



Special Olympics

2010 Annual Report

A Message from Chairman and CEO Tim Shriver



Dear Friends:

In 2010, Special Olympics was all about unity. Never before have we seen our movement so focused on bringing unity to the world—on playing unified, on working unified, on living unified. Across over 170 countries, our athletes challenged the world to listen to their revolutionary message: Break down barriers! Fight injustice and intolerance! Awaken to the gifts of the spirit in every human being! Play united so that the world might some day learn to live united. It was quite a year.

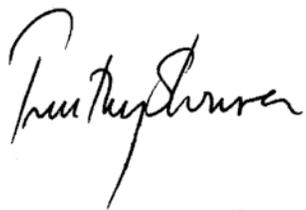
In 2010, over 3 million athletes brought this message to villages, schools, universities, religious organizations, corporations and governments hundreds of times each day worldwide. These athletes included 4-year-olds leaving the walls of orphanages in Athens to become Young Athletes, marathoners pushing their bodies to the extremes of human potential, unified peers braving doubt to fight the R-word and hate speech in Colorado -- and more. It included resolute medical volunteers determined to provide care in the war zone of Sierra Leone, parents opening Special Olympics Camp Shriver in traumatized Haiti to reacquaint children with fun and hope, and outspoken athletes in Shanghai challenging those with newfound wealth to give. It included massive National and Regional Games in San Juan, Nebraska, Warsaw, Fuzhou and Damascus, together with the equally inspiring Unity Cup in Cape Town and the reopening of Special Olympics Afghanistan in Asia Pacific.

In June, more than 600 leaders from across our Movement united in Marrakech, Morocco under the auspices of our courageous board member Her Royal Highness Princess Lalla Amina for the first-ever Special Olympics Global Congress. Together we discussed and debated the future of Special Olympics, creating a five-year Strategic Plan that promises to refocus us on the importance of high-quality sport, to channel our energies toward building Special Olympics communities, and toward building a strong and sustainable future with new generations of fans, donors and leaders. For the first time, we will begin a calendar year united not just around the mission but around the ways and means to achieve its fulfillment.

Perhaps we all understand unity best when celebrating the life of our indomitable founder, Eunice Kennedy Shriver. In September, we celebrated the inaugural Eunice Kennedy Shriver Day, when we saw a global wave of unified “acts” taking place in over 100 locations around the globe—from Delhi to Katutura, Haiti to Thailand, New York to Dublin, and elsewhere. Each person, each family, each community acted in their own way to respond to her challenge. But despite the diversity of imagination and creativity, we were all united within her values of love, relentless determination, empathy and a passion for sport.

As we face the challenges ahead, there is no doubt about the secret of our success: the passion, commitment and drive of our athletes, staff and volunteers, fused with our winning organizational commitment to a culture of innovation and mission-centric unity. This powerful combination of confidence in the spirit of our people, creative trust in our capacity to deliver, and a clear set of goals—all these form the magic of Special Olympics.

In 2011, our movement will unite once more for the World Summer Games in Athens, Greece. There, we will return to the home of the ancient Olympics, where amidst history and grandeur, our athletes will lay claim to the future of the Olympic ideals—to assert their vision for a view of human greatness defined by the bravery, the joy, the determination of the human spirit. We can hardly wait.



Timothy P. Shriver
Chairman and Chief Executive Officer
Special Olympics

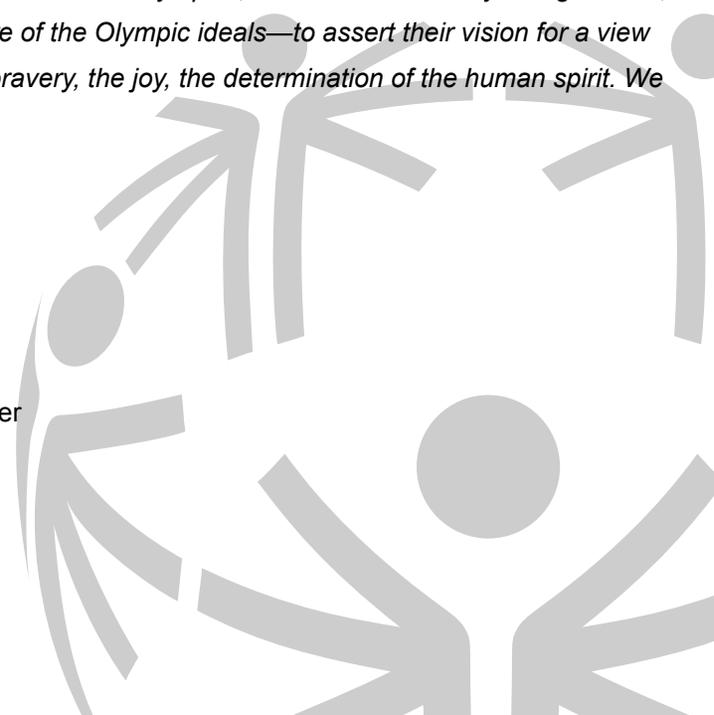


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Special Olympics Mission

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



A Message from President and COO Brady Lum

Photo by Jessica Marcotte

I love action and results. It is just in my nature and has been fostered by many years in the business world.

I also love Special Olympics. I am just as excited to start my third year as President as I was the first day, maybe even more! Answering to athletes, not shareholders, is a breath of fresh air and a deep responsibility.

And last year I was lucky enough to be able to bring those both together in the development of the Strategic Plan. Special Olympics has seen phenomenal growth over the last decade, and now with our road map in hand we will have growth with direction.

The first achievement you'll read about in this Annual Report is something that happened off the playing fields: our 2011-2015 Strategic Plan. We lead off this report telling you about the Strategic Plan for a couple of reasons. The first is that it's going to guide and shape the future of our Movement; and if you're taking the time to read this document, you care about who we are and where we're going – something for which we're deeply grateful.

The second reason has to do with the fantastic way the plan came together, the unity (you'll see that word a lot here), dedication, intelligence, and spirit of innovation that so many people brought to the process over the course of more than a year.

To me, in fact, the process was as important as the end product because everyone felt part of it. They felt their ideas mattered, so they came up with the best ideas they possibly could. And now that the Plan has been launched, their experience in creating it is energizing them as they follow through. And I must note that our athletes are front and center in that follow-through and in delivering our message.

As you read about the Strategic Plan and everything else that our Movement did in 2010, you'll see what a breakthrough year it was for us. And what's most exciting is that I know it paved the way for many breakthrough years to come.

J. Brady Lum
President and Chief Operating Officer
Special Olympics



Igniting Our Movement Together

To understand what Special Olympics undertook when it decided to create a new Strategic Plan, consider – appropriately – a sports metaphor:

Imagine that you are a leader of a team that has won many, many games in its 40-plus years of existence. Your team is known all over the world, and it has legions of fans and supporters. But it could be even better, and therefore it should be. So you set out to produce a strategy that will position the team for a successful trajectory into the future and help it become one of the all-time greats.

Now imagine that the team's players, coaches, management and staff – not to mention its fans, sponsors and everyone else who cares about it – are scattered in cities, towns and villages all over the globe. What's more, most of them are also working hard on other teams in addition to yours. But you know that you need their help and insight to build the kind of strategy you want, the kind that will really mean something to the team.

How do you even begin? How do you get the job done and achieve the outcome you want?

That, in essence, was the daunting scenario that Special Olympics faced with the new 2011-2015 Strategic Plan. But after more than a year of work, and what President and COO Brady Lum called "incredible commitment" by Movement leaders all over the world, the Plan was finalized on December 9,

2010. (The Plan is available for download at http://resources.specialolympics.org/Sections/Strategic_Plan.aspx)

They set out to build a Plan that would take Special Olympics into the future as a successful enterprise. And they made sure that all voices were heard as they drafted that Plan. "The process for me was as important as the end product," said Lum. "People felt part of something important, and there was real unity – a coming together of our Movement to work on a common agenda."

The process began with a strategic assessment, including a 2009 Mission Effectiveness Survey that was completed by an astounding 1,700 stakeholders from 120 Programs – people who were already exceptionally busy with their own "teams." The assessment led to the identification of six imperatives, areas that the Plan had to focus on if Special Olympics was to become its best:

- **Growth AND Quality** – not one at the expense of the other, but both
- **Sustainability** – a revenue model that will work for individual Programs and the Movement as a whole
- **Global Awareness** – making the Special Olympics brand better known and understood in all parts of the world
- **Leadership** – tapping our vast potential for new leaders to help our Movement flourish
- **Flexibility** – adapting our model to the developing world
- **Organizational Unity** – becoming one team with a common vision and set of goals



With those imperatives in mind, the Plan was crafted around a strategic framework that took shape early on:

- **Two “Building Blocks”** – the Special Olympics foundation of mission, values and model of change; and the Athlete Experience, which lies at the heart of everything we do
- **Three “Mission-Driving Pillars”** -- Advance Quality Sports and Competitions, Build Communities, and Connect Fans & Funds
- **Two “Enabling Pillars” to help build the infrastructure for success** -- Develop Movement Leadership and Establish Sustainable Capabilities.

For each Pillar, the Plan sets forth Growth Goals and Quality Goals, followed by Strategic Initiatives for achieving them. Then, for each Initiative, it spells out Targets & Measures, Actions & Tactics, Issues to Address, and a Business Model. It is designed to be a road map for success that is detailed but still adaptable to local needs.

In issuing the final Plan, Lum and Chairman/CEO Timothy Shriver called it a “critical milestone.” But a milestone, no matter how important, is not a finish line. That is why Lum and Shriver say the Plan is a “living and breathing document” that “will continue to strengthen and evolve as our work progresses.”

“When I read this version, I think of what Special Olympics would be like to have real communities around me, supporting me.”

- Jerson Fernandes, athlete, Special Olympics Bharat (India)



“We need to think about the future of Special Olympics for younger athletes, what we can do better for them. We need to share our stories of success, what Special Olympics has done for us, and connect with our audience.”

- Mary Ellen Powers, athlete, Special Olympics Rhode Island



'Game Changers' Gather in Morocco

They came, more than 600 strong, from 139 countries to Marrakech, Morocco. They represented 174 Special Olympics accredited Programs and all levels of Special Olympics leadership – adults and youth, people with and without intellectual disabilities. Their mission was momentous: to chart the course for the future of the Special Olympics Movement, guided by the new Special Olympics 2011-2015 Strategic Plan.

From June 6-10, they were delegates to the Special Olympics Global Congress, along with 66 Special Olympics athletes from 35 countries who had attended the third Special Olympics Global Athlete Congress (GAC). All of them, Chairman and CEO Timothy Shriver told them during the Global Congress opening session, were “game changers.” And, he said, their agenda in Morocco unified them: “Even as we celebrate our diversity, we build our unity....We are here to build the ‘we.’”

The Global Congress was supported under the patronage of His Majesty King Mohammed VI of Morocco and made possible through the vision and leadership of Her Royal Highness Princess Lalla Amina, a member of the Special Olympics International Board of Directors. Both extended their gracious welcome by hosting official dinners during the Congress.

The 2010 Global Congress was the second such convening; the first was in The Hague, The Netherlands, in 2000. Since then, though, the Movement has tripled in size to more than 3.5 million participating athletes, added new Programs in 20 countries, and built many initiatives – making both the Strategic Plan and the 2010 Global Congress imperative, intense, and exhilarating undertakings.

The Global Congress reflected a year's work on the new Strategic Plan by Movement leaders at all levels who jumped in to shape the Plan – not merely react to it or comment on it, but create it. As President and COO J. Brady

Lum told the Global Congress delegates, “You made the time and found the resources to make the planning process work. Across the board and around the world, you were ready!”

The Global Congress was by no means the Strategic Plan's “finish line.” Rather, it was a vital forum for leaders to learn about the Plan's details, engage in vigorous discussion, envision how to implement the Plan in their locales, and galvanize leadership for themselves and the future. There were powerful speakers, as well as opportunities to learn from athletes and network with attendees from around the globe. And, of course, there was time for fun, including a Unified Sports® experience.

Lum urged the delegates to envision Special Olympics as both mission and business, with the “muscle” to grow, thrive, and be “one of the most professionally run organizations in the world.” And they would leave Marrakech with motivation, insight and tools to make Special Olympics not just bigger but better in the coming years with the guidance and structure of the new Strategic Plan.

At the daylong GAC, an extension of the Special Olympics Athlete Leadership Programs (ALPs), athletes discussed such issues as the need for coaching excellence, codes of conduct and an end to sandbagging. They also elected Matthew Williams from British Columbia, Canada, as new GAC Chair. They then collectively brought the athletes' voice to the Global Congress.

With their focus on the future, the Global Congress and Athlete Congress paid tribute to Special Olympics Founder Eunice Kennedy Shriver. Lum recalled for delegates what Mrs. Shriver told him when he joined the leadership team in 2008: “Always remember that Special Olympics is owned by the future, not the past.”



Around the World, Regional Games Celebrate Sport and Change

It is hard to imagine a more eloquent demonstration of Special Olympics unity than this: in the space of just seven months during 2010, major multi-Program Games took place in five far-flung, diverse locations: San Juan, Puerto Rico; Lincoln, Nebraska; Warsaw, Poland; Fuzhou, China; and Damascus, Syria.

Individually, each was a major achievement. Collectively, they provided resounding testimony to the worldwide meaning and impact of our Movement.

Just consider that these five Games, held in advance of the Special Olympics World Summer Games in Athens, Greece, directly reached tens of thousands of people from 177 countries: almost 9,000 athletes, more than 9,000 families, and over 17,000 volunteers. And they had an impact on many, many more – especially considering that those numbers do not even include the events' spectators.

If local trainings and more than 40,000 competitions are the steady annual pulse of Special Olympics, then our large-scale Games represent the amazing power that exists when Special Olympics athletes, volunteers, families, sponsors, donors and fans come together from many places. These Games:

- give our athletes opportunities for exciting sports competitions, individual achievement, team spirit, leadership and new friendships;
- are potent examples of Special Olympics' ability to mobilize supporters and resources on behalf of people with intellectual disabilities;

- raise awareness among many sectors in the host country – athletes, families, government officials, teachers, medical professionals, potential sponsors, and many others – about what Special Olympics does in that country;
- provide forums for young people who are excited about Special Olympics to share knowledge, ideas and motivation;
- show our supporters in a vibrant, tangible way how much they help our athletes and our Movement;
- communicate in a wide-ranging way the abilities and gifts of people with intellectual disabilities, and
- act as a catalyst for Special Olympics' growth in communities around the world.

Take all those benefits and multiply them by five: that is the magnitude of what happened in 2010. They created the best year of Games our Movement has ever experienced – spirited ceremonies, world-class competitions, first-rate logistics, and high-impact moments of state, national and regional change.

To be sure, these Games represent a great deal of effort. But they also represent a tremendous amount of unity. And their significance – to everyone who is involved, and to everyone who feels the force of our Movement because of them – makes every bit of the work worthwhile.

2010 Latin America Regional Games

Small in size, Puerto Rico demonstrated the huge size of its heart, spirit and commitment to Special Olympics when it hosted the Special Olympics 2010 Latin America Regional Games.

The Games – which Special Olympics Latin America Regional President Dennis Brueggeman described as “a great event full of solidarity, respect and opportunities” – took shape and succeeded thanks to the support of the Puerto Rico Department of Recreation and Sports, the City of San Juan, and a large roster of sponsors and donors. Coca-Cola, Procter & Gamble, Banco Popular, and the Olympics Committee of Puerto Rico were just some of the sponsors.

With delegations from throughout Central and South America and the Caribbean, the Games transformed the island into a site of community strength, boldness and capacity to serve – not to mention enthusiastic competition and tremendous fun. First Lady of Puerto Rico Lucé Vela served as Honorary Chair of the Games, and the territory’s entire First Family – Governor Luis Guillermo Fortuño, the First Lady and their three children – took part in the Torch Run, public awareness campaigns and youth engagement activities. Healthy Athletes was another highlight, as volunteer doctors and nurses conducted screenings throughout the week.

The Opening Ceremony was broadcast live and featured a top-notch roster of special guests. Representing the Latin American sports world were Dr. Nicolas Leoz, President of CONMEBOL (South American Soccer Confederation); football stars

and Special Olympics ambassadors Enrique Borja, Teófilo Cubillas and Alex Aguinaga; and COSAT (South American Tennis Confederation) President Sergio Elias, among others. Featured artists on the entertainment program were Tercer Cielo, performing their popular hit “Creeré,” dedicated to Special Olympics; and Zorie, who sang the Special Olympics Puerto Rico theme song, which she composed especially for these Games. Such active support by important figures helps to increase awareness and change attitudes, and Special Olympics is grateful to all involved.

With football a huge focus in this Region, there was big news during the Games: Dr. Leoz announced that Paraguay will host the next Special Olympics Copa América Football Tournament, that CONMEBOL will help to bring CONCACAF (Confederation of North, Central American and Caribbean Association Football) on board with our Global Football initiative, and that he will encourage all Football Federations to support Special Olympics football.

The Games demonstrated that dedication trumps size, and that even small locales can mobilize resources, raise awareness and spur long-term change for people with intellectual disabilities. Some of that change happened during the Closing Ceremony itself: San Juan Mayor Jorge Santini announced that one of the city’s main avenues will be renamed “Special Olympics Boulevard,” and unveiled plans to build a regional Special Olympics sports training center as a tribute to founder Eunice Kennedy Shriver.



In Brief:

Where: San Juan, Puerto Rico

When: 19-27 February

Who: More than 1,000 athletes from 33 countries, competing in 11 sports

Healthy Athletes screenings: 1,342

Who else took part? Over 1,000 family members, 320 coaches, 800 volunteers, 150 officials and judges, 12,000 spectators



2010 Europe/Eurasia Regional Games

When Warsaw Mayor Hanna Gronkiewicz-Waltz officially opened the 2010 Europe/Eurasia Regional Games, she was in grand company: Legia Stadium was filled with spectators who had come to give a rousing welcome to the athletes, the Games, and the Special Olympics Movement.

Poland's President, Bronisław Komorowski, was there to inspire the athletes and their families and to deliver a strong message of government support. This was especially poignant, coming just five months after a plane crash killed his predecessor, President Lech Kaczyński, and First Lady Maria Kaczyńska, along with several other Polish leaders. The new president's words were powerful and moving – not only for the Games audience, but for all the people of Poland. Other luminaries in attendance were Poland's former President Lech Wałęsa, FIFA President Joseph S. Blatter and legendary Dutch footballer Johan Cruyff.

The Games – and the run-up to them – also included a Host Town program, a policy forum, family forum, Youth Summit with election of a Youth Advisory Board, University Summit, and much more. There was also Europe/Eurasia's first Law Enforcement Torch Run, which left Alexandroupolis, Greece, to start its impressive journey through eight countries: Turkey, Slovenia, Gibraltar, Luxembourg, France, Great Britain, Belgium and Poland. The Games succeeded so well that Polish sports journalists recognized them as the Best Sports Event in Poland in 2010. Receiving the honor, Games Organizing Committee CEO Bogusław

Gałązka said, "I am very proud of every single person who worked on the Games," which he called "a great festival of sport and unity."

The Games' Youth Summit, attended by 70 students with and without intellectual disabilities, was part of Europe/Eurasia's commitment to increasing school inclusiveness and youth involvement. Through discussions on such issues as integration, tolerance, volunteerism and Special Olympics, the delegates prepared themselves to promote Special Olympics and increase awareness of the issues surrounding intellectual disabilities.

Other highlights included the European "Community Integration Through Sport" Symposium; training dozens of physical education specialists from around Europe on working with people with intellectual disabilities; and the signing of an agreement of support and collaboration between Special Olympics and the International Federation of Adapted Physical Activity.

Through Healthy Athletes, medical professionals screened more than 1,000 athletes and provided hundreds of referrals for follow-up care. In one remarkable case, they sent an athlete directly to the hospital after detecting a foot infection. Without that immediate referral, she could have lost her leg or even her life. In all respects – from a dramatic act on behalf of one athlete to the hard work and zeal displayed by thousands – the Europe/Eurasia Games demonstrated Special Olympics at its best.

In Brief:

Where: Warsaw, Poland

Who: More than 1,600 athletes from 58 national Programs, competing in 9 sports

Who else took part? 2,000 volunteers, 600 coaches, 200 judges, 250 medical professionals, 20,000 spectators

When: 18-24 September

Healthy Athletes screenings:
More than 1,000



2010 Middle East/North Africa Regional Games

“Special Olympics has done more for people with intellectual disabilities in Syria in nine months than the government has in 20 years.” With that single sentence during the 2010 Middle East/North Africa Games, Asma al-Assad – First Lady of Syria and Honorary Chair of Special Olympics Syria – gave us an extraordinary snapshot of our impact in the region.

Evidence of that impact bloomed in many ways during the Games, the Seventh Regional Games for MENA, which has been remarkably consistent and successful in presenting these events. Since Special Olympics MENA held its first games in 1999, MENA has been the only region in the Special Olympics Movement holding Regional Games every two years.

For the 2010 Games in Damascus, organizers collaborated closely with the Syrian General Sports Federation, particularly regarding technical arrangements aimed at achieving social inclusion of those with intellectual disabilities. Athletes competed in bocce, bowling, swimming, athletics, tennis, football, equestrian events and weightlifting, among other sports. Also in the spotlight was unified women’s basketball, as well as roller skating -- featured for the first time in a MENA regional competition.

In addition, there were demonstrations for approximately 100 Young Athletes and volunteers, as well as our Motor Activities Training program (MATP) for 170 athletes with more severe disabilities. Off the

playing fields, the array of gatherings and activities included a Family Forum, Youth Summit and Athlete Congress. At the Athlete Congress, 17 athletes and an accompanying participant or coach took part in discussions about their region’s issues, language and policies regarding intellectual disabilities.

The Games were also a success for our Healthy Athletes program – not only because of the screenings in seven health areas, but because pre-Games onsite training by medical professionals created a new group of Healthy Athletes volunteers. Each aspect of the Games – the competitions, meetings, health screenings, media coverage, and the close involvement of government and other leaders – helped create an outstanding event. More than that, they contributed to a legacy that will benefit people with and without intellectual disabilities throughout the Middle East/North Africa region.

Both during the Games and after, MENA has benefited from its relationship with P&G Gulf and the Step Up for a Dream campaign. MENA Regional President Ayman Wahab notes that through the years “we have been deeply touched by P&G’s unwavering support. It has brought great opportunities and joy to our much-deserving athletes.” With growing support across the Region, Wahab says MENA is pushing ahead with its work aimed at “changing peoples’ perceptions of intellectual disabilities while promoting empowerment, competence and acceptance.”

In Brief:

Where: Damascus, Syria

Who: Almost 1,000 athletes from 21 countries, competing in 15 sports

Who else took part? 355 coaches, 400 judges, more than 2,500 families, 4,200 volunteers, 50,000 spectators

When: 25 September-2 October

Healthy Athletes screenings: 828



2010 USA National Games

Nebraska’s official state motto is “Equality Before the Law.” One of its state tourism slogans is “Nebraska: Possibilities...Endless.” How fitting, then, that Special Olympics – dedicated as we are to achieving fairness, acceptance, and expanded possibilities for people with intellectual disabilities – held our 2010 USA National Games in Nebraska’s capital city.

The Lincoln community and the University of Nebraska-Lincoln opened their arms, hearts, and facilities to the Games, and the entire state embraced their spirit. As Nebraska Governor Dave Heineman said in an official statement, “The Games are only a week-long event, but people’s lives will be changed forever.”

A number of celebrities were also actively involved, including tennis great Andy Roddick; his wife, model and actress Brooklyn Decker; actor Eddie Barbanell; retired NFL players Matt Blair, John Turner, Joey Browner and Tony Covington; and many University of Nebraska coaches. By sharing their talents, skills and enthusiasm, they spurred excitement about the Games and boosted overall awareness of Special Olympics’ athletes and mission. They also helped draw extensive national media attention.

Another strong show of support – and a proud tradition of partnership and awareness – was the weeklong 2010 Law Enforcement Torch Run Final Leg. Nearly 50 law enforcement officers and nine

Special Olympics athletes (assisted by about 50 support team members) left Ames, Iowa – site of the 2006 USA National Games – on 11 July. They traveled with the Special Olympics Flame of Hope to more than 70 Nebraska locales before carrying it into the 18 July Opening Ceremony.

The Games also enjoyed terrific assistance from government entities – including the City of Lincoln, State of Nebraska, U.S. Department of Education, and U.S. Department of Defense – and corporate sponsors. Longtime supporter Cessna Aircraft Company provided an airlift of 160 aircrafts to transport 1,000 delegation members to the Games. Actor and pilot Harrison Ford was part of this impressive airlift. In addition, both the PGA of America and the Amateur Softball Association of America signed proclamations of support for Special Olympics.

The Games’ many highlights also included the creation of a new partnership with the Mission of Mercy/Nebraska Dental Association, who set up a full-service dental examination facility at the Games to augment the dental services in the community for Nebraska athletes.

During the Games, created a new partnership with the Mission of Mercy/Nebraska Dental Association who set up a full-service dental examination facility at the Games to augment the dental services in the community for Nebraska athletes.

In Brief:

Where: Lincoln, Nebraska

When: 18-23 July

Who: Almost 3,000 athletes from 48 states and the District of Columbia, competing in 13 sports

Healthy Athletes screenings: 1,675

Who else took part? 1,000 coaches and official delegates, 4,400 family members and friends, 6,500 volunteers, 30,000 spectators



2010 China National Games

China's fifth and largest National Games were about sports competitions and much more and united the Special Olympics East Asia region by including Hong Kong, Macau, Chinese Taipei and Korea. They were also about high-level support from government and other quarters, widespread media coverage, leadership by young people and families, record-setting Healthy Athletes screenings, and the world's most populous nation's growing commitment to building awareness of and support for the Special Olympics Movement.

There was also very tangible, brick-and-mortar change in Fuzhou, as the city significantly expanded its facilities for people with intellectual disabilities prior to the Games. For years to come, these facilities will not only benefit those who use them, but will also signify Fuzhou's supportive, welcoming attitude.

At the Games, Chinese Vice Premier Hui Liangyu was on hand to declare the official opening. Film actress Zhang Ziyi, a Special Olympics Global Ambassador, also took part. Their involvement helped attract extensive coverage of the Games by China's Central TV station, Phoenix TV and the Fujian Media group, Xin Hua News Agency and China Daily.

The Games also focused on the roles of young people and families in the Special Olympics Movement. At the high-energy Youth Summit, 48 regional delegates worked as teams – each

with an athlete, a youth partner and a mentor – to brainstorm actions for the R-Word campaign; delegates also covered the Games as journalists. And, during a four-day Family Forum, family leaders from around the region shared their Special Olympics and Young Athletes experiences and discussed such topics as inclusion in mainstream society and post-school Special Olympics involvement.

Another notable group was the athlete evaluation team – five Global Messengers and seven Regional Messengers who assessed and reported on the general operation of the Games. Their involvement was a model of how to involve athletes in the design and execution of Special Olympics Games. Finally, there were Healthy Athletes screenings, which reached 99 percent of the Games' athletes thanks to the voluntary efforts of hundreds of medical professionals.

Much like the 2007 World Summer Games in Shanghai, these largest-ever China National Games were a landmark event. They confirmed China's desire and ability to mobilize all the necessary resources and top-level support on behalf of the Special Olympics Movement. And they further confirmed China's commitment to building awareness, inclusion and community.

In Brief:

Where: Fuzhou, Fujian Province

When: 19-25 September

Who: 1,700 athletes - 39 delegations from around China and from Korea, Singapore, and the United States competing in 11 sports

Healthy Athletes screenings: 99 percent of athletes, or well over 1,500

Who else took part? 9,300 coaches, guests, journalists, and volunteers



Korea Chosen for 2013 World Winter Games

Early in 2013, a world-class sports event and a world-class sports destination will come together when Pyeongchang – the most famous winter sports destination in Korea – hosts the 2013 Special Olympics World Winter Games.

The official announcement came at a 15 September press event in Seoul, where a memorandum of agreement was signed by Congresswoman Na Kyung Won, Chairperson of the 2013 Special Olympics World Winter Games Preparatory Committee, and Nadia Comaneci, Olympic Gold Medalist and Vice Chair of the Special Olympics International Board of Directors, which made the selection.

An estimated 2,500 athletes from 105 nations will travel to Pyeongchang to compete in seven Olympic-type sports, making the Games one of the largest winter multi-sports events ever held in Korea. The sports are alpine skiing, cross-country skiing, figure skating, floor hockey, snowboarding, snowshoeing, and speedskating.

Said Congresswoman Na, “We are ready and willing to make a difference in the world today and are committed to hosting a successful 2013 Special Olympics World Winter Games and extending to all who attend the warmth and hospitality of our citizens.”

In addition to the competitions, the Games will provide a venue for global discussions of Special Olympics’ work: how we can improve the lives of people with intellectual disabilities everywhere, and help to create stronger, more inclusive communities worldwide.



Special Olympics
WORLD SUMMER GAMES
ATHENS 2011

COUNTDOWN TO 2011 SUMMER GAMES IN ATHENS

Special Olympics athletes know that when a big competition is coming up, they have to practice harder than ever. As an organization, Special Olympics knows the same thing – and began gearing up early for the 2011 World Summer Games in Athens, Greece. About 1,600 athletes, coaches and escorts from 20 countries took part in large-scale “test events” to rehearse for our 2011 World Summer Games in Athens.

Launched May 30 at Olympic Stadium in the Greek capital – the main venue of the 2004 Summer Olympic Games – the test events covered 17 sports as well as other traditional aspects of World Games, including an opening ceremony that included the Flame of Hope, an announcement by Greek Deputy Minister of Culture and Tourism George Nikitiadis, the raising of the Special Olympics flag and recitation of the athlete’s oath.

In welcoming the athletes and guests, President of the Athens 2011 Games Organizing Committee Joanna Despotopoulou called the test events “a prelude to the big celebration” that will start in late June 2011 – adding that the athletes’ strength and pride inspire us all.



“This is my dream to play in this match. I can’t imagine playing in the stadium where (World Cup) athletes are playing a few hours later. It’s a great feeling...”

– Matt Millett, athlete, Special Olympics Massachusetts



A Match Like No Other

A landmark soccer event took place in South Africa in 2010. Two of them, actually.

The better-known one, of course, was the FIFA World Cup – the most-watched sports event on Earth. Millions of people were riveted during June and July as the top international men’s football teams competed for the trophy, which Spain ultimately captured.

But on 3 July, on a FIFA World Cup pitch at Cape Town Stadium shortly before a match between Germany and Argentina, another match unfolded: the first-ever Special Olympics Unity Cup presented by Coca-Cola. Celebrities, football legends and even South African President Jacob Zuma took to the field as Unified Sports® Partners alongside 16 Special Olympics athlete teammates. All told, the players represented 24 countries worldwide.

The team captains were Special Olympics Chairman/CEO Timothy Shriver and Coca-Cola Chairman/CEO Muhtar Kent, a member of the Special Olympics International Board of Directors. Coca-Cola has been an Official Global Partner since Special Olympics’ founding in 1968 and is also a FIFA Partner. Both Shriver and Kent hailed the Unity Cup as an important new step in the longtime relationship, Shriver saying that the Cup “shows the incredible power of sport to bring people together” and Kent that it enables Coca-Cola “to help in a meaningful way to create sustainable communities.”

The Unity Cup partnership stemmed from our Unified Sports program, in which athletes without intellectual disabilities compete together with Special Olympics athletes of similar age and skill – fostering a relationship of respect, acceptance

and camaraderie. Also, it took place just two years after Special Olympics teamed up with the Football For Hope Movement and streetfootballworld to create the Global Football Initiative. The Initiative has three goals: to bring football to a total of 500,000 Special Olympics players worldwide, to increase the quality of coaching our athletes receive, and to help our athletes build skills they can use on and off the field of play.

Terrific skills and coaching were very much in evidence at the Unity Cup. And considering the event’s name, it was perhaps fitting that the match – between the “Special Stars” and “Happiness United” – ended in a 2-2 draw. Excitingly, each of the four goals was scored by one of the talented Special Olympics athletes: Manolis Tampakakis of Greece, Maicon Santana of Brazil, Miran Brejč of Slovenia, and Yacine Zabi of Algeria.

Zabi’s scissor kick (also known as a bicycle kick) was especially thrilling to players and spectators alike, as he flipped himself into the air and kicked the ball over his head to score. Special Olympics Massachusetts Director of Individual Giving Nick Savarese, a football fan who was cheering on Special Olympics Massachusetts football player Matt Millett, said in a blog after the match: “It was unbelievable! It was certainly the first bicycle kick goal I have seen this World Cup. And it came from a Special Olympics athlete. Remember, the Unity Cup is about showing what people with different abilities CAN do, not creating sympathy for what they cannot do. Well, Yacine certainly showed the world what’s up!”



A Special Journey With 'The Ball'

For the last decade, a highlight of the run-up to the FIFA World Cup has been the epic tour of "The Ball" -- a beloved and cherished football whose journey has been compared to the Olympic torch run ahead of the Olympic games. In 2010, in the months leading up to Africa's first World Cup, The Ball made its journey with a new partner: Special Olympics.

The football fans who founded the UK-based Spirit of Football are the custodians of The Ball, which they describe as a representative of unity and inclusion in a divided world -- a world that can come together through the game of football. Its 2010 partnership with Special Olympics took that spirit of inclusion to new levels, helping to create awareness about the successes of people with intellectual disabilities all across Africa -- and also understanding of the challenges they face.

During The Ball's 2010 tour of approximately 15,000 miles -- starting in England and ending in Cape Town, South Africa -- thousands of people got the chance to make personal contact with the prized football, as its small team of guardians stopped by street corners, schools and pickup games. People would sign The Ball, kick The Ball, play with it or, occasionally, hug and kiss it. Most activities centered around Special Olympics Unified Sports; matches were played in fields and stadiums, before government leaders and village elders.

The Ball was often greeted by large crowds, but sometimes it was the quieter visits that brought greatest impact. During a visit to an orphanage in Kenya, The Ball's escorts found out that 15 of the children living at the home have intellectual disabilities. Arrangements were quickly made for the children to start taking part in Special Olympics events. Plans are also under way to train two of the older residents to become coaches.

From Senegal to Burkina Faso, from Tanzania to Mozambique and beyond, the tour of The Ball helped bring much-needed attention to Special Olympics Programs and hundreds of its athletes. Proudly displaying the Special Olympics Africa logo, The Ball changed hearts and opened minds to new ways to accept, include and celebrate people with intellectual disabilities.



A Hopeful Year

This was an important year for the Special Olympics Global Football initiative, as Programs continue to use the visibility and reach of the world's most popular sport to bring greater public awareness, respect and acceptance for people with intellectual disabilities.

One milestone came with the opening of a FIFA Football for Hope Centre in the township of Katutura in Windhoek, Namibia. Special Olympics Program Development and Sports Manager Charles Nyambe says the center has really helped people with intellectual disabilities "who have not had the best facilities and enough attention here in Namibia." As a further honor, the center was dedicated in tribute to the founder of Special Olympics; its full name is the Katutura Football for Hope Centre in Memory of Eunice Kennedy Shriver.

In 2010, FIFA also held a Football for Hope Festival in South Africa. Among other activities, Special Olympics Africa fielded a unified mixed gender team from four Programs: SO Botswana, SO Mauritius, SO Namibia and SO South Africa. Each delegation was selected, not for their skills on the pitch, but for their contribution to social change in disadvantaged communities around the world. Members of the Special Olympics Africa unified team were recognized for their outstanding contribution to advancing social development through football since 2006.

Every Region did its part to advance Global Football strategy in 2010, including SO Asia Pacific. At one popular gathering, Singapore played host to coaches, including Argentine football great Ossie Ardilles from the English football club Tottenham Hotspur, who trained coaches and athletes from Singapore and Malaysia. The Region also hosted a historic event: the Timor-Leste Football Tournament, the first multi-national sports event for people with disabilities in that country since its independence after years of war and civil strife. And, in New Zealand the partnership between Special Olympics, the Oceania Football Confederation and New Zealand Football led to a 38 percent increase in the number of athletes playing football over the last two years.

The 2010 – 2014 Global Messengers are:

Zakaria Aquedim, *Morocco*

Ariel Ary, *Costa Rica*

Wei Chieh Chen, *Taiwan*

Olga Dasoura, *Greece*

Minmin Huang, *China*

Andy Miyares, *USA*

Neha Naik, *India*

Deon Namiseb, *Namibia*

Kristina O'Neal, *USA*

Anton Silos, *Philippines*

Caroline Verdenal, *France*

Matthew Williams, *Canada*

Empowering Athletes, Developing Leaders



They come from 11 countries on four continents, representing a dozen Special Olympics Programs. They participate in, and in some cases coach, a total of almost 20 Special Olympics sports. Their biographies tell of challenges, and of surmounting them. They radiate determination, enthusiasm and leadership ability. And they love Special Olympics.

These 12 outstanding people – seven men and five women – are the new class of Sargent Shriver International Global Messengers (IGMs) selected, announced and trained in the fall of 2010. This inspiring group of Special Olympics athletes will help spread the message and vision of the Movement and share their stories of the benefits they have gained by participating in it.

This will be the first group of IGMs to serve for four years instead of two. “Four years allows them to establish themselves as Movement leaders,” said Special Olympics Vice President for Leadership Development and Education Dave Lenox, who oversees the IGMs, a component of the Athlete Leadership Programs.

Lenox said IGM training includes a half-day on Sargent Shriver “so they have a greater sense of why they’re Sargent Shriver International Global Messengers.” Shriver, the husband of Special Olympics Founder Eunice Kennedy Shriver, served as both President and Chairman of the Board Emeritus of Special Olympics. He passed away on 18 January 2011, leaving the IGM program that he established as his greatest legacy to Special Olympics.



Eunice Kennedy Shriver Fellows

Launched in 2008, the Eunice Kennedy Shriver (EKS) Fellowship Program offers customized training and practical experience to help professionals from developing nations become outstanding Special Olympics leaders. The 2010 EKS Fellows came from eight countries on on three continents, but had a shared desire to enhance the innovation and impact of their Special Olympics Programs. As EKS Fellows, they spent 10 weeks at Special Olympics' international headquarters in Washington, D.C., and at Special Olympics U.S. state Programs. Back in their home countries, they each completed a Fellowship Project for their Special Olympics Programs. The 2010 fellows are, from left, Maria Teresa Leitao, Brazil; Fernando Genty, Venezuela; Nicolas Cueva, Ecuador; Chae Ji Suk, Korea; Lauren Quin, South Africa; Moses Ondeng, Kenya; and Kaye Samson, the Philippines.



U N I T Y



I M P A



INNOVATION



CT



“I love football, even though I didn’t know how to play it very well. But then I started to work out with the coach, and now I’m getting better.”

- Leo Peterson, athlete, Special Olympics Haiti



New Beginnings for Haiti's Athletes

In January 2010, shortly after the disastrous earthquake in Haiti, Special Olympics CEO and Board Chairman Timothy Shriver said: "Our Special Olympics family in the Caribbean is strong and resilient and has begun to think about how we can support our Haitian colleagues in the difficult days ahead."

Just over five months later, during a visit to the shattered country, Shriver announced a five-year plan to reconstruct Special Olympics Haiti, beginning with the launch of Camp Shriver in the Haitian cities of Petionville, Carrefour, Jacmel, Les Cayes, and Cape Haitian.

The five-day camps got under way in the last week of June and continued through the month of August. About 300 athletes with intellectual disabilities took part, participating in five sports and receiving food, T-shirts and sports equipment. At the end of the program, all the sports equipment and materials were donated to Haitian schools to help rebuild and sustain a strong Special Olympics Haiti program.

Camp Shriver in Haiti was made possible, in large part, by the generosity of Kim Samuel-Johnson, a member of the Special Olympics International Board of Directors. "The disaster in Haiti was none like I'd seen before, so I immediately felt compelled and blessed to support the development of Special Olympics' Camp Shriver there," Samuel-Johnson said. "For me, this is an affirmation and a sign of hope for our athletes, families and volunteers--as Eunice Kennedy Shriver often said, 'As we hope for the best in them, hope is reborn in us'."

Other individual gifts also provided crucial support, as did donations from Special Olympics Programs around the globe—circling the planet from Canada to Botswana. Special Olympics Idaho, which hosted the 2009 World Winter Games, held an especially dynamic fundraising effort inspired by the legacy of hosting global athletes during those Games. The Australian High Commission also helped purchase vital equipment for the Camps.

The swift success of Camp Shriver in Haiti was just the beginning – and the catalyst. Under the plan that Shriver announced in June, Special Olympics Haiti will move on to serve 2,000 children with intellectual disabilities within two years and 6,000 within five years. To encourage and accommodate that growing participation, the Program will also advocate for extending sports facilities throughout Haiti. And, in addition to organizing local and national competitions, it will send a delegation to the 2011 Special Olympics World Summer Games in Athens, Greece.

With firm and firmer steps, Special Olympics Haiti has been coming back to life. The Program's organizers see Special Olympics as a pathway to rehabilitation on a larger-scale--rebuilding broken spirits as they try to rebuild Haitian society to be about the inclusion of all. Haiti's Minister of Foreign Affairs, Marie-Michele Rey, looked to those larger goals – and to the importance of Special Olympics in this still-struggling country – when she met with Shriver during his June visit: "Special Olympics can help us build a new Haiti where we face the reality that everyone has a right to a decent life. Everyone!"



Eunice Kennedy Shriver Day

Unifying Local Leaders and Programs Worldwide

Only an exceptional person could inspire 18 million schoolchildren in India, as they pledged to pursue lives of acceptance and to never use the R-word. Or a day of community games and inclusion in an area of Thailand plagued by serious unrest. Or a Yankees-Red Sox game at which tens of thousands of Yankee Stadium spectators saw two athletes with intellectual disabilities throw out the first pitch.

Special Olympics founder Eunice Kennedy Shriver inspired all those events and many, many more during the first annual EKS Day on 25 September 2010. Special Olympics and Best Buddies established the fourth Saturday of September as both a celebration of her life and a global call for people to commit “EKS Acts” – actions of inclusion, acceptance and unity for and with individuals with intellectual disabilities.

Such actions no matter how small, embody Eunice Kennedy Shriver’s unquenchable vision and determination. “Show yourself to be a person who understands the power of inclusion, the value of unity, the gift of the human spirit that knows no boundaries,” Special Olympics Chairman and CEO Timothy Shriver said in his call to action for the day honoring his mother. “Do something that changes yourself.”

In more than 100 countries, people responded, and showed what makes the Special Olympics Movement so powerful around the world. More than 30 governments issued proclamations. World-class athletes – including Bart Conner, Nadia Comaneci, Michelle Kwan – conducted clinics. Special Olympics Programs planned activities and large numbers of community volunteers gave their time. Many young people linked EKS Day to their support for the R-Word campaign, as they work to eliminate the use of language that dehumanizes people with intellectual disabilities.

Among the day’s many highlights:

- Hundreds of Special Olympics competitions, Unified Sports events, and cultural celebrations were held in her honor, including at all Regional Games.
- In India, through Special Olympics Bharat, 124,000 schools devoted class time to learning about Mrs. Shriver during the week of EKS Day; and 18 million students took an R-word pledge as an EKS Act of Unity.
- A FIFA football center in Namibia, a soccer field in Washington, D.C., and a special school in Ecuador were all named and dedicated in Mrs. Shriver’s honor.
- More than 15,000 Special Olympics athletes received Healthy Athletes screenings.
- Special Olympics Camp Shriver reached people in some of the world’s poorest communities, including Timor-Leste, Haiti and Malaysia.
- Millions of people worldwide viewed EKS Day media coverage, and 6 million impressions were made via social media.

It is fitting that this celebration has become an annual event – because one of Eunice Kennedy Shriver’s greatest qualities was that she never gave up.



“Eunice Kennedy Shriver... did not pass away. She actually lives on through us. And we are that example, that shining light.”

- David Egan, athlete and Board Member, Special Olympics Virginia



“We can finally get here what we couldn’t get at home.”

Athlete Dixie Bledsoe after her visit to the dental clinic at the USA National Games. Dixie and her husband both play volleyball for Special Olympics Oklahoma



Better Health, Better Lives

For Special Olympics' Healthy Athletes® program, 2010 was a year of big, impressive highlights. It was also a year of small moments that changed people's lives.

Through Healthy Athletes, medical professionals volunteer their time to provide free health screenings and information to athletes at our local, Regional and World Games. Special Olympics launched the program in 1997 after experience and research showed that people with intellectual disabilities have a heightened risk for health problems and that medical professionals often lack training to work with them.

In 2010, Healthy Athletes reached some significant milestones:

- Early in the year, we conducted our one millionth screening. (An athlete typically receives screenings in several disciplines in one Healthy Athletes visit.)
- Through the year, we did nearly 173,000 screenings.
- Screenings took place at a total of 933 Healthy Athletes events, the most in a single year. Of the 62 countries that held Healthy Athletes events, six – Bangladesh, Congo, Samoa, Sri Lanka, Timor Leste and Honduras – did so for the first time.
- Special Smiles held its first-ever full-fledged dental clinic, impressively outfitted with 30 chairs at the USA National Games.
- The USA Games also featured a Health Symposium focusing on the many health care obstacles faced by people with intellectual disabilities – from difficulty obtaining health insurance, to a dearth of specialized training for healthcare professionals, to a simple lack of compassion for their health concerns. It also covered ways to overcome those obstacles.
- We celebrated the 10th anniversary of the Lions Club International and Opening Eyes partnership.
- At the China National Games in September, 99 percent of athletes received screenings – a record percentage.

- We launched the online version of our Research Toolkit, making many significant research findings accessible in a user-friendly format.
- We dramatically enhanced the use of Healthy Athletes' software, which will yield important comparative data about our athletes.

As proud as we are of these large-scale achievements, we never forget that each screening represents a contribution to the health of an individual athlete – and, often, a health benefit that he or she would not have received without Healthy Athletes.

Athlete Jennet Sopyeue from Turkmenistan is one example. She has bone and muscle damage from a landmine injury, and came to the Europe/Eurasia Regional Games in September wearing only sandals. After a Healthy Athletes Fit Feet screening, Jennet received one of almost 1,700 pairs of shoes donated to the Games by Nike. Fit Feet Clinical Director Carine Haemels says the shoes will mean less pain for Jennet and they “will also prevent long-term injuries.”

Our Healthy Athletes successes large and small could not happen without the dedication and expertise of Special Olympics personnel and medical volunteers worldwide. They go to extraordinary lengths to provide service. One example came in February, when Special Olympics Côte d'Ivoire National Director Claude Tano was steadfast about holding a Healthy Athletes event in Bouaké despite violent demonstrations and looting just 400 meters away.

The Healthy Athletes program has also been making an impression on people in the medical field. That's why Dr. Richard Besser, ABC News senior health and medical editor and a speaker at the USA National Games symposium, highlighted Special Olympics and the health needs of our athletes in his online notebook. And that's why Dr. Rolanda Maxim of the Center for Autism Spectrum Disorders at the Knights of Columbus Developmental Center at SSM Cardinal Glennon Children's Medical Center in St. Louis wrote a prescription for 8-year-old Morgan Davidson that consisted of just two words: “Special Olympics.”



Young... And Making A Difference

Young people have always supported Special Olympics with great energy, intelligence and openness. And over time, we created programs to unite youth with and without intellectual disabilities. Now, however, we are truly tapping the incredible leadership that young people can provide today. And throughout 2010 we saw countless examples of the incredible presence of youth in the Special Olympics Movement – examples of their passion, their power, and their growing understanding that this is their Movement and that they can create change.

Welcome to Project UNIFY

Project UNIFY® is a major new initiative in the United States, tapping the leadership capacity of youth and showing that the unifying power of Special Olympics can benefit all young people – and, by extension, their communities.

Funded by the U.S. Department of Education and now in its third year, Special Olympics Project UNIFY is an education-based program that uses our sports and education initiatives to activate youth. It is about creating change in schools and communities – a multi-level, youth-led paradigm shift in which:

- young people are leaders in promoting healthy lifestyles;
- schools invite all young people to serve;
- a new generation targets the intolerance, hate speech and bullying that harms all youth, and
- young people are not merely recipients of learning, but architects of new relationships and new communities.

During the 2009-2010 school year, 772 new schools joined 787 returning schools in Project UNIFY, which has now reached more than 600,000 young people in 45 states. Project UNIFY Senior Director Andrea Cahn says that

in 2010, “we started to have the kind of evaluation results that validated the premise of our work. Young people’s attitudes change; and the more they’re involved, the more they change; and that affects the school climate.”

A major Project UNIFY event happened in conjunction with the 2010 USA National Games in July in Lincoln, Nebraska: the Youth Activation Summit (YAS). Entirely youth-designed and youth-facilitated, the five-day forum helped more than 300 young people with and without intellectual disabilities build knowledge and skills for activating youth around the country. Project UNIFY Youth leader Daniel Fink of Alaska said the YAS showed how “we’re working on gaining acceptance and unity among all people.”

Among the other recent Project UNIFY highlights:

- A Project UNIFY youth delegation attended the 2010 Special Olympics Global Congress in Morocco and reported on youth leadership and engagement.
- In addition to the YAS, National Games week in Nebraska featured a Project UNIFY-organized National Education Conference, attended by 84 teachers and administrators. YAS and NEC attendees had several opportunities to interact. Also, U.S. Secretary of Education Arne Duncan and Special Olympics Chairman/CEO Timothy Shriver co-hosted a National Education Leadership Roundtable.
- For the 2010-2011 school year, Project UNIFY was remodeled to a two-tier system of project funding, Building Bridges and High Activation. Thirty-four U.S. Programs received Building Bridges funding up to \$75,000, and eight received High Activation funding of \$200,000 to \$300,000.



Spread the Word: 'It Starts With Me'

The second annual day of awareness for the Spread the Word to End the Word campaign was a rousing success that reached hundreds of local schools and communities, in addition to garnering national media attention.

Spread the Word To End the Word, or the “R-word Campaign” for short, is a youth-generated, youth-led effort by Special Olympics, Best Buddies International and many supporters to raise consciousness about the dehumanizing and hurtful effects of the word “retard(ed),” to encourage people to pledge to stop using the R-word, and to promote the acceptance and inclusion of people with intellectual disabilities.

In 2010, Spread the Word to End the Word notched a dazzling number of achievements. To cite some major ones:

- While the national day of awareness for Spread the Word falls on the first Wednesday in March (3 March in 2010), there is ongoing momentum throughout the month and all year long, as more schools and communities continue to engage and activate around the campaign.
- More than 500 events took place in March 2010. They were part of a nationwide campaign – much of it spurred by social media and other digital tools – that asked students and young people to help lead an effort to eliminate demeaning uses of the R-word and instead use language that shows acceptance and respect for all.
- On 3 March 2010, all major national U.S. television networks recognized Spread the Word to End the Word on air during their morning news shows.
- The campaign exceeded its goal of 100,000 pledge signatures on the www.r-word.org pledge site, reaching well over 140,000 by the end of the year.

States, localities, and individual schools brought zeal and creativity to the campaign. In Delaware, more than 30 high schools and the University of Delaware participated, with assemblies, pledge-signing activities, and more. In New Jersey, the Jersey City School District staged a Youth Rally attended

by more than 2,500 students. And in Salt Lake City, Utah, East High School held a month-long competition in February in which students submitted entries – in art, music, video, cheers, and other forms of expression – to illustrate the hurtfulness behind the R-word.

R-word efforts were not limited to the U.S.: In India, in conjunction with EKS Day in September, the government of the state of Uttar Pradesh involved 113,620 government schools – and 17.8 million students took the pledge.

Wherever they happened to be, these young people shared the determination to initiate change. In the words of one student, whose video was among hundreds of R-word campaign clips submitted on YouTube: “If it starts with me ... then maybe I can be an example for other people, and maybe it can end.”

Rosa’s Law

“What you call people is how you treat them.”

Nine short words – a simple sentence coming straight from the heart of a Maryland boy whose younger sister has Down syndrome.

Nick Marcellino’s premise – that our choice of language about intellectual disabilities matters – is now embodied in a U.S. federal law named for his sister, Rosa.

“Rosa’s Law” mandates that the terms “mental retardation” and “mentally retarded” be replaced by “intellectual disability” and “individual with an intellectual disability” in federal health, education, and labor policies. Its passage is an important step toward ending the derogatory use of the “R-word” in all contexts – whether in unthinking speech, bullying taunts or official legalese.

The law was signed by U.S. President Barack Obama in October and commemorated in a White House ceremony with an 11-member delegation of Special Olympics athletes, leaders, and self-advocates. The measure was championed by Sen. Barbara Mikulski (D-Md.) and Sen. Mike Enzi (R-Wy.) and won unanimous support in the U.S. Congress.

Mikulski became passionate about the issue after meeting Nick and Rosa’s mother, who teamed up with other parents to get a version of Rosa’s Law passed by the Maryland state legislature. It was in testimony on that bill that Nick uttered his memorable sentence.

Mainely Kidz
 I would like to congratulate all our athletes that competed at the Special Olympics in York County yesterday! We braved the rain and cold and had a wonderful day. It was great to see so many athletes and families there! I saw lots of ribbons and smiles. Great to see all of you be so successful. Thanks for letting us share in your triumphs!

facebook Search

Be a fan of pride. **Special Olympics**
 Non-Profit Organization · Washington, District of Columbia

Share: Status Photo Link Video Question

Write something...

Special Olympics
 When asked "What is Special Olympics" yesterday, one of our athletes and Facebook fans replied "It is where people with disabilities are accepted more and more and show our talents." Thanks for sharing Simon! We're so glad you, and all of our athletes, get to shine at Special Olympics!

YouTube Search

Scott Hamilton is a fan of Special Olympics

SpecialOlympicsHQ 111 VIDEOS

twitter Search

Special Olympics
 @SpecialOlympics Washington, DC
 Through sport, Special Olympics is building communities of acceptance and inclusion for all people.
<http://www.specialolympics.org>

Following

Tweets Favorites Following Followers Lists

Special Olympics
 Perfect feel good Friday story! RT @SOMinnesota Awesome story of [Wyclusion](#) in a [Minnesota](#) middle school! <http://j.mp/7i42B>
 25 minutes ago

@TimShriver
 Tim Shriver

My smile coach is in the headlines! Congrats Martha Hill! <http://j.mp/eXfgNc>

13 Dec via web Favorite Retweet Reply

@SeppBlatter
 Joseph S Blatter

In Quito for the South American Women's Championships. Honoured to be named Special Olympics Ecuador ambassador - <http://d3w.io/cfYaJO>

22 Nov via PULSE Favorite Retweet Reply

@jojolvsu14
 jojolvsu14

Good Morning #Twitter :D right now getting ready for my sister's @specialolympics practice :)

SOCIAL MEDIA

Expanding Our Global Reach

Special Olympics has made countless strides toward greater unity among people worldwide, but there is one that we simply could not achieve until very recently: the instant unity made possible by the technological and communications revolution.

In 2010, though, we took many steps to use the tools of that revolution – and so did our supporters and athletes.

Facebook is just one example. In 2009, the Special Olympics page on the leading social media site was the fourth highest referrer of traffic to the main Special Olympics website. In 2010, it was first -- with a 130 percent increase in web traffic referrals, 66 percent of which were new visitors. There have also been Facebook pages created for specific events and initiatives, such as Project UNIFY – and not only by Special Olympics International, but by our Programs and even by individual fans of the Movement.

The result? Through social media such as Facebook “we are absolutely reaching people we wouldn’t reach otherwise,” according to Ryan Eades, Special Olympics’ Senior Manager, Social Media. In 2010, our Facebook page attracted 60,000 new fans and our number of interactions (“likes” and comments) increased by 221 percent compared to 2009. Said Eades, “Facebook is where the people are, and it’s critical we continue to integrate and leverage a social web strategy in our overall engagement strategy.”

Our use of Twitter and YouTube has also burgeoned and borne results. By engaging influential public figures – such as singer Joe Jonas and his 1.3 million followers on Twitter – we were able to add thousands of followers to the Special Olympics Twitter handle, all of them potential youth leaders.

On YouTube, our public service announcement by actor John C. McGinley for Spread the Word to End the Word drove tens of thousands of views to our channel, making us the third most viewed non-profit channel on You

Tube during our national day of awareness. The success of that video grew exponentially when Virgin Airlines placed it into rotation across its entire in-flight television network from May through July 2010. Thanks to that viral video, every Virgin Airlines passenger during that time period was exposed to Special Olympics’ message of acceptance, inclusion and respect for people with intellectual disabilities.

Not surprisingly, young people all over the world are especially interested in – and adept at – using social media and other technological tools to work with Special Olympics and further our mission of creating a more accepting world for people with intellectual disabilities. Through social networking platforms and mobilization plans, they are sharing ideas and stories, and spreading our message like never before.

Our organizational commitment to facilitating opportunities for youth leadership and engagement was highlighted in the continued success of the youth-created and -led Spread the Word to End the Word campaign when campaign co-founder, Timbo Shriver, son of the Special Olympics Chairman and CEO, participated in a New York City Advertising Week panel on “Mobilizing Communities in Times of Crisis.” In addition to Shriver, the panel, hosted by CNN’s Anderson Cooper, consisted of executives from industry leaders Facebook and Google as well as non-profit leaders from American Red Cross and Save the Children. The inclusion of Special Olympics on this esteemed panel -- presented by Google and The Ad Council -- further positioned us as an industry leader in youth engagement and viral activation.

Our Chairman/CEO has also made the most of technology’s communication tools. In 2010, Tim Shriver launched a blog and a Twitter handle which he has since used to share his thoughts and unique insights across a wide range of topics, reaching vastly more people than ever before. Follow him on Twitter @ TimShriver!



Special Olympics  Like

2010 Special Olympics Accredited Programs

Africa

Benin
Botswana
Burkina Faso
Cameroon
Cote D'Ivoire
The Gambia
Kenya
Malawi
Mali
Mauritius
Namibia
Niger
Nigeria
Reunion
Rwanda
Senegal
Seychelles
South Africa
Swaziland
Tanzania
Togo
Uganda
Zambia*

Asia Pacific

Afghanistan*
Australia
Bangladesh
Bharat (India)
Brunei Darussalam
Bhutan*
Cambodia
Indonesia
Japan (Nippon)
Laos*
Malaysia
Maldives*
Myanmar
Nepal
New Zealand
Pakistan
Philippines
Samoa
Singapore
Sri Lanka
Thailand
Timor Leste
Vietnam*

East Asia

China
Chinese Taipei
Hong Kong
Republic of 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 under UNSCR 1244/99
Kyrgyz Republic
Latvia
Liechtenstein
Lithuania
Luxembourg
FYR 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

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Brazil
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Colombia*
Costa Rica
Cuba
Dominican Republic
Ecuador
El Salvador
Guatemala
Honduras
Mexico
Panama
Paraguay
Peru
Puerto Rico*
Uruguay
Venezuela

Middle East/North Africa

Algeria*
Bahrain
Comoros
Djibouti*
Egypt*
Iraq
Jordan
Kuwait
Lebanon

Libya
Mauritania
Morocco
Oman
Palestine
Qatar
Saudi Arabia
Sudan
Somalia*
Tunisia
United Arab Emirates*
Yemen

North America

National Programs

Antigua & Barbuda
Aruba
Bahamas
Barbados
Belize
Bermuda
Bonaire
Canada
Cayman Islands
Curacao
Dominica
Grenada
Guadeloupe
Guyana
Haiti*
Jamaica

Martinique
Montserrat
St. Lucia
St. Kitts & Nevis
Suriname
Trinidad & Tobago
U.S. Virgin Islands

United States Programs

Alabama
Alaska
Arizona
Arkansas
California (Northern)/Nevada
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
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

*Denotes Programs in Founding Committee status

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Former First Lady of the
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Ms. Vanessa Williams
Actress and Recording Artist

Dr. Dicken Yung
Former President, *Special
Olympics East Asia*

Corporate Partners

Fortune 500 corporations support Special Olympics because of shared brand values and our global reach. We are a trusted organization that reaches around the globe and deep into local communities. Founded in 1968 by Eunice Kennedy Shriver, the Special Olympics movement has grown from a few hundred athletes to nearly 3.5 million athletes in 226 Programs in all regions of the world, providing year-round sports training, athletic competition and other related programs. Our local Programs succeed in changing lives, building advocacy networks and creating a lasting positive impact. As a result, consumers recognize us as a brand deserving respect, loyalty and good will. This public trust transfers to our corporate partners as well. The growth of the Special Olympics movement would not be possible without the generous support from our corporate partners.



The Coca-Cola Company is a founding corporate sponsor and has been affiliated with the movement since 1968. Today, Coca-Cola, as an Official Global Partner of Special Olympics, supports the movement through cash, in-kind products and services, and marketing and fundraising support. Over the years Coca-Cola has provided support for local Special Olympics Programs around the world through its bottlers. Support for Programs has ranged from cash, VIK and volunteers for local events. During the 2010 FIFA World Cup, Coca-Cola worked with Special Olympics to produce The Special Olympics Unity Cup Presented by Coca-Cola – a Unified football match which included football legends, celebrities and Special Olympics athletes. Special Olympics athletes played alongside football legends and other celebrities in the inaugural match of the Unity Cup on the same pitch that just hours later hosted a FIFA World Cup™ match.

In 2008, Coca-Cola featured Special Olympics and Olympic athletes in a commercial that was aired during the Beijing games. Advertising Age and USA Today ranked it one of the highlights of the Games. During the 2010 Vancouver Olympics, Special Olympics athletes were again featured in a commercial.



Mattel, Inc., and the Mattel Children's Foundation launched a global partnership with Special Olympics in 2005. Mattel's support focuses on the development of three programs: the Young Athletes™ program, which engages youth ages 2 through 7 with intellectual disabilities; the Special Olympics Get Into It® school-based curriculum, which promotes understanding, acceptance and involvement; and Team Mattel, which engages Mattel employees as volunteers in the Special Olympics movement around the world.

Since the partnership's inception, 11,000 Mattel employees have volunteered at 360 sports events, more than 22,000 Young Athletes and their family members have been recruited, and over 570,000 young people have volunteered in more than 15,000 schools with training for over 79,000 teachers. More than 50 Team Mattel employees from over a dozen countries traveled to Shanghai to cheer on and support Special Olympics athletes in the 2007 Special Olympics World Summer Games. Mattel has committed to once again replicate this achievement at the 2011 Special Olympics World Summer Games in Athens, Greece.



The Procter & Gamble Company has supported the Special Olympics movement for more than 30 years and helped raise awareness and funds to help people with intellectual disabilities with its annual P&G brandSAVER® since its inception in 1980. P&G has increased its reach by supporting Special Olympics outside of the U.S. as well. Since 2006, Procter and Gamble has donated funds to focus on children in need ages 0-13 through the Live Learn and Thrive Grants which have supported over 50 countries throughout the seven regions of Special Olympics. Our partnership continues, having executed regional promotion campaigns in Latin America and the Middle East. In addition, grant funds were committed to help 10 U.S. Programs increase and enhance their Young Athletes programs.



The Bank of America Charitable Foundation provided support for the 2010 Workforce Development Town Hall held in January. The Workforce Development Town Hall brought employers together with each other and with experts from the field of intellectual disability, to discuss how to increase employment of people with intellectual disabilities. The meeting catalyzed cooperation across government, nonprofit, business and research sectors, and shared recent research and program information with the goal of increasing the employment of people with intellectual disabilities. In April, Bank of America and Special Olympics joined forces to launch its My Expressions® Affinity Program, turning everyday purchases into extraordinary experiences for athletes with intellectual disabilities. The foundation initially pledged its support for the Special Olympics movement and its mission by providing funding for Special Olympics Team USA, the 2007 Special Olympics World Summer Games in Shanghai, China and the 2009 Special Olympics World Winter Games in Boise, Idaho.



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



The Safeway Foundation announced that they raised \$10.7 million in April 2010 during the annual Support for People with Disabilities Campaign and pledged to continue its efforts. In 2008, Safeway Inc. added Special Olympics as a beneficiary of its successful April customer fundraising campaign. The campaign provides a platform for local Special Olympics Programs in the 21 states, the District of Columbia and Canada where Safeway operates to collaborate with their local stores to raise awareness.



America's Most Convenient Bank®

Through its "Be a fan" campaign, TD Bank, has enlisted thousands of volunteers and fans in support of the athletes of Special Olympics from Maine to Florida. Since 2009, through a corporate-wide effort, employees and customers raised funds to support Special Olympics athletes. Athletes visited several TD Bank locations, which created awareness and recognition of the extraordinary achievements of these remarkable individuals. The fundraising effort took place throughout the summer with more than 2,600 associates pledging their time to volunteer at Special Olympics events across the country.



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

Special Olympics Healthy Athletes Supporters:



Lions Clubs International

In 2010, Special Olympics and the Lions Clubs International Foundation celebrated its 10th year of partnership. This invaluable relationship has made it possible to bring quality vision care to Special Olympics athletes around the globe. In addition to donating funds each year, Lions Clubs have supported the Opening Eyes program with thousands of volunteers from around the globe. Lions play a crucial volunteer role, assisting with registration, color vision testing, visual acuity tests and distribution of glasses and protective sports goggles. In 2010, more than 2,500 Lions volunteered at Opening Eyes events.



In 2010, more than 16,000 eye glasses with lenses from Essilor International were given away to athletes. Since the global partnership began in 2002, Essilor has been the official global supplier of ophthalmic lenses to the Special Olympics Lions Club International Opening Eyes program. Essilor also encourages its employees to attend Opening Eyes screenings and become involved in the provision of quality eye care for persons with intellectual disabilities. In 2010, the Executive Director of the Essilor Foundation and the company's Chief Sustainability Officer both attended the USA National Games in Nebraska.



The Sâfilo Group supports the Special Olympics Lions Club International Opening Eyes program by supplying designer frames and sunglasses free of charge to athletes. Since this partnership began in 2003, Sâfilo has donated more than 10,000 eyeglass frames and 2,000 pairs of sunglasses every year. The Sâfilo Group, one of the world's leading producers of optical glasses, sunglasses and eyewear for sports, opened the doors of its USA headquarters in New Jersey to hold a special Opening Eyes event, allowing more athletes to be screened and more of its employees to take part.



Photo by Andrea Kramer

In its 30th year, the Law Enforcement Torch Run for Special Olympics continues to be the movement's largest grass-roots fundraiser and public awareness vehicle raising over \$38.8 million in 2010. Annually, 85,000 law enforcement officers representing 49 nations participate in Torch Run activities ranging from the run itself, to polar plunges, Tip-a-Cop events and Cops on Doughnut Shops. In 2011, law enforcement officers will continue the tradition of carrying the Flame of Hope into the Opening Ceremonies for the World Summer Games in Athens, Greece.

Investing In Our Future

Special Olympics received three significant investments in 2010 that will allow for the launch of key elements of our strategic plan in the year ahead. These gifts focus on our work to engage families as leaders in our movement, to activate young people as agents of change, and to enhance the quality of our sports and competition programming in new and innovative ways. These gifts, and others like them, make a profound difference in our ability to reach the ambitious goals set forth in our 5 year strategic plan.

Stephanie and Ray Lane

Special Olympics is grateful for the remarkable support received from Stephanie and Ray Lane for the aggressive expansion of Project Unify. Thanks to their commitment, Special Olympics will inspire, train, and activate the next generation of Special Olympics young leaders around the world.

Kim Samuel-Johnson

Special Olympics Board Director Kim Samuel-Johnson has long been a champion of empowering the families of our athletes to become active and vocal advocates for our movement. Her support in 2010 makes possible not only the expansion of our families' work, but will support key research and evaluation of our work in key areas related to Special Olympics' impact on families and communities. In addition, Samuel-Johnson was a champion of our continuing efforts to rebuild Special Olympics Haiti following the devastating earthquake there in early 2010.

The Annenberg Foundation

A new supporter of Special Olympics – the Annenberg Foundation awarded a generous grant in 2010 in support of coaching excellence. Special Olympics will be able to ensure our athletes reach their maximum potential by continuing to educate all of our coaches through enhanced and more effective resources over the next three years.

2010 Special Olympics International Global Supporters

INDIVIDUALS, CORPORATIONS AND FOUNDATIONS THAT MADE GIFTS TO SPECIAL OLYMPICS INTERNATIONAL IN 2010

Academy of General Dentistry Foundation
ADA/DC of Nebraska
AIG Matching Grants Program
All Audiology, Inc.
Dennis Alldridge
Estate of Dorothy M. Allen
Alpha Phi Delta Fraternity, Inc.
Alpha Sigma Alpha Foundation
America's Dentists Care Foundation
American Association of Advertising Agencies
American Chamber of Commerce
American Federation of Teachers AFL-CIO
America's Dentists Care Foundation Mission of Mercy
The Annenberg Foundation
Victor and Christine Anthony
Richard Ash
ASIS International
Josh and Jackie Astrof
Balega
Ball Aerospace & Technologies Corporation
Bank of America
The Bank of America Charitable Foundation
BankLiberty
S.D. Bechtel Jr. Foundation
Becton, Dickinson & Company
Best Buddies International, Inc.
Biocoustics
BlueCross BlueShield Association
Boston Symphony Orchestra, Inc.
Timothy and Mary Boyle
David and Laura Braddock
Russell Brown
Robert Bruce
R.B. Buckley
Mr. and Mrs. Bill M. Burks
Marjorie E. Burns Haller
Paul Caccia
Grier Campbell

Capital City Civitan Club
Carifree
Karen Carney
Stephen and Elizabeth Carter
John Caruso
CCDD Foundation
CCH Architects
Centers for Disease Control and Prevention
Benjamin and Anna Chan
Linda Chapman
Charity Gift Certificates
Chevron Matching Gifts Program
Kathryn D. Clark
The Coca-Cola Company
Codico Distributors, LLC
John Coleman
Colgate
College of Visual Development
Colorman Ireland, LTD
M. Nelson P. and Bettie J. Conover
Charles and Debra Cooper
Douglas Cramer
Creative Memories Photography
Danilo Cruz-Depaula
Mr. and Mrs. D. Cunningham
D&B
Dalio Family Foundation
Dallas Aviation, Inc.
The Dallas Foundation
Massimo F. D'Amore
James Davis
Denny's Inc.
DIRECTV Matching Gift Center
DMG America
Estate of Evelyn H. Doran
John and Gloria Dow
Eastmont ASB School District 206
Jay Emmett
Essilor International
Essilor of America
Essilor Vision Foundation

Larry Evangelides
Kevin M. and Kristina Farr
William Fechner
Federation of International Podologues
James Feldman and Natalie Wexler
Estate of Christine Ferrandino
Fidelity Investments
FIFA
Fineos Corporation LTD
Estate of Jean Fink
Jeffrey and Leslie Fischer Family Foundation
Sander Flaum
Casey Forbes
Allegra C. Ford Foundation
The Foundation for Maryland's Future
William Frederick
Freeport McMoRan Copper & Gold, Inc.
Fudan Microelectronics
Gang Family Foundation
Joan Ganz Cooney Fund
Peter Gelhaar
General Mills
General Sports Foundation
The Gesswein Family Trust
Brett Gilileo
GMRI, Inc.
GN ReSound
Greg Gohsman
Gregg Lemkau
Goldman, Sachs & Co.
B. Thomas Golisano
Gone Gator Music
Good Lite
Brian and Kim Gozycki
Michael E. and Lisa Gagnani
Greenbaum Rowe Smith & Davis
Marion and Louis Grossman Charitable Foundation
Ben Guill
Thomas H. Guthrie
Joan and Hermann Habermann

Allen Hager
Hale Thornhill Foundation
David H. Hall
Billy L. Harbert
Josh Hardy
Suzanne Hatfield
Health One Global
Thomas G. Heeger and Acme Constructors
Nancy Hennefer
Hill & Knowlton/ Samcor
HMS Business Services, Inc.
Hologic N.V.
Honeywell Hometown Solutions
Honeywell International Charity
Marian Hunt
Roy Hunt III
Inspire Pharmaceuticals, Inc.
William M. and A. C. Isaac
Hannah and Lawrence Jacobs
James S. and Laurie T. Jarrett
Jonas Brothers Change for the Children Foundation
Anne Jones
Quincy Jones
Caroleen Kandel
Kappa Kappa Gamma
Katholieke Universiteit Leuven
Howard Katz
William and Linda Kaufman
Deanne Kelley
Andre R. and Denise D. Khillawan
L D Kilkenny Electric
Ossie and Anna Kilkenny
Henry B. Kistler
Knights of Columbus
Knights of Columbus St. Bartholomew Council 11873
KRE Property Management Company LLC
Nick and Nicholas Krsnich
Elizabeth Kulak
Michael Lacey

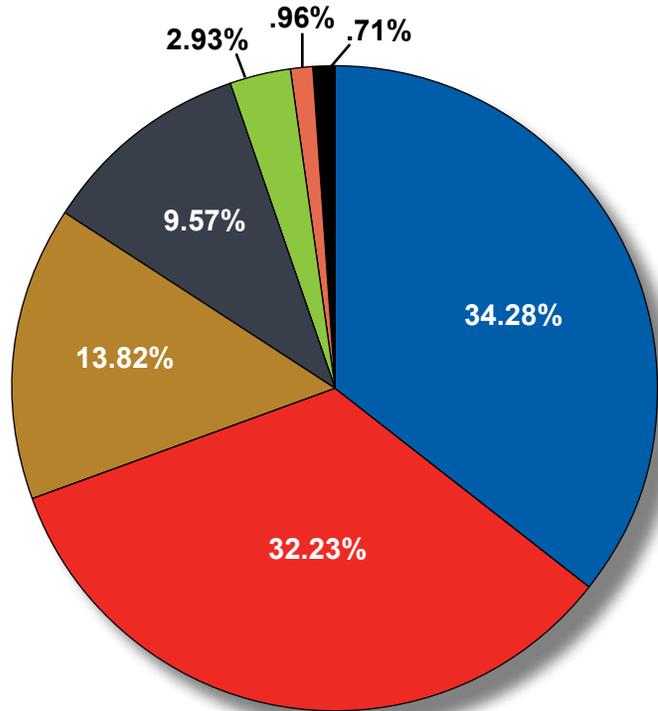
Virginia R. Landry	Mirnahill Foundation	Estate of Ida Quina	Tray Printing, Mailing & Logistics
The Randi and Clifford Lane Foundation, Inc.	Hector Mislavsky	Bill and Karin Rabin	Emmanuel Trigenis
Ray and Stephanie Lane	Linda A. Mitchell	Red Robin International, Inc.	John Turner
Estate of Gertrud Laufer	Angelo Moratti	Reed Exhibitions	Two Parrott Productions
The Laureus Sport for Good Foundation	Mario and Dana Morino	Loree Reed	UBS Financial Services, Inc.
Law Office of Joseph Antonelli	The Mortgage Revolution Inc.	Reliance Lodge #776	UCT Charities
Bob and Vicki Lawford	MTM Recognition	Stephen Richards	UNICEF
Lebensfeld Foundation	N. A. C. F. O.	William Roberts	United States Golf Association
Robert H. and Kathryn Ledig	National Basketball Association	Andrew J. and Susan L. Robertson	United Technologies Corporation
Legacy Tree Foundation	National Children's Oral Health Foundation	Robin Operations #1, LP	University of Illinois at Chicago
Sari Levine	National Philanthropic Trust	Rocky Mountain Sunscreen	University of Kansas
Liberty Sport	Natus	Mr. and Mrs. Steven M. Rourke	University of Massachusetts Boston
Mr. and Mrs. Carl J. Lieber, Jr.	Nebraska Optometric Association	RSM McGladrey, Inc.	University of Ulster
Lions Clubs International Foundation	Network for Good	Safeway Foundation	UPP Technology, Inc.
Lions Clubs of Nebraska	New Balance	Safilo USA	Vanguard Charitable Endowment Program
Mark M. and Teresa Little	New York Community Trust	Safilo, S.p.A	Vanneck Bailey Foundation
Lookout Foundation Inc.	News Corporation Foundation	Kim Samuel-Johnson	Vocollect, Inc.
Davis Love III Foundation, Inc.	Nike	Santinelli	VSP
Lovin' Scoopful LLC	North American Police Ski Championships	Benjamin and Sophie Scher Charitable	Terry Wachalter
Larry and Stacey Lucchino	The Northern Trust Company	Foundation	Paul and Eliza Wachter
Ludwig Family Foundation Inc.	Vernon Oi	Schwab Charitable Fund	Ty Wallach
J. Brady Lum and Jill Morehouse Lum	Olive Garden	Edward and Cheryl Scott	Walmart Foundation
Charles P. and Marion G. Lunsford	Optometric Extension Program	Shanghai Fudan Microelectronics	Gregg O. and Catherine Ward
Charitable Trust	Optos	Company	Wells Fargo Bank Minnesota
Wendy L. MacDonald and Robert	Estate of Roberta J. Pascale	Shanghai Sunray Information Technology	Joseph J. and Adrienne Welsh
MacDonald	Patterson Dental	Maria Shriver	Wenzhou Medical College
James F. Mackenzie Trust	Patterson Medical/Sammons Preston	Timothy Shriver and Linda Potter	West Virginia University College
Roderick Macfarquhar	PepsiCo Foundation	Anna and John J. Sie Foundation	Mrs. Malcolm White
Mach Robin LLC	Perfect 10 Productions on behalf of	Marty Silverman	Jeffrey T. and Jennifer G. Whitehorn
Dayna G. Manning	Bart Conner and Nadia Comaneci	Sydney Silverman	Stewart Widdess
Maritz Research	Perfect Sense Digital	Solar Ear	Wieden + Kennedy, Inc.
Sylvia G. Marshall	Perficient, Inc.	SolarActive International	Will Enterprises, Inc.
Don and Barb Martin	Sam Perkins	Estate of Margaret Sorensen	Dean Witherspoon
Hani Masri	Steven and Harriet Perlman	Special Care Foundation	Wolfensohn Family Foundation
Janet Masselink	Perspective Enterprises	Specs 4 Us	Marla G. Woodard
Mattel, Inc.	PGA of America	Margaret Spellings	The World Bank Community Connections Fund
Mattel Shared Services Solutions	PGA Tour, Inc.	Splash News & Picture Agency, Inc.	World Confederation of Physical Therapy
Michael and Hannah Mazer	Phonak	Starkey	World Council of Optometry
Mary Elizabeth McComas	The Picture Man - Bob Olson	Stellar Solutions Foundation	Barbara Yagerman Cox
The Rod N. McDonald Family Foundation	The Pioneer Fund on behalf of Scott and	stickK.com	Marilyn Yamamoto
William McGurn	Tracie Hamilton	Gerald and Jacqueline Storch	Robert E. Yellin
Estate of Helen F. McIntyre	George Podd	Street Smart, LLC	Shirley Young
The MCJ Amelior Foundation	The Portmann Family Charitable Fund	Sunray Information Technologies	Dicken T. Yung
Cynthia Mckee	Potomac Strategic Development	Company	
Medibadge	Company, LLC	Superior Essex Inc.	
Estate of Allan Meredith and Elizabeth	Sandra Potter	Tanner Industries, Inc.	
Meredith Trust	Kathleen Pratt	TD Bank, N.A	
Estate of Ella Merritt	William S. Price III	Tharpe Foundation	
Midwestern University	Prince Izant Company	Theta Chi Fraternity	
Estate of Patricia K. Millaway	Procter & Gamble	Toys 'R' Us Children's Fund, Inc.	

While we appreciate all gifts - big and small - made to Special Olympics and its programs worldwide, the 2010 Global Supporter list recognizes those gifts above a certain level made to Special Olympics International. Every effort has been made to ensure that the listing is complete and to secure donor consent to be recognized. Any omissions are either unintentional or reflect donor wishes to remain anonymous.

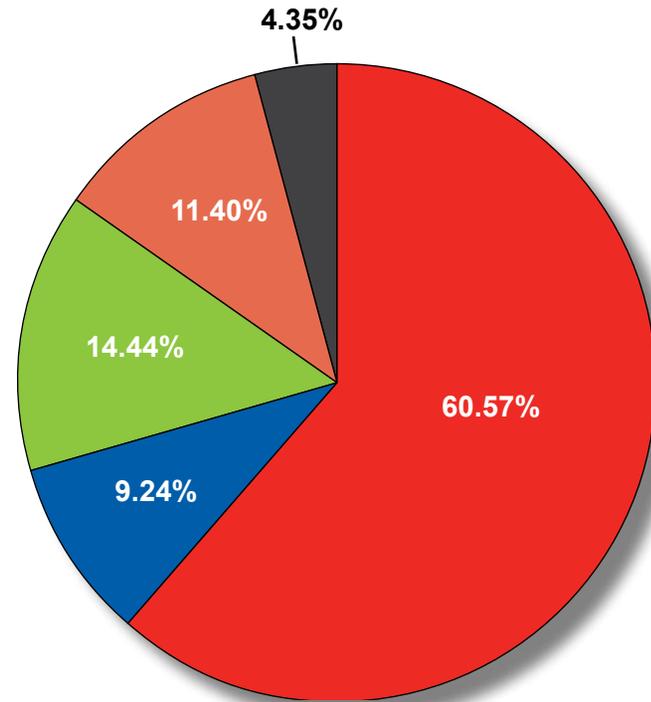
2010 Financials

	Total Unrestricted	Temporarily Restricted	Permanently Restricted	FY 2010 Total	FY 2009 Total
REVENUES, GAINS AND OTHER SUPPORT					
Direct mail contributions	\$35,450,228	\$ -	\$ -	\$35,450,228	\$35,318,210
Individual and corporate contributions and sponsorships	30,141,274	3,188,647	-	33,329,921	30,672,855
Federal grants	14,291,396	-	-	14,291,396	18,906,475
Non-federal grants	9,898,959	-	-	9,898,959	-
Accreditation fees	3,024,794	-	-	3,024,794	2,977,754
Royalty income	997,307	-	-	997,307	528,175
Appreciation in trust assets – net	5,687,703	-	-	5,687,703	10,344,566
Other investment income – net	648,172	-	-	648,172	964,228
Other income	86,533	-	-	86,533	1,809,382
Total revenues, losses and other support	100,226,366	3,188,647	-	103,415,013	101,521,645
NET ASSETS RELEASED FROM RESTRICTIONS					
Satisfaction of program restrictions	1,533,817	(1,533,817)	-	-	-
Expiration of time restrictions	404,656	(404,656)	-	-	-
Total revenues and net assets released from restrictions	102,164,839	1,250,174	-	103,415,013	101,521,645
EXPENSES					
Program assistance	59,913,567	-	-	59,913,567	56,157,985
Public education and communications	9,137,185	-	-	9,137,185	8,233,401
Sports training and competitions	14,287,626	-	-	14,287,626	12,403,314
Fundraising	11,277,525	-	-	11,277,525	11,982,485
Management and general	4,298,542	-	-	4,298,542	3,510,899
Total expenses	98,914,445	-	-	98,914,445	92,288,084
CHANGES IN NET ASSETS					
	3,250,394	1,250,174	-	4,500,568	9,233,561
NET ASSETS—Beginning of year	57,427,363	1,551,279	198,584	59,177,226	49,943,665
NET ASSETS—End of year	\$60,677,757	\$2,801,453	\$198,584	\$63,677,794	\$59,177,226

Revenue



Expenses



- Direct Mail Contributions
- Individual and Corporate Contributions and Sponsorships
- U.S. Federal Grants
- Non U.S. Federal Grants
- Program Assessments
- Royalty Income
- *Other Income

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

**(excluding Net Trust Activity)*

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J. Brady Lum

President & Chief Operating Officer

Angela Ciccolo

Chief Legal Officer & Secretary

Stephen Corbin

Senior Vice President, Community Impact

Douglas K. Stevens

Chief Financial Officer

Lee Todd

Chief, Sports Training & Competition

Peter Wheeler

Chief, Strategic Properties

John Dow

Chief, Regional Growth

*Acting Regional President & Managing Director
Special Olympics Africa*

David Rutherford

*Regional President & Managing Director
Special Olympics Asia Pacific*

Anna Chan

*Regional President & Managing Director
Special Olympics East Asia*

Mary Davis

*Interim Chief Marketing Development Officer
Regional President & Managing Director
Special Olympics Europe/Eurasia*

Denis Doolan

*Interim, Regional President & Managing Director
Special Olympics Europe/Eurasia*

Dennis Brueggemann

*Regional President & Managing Director
Special Olympics Latin America*

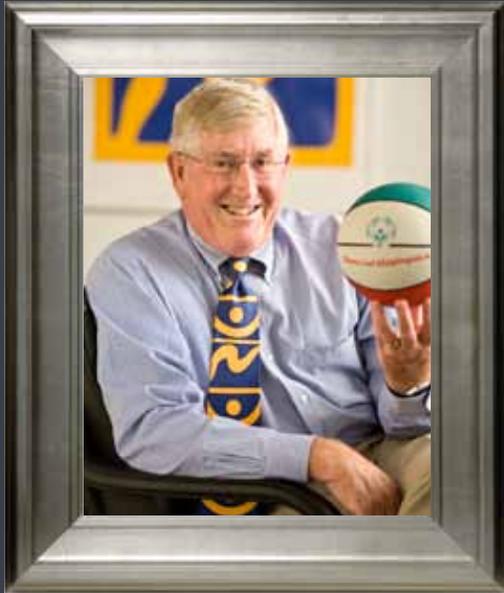
Ayman Wahab

*Regional President & Managing Director
Special Olympics Middle East/North Africa*

Bob Gobrecht

*Regional President & Managing Director
Special Olympics North America*





DRAKE TURRENTINE, 1942-2010

Drake Turrentine was part of the Special Olympics Movement for over 18 years, starting as outside legal counsel to the 1995 Special Olympics World Games Organizing Committee. He went on to become the organization's first in-house legal counsel and, later, Chief Legal Officer. Drake Turrentine was many things to Special Olympics, but above all, he was an unfailing defender of our mission. He saw his role not so much as a lawyer but as a champion of the Movement who used the law as a tool to make a difference for our athletes, families and communities. He died July 14, 2010, at the age of 67. He is missed by all who knew him and appreciated his ground-breaking work.



Special Olympics

www.specialolympics.org

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Washington, DC 20036
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