

# PLAY UNIFIED



**Special  
Olympics**



## OUR MISSION

Special Olympics provides 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.



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**COVER PHOTO:** Unified Sports in action: Kilmar Torres, left, and Omari Charles, right – with Montinez Myers ready to assist – play in a Major League Soccer (MLS) Unified Soccer Game in Washington, DC.

## A MESSAGE FROM OUR UNIFIED ATHLETES

# VOICES OF A UNIFIED GENERATION



Dear Friends,

**We invite you to a world where all abilities are celebrated and everyone is welcomed.**

**This is the world we envision and the future we are working toward as unified teammates and youth ambassadors.** In 2014, Special Olympics

launched a new global campaign aimed at encouraging people of all abilities to #PlayUnified to create the world's first Unified Generation.

A Unified Generation matters to us because we strongly believe that each person is important regardless of ability or disability. We know that every person has priceless gifts, talents and abilities to nurture, develop and share with their families, friends, community, society and the whole world.

The chance to change the world will never be the same again. Let's change the game from injustice, intolerance and inactivity to impartiality, acceptance and action.

**We take this cause very seriously on behalf of people with – and without – intellectual disabilities.**

A unified world 10 years from now would certainly be a most beautiful place to live. Together, we can change the world – through sports!

**Brina Kei Maxino and Isabela Dominique Montaña**

Youth Ambassadors, Special Olympics Philippines



At a U.S. White House event, athletes and teammates – including Brina Maxino at far right – linked arms as they pledged, "Play unified with us. We'll show you how to live unified, too!"



A MESSAGE FROM LEADERSHIP

## A UNIFIED VISION

Dear Friends,

Since the beginning of Special Olympics, we have witnessed the power of a ball. While some may see a ball as a toy or simply sports equipment, we see a ball as an invitation, a life changer, and often a life saver.

A ball is iconic of a shareable experience that transcends geopolitical, racial, economic, gender, and intellectual constructs. When you pick up a ball, and pass it to another, things change – barriers are broken, opportunities are created, connection is made, and friendships develop. In 2014 we introduced our Special Olympics Unified Ball, which serves as an invitation to the world to come out and play. We kicked off this invitation at a celebration at the White House, hosted by President Barack Obama and First Lady Michelle Obama, where we celebrated the promise of a Unified Generation with youth leaders, supporters and Katy Perry.

Our goal is full inclusion for people with intellectual disabilities (ID). A quality sports experience, shared with the community, can build confidence and skills and shows the world what our athletes can do—why they should be included. We saw this come to life in Malawi when we held the first African Leaders Forum on Disability. Leaders from all sectors throughout Africa took to the field, participating in a unified sports match. They then joined a forum, hosted by President Banda and committed to change the game throughout their countries.

The most powerful path to inclusion has been through Special Olympics Unified Sports, which brings people with and without ID together on the same team. When you connect our athletes with others without ID, hearts and minds are opened and misunderstanding and negative attitudes disappear. Our Unified strategy is in 3,500 U. S. schools, schools abroad, and communities worldwide and develops youth leaders who will create a world of respect and inclusion for people with ID. By the end of 2014, we had 850,000 teammates playing Unified Sports. Bharat (India) has been leading the way, adding more than 72,000 teammates this year alone.

For true inclusion, we need to start with our youngest athletes, giving them a chance to experience the power of a ball and playing with their peers. Their parents receive a sense of hope, pride and connection to other families. We have learned the need to intervene early in skills development.

This program develops motor skills early, leading to enhanced development and school readiness. Our Young Athletes program is now in 140 Programs in 99 countries and expanding rapidly.

For athletes to perform at their best, they need access to adequate health care and services. In 2014, we provided free health exams in over 100 countries and provided over 15,000 pairs of prescription eyeglasses and sports goggles. Healthy Communities is in 14 locations and links our athletes to sustainable health solutions. The impact has been nothing short of amazing. For example, after learning of the poor state of health for people with ID, the Mexican Health Department approved the eligibility of nearly all of Special Olympics Mexico's 28,000 athletes to receive Seguro Popular, or popular health insurance, including medical and surgical care free of charge.

All of this work was highlighted throughout the year during more than 94,000 Games and competitions held worldwide including our European Regional Games, Middle East/North Africa (MENA) Regional Games, Canada Games and USA Games. These games provided not only the opportunity for our athletes to compete at the highest level but an incredible platform to show the world what our athletes are capable of achieving. For example, in Egypt, which hosted our MENA games, athlete Abdel Menam Saad el Deen invited President el-Sisi of Egypt to join us for the Games. He agreed and the next day attended the entire Opening Ceremony. His presence brought an abundance of media coverage from all over the region and a significantly increased commitment from the Egyptian government to the health and education needs of people with ID.

But, we have so much further to go. There are many, many people with ID hidden away, chained-up, isolated from society. The report in 2014 of a young child from India chained to a bench during the day as his grandmother worked is unfortunately not an isolated incident. Every person deserves the chance to reach their full potential, and each of us can be a game changer for a more inclusive future.

We are deeply grateful to our athletes, partners, volunteers and staff who have stepped up in such extraordinary ways to change the game. We pass the ball to you.

Timothy P. Shriver, Ph.D.  
Chairman

Janet Froetscher  
Chief Executive Officer





Athlete Hiba El Daghestani of Syria, left, and volunteer Asmaa Ibrahim of Egypt at the Middle East/North Africa Regional Games.

## BREAKING BARRIERS, WORLDWIDE

At Special Olympics, every day we see how sports changes attitudes, builds skills and brings together people of all abilities – and how this leads to a healthier, more respectful and inclusive world for all. This year, we are also seeing tremendous growth in the power of the Special Olympics movement – as we expand our reach to more than **4.5 million athletes** around the world.

Over five years, we have **doubled** our sports offerings from 44,000 competitions in 2009 to more than **94,000** this year. 2014 also marked huge leaps in the growth of Unified Sports, Young Athletes and our Youth Activation platforms—as we show the world how to **Play Unified to Live Unified**. We are bringing together people with and without intellectual disabilities (ID) – breaking through society’s barriers and celebrating all abilities. With 130% growth in Unified Sports participation among athletes ages 12-25, our #PlayUnified campaign for a Unified Generation is off to a fast start.

Our health work is expanding as well. Special Olympics has become the world’s largest public

health organization for people with intellectual disabilities – and the largest source for valuable global health data on people with ID.

The thousands of professionals we’ve trained to work with people with ID are helping break down barriers to health-care for people with ID all around the world. Through sports, we can reach athletes and families in ways that other organizations cannot. To date, our Health program has provided more than 1.6 million examinations to athletes in more than 130 countries.

**Yet, despite this progress, everywhere around the world, people with ID are marginalized, shunned and isolated – or worse.** There are still people from Asia, Africa, the Americas and elsewhere – like Hien (see story below) – **who suffer because of low expectations, stigma and fear.**

We must continue to reach out to the many millions of children and adults with ID, using sports to drive societal change – across gymnasiums, across schools, across cultures and across continents.

## HIEN’S STORY



When Special Olympics Cote d’Ivoire first heard about Hien, he was chained to a pole in the street. Due to his intellectual disability, he was not seen as being capable of anything – not school, not friends, not love. His family kept him tied as a way of keeping him safe. A Special Olympics staffer went to investigate and tried to question him, but the 10-year-old could not communicate. She found Hien’s parents and told them he had talents and could learn through sports. Eventually, they allowed the chain to be removed. Hien is now channeling his energy and learning new skills with Special Olympics. His newly radiant smile brings joy to all who know him.



## OUR IMPACT IN 2014

Athlete growth tops **4.5 million** across 7 Regions



More than **94,000** competitions held in **170** countries

Youth activation reaches **3.6 million** young people

Special Olympics Programs conduct **139,000** health exams

Young Athletes programs expand, with educational materials now available in **Arabic** and **5 other languages**

First-ever **African Leaders Forum on Disability** held, as part of our global push for government action on inclusion

Unified Sports expands to **850,000** teammates

# 2014 SPECIAL OLYMPICS IN ACTION



Clockwise from bottom left:  
The African Leaders Forum on Disability: former President Joyce Banda of Malawi, seated at center, with athlete Mphatso Chipwhanya; standing, from left, Special Olympics Chairman Tim Shriver, athlete Innocent Chilongo, and Special Olympics Malawi Chairman Peter Mazunda; a fast learner at a Young Athletes event in Japan; the 3rd annual NBA Cares Special Olympics Unified Basketball Game; a Healthy Athletes event in Thailand; a crowd celebrates with the Special Olympics Unified ball in Rome; athlete Fatma Abd el Fattah experiences the joy of sports at the MENA Regional Games; the Parade of Athletes at the first-ever National Games in Mongolia.

# SPORTS

**This was a milestone year for Special Olympics, as we worked to solidify our position as the global leader in inclusive sports.**

Special Olympics Unified Sports® continues to expand globally: in 2014, more than **850,000 athletes** – both with and without intellectual disabilities – took part in **Unified Sports** competitions all around the world.

This success is due to support from our Global Presenting Sponsor of Unified Sports – ESPN and The Walt Disney Company – as well as key support from Kim Samuel and the Samuel Family Foundation, and Lions Clubs International. The growth and popularity of these programs has been exponential. In the Asia-Pacific region, for example, within just 18 months of launching the very first Unified Sports competition, the program has spread to include more than 144,000 athletes.

In 2014, Special Olympics held **more than 94,000 overall competitions**. These included exciting Regional Games, which shined a spotlight on the skills of thousands of athletes in Middle East/North Africa, Europe-Eurasia and North America. The 2014 USA Games in Princeton, N.J., drew an estimated 70,000 spectators to the stands as well as unprecedented TV coverage across the USA.

As we aim to give our athletes the best possible training, we are continually upgrading our sports and coaching resources. This includes print and video coaching guides, online quizzes and fact sheets. A wide range of sports clinics by experts also give our athletes the edge. They are learning from the best – including Damian Lillard, Apolo Anton Ohno, Pdraig Harrington and Nadia Comaneci!



**2014 Canada National Games**  
With more than 2,000 athletes, coaches and officials taking part in 11 sports, these were the largest Summer Games in Special Olympics Canada's history.



**LA 2015 World Games Countdown!**  
In 2014, the Los Angeles 2015 Games Organizing Committee grew in support, partnerships and staff. The GOC also held successful Invitational Games, putting operations and logistics to the test. Hong Kong athlete Ka Chun Hu (above) also took part.



**2014 Special Olympics USA Games**  
3,500 athletes and unified teammates competed in 16 sports at the weeklong New Jersey games.



**2014 MLS All-Star Game**  
MLS WORKS and ESPN teamed up to showcase the power of Special Olympics Unified Sports in Portland, Oregon USA.



**European Basketball Week**  
With support from FIBA Europe and Euroleague Basketball, Special Olympics European Basketball Week reached more than 18,500 athletes in 33 countries.



**Middle East/North Africa Regional Games**  
Egyptian President Abdel Fattah el-Sisi opened the 2014 Special Olympics Middle East/North Africa Regional Games in Cairo – which featured more than 1,000 athletes from 14 countries over 7 days of peace, celebration and competition.



**World Winter Games 2017: 'Heartbeat for the World'**  
In Austria, the pace of planning and outreach sped up for the 2017 Games – as the first sponsors were welcomed and the Games website was launched. Above, CEO Janet Froetscher and Games Organizing Committee President Hermann Kröll, along with athlete Barbara Pözl and others, celebrate the signing of the contract between Special Olympics and the 2017 World Games GOC.

“The power of sports lies in its ability to instill, inspire and affect positive change... It's that positive exchange of spirit and achievement that makes Special Olympics so incredible and Unified Sports so rewarding.”

**Tony Reali**  
ESPN and ABC television personality and Unified Sports teammate

# HEALTH

Every day, Special Olympics' Health program is addressing the disparities and inequities in health care that impact people with intellectual disabilities (ID). This year, thousands of athletes received health care and examinations specially designed for adults and children with ID – many of whom had **never before** seen a doctor, medical or health professional – through our two complimentary health programs: Healthy Athletes and Healthy Communities.

Founded in 1997, Healthy Athletes, which provides free health exams and some services such as prescription glasses and hearing aids for athletes, continues to grow and reach a greater number of athletes by expanding into additional Programs, training more health-care professionals and introducing new health topics. One such area is sports and positive psychology – an initiative designed to address athlete health and sport performance.

Healthy Communities, launched in 2012 thanks to \$12 million in support from businessman and philanthropist Tom Golisano, builds on the foundation of Healthy Athletes and works, often through partnerships, to

ensure athletes have access to follow-up care and community wellness and fitness programs on a year-round basis. By 2014 – the second anniversary of the Healthy Communities initiative – Special Olympics Healthy Communities pilot programs conducted more than 65,000 health exams – including 16,274 for athletes in locations we'd been unable to reach before. This year, we trained more than 22,000 health professionals and advocates as we continue breaking down barriers to health care for people with ID around the world.

Together, in 2014, we announced an ambitious push to expand Healthy Athletes to reach more athletes and also to integrate Healthy Communities – which started as a pilot in 14 Programs – into 100 Programs by 2020. This goal is to make health inclusive for people with ID globally by changing curriculum, training health care professionals, influencing policy, advocating for inclusive health programming, building partnerships for followup care, and harnessing the power of the Special Olympics Movement to build awareness about the gross health disparities faced by our athletes and others with ID.



## Healthier Communities

Special Olympics Programs recognized as Healthy Communities – such as Special Olympics South Africa – focus on health needs, wellness opportunities and access to follow-up care. They build on the principles of our Healthy Athletes initiative, expanding from a series of single events to a steady presence in the lives of our athletes and families.

## Healthier Athletes

In 2014, Special Olympics athletes participated in 138,775 free examinations at Healthy Athletes events over seven disciplines, including this Special Smiles dental care event in Thailand (above). We are working to treat – as well as educate – our athletes so they can pursue healthy habits and lifestyles all year long.

## HIGHLIGHTS FROM HEALTHY ATHLETES

MORE THAN  
**1.6 Million**  
health examinations since the program began

MORE THAN  
**130 Countries**  
have held Healthy Athletes events and 136,000 health care professionals and students trained on the specific health care concerns of people with intellectual disabilities

MORE THAN  
**100,000**  
free pairs of prescription eyewear given

**138,775**  
free exams for Special Olympics athletes in 2014

## HIGHLIGHTS FROM HEALTHY COMMUNITIES

Trained **6,457 health advocates** (family members, coaches, athlete leaders) on important, locally relevant health topics that they can use to educate others in their community

Delivered health education on locally-relevant topics such as healthy weight, HIV and AIDs, and malaria to **16,377 Special Olympics athletes**

Conducted **65,747 Healthy Athletes exams**, with 16,274 being held in locations where Healthy Athletes had never been held before

Trained **16,448 healthcare professionals and students to provide ongoing, community-based care** for patients with intellectual disabilities

Provided **84 wellness opportunities to 13,610 athletes**, allowing them to improve their health on an ongoing basis

Connected **3,179 athletes to needed care** after a Healthy Athletes exam

## VEDRANA'S STORY



The Special Olympics Healthy Athletes program can often be the first time our athletes see a doctor who understands people with intellectual disabilities. Doctors covering our 7 disciplines have seen many cases of undiagnosed tumors, as well as severe hearing, visual and dental conditions.

At the 2014 European Games in Belgium, an exam on 17-year-old swimmer Vedrana Novic found something potentially serious. Doctors found a fast-moving infection stemming from

an inflammation in her foot. "We discovered a necrosis. Untreated, the blood of the athlete could have been poisoned within three days," says Carine Haemels, president of the International Federation of Specialists in Podiatry, who is also regional adviser to the Special Olympics Fit Feet Program. She adds that, in many cases, people with intellectual disabilities have a different sensibility to pain; they may not be able to report serious conditions in time. Vedrana was sent for immediate treatment, which has made all the difference.

It took awhile, but Vedrana (of Bosnia-Herzegovina) is back on her feet – and has been training in track-and-field for the 2015 World Games.

“ We partner with Special Olympics because it is the largest public health organization in the world focused on people with intellectual disabilities. No other organization has the ability to reach millions of people with intellectual disabilities. ”

Ann Costello  
Director, B. Thomas Golisano  
Foundation

# COMMUNITY ENGAGEMENT

So much of what Special Olympics accomplishes in the global community – the transformation of attitudes, plus the growth of opportunities for people with intellectual disabilities – happens through our partnerships.

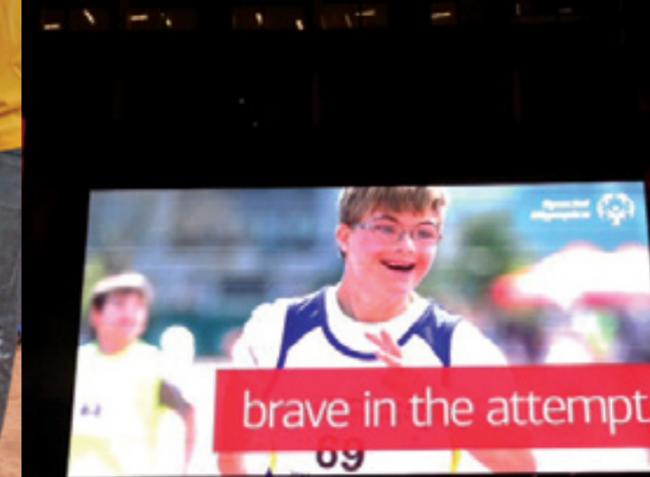
Early in 2014, Special Olympics' community impact could be seen during Africa's first-ever forum on people with disabilities, co-sponsored by the Republic of Malawi and Special Olympics. Key results included creation of the African Leadership Alliance on Intellectual Disabilities to engage governments and other stakeholders to secure human rights and social services for people with intellectual disabilities.

Our continued work with the Peace Corps, UNICEF and the International Red Cross and Red Crescent Societies has helped support increased sports, education and health services around the world. In 2014, Special Olympics and Lions Clubs International built on early successes of "Mission: Inclusion," which provides key vision care and health services to Special Olympics athletes, promotes inclusive sports programming among the global Leo youth network, and positions social inclusion as a key service element to the Lions Clubs International network.

In 2014, the artists of the Christmas Records Trust allocated \$3 million to support Program development and fund 68 Christmas Records Grants used for sports competitions, coach training, athlete leadership and Unified Sports programs.

Founded in 1981, the Law Enforcement Torch Run® for Special Olympics continues to be the movement's largest grassroots fundraiser and public awareness vehicle. In 2014, LETR marked a milestone: surpassing \$511 million – more than a half-billion dollars – in funds raised for Special Olympics since its inception.

In October 2014, Microsoft joined our movement to create a cloud-based solution that will allow us to have the infrastructure to track sports performance, health information and training, competition and personal best information for each of our athletes and to share that personal best moment so we can all celebrate and share that accomplishment.



## First African Leaders Forum on Disability

An athlete participates in a Young Athletes demonstration at Lilongwe LEA School as part of the African Leaders Forum on Disability held in Malawi. The Forum was hosted by then-President Dr. Joyce Banda in partnership with Special Olympics, attracting national and regional leaders and others from the global health and development community, as well as from academia, sports, media and philanthropy.

## In the Spotlight

Beaming out from a jumbo screen in New York's Times Square, athlete Jack Gibson's joyous achievement was seen by at least one million people over 10 days in the runup to the 2014 USA Games. He was one of six Special Olympics athletes featured by our longtime partner Bank of America on their famed billboard – showcasing for the city's residents and tourists alike the transformative power of sport.

“ Together, we are creating new ways to serve our communities and demonstrate the power that youth can have in charting this course. ”

Joe Preston  
President, Lions Clubs International



## Reaching Out in the Philippines

Thanks to support from the artists of the Christmas Records Trust, Special Olympics Philippines – with the help of 50 Peace Corps volunteers – hosted two days of sports competition in a remote region of the country and paved the way for creation of a new regional subprogram.

## Finding New Fans in China

Board Member and Global Ambassador Yao Ming and wife Ye Li coached 20 Special Olympics athletes from northwest China as part of Dragon TV's popular reality show "One Heart Racing." The show was a broadcast and social media sensation, introducing the talents of our athletes to a vast new audience.

## Law Enforcement Torch Run Marks a Milestone

This year, the Law Enforcement Torch Run® for Special Olympics marked a milestone: surpassing more than a half-billion dollars – \$511 million in funds raised for Special Olympics since the Founding of the Torch Run in 1981. Above, just a few of Canada's representatives at the 2014 International LETR Conference in New Orleans, USA.

# YOUTH ACTIVATION

In 2014, Special Olympics launched “Play Unified,” a bold new global campaign that’s mobilizing and empowering young people around the world to create more inclusive communities for all. Our ambitious goal: to build the first truly unified generation through sports — and end injustice, intolerance and inactivity for people with intellectual disabilities everywhere!

This work was recognized when U.S. President Barack Obama hosted “A Celebration of Special Olympics and a Unified Generation” at the White House, bringing together Special Olympics athletes, volunteers and supporters from around the world.

2014 also marked six full years of Special Olympics Project Unify, which promotes social inclusion among youth in schools and in their communities. Our youth activation program — which can include playing unified sports, or organizing and participating in activities that promote awareness, respect and acts of inclusion — is now offered in over 3,500 U.S. schools, reaching 3.6 million young people with messages of acceptance and friendship.

And it works: research shows that at least 84% of Project Unify participants become better at helping others, standing up for each other, sharing responsibility and gaining patience and the ability to compromise. In addition, 71% of administrators observed that Project Unify improves the behaviors and attitudes of students without disabilities toward peers with ID; almost as many see a reduction in teasing, name-calling and bullying.

Social media can also be a powerful engine for change. The 6th annual Spread the Word to End the Word Day engaged millions in our ongoing campaign for respect and inclusion. The Special Olympics and Spread the Word Facebook pages received more than 8 million impressions, plus 91 million impressions on Twitter and many thousands of posts on Instagram. In addition, a five-part blog series on Huffington Post reached more than 155 million unique visitors.



**“Changing The World Is a Contact Sport”**  
The #PlayUnified campaign expands on evidence that young people who “play unified” become better at helping others, standing up for each other, sharing responsibility and gaining patience and the ability to compromise.

**Leveling the Playing Field**  
In 2014 alone, Unified Sports in Bharat marked 124% growth compared to last year. Our athletes and unified partners also extend these friendships off the playing field, demonstrating how the first Unified Generation celebrates all abilities.



“ This organization has touched so many lives, and tonight Michelle and I are thrilled that we get a chance to say ‘thank you’ to everyone who has been a part of it. ”

U.S. President Barack Obama

White House ‘Celebration of Special Olympics and A Unified Generation’  
Washington, D.C, USA

## Football for All!

Sports brings together people of all ages -- and in Latin America this year, football was a major unifying force. In the runup to the 2014 FIFA World Cup in Brazil, Special Olympics Programs in 13 countries held high-profile activities and events involving our athletes plus government and entertainment personalities.

## Team-building in Egypt

Young people with and without intellectual disabilities from Syria find common ground at the youth conference during the 2014 Middle East/North Africa Regional Games in Cairo.

## A Celebration of Special Olympics and a Unified Generation at the White House

During a White House dinner to celebrate Special Olympics and the first “Unified Generation,” U.S. President Barack Obama personally recognized several of our athletes, including Loretta Claiborne, above, standing. Obama also remarked on the positive “impact that Special Olympics has had on our nation -- and on our world.”

# OUR PARTNERS

Special Olympics is pleased to recognize our partners for their vital support

“The unequalled success of the ‘A Very Special Christmas’ records came down to the generosity of the amazing artists and recording teams AND to the exceptional quality of the music. Even people who weren’t acquainted with Special Olympics bought the albums for the love of the music.”

**Vicki Iovine**  
Co-Founder,  
‘A Very Special Christmas’;  
Longtime Board Member and  
Volunteer, Special Olympics  
Southern California



PIONEER PARTNER

The Law Enforcement Torch Run® (LETR) for Special Olympics is the movement’s largest grassroots fundraiser and public awareness vehicle. Last year, dedicated law enforcement volunteers raised over \$50 million for Special Olympics Programs around the world; LETR has raised \$511 million since its inception in 1981.

Over the past 34 years, LETR has evolved from a symbolic awareness run to a very significant annual fundraising effort conducted by the law enforcement community. From Torch Run t-shirt and hat sales to a multitude of special events, such as golf tournaments, Over the Edge, “Tip-A-Cop” events, Polar Plunges®, the World’s Largest Truck Convoy® and Cops on Doughnut Shops® fundraisers, LETR raises funds so more Special Olympics athletes can benefit in many areas of their lives through sports training and competition.



Law enforcement officers from around the world at the 2014 International LETR Conference in New Orleans, LA



A VERY SPECIAL CHRISTMAS

PIONEER PARTNER

The ‘A Very Special Christmas’ albums, created by great musical artists, producers and publishers, have generated nearly \$120 million since the first album launched in 1987. Last year, the Christmas Records Trust invested more than \$3 million to support international Program development. We used the money to recruit athletes, train coaches, host competitions, leverage more funding and develop Unified Sports throughout the world. None of this would be possible without the generosity of these talented people. Hooray for them!



AVSC co-founder Vicki Iovine, left, with Gwen Stefani, whose rocking vocal in “Oi to the World!” gave punch to “A Very Special Christmas 3.” The 10 albums in the collection have raised nearly \$120 million for Special Olympics – making AVSC the most successful benefit recording series in music history.



FOUNDING PARTNER

The Coca-Cola Company has been a Founding Partner and a Global Sponsor of Special Olympics since 1968. For the past 47 years, Coca-Cola has led a true commitment to showcasing the unlimited potential of individuals with intellectual disabilities and the power of sport to bring people together both on and off the field of play. Coca-Cola’s investments and resources across the globe go beyond cash and include marketing campaigns, customer programs, stakeholders and system engagement resulting in a cumulative Company investment of more than \$180 million. As our Founding Partner, the Coca-Cola Company has helped generate awareness, inspire happiness and reinforce our unwavering belief and commitment towards social inclusion and acceptance for all people.



Left to Right: Robert A. Kotick Coca-Cola board member, Muhtar Kent, Chairman & CEO of The Coca-Cola Company, Dustin Plunkett, 2015 Special Olympics World Games board member and Peter Ueberroth, Coca-Cola board member enjoy a night of celebration in support of the 2015 Special Olympics World Summer Games.

## FOUNDING PARTNER

“Nothing gives the Coca-Cola Company more psychic income than being a partner of Special Olympics.”

**Muhtar Kent**  
Chairman & CEO,  
The Coca-Cola Company



Mattel celebrates ten years of global partnership with Special Olympics and continues to support play and social inclusion for people with intellectual disabilities. Mattel supports programs in 48 countries with a focus on expanding the Young Athletes program they helped start to give children ages 2 1/2 to 7 years old an introduction to Special Olympics, and to assist families in getting their children to become athletes when they turn 8. Their support allowed 4,245 youth to become social change agents in their communities and Team Mattel employees were there to support them along the way. Mattel runs the largest global corporate volunteer program in Special Olympics history with more than 1,000 employees volunteering to support 45 events in 14 countries.



Mattel employees and Special Olympics athletes AJ Fry, Nicole Gertner, Shelly Goodhope and Ryan Hawke pose with LA2015 Global Messenger Debi Anderson, Kevin Farr, CFO for Mattel, Inc. and Special Olympics Board Member, and Tim Shriver, Chairman of the Special Olympics International Board of Directors in December 2014.



In 2014, Microsoft launched a multi-year partnership, with the goal of reinventing our Games Management System, providing software and hardware, and supporting the 2015 World Summer Games in Los Angeles along with the 2017 World Winter Games in Austria. Microsoft is also working with Special Olympics leadership to create a long-term strategy that will empower all of our Programs around the world with effective systems that will ultimately enhance the lives of people with intellectual disabilities who are involved in Special Olympics.



Left to Right: Special Olympics Inc., CEO Janet Froetscher and Microsoft's General Manager of Brand Studios Jeff Hansen signing the official partnership agreement at our launch event at the Microsoft global headquarters in Redmond, WA on October 2014.



Special Olympics' global partnership with Lions Clubs International (LCI) grew to new heights in 2014 - a historic milestone for the 17-year global partnership whereby we formalized a partnership model titled "Mission: Inclusion." This model will expand our partnership into new initiatives and communities including sports participation, early childhood development, self-advocacy, and more.

The partnership expansion was highlighted as part of the 2014 LCI's Convention in Hamburg, Germany, where SOI Global Ambassador Yao Ming was on hand to celebrate.



Special Olympics Kenya and Lions Clubs of Kenya sign a protocol agreement to bring increased service and support to Special Olympics athletes.



Safeway and The Safeway Foundation have a rich history of commitment to ensuring that people with disabilities are afforded the same opportunities as others; including finding jobs, creating independence and attaining personal success. For over two decades, Safeway stores across the country have raised funds and brought awareness to the needs of people with disabilities through in store consumer donation campaign. In 2014, Special Olympics received nearly \$1 million from the campaign, making a difference in the local neighborhoods that Safeway serves.



Special Olympics Texas athlete Kevin Harrell visited local stores during the People With Disabilities campaign.



Bank of America has been a loyal supporter of Special Olympics since 2003, but has a long history that spans over three decades of support that began at the state level, setting their foundation of support and commitment to inclusion, diversity, leadership and service. In 2014, Bank of America sponsored the cycling venue at the USA Games in New Jersey, featured Special Olympics on their Times Square billboard and partnered to showcase our athletes at the Winter Village at Bryant Park. They also continued their support of Special Olympics' Athlete Leadership program that empowers our athletes to be leaders for the movement and the communities we serve. In addition, bank employees contributed over 40,000 hours of volunteer support since 2010. In 2014, Bank of America further deepened their support of the movement with their Official Partner Support of the World Summer Games in Los Angeles. In addition, in 2015 Bank of America will be the presenting sponsor of the Special Olympics Unified Relay Across America, a once in a lifetime event that will bring the Flame of Hope from Athens, Greece to every state in America to help spread awareness and support for the movement.



Bank of America employees volunteering at the cycling venue during the 2014 USA Games in New Jersey.



**ESSILOR**  
VISION FOUNDATION

Special Olympics and the Essilor Vision Foundation shared an exciting 2014 – bringing quality eye health and vision care services to tens of thousands of Special Olympics athletes from around the world through the Special Olympics - Lions Clubs International Opening Eyes program. The Essilor Vision Foundation is a critical global partner, providing eyeglass lenses and related services to ensure the highest quality service for athletes.

In addition, through the global network of Essilor employees, the partnership has created increased opportunities for Essilor to activate corporate volunteer teams to assist in the implementation of Opening Eyes programs globally. Essilor Vision Foundation continues to be one of the strongest global champions of our Movement, advocating for improved and increased health services to ensure that athletes have the chance to achieve their best -- on and off the field.



Opening Eyes screening in Semey, Kazakhstan, supported by the Essilor Vision Foundation.

**GOLISANO**  
FOUNDATION

In 2012, businessman and philanthropist Tom Golisano committed \$12 million over four years towards launching the Healthy Communities initiative in 8 countries and 6 U.S. States to create communities where Special Olympics athletes and other people with intellectual disabilities have the same access to health and wellness resources and services – and can attain the same level of good health – as all community members. The commitment was made at the opening of the 2012 Clinton Global Initiative (CGI) Annual Meeting and signifies the largest single gift Special Olympics has ever received from an individual.

Golisano's first gift to Special Olympics International was in 2010, to conduct Healthy Athletes trainings of doctors and other health care providers from across the United States.



From left, front row: Dr. Edna Perez, clinical director, Special Smiles; Tori Smalt, athlete; back row: Jennifer Miller, manager, Healthy Athletes, Special Olympics Florida; Tim Shriver, Chairman, Special Olympics; Tom Golisano, Founder, Golisano Foundation; Janet Froetscher, CEO, Special Olympics; Ann Costello, Director, Golisano Foundation; Nancy Sawyer, Senior VP, Healthy Communities, SO Florida; Drew Boshell, Senior Director, Health Programs, Special Olympics.

**Safilo**  
GROUP

Special Olympics and Safilo Group continued their strong partnership throughout 2014 through the global implementation of the Opening Eyes eye health and vision care program. Through the provision of high-quality, designer frames and sunglasses for athletes, Special Olympics and Safilo Group were able to offer prescription eyewear and UV-protected sunglasses to thousands of athletes in need. Moreover, Safilo Group was instrumental in supporting key national and regional events, including the 2014 Special Olympics USA Games in New Jersey, USA as well as the 2014 Special Olympics European Regional Games in Belgium.

Safilo's support of the Special Olympics Movement in 2014 marked a decade of support, a partnership achievement worth celebrating for decades to come!



Special Olympics athlete from Botswana shows off new UV protected sunglasses provided by Safilo Group.



For more than 15 years, Toys“R”Us, Inc. and the Toys“R”Us Children’s Fund have directed funding to the Special Olympics movement, primarily to support the Young Athletes Program.

Building upon its continued advocacy for children of all abilities, Toys“R”Us recently expanded its ongoing support of Special Olympics and became a Games Level sponsor of the 2015 Special Olympics World Games.

The Toys“R”Us Children’s Fund also awarded a grant to Special Olympics to aid in the five-year plan to strengthen and expand the Young Athletes Program in the U.S. and around the world and embarked upon a campaign centered around #MyFirstSportsMoment, a new Young Athletes initiative. Through their first sports moment, Young Athletes can experience the success of a first sports achievement. Whether it’s kicking a goal, hitting a ball, or swimming the distance, Young Athletes are able to engage with a new activity for the first time and experience the joy that comes from participating in sports.



A Toys“R”Us Volunteer helps Adian, a Special Olympics Young Athlete, navigate the climbing course in the Young Athletes festival area of the 2014 Special Olympics USA Games.



Finish Line and the Finish Line Youth Foundation’s ongoing mission is to celebrate everyday achievements of athletes everywhere. In the third year of their partnership, they strengthened their support by expanding their impact around fitness. Through support of local fitness innovation and their continued national sponsorship of Strive (formerly TRAIN), Finish Line helped advance the rebranding of a valuable fitness assessment tool, validated by exercise physiologists and updated to be easily accessible to all coaches that train our athletes to achieve their personal best. In addition to their programmatic support for fitness, Finish Line also sponsored the basketball venues at the USA Games in New Jersey. They are also a proud supporter of Special Olympics USA, providing not just valuable funding but training and competition apparel. Finish Line support includes hundreds of employee volunteers and an annual consumer giving campaign during the holiday season that has generated millions in support for Special Olympics since 2012.



Hundreds of Finish Line volunteers across the country support Special Olympics each year. This group from North Carolina ran Strive at SONC Summer Games.



In 2014, ESPN continued its more than 30-year commitment to Special Olympics, through its ongoing Global Presenting Sponsorship of Special Olympics Unified Sports and through announcing a global programming deal for the 2015 Special Olympics World Games in Los Angeles. As announced in April 2014, ESPN became the Official Broadcaster of the LA 2015 World Games. ESPN’s coverage of the World Games will include a three-hour live telecast of the Opening Ceremony and nightly studio programs from Los Angeles throughout the event. ESPN provided both financial and in-kind support of Unified Sports in 2014, including capacity-building grants to five key U.S. regional markets in addition to Special Olympics Programs in Mexico, Brazil, Argentina, Colombia, South Africa, India, Indonesia, the Philippines and China to help add more than 173,000 new Unified Sports participants and more than 10,000 new Unified coaches.

ESPN’s investment and support across the globe has helped to spread the message of social inclusion and to grow participants in striving to reach a goal of 1 million global Unified Sports participants by end of 2015.



Y&R ([www.yr.com](http://www.yr.com)) is proud to be the official global agency of record for Special Olympics. Y&R has partnered with Special Olympics to help launch a new global youth activation campaign, which includes TV, print, digital, social media, and large global events. Y&R is a leading global marketing communications company and is made up of the iconic Y&R Advertising agency; VML, a leading global digital agency, Iconmobile, a premier mobile marketing company and Bravo, a US Hispanic and multicultural marketing agency. Y&R’s largest agency, Y&R Advertising, has 187 offices in 91 countries around the world, with clients that include Campbell’s Soup Company, Colgate-Palmolive, Dell, Danone, Xerox, GAP, Bel Brands and Telefonica, among many others.



Left to Right: John Skipper, ESPN President and Co-Chairman, Disney Media Networks, and LA2015 Global Messenger Pete Waldron during a 2015 Special Olympics World Games press conference (Rich Arden / ESPN Images).



Y&R/VML New York Team Members: from left, Carolyn Brafman, Adele Solomon, Sam Hendricks, Marni Levine, Britta Dahl, David Sable, Jim Radosevic, Tara Fray, John Swan and Zamile Vilakazi

GLOBAL GOLD PARTNER



For the past 16 years Special Olympics has greatly benefited from the generous and steadfast support of Kim Samuel, President of The Samuel Family Foundation. Kim serves on Special Olympics' Board of Directors as well as many other philanthropic boards and committees, and continues to provide leadership and insightful guidance on overcoming isolation and deepening social connectedness within diverse communities across the globe.

In 2014, Kim Samuel and The Samuel Family Foundation, once again made a direct impact on several key pillars within the Special Olympics movement. This support included activation grants aimed to initiate and expand Unified Sports in developing regions around the world and broaden the Young Athletes programming by targeting growth in number of young children participating and in numbers of Programs offering Young Athletes. Her support also allowed Special Olympics to continue the development of a research agenda aimed to support the advancement of the overall movement, and for Special Olympics Canada, support for their local Active Start and FUNDamentals Programs. Personally, Kim Samuel also made a commitment to Camp Shriver Haiti.



Kim Samuel, center, and the Samuel Family Foundation continue to provide leadership and guidance to the Special Olympics movement.

GLOBAL SILVER PARTNER



In 2014, P&G hosted a reception at the USA Games in New Jersey wherein they celebrated 35 years of partnership. During this time they have contributed \$47 million to Special Olympics. Each year, P&G has used consumer promotions, like the P&G brandSAVER, to support the Movement in North America and beyond.

This year the annual military commissary fundraiser activated to support 27 Special Olympics Programs and athletes locally as well as P&G products (toothbrushes and toothpaste) donated for Healthy Athletes Special Smiles. This year's P&G Mother's Day campaign matched consumer donations dollar for dollar to double the support for Special Olympics athletes.



The P&G and Special Olympics Teams are joined by honored guests Molly Hincka, Special Olympics Athlete, and her mother, Kerry Hincka at the 2014 Special Olympics USA Games Board Reception hosted by P&G.

SILVER PARTNER



Perfect Sense has partnered with Special Olympics as our digital partner for more than 17 years, leading the movement through the ever-changing digital landscape and positioning our strategic initiatives such as the Special Olympics World Games, The Unified Relay Across America presented by Bank of America and our Play Unified Campaign, for Global success. In 2014 Perfect Sense also invested critical support in our Unified Sports Experiences initiative, helping Special Olympics reach more individuals with and without intellectual disabilities.



David Gang and Holly Wheeler of Perfect Sense discuss with Special Olympics Global Ambassador Hannah Teter a successful day racing with Special Olympics Athletes at the Inaugural Unified Dual Slalom Races sponsored by Perfect Sense.



TD Bank has partnered with Special Olympics for 6 years on an annual fundraising campaign, which has raised more than \$6 million for Special Olympics. Their commitment to a more unified world is evident as, from Maine to Florida, customers and employees have not only donated funds, but also time. Whether it's volunteering at local games or making connections with Athletes and Coaches, TD Bank has become an important part of the Special Olympics Movement.



Burson-Marsteller

Burson-Marsteller ([www.Burson-Marsteller.com](http://www.Burson-Marsteller.com)) is the public relations agency of record for Special Olympics. This engagement is led by Burson-Marsteller's sports marketing specialty group, Fan Experience.

The Burson-Marsteller team works with Special Olympics on its ongoing youth-activation initiatives, which inspire participation in the movement through activism, social inclusion and the Special Olympics Unified Sports® program.



Nielsen N.V. (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content – video, audio and text – is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90 percent of the world's population. Nielsen is the preferred market research and insights provider for Special Olympics International and will help measure and provide a deeper understanding of the population of adults with intellectual disabilities as a key demographic.



As fans in the stands, employees of TD Bank enthusiastically cheer on athletes at the Opening Ceremony of Special Olympics New Jersey Summer Games.



Burson-Marsteller's senior leadership show their support for Special Olympics, led by Worldwide Chair and CEO, Don Baer, holding the iconic red ball, and Harold Burson (second from right), Founding Chairman.



Chicago-area Nielsen associates volunteer at the Chicago Special Olympics Gymnastics event in April 2015, through Nielsen's ADEPT (Able and Disabled Employees Partnering Together) Employee Resource Group.

SILVER PARTNER

GLOBAL BRONZE PARTNERS

## PIONEER PARTNERS

These organizations have given **\$50M+** over their lifetime



EVERY SPECIAL CHRISTMAS



LAW ENFORCEMENT TORCH RUN FOR SPECIAL OLYMPICS

## CHAMPION PARTNERS

These organizations have given **\$10M+** over their lifetime and also give **\$1M+** annually



Founding Partner



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## Individuals, Foundations & Trusts

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**The Champion's Society®**  
*Special Olympics would also like to recognize members of The Champion's Society—donors who have made a commitment to include a future gift to the organization through their estate plans.*

Anonymous (14)  
Erik Andersen  
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Blessing Beasley  
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1,500,000+	\$1,000,000 - \$1,499,000	\$250,000 - \$499,000	\$25,000 - \$99,999			
<b>Global Platinum Partners</b>	<b>Global Gold Partners</b>	<b>Global Bronze Partners</b>	<b>Spirit Partners</b>	<b>Event Partners</b>	<b>Media Partners</b>	<b>Sports Partners</b>
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Bank of America Recording Artists of Christmas Records Trust Essilor Vision Foundation Golisano Foundation Lions Clubs International Mattel Microsoft Safilo Group Toys"R"Us	<b>\$500,000- \$999,000</b> <b>Global Silver Partner</b> P&G <b>Silver Partners</b> European Union Perfect Sense Safeway Foundation TD Bank	<b>\$100,000 - \$249,999</b> <b>Supporting Partners</b> Alex and Ani AusAID Brighton Collectibles Wrigley Foundation	Laureus Sport for Good Foundation Motorola MTM Recognition North American Ski Police Optometry Giving Sight Patterson Foundation Scentsy Sun Culture Foundation SurveyMonkey Tommie Copper	<b>\$100,000+ In-Kind Impact Partners</b> AIPS Hologic Liberty Sport Shanghai Fudan Microelectronic Company Shanghai Sunray Information Technologies University of Massachusetts, Boston		
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Special Olympics is grateful for the support of a select group of acclaimed athletes and celebrities who are dedicated to expanding the Special Olympics movement worldwide.

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Dani Alves	Ricardo Montaner
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\* Joined in 2014

2014 SPECIAL OLYMPICS

# ACCREDITED PROGRAMS

## AFRICA

Benin  
Botswana  
Burkina Faso  
Cote d'Ivoire  
Ghana  
Kenya  
Malawi  
Mali  
Mauritius  
Namibia  
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Rwanda  
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Seychelles  
South Africa  
Swaziland  
Tanzania  
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Bangladesh  
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Brunei Darussalam  
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Fiji\*  
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Malaysia  
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Hong Kong  
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Mongolia

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Austria  
Azerbaijan  
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Belgium  
Bosnia Herzegovina  
Bulgaria  
Croatia  
Cyprus  
Czech Republic  
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Great Britain  
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Ireland  
Isle of Man  
Israel  
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Switzerland  
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Lebanon  
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**Peter Wheeler**  
Chief, Strategic Properties

**Denis Doolan**  
Vice President,  
Movement Leadership and Integration

# REGIONAL LEADERSHIP

**Beth Alldridge**  
Acting Regional President  
and Managing Director,  
Special Olympics North America

**Mary Davis**  
Regional President and Managing Director,  
Special Olympics Europe Eurasia

**Dr. John Dow**  
Regional President and Managing Director,  
Special Olympics Africa  
Acting Regional President and Managing  
Director, Special Olympics Asia Pacific

**Claudia Echeverry**  
Regional President and Managing Director,  
Special Olympics Latin America

**Mary Gu**  
Regional President and Managing Director,  
Special Olympics East Asia

**Ayman Wahab**  
Regional President and Managing Director,  
Special Olympics Middle East/North Africa



Olympic Gold Medalist and Global Ambassador Nadia Comaneci, right, coaches athletes and spreads awareness for Special Olympics around the world. Here, she stands with athlete Hannah Westerman after a gymnastics clinic with Olympian Bart Conner.

# 2014 FINANCIALS

Combined Statement of Activities for the Year Ended December 31, 2014

	TOTAL UNRESTRICTED	TEMPORARILY RESTRICTED	PERMANENTLY RESTRICTED	FY 2014 TOTAL	FY 2013 TOTAL
<b>REVENUES, GAINS &amp; OTHER SUPPORT</b>					
Direct mail contributions	\$ 42,351,544			\$ 42,351,544	\$ 41,039,577
Individual and corporate contributions and sponsorships	45,836,020	9,695,645		55,531,665	42,589,323
Federal grants	9,174,073			9,174,073	11,004,795
Non-federal grants	2,292,593			2,292,593	919,614
Accreditation fees	3,390,714			3,390,714	3,183,607
Royalty income	273,664			273,664	629,815
Appreciation in trust assets - net	1,192,000			1,192,000	7,084,108
Other investment income - net	61,302			61,302	525,600
Other income	1,115,673			1,115,673	1,890,897
<b>Total revenues, gains and other support</b>	<b>105,687,583</b>	<b>9,695,645</b>		<b>115,383,228</b>	<b>108,867,336</b>

## NET ASSETS RELEASED FROM RESTRICTIONS (Note 8)

Satisfaction of program restrictions	9,922,387	(9,922,387)			
Expiration of time restrictions	275,871	(275,871)			

<b>Total revenues, gains and other support and net assets released from restrictions</b>	<b>115,885,841</b>	<b>(502,613)</b>		<b>115,383,228</b>	<b>108,867,336</b>
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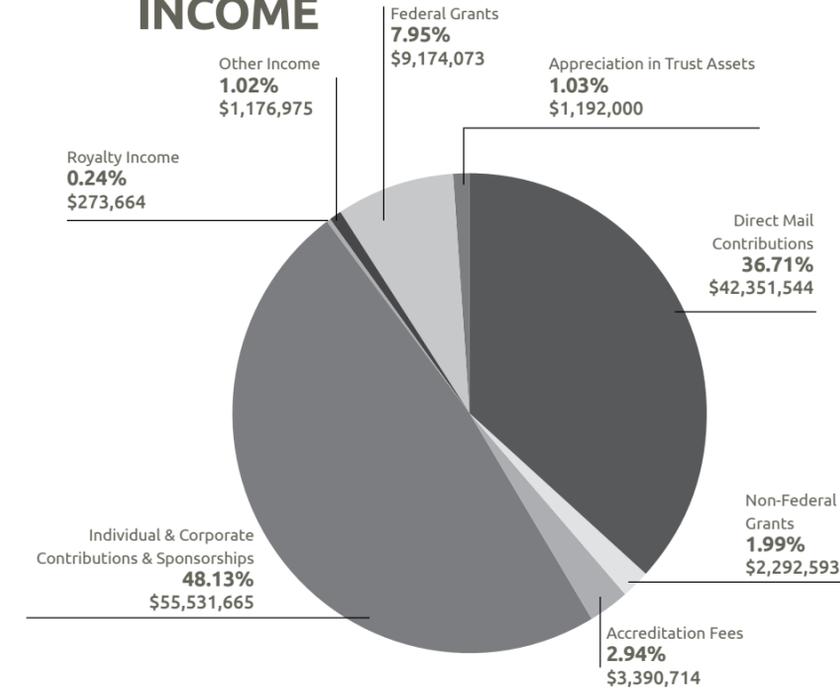
## EXPENSES

Program assistance	79,553,133			79,553,133	63,215,069
Public education and communications	18,953,185			18,953,185	19,308,335
Sports training and competitions	2,591,242			2,591,242	4,341,898
Fundraising	15,541,675			15,541,675	18,535,490
Management and general	4,457,193			4,457,193	4,711,325
<b>Total expenses</b>	<b>121,096,428</b>			<b>121,096,428</b>	<b>110,112,117</b>

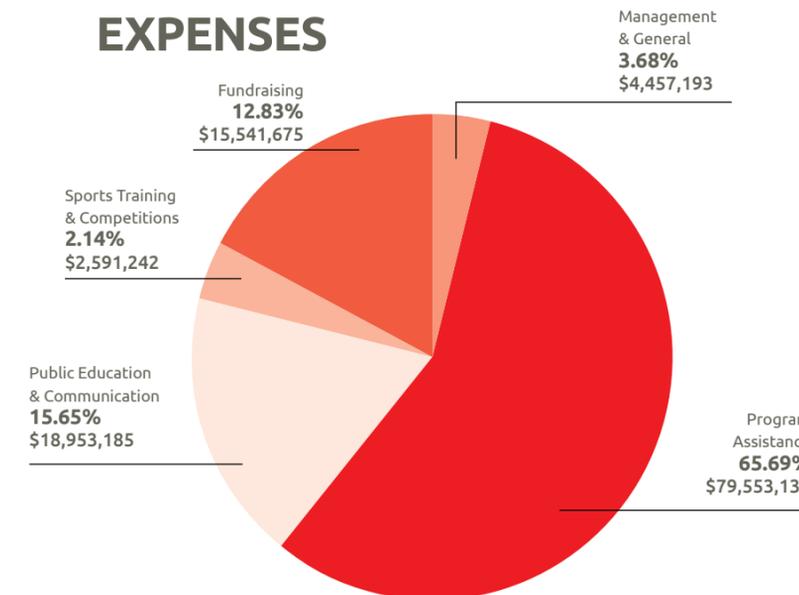
## CHANGE IN NET ASSETS

Net assets (beginning of year)	58,736,813	15,667,787	198,584	74,603,184	75,847,965
Changes in net assets	(5,210,587)	(502,613)		(5,713,200)	(1,244,781)
<b>Net assets (end of year)</b>	<b>53,526,226</b>	<b>15,165,174</b>	<b>198,584</b>	<b>68,889,984</b>	<b>74,603,184</b>

## INCOME



## EXPENSES



## ASSETS & LIABILITIES

### ASSETS

	2014	2013
<b>CURRENT ASSETS</b>		
Cash & cash equivalents	\$ 8,297,587	\$ 8,173,595
Contributions & accounts receivable	13,132,646	10,199,106
Other current assets	1,405,552	1,276,097

<b>Total current assets</b>	<b>22,835,785</b>	<b>19,648,798</b>
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	2014	2013
<b>NON-CURRENT ASSETS</b>		
Investments	56,365,690	59,771,359
Long-term contributions receivable - net	400,000	3,500,000
Fixed assets - net	782,017	710,483
Other assets	658,150	483,073

<b>Total non-current assets</b>	<b>58,205,857</b>	<b>64,464,915</b>
<b>TOTAL</b>	<b>81,041,642</b>	<b>84,113,713</b>

### LIABILITIES & NET ASSETS

	2014	2013
<b>CURRENT LIABILITIES</b>		
Accounts payable & accrued liabilities	6,593,987	6,495,399
Grants & awards payable	4,649,697	2,377,854
Deferred liabilities	409,011	637,276

<b>Total current liabilities</b>	<b>11,652,695</b>	<b>9,510,529</b>
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	2014	2013
<b>NON-CURRENT LIABILITIES</b>		
Long-term deferred rent	498,963	

<b>Total liabilities</b>	<b>12,151,658</b>	
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	2014	2013
<b>NET ASSETS</b>		
Unrestricted	53,526,226	58,736,813
Temporarily restricted	15,165,174	15,667,787
Permanently restricted	198,584	198,584

<b>Total net assets</b>	<b>68,889,984</b>	<b>74,603,184</b>
<b>TOTAL</b>	<b>81,041,642</b>	<b>84,113,713</b>

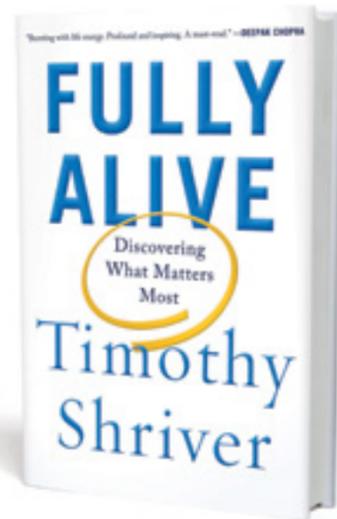
This year saw the publication of “Fully Alive,” the best-selling book by Tim Shriver that brought the story of Special Olympics – and how it has changed the world for the better – to a vast new audience.

## “WHAT MATTERS MOST”

In this personal and insightful chronicle, Special Olympics Chairman Tim Shriver recounts his spiritual search for “What Matters Most” amid the backdrop of his family’s role in history and the pivotal influence of his Aunt Rosemary, who was born with intellectual disabilities.

“Fully Alive” also describes decades of despair and then hope for people with intellectual disabilities, as well as his family’s work on their behalf – inspired, he says, by his Aunt Rosemary. Toward the end of the book, Tim writes: “I believe people with intellectual disabilities are brilliant teachers of that something bigger that we are all looking for ... they taught me that we are all totally vulnerable and totally valuable at the same time.”

From the first page to the last page, the stories of these teachers – Special Olympics athletes – caught the public’s imagination. Stories from “Fully Alive” were covered on every major US network, and the subject of in-depth discussion on the OWN Network, National Public Radio and media outlets worldwide.



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