone at Special Olympics headquarters as well as the other Fellows each taught me about leadership as well as patience, tolerance and the importance of a willingness to learn from others. My mentor (Marc Edenzon, President and CEO of Special Olympics New Jersey), particularly stands out.... I watched as he showed me through

practical experience the importance of a leader having a clear vision and being able to motivate the people that one leads toward attaining their goals while still maintaining a clear sight of the end goal.”

The Eunice Kennedy Shriver Fellows

Herlin Suherlan – Indonesia

Mariya Belikova – Kazakhstan

Simon Munayi – Kenya

Nalin Kumar – India

Mille Rono – Kenya



Leading Research



In 2008, Special Olympics' Research and Evaluation team, in collaboration with academic institutions around the world, continued to add to the knowledge base about Special Olympics and the lives of its athletes around the world. A study conducted in China found that the 2007 Special Olympics World Summer Games positively impacted youth attitudes about people with intellectual disabilities. After the World Games, Chinese youth were more likely to see people with intellectual disabilities as capable and they were more willing to interact personally with people with intellectual disabilities; these effects were strongest among youth who actually volunteered at the World Games, but were also experienced to some extent by youth who watched the Games on television or learned about them in school.

A variety of other studies were also completed in 2008. Research conducted in Latin America adds to the evidence that Special Olympics positively impacts athletes' self-esteem (more than 90 percent of athletes experienced these positive impacts). A study conducted in the United States documented the impact of participation in Special Olympics on families; two-thirds of parents in the United States reported that involvement in Special Olympics raised their own expectations about what their children could achieve, and more than 75 percent reported that involvement in Special Olympics has connected them to a wider community of social support.

2008 Special Olympics Research Studies

- “Athlete in the Family”: highlights the positive influences of Special Olympics on family relationships, social support for families and family members' perceptions of the competence of their athletes.
- “Impact of the Special Olympics World Games on the Attitudes of Youth in China”: documents the positive impacts of the Games on the views of Chinese youth toward intellectual disability and inclusion, particularly for Chinese youth who volunteered at the Games.
- “A Comprehensive Study of Special Olympics Programs in Latin America”: based on findings from Argentina, Brazil and Peru, explores the influence of participation in Special Olympics on the self-esteem and self-confidence of athletes, and documents the experiences of athletes in education, employment and community life.

For access to all of Special Olympics research and evaluation studies and reports, visit the Special Olympics Web site at www.specialolympics.org/research_studies.aspx.

A Global Movement

Special Olympics continued to grow in all corners of the world:

- **A Global Partnership for Development**
Special Olympics and UNICEF launched an international partnership to achieve greater inclusion of children with disabilities, including those with intellectual disabilities, into mainstream society, while providing communities worldwide the opportunity to learn and benefit from inclusion and acceptance of differences. The partnership kicked off with pilot programs in **Bulgaria, Cambodia, China, El Salvador, Jamaica, Panama, Romania and Uzbekistan.**

Innovative programming was launched in support of children with intellectual disabilities and in alignment with the UN Convention on the Rights of Persons with Disabilities and the Convention on the Rights of the Child. Initiatives ranged from core Special Olympics sub-Program development in the Siem Riep Province of Cambodia, to mobilizing families of those with intellectual disabilities in Tashkent, Uzbekistan, to advanced programming with free health services and early intervention services for children with intellectual disabilities and their families in Kingston, Jamaica.

- Special Olympics and the Fédération Internationale de Football Association (FIFA) expanded their **Football for Hope** development project in Africa. Using the sport of football and the influence and capacity of both organizations,

the project brought much-needed visibility and support for individuals with intellectual disabilities. Special Olympics athletes in 10 countries – **Benin, Botswana, Cameroon, Cote d'Ivoire, Malawi, Namibia, Rwanda, South Africa, Tanzania and Uganda** – benefitted from expanded opportunities for participation in football, individual empowerment, family education and basic health screenings.

Results of the partnership

- ✓ 3,000 Special Olympics footballers were involved in training and competition, and received health screenings through the Healthy Athletes program.
- ✓ 1,000 family members learned about the possibilities for their children and siblings with intellectual disabilities.
- ✓ 100 individuals with intellectual disabilities were given an opportunity to develop work skills through the Special Olympics Coach Assistants Program.
- ✓ More than 500,000 members of the public became aware of the possibilities for people with intellectual disabilities through public promotions and media coverage.
- ✓ In addition, Special Olympics African Football Week was launched in the 10 focus countries, and \$100,000 of new support funding in cash and value-in-kind was raised from national and local sources to support project development.





- **Playing for Peace**

Special Olympics athletes from previously warring provinces of Indonesia became ambassadors for peace, with athletes from **Timor and Timor Leste (East Timor)** united for the first time ever in friendly competition during the Special Olympics Peace Games, an unprecedented five-on-five football match held in Dili, East Timor. The second annual Peace Games are scheduled to be held in Timor in November 2009.

- **Lasting Legacy**

Since the 2007 Special Olympics World Summer Games, held in **Shanghai, China** has set up thousands of community centers for people with disabilities, including intellectual disabilities. Also, prior to the World Games, Special Olympics China launched an intensive program to train athletes as officials. After the Games, that program has continued and more athletes are taking on new roles.

- **Regional Games**

More than 850 athletes representing all 23 Programs in the region competed in the sixth Special Olympics **Middle East/North Africa** Regional Games in Abu Dhabi, United Arab Emirates.

More than 550 athletes from 12 Special Olympics Programs took part in the first Special Olympics **Central American and Caribbean Regional Summer Games** in San Jose, Costa Rica. Created to offer more world-class competition opportunities to Special Olympics athletes. Also at the Games was the launch of the Special Olympics Get Into It® curriculum in schools and universities throughout Costa Rica.

- The Honorable Dean Barrow, Prime Minister of Belize, signed an agreement of cooperation between the government of **Belize** and Special Olympics Belize in which the government pledged to adopt governmental policies ensuring support of people with intellectual disabilities.

More than 50,000 footballers with intellectual disabilities took part in the eighth annual **Special Olympics European Football Week**. Events took place in more than 50 countries throughout **Europe/Eurasia**; tournaments, Unified Sports competitions, and professional players conducting clinics for athletes are just a few examples. This year the focus was on community-based initiatives with an emphasis on volunteer coach recruitment and training, and bringing young people with and without disabilities together to build awareness and tolerance on and off the playing field.

After an event in Belarus that brought together more than 100 footballers with and without intellectual disabilities, Krzysztof Krukowski of Special Olympics Europe/Eurasia said “Everyone was excited about what they saw during the Unified tournament. There was a real feeling of friendship among the athletes and partners and it was agreed that there was a lot of potential to develop the Unified concept further.” In Germany, Special Olympics footballer André Huesig summed up the athletes’ feelings about being trained by the pros: “I have learned a lot. For me, it is a dream come true to play with the Bundesliga” [one of 16 professional clubs that held one-hour clinics for more than 400 Special Olympics athletes]. Football Week, one of the highlights of the Special Olympics football development project, is supported by the Union of European Football Associations (UEFA).

- Special Olympics **Vietnam**, established in 2007 and one of the newest Programs in the movement, continued to transform the lives of many with intellectual disabilities and their families. Families in Vietnam who have a child with an intellectual disability often have nowhere to turn when some of the most basic social infrastructures in society – such as school – are unavailable to their child. Many parents are left to come up with solutions on their own.

For example, Nguyen Thi Thu, an administrative officer with a local company in Ho Chi Minh City, and her husband, a medical doctor at a local hospital, have a 19-year-old daughter, Nguyen Ha Thanh, who has an intellectual disability. Because she was not allowed to enroll in mainstream schools and there is a lack of special education schools in the city, her parents paid for a home tutor—an expensive solution that not all parents can afford. “My daughter watched TV all day,” said Thu. “I wanted her to go out more, to make friends and join outdoor activities, and Special Olympics is making that possible for me and other families in my group.”

“Everyone was excited about what they saw during the Unified tournament. There was a real feeling of friendship among the athletes and partners and it was agreed that there was a lot of potential to develop the Unified concept further.”

- Krzysztof Krukowski, Special Olympics Europe/Eurasia

- At the 8th Central America First Ladies Summit in Panama City, **Panama**, in July 2008, Special Olympics was invited by Vivian Fernández de Torrijos, First Lady of Panama, to hold a demonstration of the Young Athletes program. Children participating in Special Olympics Panama Young Athletes demonstrated the program’s physical activities that develop motor skills and hand-eye coordination, and helped raise awareness of the abilities of young children with intellectual disabilities.

In addition, Ms. Fernández de Torrijos and other first ladies and dignitaries – including Licda. Sandra Julieta Torres de Colom, First Lady of Guatemala; Dra. Margarita Cedeño de Fernández, First Lady of Dominican Republic; Alejandrina Mata Segreda, Vice Minister of Public Education of Costa Rica; Ana Ligia Mixco de Saca, First Lady of El Salvador; and Xiomara Castro de Zelaya, First Lady of Honduras – taped public service announcements for Special Olympics’ new Be a fan awareness campaign during the summit.



Our Supporters



Special Olympics' work would not be possible without the generous support of corporate sponsors and donors. In 2008, our partners showed their dedication to the mission and athletes of the movement in many ways.



Bank of America provided a grant to Special Olympics to fund Team USA for the 2009 World Games, including a training camp for the entire 330-athlete team. Bank of America also provides top-level sponsorship for the Founder's Reception at the 2009 World Winter Games.



The Coca-Cola Company, which has been a partner with Special Olympics since its founding, renewed its global sponsorship commitment through 2011, including the 2009 World Winter Games and 2011 World Summer Games. Coca-Cola offered its customers the chance to win a trip to the 2009 World Games through mycokerewards.com. Additionally, a retail cause-marketing campaign was conducted in the Idaho market, with proceeds going to the Games, and advertising on local delivery trucks raised awareness.



DHL provided continued leadership and critical support for the Global Law Enforcement Torch Run for the 2009 World Games, which kicked off in November 2008. Their expertise in logistics and delivery services helped transport the Flame of Hope across five continents, covering approximately 37,000 miles and

engaging DHL employees in 13 ceremonies around the world. A Virtual Torch Run campaign featured a special mini-Web site for DHL consumers to provide highlights of the Global Torch Run as well as create their own virtual Torch Run.



Lions Clubs International

Since 2001, the **Lions Clubs International Foundation's** generous support has made it possible to bring proper eye care to Special Olympics athletes around the globe through the Healthy Athletes Opening Eyes program. In addition to donating more than \$1 million each year since the beginning of its partnership with Special Olympics, Lions Clubs has supported the Opening Eyes program with thousands of volunteers from more than 50 countries. Lions play a crucial volunteer role, assisting with registration, color vision testing, visual acuity tests and distribution of glasses and protective sports goggles.



Mattel Inc. and Mattel Children's Foundation support the continued development and expansion of three global programs: Special Olympics Get Into It, Young Athletes and Team Mattel (a volunteer program for company employees). Since the company got involved in 2005, Young Athletes has expanded to 50 different countries and the SO Get Into It curriculum has been integrated into more than 10,000 schools in every Special Olympics region.





One of Special Olympics' longstanding corporate partners, the **Procter & Gamble Company** has supported the movement for more than 28 years. P&G's brandSaver promotion each January raises awareness and funds for Special Olympics through a free-standing insert with coupons for more than 35 P&G products that is included in national newspapers. P&G also provides support around the world through marketing campaigns as well as the Live, Learn & Thrive grant. In 2008, P&G again partnered with Special Olympics Middle East/North Africa to raise awareness and funds through the "Create Heroes" campaign. The campaign raises funds from sales of designated P&G products sold in stores in the United Arab Emirates, a percentage of which benefits local Special Olympics Programs in the region.



Wal-Mart has been a strong supporter of Special Olympics Programs in the United States through community grants, in-kind support and employee engagement for many years. In 2008, Wal-Mart provided support for 21 local Special Olympics Programs through local grants. In addition, the Wal-Mart Foundation supported the 2009 World Winter Games, helping fund "Greening the Games," an initiative that provides "green" buses to provide transportation for athletes, coaches and supporters, as well as supporting a recycling program at the Games.



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Starwood Hotels & Resorts Worldwide, Special Olympics' exclusive Hotel Sponsor, provided support through donations, cause-related marketing and the support of the Starwood Preferred Guest program, helping generate positive awareness of Special Olympics and its mission.

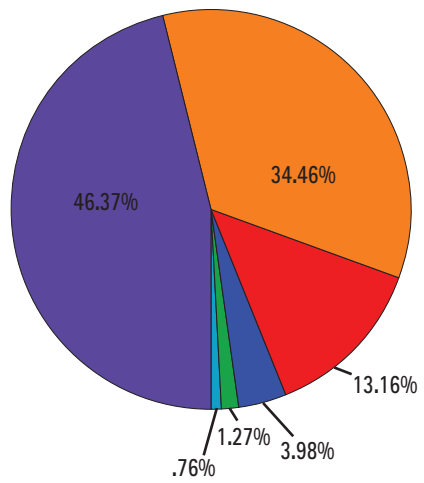


2008 Financials

	Unrestricted Undesignated	Unrestricted Designated	Total Unrestricted	Temporarily Restricted	Permanently Restricted
REVENUES, GAINS AND OTHER SUPPORT					
Direct mail contributions	\$35,848,492	\$ -	\$35,848,492	\$ -	\$ -
Individual and corporate contributions and sponsorships	22,101,972	1,865,979	23,967,951	2,669,674	-
Federal grants	-	10,170,252	10,170,252	-	-
Program assessments	3,076,468	-	3,076,468	-	-
Royalty income	99,750	881,620	981,370	-	-
Net appreciation in trust assets	-	(18,736,964)	(18,736,964)	-	-
Net investment income	(1,188,698)	(494,749)	(1,683,447)	-	-
Other income	71,882	516,102	587,984	-	-
Total revenues, losses and other support	60,009,866	(5,797,760)	54,212,106	2,669,674	-
NET ASSETS RELEASED FROM RESTRICTIONS					
Satisfaction of program restrictions	-	2,822,857	2,822,857	(2,822,857)	-
Expiration of time restrictions	345,000	-	345,000	(345,000)	-
Total revenues and net assets released from restrictions	60,354,866	(2,974,903)	57,379,963	(498,183)	-
EXPENSES					
Program assistance	35,080,485	13,458,884	48,539,369	-	-
Public education and communications	8,537,812	290,026	8,827,838	-	-
Sports training and competitions	4,398,825	6,386,160	10,784,985	-	-
Fundraising	11,841,980	-	11,841,980	-	-
Management and general	3,314,153	8,224	3,322,377	-	-
Total expenses	63,173,255	20,143,294	83,316,549	-	-
CHANGES IN NET ASSETS	(2,818,389)	(23,118,197)	(25,936,586)	(498,183)	-
NET ASSETS—Beginning of year	5,390,722	67,316,419	72,707,141	3,472,709	198,584
NET ASSETS—End of year	\$2,572,333	\$44,198,222	\$46,770,555	\$2,974,526	\$198,584

FY 2008 Total	FY 2007 Total
\$35,848,492	\$37,055,666
26,637,625	45,702,389
10,170,252	6,961,677
3,076,468	2,731,355
981,370	106,428
(18,736,964)	5,248,642
(1,683,447)	1,038,093
587,984	2,819,583
56,881,780	101,663,833
-	-
-	-
56,881,780	101,663,833
48,539,369	55,398,005
8,827,838	18,454,639
10,784,985	11,402,986
11,841,980	11,992,656
3,322,377	3,761,839
83,316,549	101,010,125
(26,434,769)	653,708
76,378,434	75,724,726
\$49,943,665	\$76,378,434

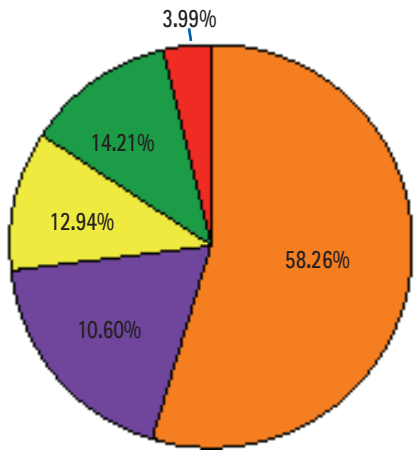
Revenue, Gains and Other Support*



- Direct Mail Contributions
- Individual and Corporate Contributions and Sponsorships
- Federal Grants
- Program Assessments
- Royalty Income
- Other Income

**(excluding net trust activity)*

Expenses



- Program Assistance
- Public Education and Communications
- Sports Training and Competitions
- Fundraising
- Management and General



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 Messenger*

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 Vice Chairman, SARAS S.p.A.*

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 30th Anniversary Global
 Messenger*

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Vanessa Williams
*Actress and Recording
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Dicken Yung
*Former President of Special
 Olympics East Asia*

2008 Special Olympics Programs

Africa

Benin
 Botswana
 Burkina Faso
 Cameroon*
 Chad
 Congo
 Democratic Republic of
 Congo*
 Cote D'Ivoire
 The Gambia
 Ghana*
 Kenya
 Lesotho*
 Malawi
 Mali*
 Mauritius
 Namibia
 Nigeria
 Reunion
 Rwanda
 Senegal
 Seychelles
 South Africa
 Swaziland
 Tanzania
 Togo
 Uganda
 Zambia*
 Zimbabwe

Asia Pacific

Afghanistan*
 Australia
 Bangladesh
 Bharat (India)
 Brunei Darussalam
 Bhutan*
 Cambodia*
 Indonesia
 Japan (Nippon)

Laos*
 Malaysia
 Myanmar
 Nepal
 New Zealand
 Pakistan
 Philippines
 Samoa*
 Singapore
 Sri Lanka*
 Thailand
 Timore Leste*
 Vietnam*

East Asia

China
 Chinese Taipei
 Hong Kong
 Korea
 Macau

Europe/Eurasia

Albania
 Andorra
 Armenia
 Austria
 Azerbaijan
 Belarus
 Belgium
 Bosnia & Herzegovina
 Bulgaria
 Croatia
 Cyprus
 Czech Republic
 Denmark
 Estonia
 Faroe Islands
 Finland
 France
 Georgia
 Germany
 Gibraltar

Great Britain
 Greece (Hellas)
 Hungary
 Iceland
 Ireland
 Isle of Man
 Israel
 Italy
 Kazakhstan
 Kosovo
 Kyrgyz Republic
 Latvia
 Lichtenstein
 Lithuania
 Luxembourg
 Macedonia
 Malta
 Moldova
 Monaco
 Montenegro*
 The Netherlands
 Norway
 Poland
 Portugal
 Romania
 Russia
 San Marino
 Serbia
 Slovakia
 Slovenia
 Spain
 Sweden*
 Switzerland
 Tajikistan
 Turkey
 Turkmenistan
 Ukraine
 Uzbekistan

Latin America

Argentina
 Bolivia
 Brazil
 Chile
 Costa Rica
 Cuba
 Dominican Republic
 Ecuador
 El Salvador
 Guatemala
 Honduras
 Mexico
 Panama
 Paraguay
 Peru
 Puerto Rico
 Uruguay
 Venezuela

Middle East/North Africa

Algeria
 Bahrain
 Egypt
 Iran*
 Iraq
 Jordan
 Kuwait
 Lebanon
 Libya*
 Mauritania
 Morocco
 Oman
 Palestine
 Qatar
 Saudi Arabia
 Sudan*
 Syria
 Tunisia
 United Arab Emirates*
 Yemen

North America

National Programs

Aruba
 Bahamas
 Barbados
 Belize
 Bermuda
 Bonaire
 Canada
 Cayman Islands
 Curacao*
 Dominica
 Grenada
 Guadeloupe
 Guyana
 Guam*
 Haiti*
 Jamaica
 Martinique
 Montserrat
 St. Lucia
 St. Kitts & Nevis
 St. Vincent &
 The Grenadines
 Suriname
 Trinidad & Tobago
 U.S. Virgin Islands

United States Programs

Alabama
 Alaska
 Arizona
 Arkansas
 California (Northern)
 California (Southern)
 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
 Ohio
 Oklahoma
 Oregon
 Pennsylvania
 Rhode Island
 South Carolina
 South Dakota
 Tennessee
 Texas
 Utah
 Vermont
 Virginia
 Washington
 West Virginia
 Wisconsin
 Wyoming

2008 Global Supporters

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Acorn Hill Foundation
Adorn Apparel, Inc.
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Bill Alford
All Community Events
Beth P. & Dennis Alldridge
Alpha Sigma Alpha Foundation
The MCJ Amelior Foundation
American List Counsel
Terry C. Anderson
Clayton Andrews
Victor & Christine Anthony Family Foundation
Ardis Haviland Survivors Trust
Josh & Jake Astrof
Walter S. Babineau
Babson Capital Management
Estate of Frank Bachman
BAE Systems Land & Armaments Disbursement
Bank of America
Edward Batchelder
BBDO China
BBDO Milan
BBDO New York
Arthur D. Becker
Joseph Beninati
Anthony Bilich
Bio-Logic Systems Corp.
Estate of Ruth Bittman
Mark Blake
Adele Block
Bob's Stores Corp.
Boeing Company
David G. Booth
Booz Allen Hamilton
Boston College High School
Gertrude Boyle
Timothy & Mary Boyle
David & Laura Braddock
Russell Brown
R. Bruce Buckley
Daniel Burnstein
Burris Enterprises Inc.
Calvert Social Investment
Frank Cappelleri
Stephen E. Carey
Cutis L. Carlson

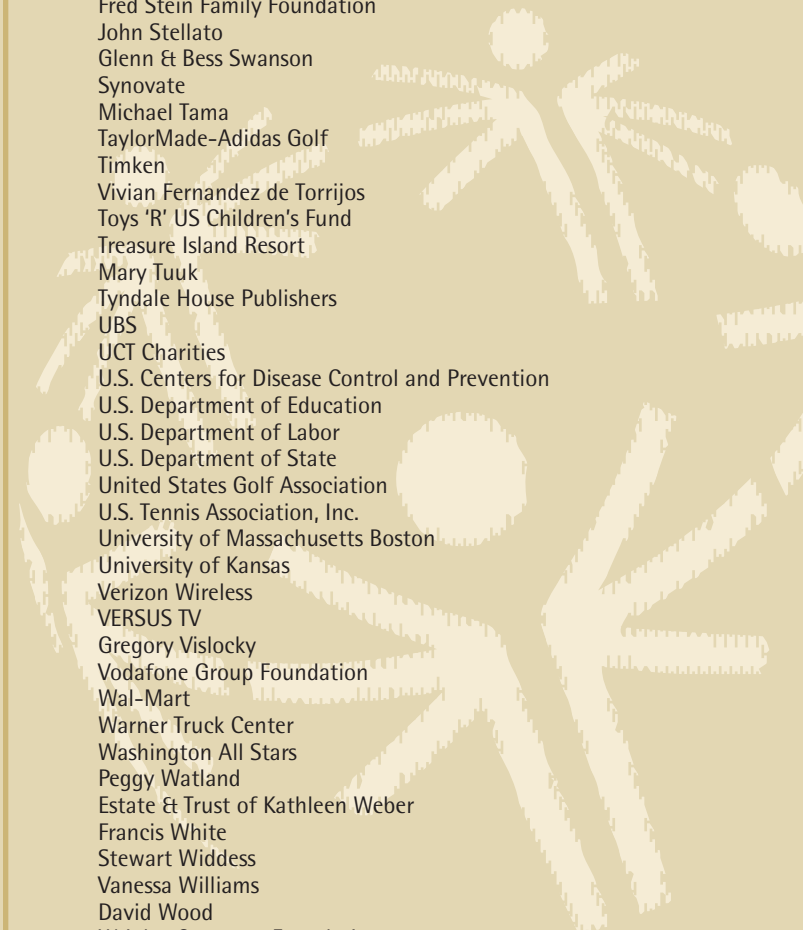
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Stephen M. Carter
Caruso Family Foundation
John Caruso
Ken Casey
Anthony D. Ceci
Henry Chyung
Clara Weiss Fund
Coca-Cola Company
Colgate
Bart Conner and Nadia Comaneci
Comcast
Bettie Jones Conover
John F. Corcoran
Gregory Craig
Estate of Mildred Cravens
William Crosby
Danilo Cruz-DePaula
John Cummings
Jacqueline Dacosta
Mark Dale
Dallas Aviation, Inc.
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Marjorie Dickman
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Katherine Hill Doyle
ELCA Foundation
Jay Emmett
ESPN
ESPN Star Sports
Essilor International
Fabiani & Company
Kevin & Kristina Farr
Federal Home Loan Bank of Des Moines
FIFA
Bob & Carolyn Fiondella
Jeffrey & Leslie Fischer
Sander Flaum
Casey Forbes
Fort Dearborn Life Insurance
Estate of Elizabeth Foxworthy
Fraternal Order of Police
Mr. & Mrs. Peter Frechette

William Frederick
Estate of Louise C. Fruehling
Gabelli Family Philanthropic
Gang Family Foundation
GE Foundation
General Catalyst Group
General Sports Foundation
Clare Gessay
Goldman Sachs Philanthropy Fund
Golf Course Superintendents
Gone Gator Music
Dennis Grant
William J. Gary
Ace Greenberg
Greystone Foundation
Linda Griffith
H.O Professional Racing Associates
Gregory Haack
Barry & James Haines
Vicky Hanson
Billy L. Harbert
Harris Interactive
Health Enhancement Systems
Healthcare Associates, Inc
Health One Global
HMS Business Services Inc
Mary Holland
Hong Kong Dragon Airlines
Roy Hunt III
I Do Foundation
J.J.B. Hilliard, W.L.Lyons
James Jarrett
Johnson & Johnson
Paul Jones
Howard Katz
William & Linda Kaufman
S. Kelloss
Peter Kenney
Robert Klawitter
Estate of Steven Kleinman
Knights of Columbus
Nick Krsnich
Michelle Kwan
Betty A. Ladue
Ray & Stephanie Lane
Laureus Sport for Good
Lebensfeld Foundation

Helen Lee Jin
Jeffrey Leeds
Lerch Bates Inc.
Estate of Lee Lewis
Liberty Sport
Mr. & Mrs. Carl J. Lieber, Jr.
Jack Lintol
Lions Clubs International Foundation
Liz Claiborne Foundation
Lookout Foundation
Lovin' Scoopful LLC
Sue Lowe
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LPGA
Estate of Miriam Lukens
Brady Lum
The Lynch Foundation
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Major League Lacrosse
John & Mary Manley
Marian College
Steven Marrocco
Barb & Don Martin
Rocco Martino
Massachusetts Institute of Technology
Richard Massopust
Mattel Children's Foundation
Mattel, Inc.
Estate of Douglas Mayo
Michael Mazer
MBC Precision Imaging
Paul McCauley
Cynthia McKee
Maria Messina
Larry & Corliss Chandler Miller
Minneapolis Foundation
Mitsubishi Electric America Foundation
Yoshiko Mitsui
Rachelle Moncur
Angelo Moratti
Mario & Dana Morino
Estate of Doris Morris
Motorola Foundation
N.S.C.A.A Foundation
Estate of Ethel C. Naffah
National Basketball Association
National Philanthropic Trust
Brian & Nancy NeSmith
New Balance
News Corporation Foundation

Estate of Mary W. Norred
North American Police Ski Championships
Northstar Rch. Partners
Ogilvy Public Relations China
Ogilvy Public Relations Worldwide
Olive J. Brose Revocable Trust
Douglas Opheim
Optos
The Procter & Gamble Company
P & G Gulf
Timothy Parmenter
Cliff Parsons
Patterson Dental Supply Foundation
Perfect Sense Digital
Perficient, Inc.
PGA of America
PGA TOUR, Inc.
The Pioneer Fund on behalf of Scott & Tracie Hamilton
Pioneer Woman
Portmann Family Charitable
Potomac Strategic Development
Isabelle S. & Robert Potter
Kathleen Pratt
Evelyn Rapp
George L. Rardin, Jr.
RBS Greenwich Capital Foundation
Reed Exhibitions
James Forrest Ritter
RMS Communications Group
Joseph E. Robert
Margot Roberts
Andrew Robertson
Lowell & Linda Heckman Robinson
Rocky Mountain Sunscreen
The ROI Companies
Mr. & Mrs. Ralph N. Rooney
Steven Rourke
Roy Zuckerberg Family Foundation
RSM McGladrey
Safeway Foundation
Safilo, S.p.A.
Sage Hospitality Resources
Sammons Preston Roylan
Santinelli
Richard & Peggy Santulli
Mr. & Mrs. Herve Sarteau
Scher Charitable Foundation
Schering-Plough Consumer HealthCare
Thomas Schumacher
Joseph Scola
Estate of John Scully
Eunice Kennedy Shriver

Maria Shriver
Timothy Shriver
Thomas R. Siders
Steven Slotkin
Jason J. Slottje
James Slusser
Catherine A. Smith
Dean Somers IV
Staples
Starwood Hotels & Resorts Worldwide
Fred Stein Family Foundation
John Stellato
Glenn & Bess Swanson
Synovate
Michael Tama
TaylorMade-Adidas Golf
Timken
Vivian Fernandez de Torrijos
Toys 'R' US Children's Fund
Treasure Island Resort
Mary Tuuk
Tyndale House Publishers
UBS
UCT Charities
U.S. Centers for Disease Control and Prevention
U.S. Department of Education
U.S. Department of Labor
U.S. Department of State
United States Golf Association
U.S. Tennis Association, Inc.
University of Massachusetts Boston
University of Kansas
Verizon Wireless
VERSUS TV
Gregory Vislocky
Vodafone Group Foundation
Wal-Mart
Warner Truck Center
Washington All Stars
Peggy Watland
Estate & Trust of Kathleen Weber
Francis White
Stewart Widdess
Vanessa Williams
David Wood
Wrigley Company Foundation
Marilyn Yamamoto
York Claims Service, Inc
Dicken T. Yung
Brenda Zellner Foundation



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

Special Olympics Athlete Oath

Mission

Special Olympics provides year-round sports training and athletic competition in a variety of Olympic-type sports for individuals with intellectual disabilities, giving them ongoing 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.

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Rosa Proctor
Senior Vice President of Finance

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Chief World Games and Competition

Drake Turrentine
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Founder and Honorary Chairman

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Chairman of the Board Emeritus



Special Olympics

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Facsimile:
+1 (202) 824-0200

Web site:
www.specialolympics.org

E-mail:
info@specialolympics.org

Our Supporters



Special Olympics' work would not be possible without the generous support of corporate sponsors and donors. In 2008, our partners showed their dedication to the mission and athletes of the movement in many ways.



Bank of America provided a grant to Special Olympics to fund Team USA for the 2009 World Games, including a training camp for the entire 330-athlete team. Bank of America also provides top-level sponsorship for the Founder's Reception at the 2009 World Winter Games.



The Coca-Cola Company, which has been a partner with Special Olympics since its founding, renewed its global sponsorship commitment through 2011, including the 2009 World Winter Games and 2011 World Summer Games. Coca-Cola offered its customers the chance to win a trip to the 2009 World Games through mycokerewards.com. Additionally, a retail cause-marketing campaign was conducted in the Idaho market, with proceeds going to the Games, and advertising on local delivery trucks raised awareness.



DHL provided continued leadership and critical support for the Global Law Enforcement Torch Run for the 2009 World Games, which kicked off in November 2008. Their expertise in logistics and delivery services helped transport the Flame of Hope across five continents, covering approximately 37,000 miles and

engaging DHL employees in 13 ceremonies around the world. A Virtual Torch Run campaign featured a special mini-Web site for DHL consumers to provide highlights of the Global Torch Run as well as create their own virtual Torch Run.



Lions Clubs International

Since 2001, the **Lions Clubs International Foundation's** generous support has made it possible to bring proper eye care to Special Olympics athletes around the globe through the Healthy Athletes Opening Eyes program. In addition to donating more than \$1 million each year since the beginning of its partnership with Special Olympics, Lions Clubs has supported the Opening Eyes program with thousands of volunteers from more than 50 countries. Lions play a crucial volunteer role, assisting with registration, color vision testing, visual acuity tests and distribution of glasses and protective sports goggles.



Mattel Inc. and Mattel Children's Foundation support the continued development and expansion of three global programs: Special Olympics Get Into It, Young Athletes and Team Mattel (a volunteer program for company employees). Since the company got involved in 2005, Young Athletes has expanded to 50 different countries and the SO Get Into It curriculum has been integrated into more than 10,000 schools in every Special Olympics region.





One of Special Olympics' longstanding corporate partners, the **Procter & Gamble Company** has supported the movement for more than 28 years. P&G's brandSaver promotion each January raises awareness and funds for Special Olympics through a free-standing insert with coupons for more than 35 P&G products that is included in national newspapers. P&G also provides support around the world through marketing campaigns as well as the Live, Learn & Thrive grant. In 2008, P&G again partnered with Special Olympics Middle East/North Africa to raise awareness and funds through the "Create Heroes" campaign. The campaign raises funds from sales of designated P&G products sold in stores in the United Arab Emirates, a percentage of which benefits local Special Olympics Programs in the region.



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