Special Olympics
Northern California

2024 | SPECIAL OLYMPICS NORTHERN CALIFORNIA

OUR MISSION

#CelebrateInclusion

To create an inclusive community where people with and without intellectual disabilities can make connections, develop healthy lifestyles, achieve success, and experience the joy of sports.

OUR VISION

#OneNorCal

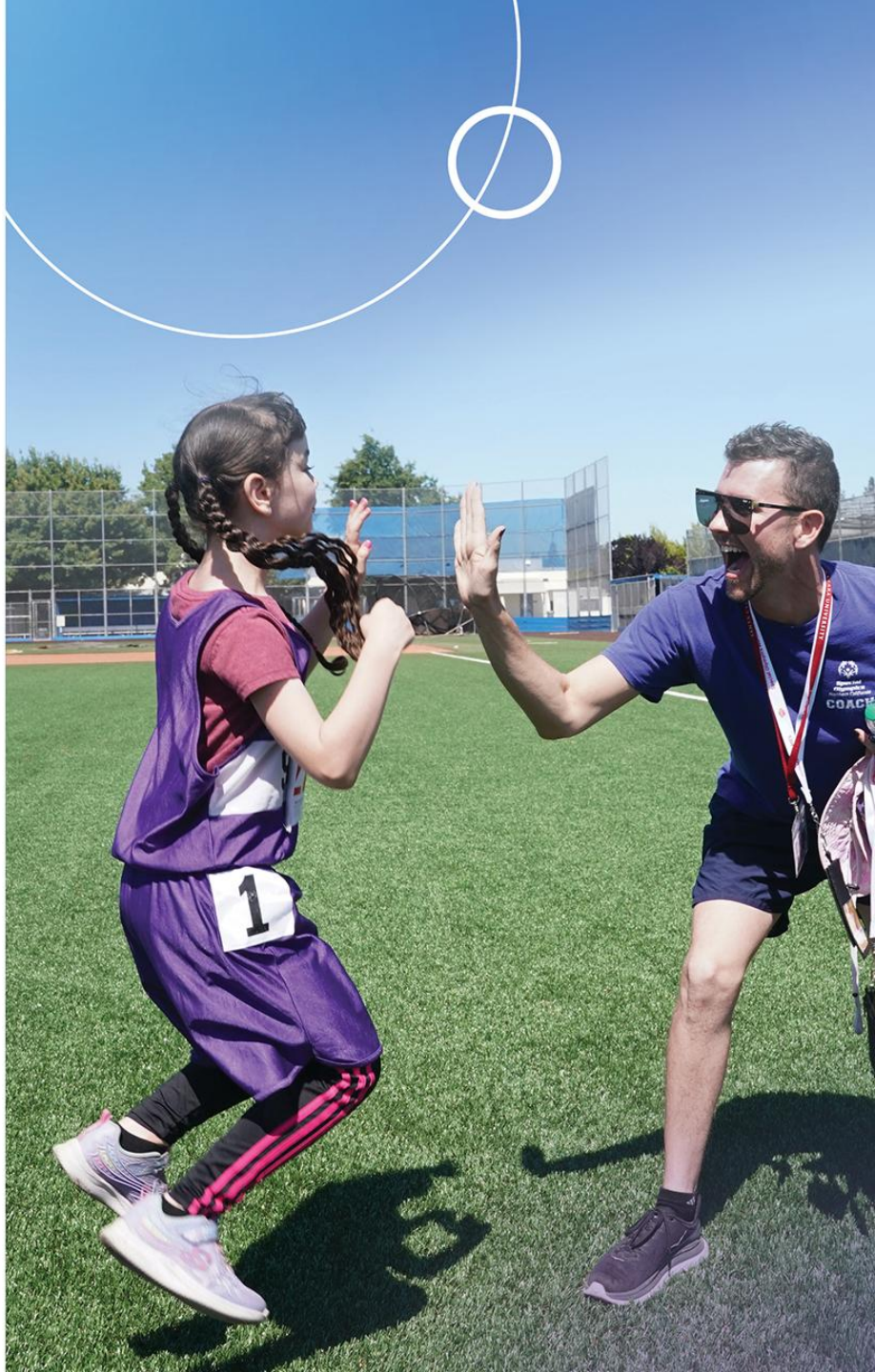
To live in a world where the values of unity and respect are woven into our NorCal community and brought to life through the power of sports. We envision beyond the playing field, where the unique gifts of people with and without intellectual disabilities are all joyfully celebrated together.

WHO WE ARE

A community of *champions*

Special Olympics Northern California uses sports to jumpstart change and spark joy. Through the power of play, we unite people with and without intellectual disabilities to create a more connected community.

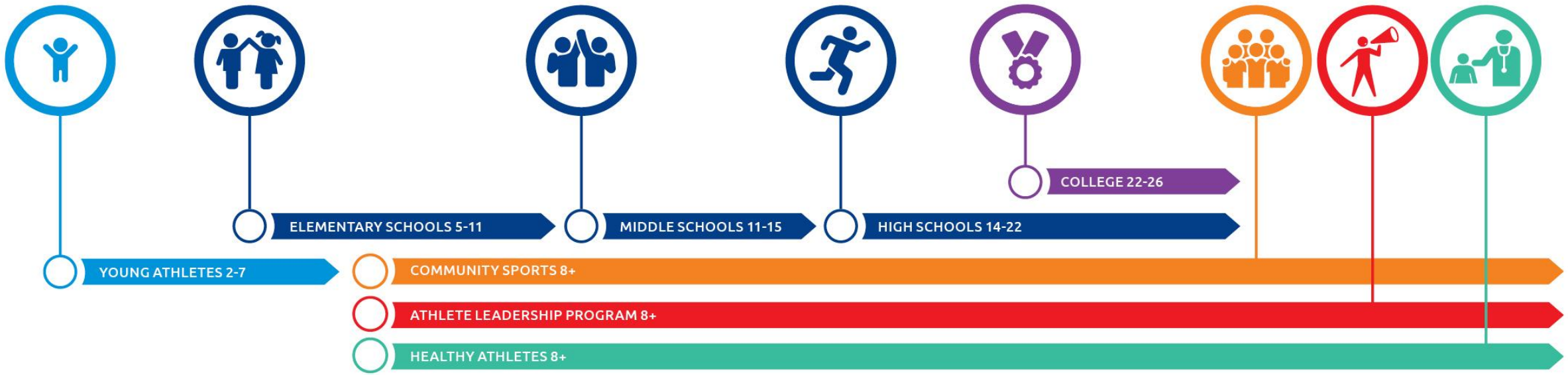
As part of a globally recognized organization, we're proud to drive progress locally, while taking part in a bigger movement toward a more inclusive world. By partnering with us, you are joining in the mission to promote acceptance, unity, and respect throughout Northern California.

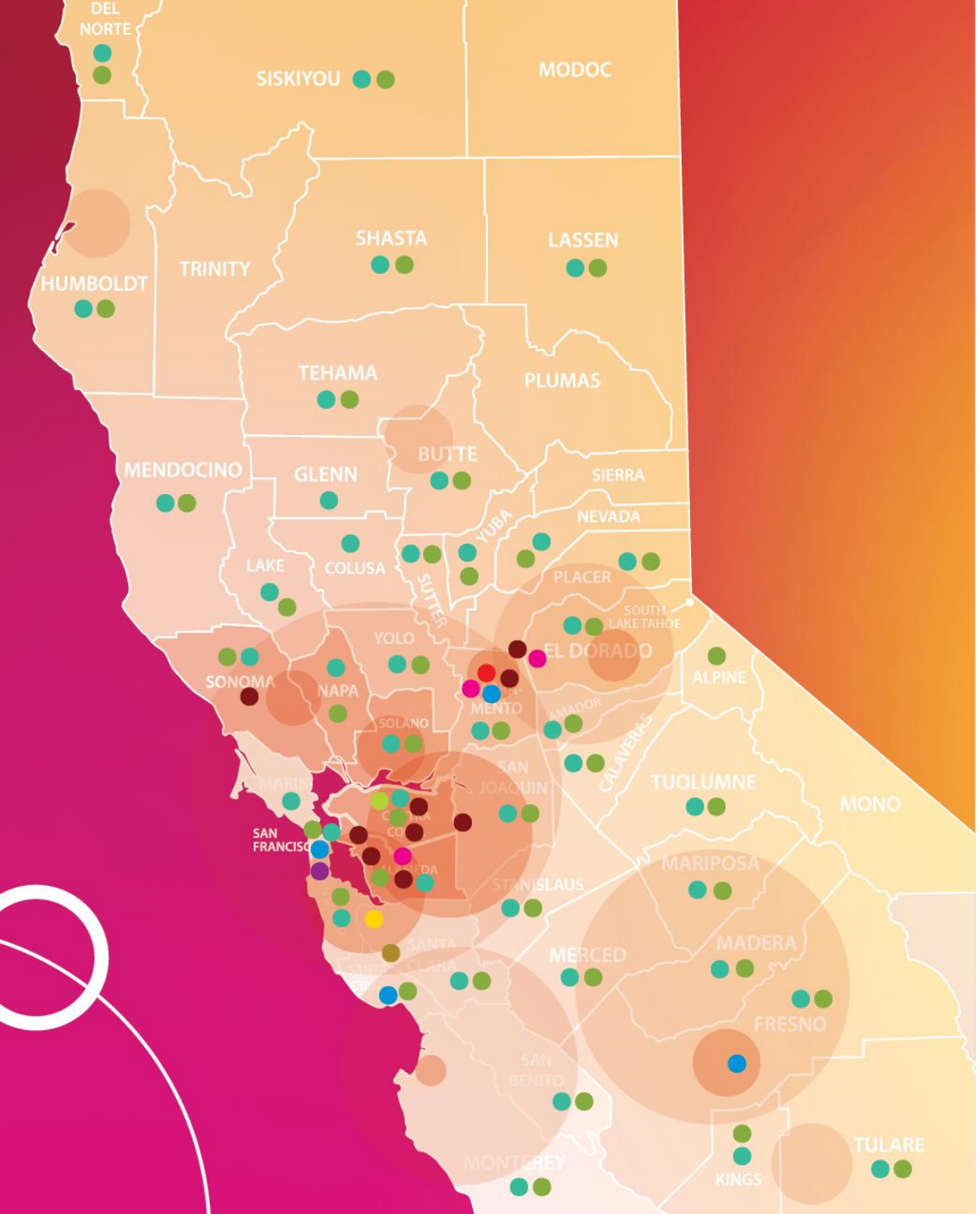


WHAT WE DO

Promote *courage* on and off the field

Sports are at the heart of everything we do, but they are far from all of it. We also empower athletes through health screenings and education, school partnerships, and leadership programs. With all of our programs - which are free for participants - we strive to challenge stigma, drive inclusivity, and create opportunities for everyone to shine.





WHERE WE ARE

From the Oregon border to Tulare County

- POLAR PLUNGE
- SPRING GAMES
- BOCCE BASH
- LAW ENFORCEMENT TORCH RUN
- SUMMER GAMES
- HIGH TECH CHALLENGE
- BIKE THE BRIDGES
- FALL GAMES / GUARDIAN GAMES
- HEALTH & WELLNESS EVENTS
- SCHOOLS PROGRAM
- VOLUNTEER-LED ACTIVITIES

WHY WE DO IT

To ignite inclusion & create impactful *change*

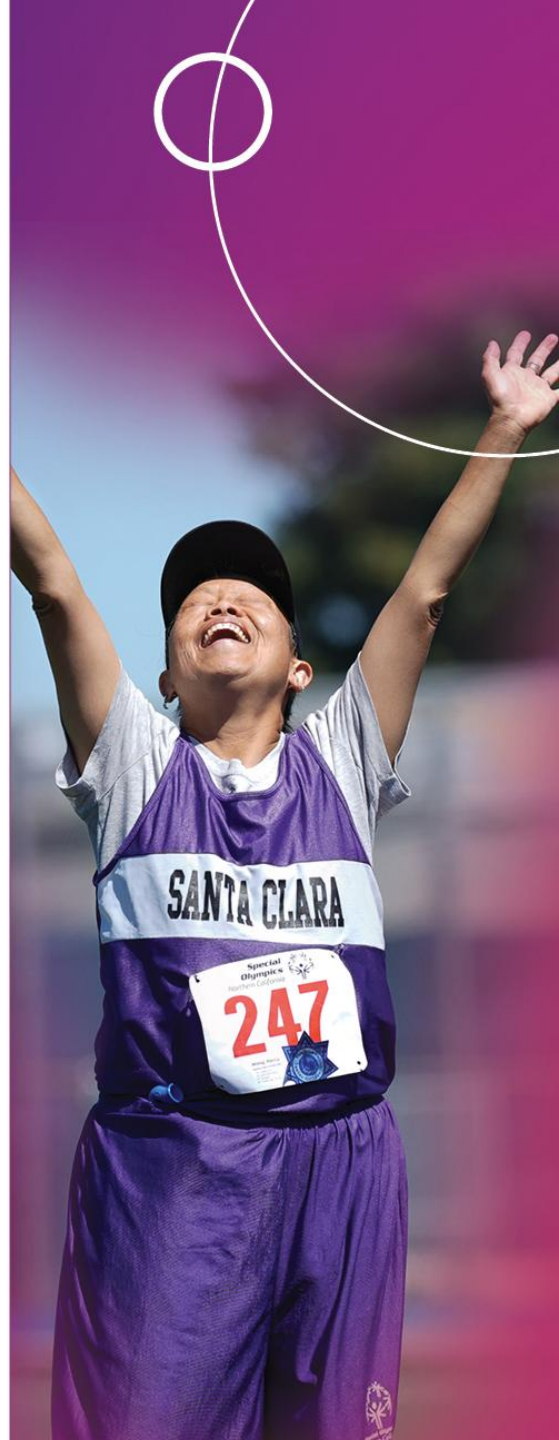
- Schoolchildren with intellectual disabilities are 2 – 3x more likely to be bullied than their peers without disabilities. But **in Special Olympics Unified Champion Schools, participating in Special Olympics reduces bullying, teasing, and use of offensive language**, as indicated by 91% of our school liaisons.[1]

- **Participation in Special Olympics is linked to a reduced risk of depression among young adults with intellectual disabilities**, as determined by a health & wellness research study conducted from 1995 – 2015, in which Special Olympics athletes were 49% less likely to develop depression compared to their peers.[2]

- **All programs and services are provided free of charge** for athletes and their families, including transportation, facilities, uniforms, etc. (For every $500 donated, an athlete trains free for a year.)

- **91¢ of every $1 goes to support our programs.**

Sources 1 : Special Olympics International, Unified Champion Schools (2022) in conjunction with the US Office of Special Education Services; C. Marshall, E. Kendall, M. Banks & R. Gover (Eds.), (2009). Disabilities: Insights from across fields and around the world (Vol. 1-3) Westport, CT: Praeger Perspectives
Source 2 : Dr. Meghann Lloyd, Faculty of Health Sciences at Ontario Tech University, Social Psychiatry and Psychiatric Epidemiology (2023)

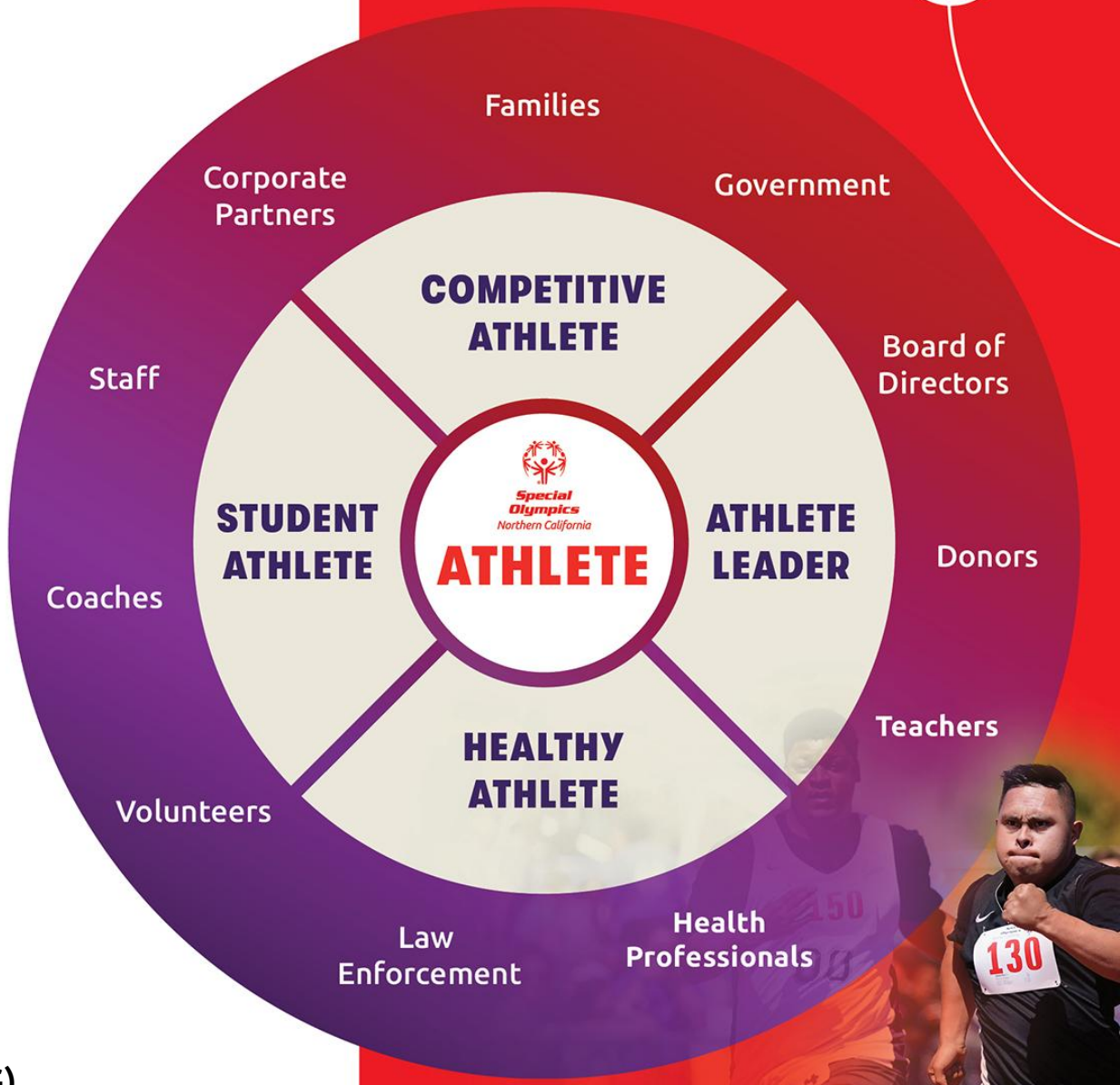


HOW WE DO IT

Utilizing an *athlete-focused* lens

- 135,000+ STUDENTS IMPACTED
- 23,500+ ATHLETES
- 21,000+ VOLUNTEERS
- 9,800+ COACHES
- 8,300+ UNIFIED PARTNERS
- 1,300+ HEALTH SCREENINGS
- 330+ COMPETITIONS PER YEAR
- 100+ ATHLETE LEADERS

- 90,000+ NEWSLETTER SUBSCRIBERS
- 24,000+ SOCIAL MEDIA FOLLOWERS
- 16,000+ AVERAGE MONTHLY WEBSITE VISITORS (SONC.ORG)



GROWTH MINDSET

Our 30-year audacious goal is to expand access and grow engagement in every school and community through inclusive sports, education, health, and leadership activities.

As part of our 2024 – 2026 Strategic Plan, a top priority of Special Olympics NorCal's is to increase both the number of athletes and student-athletes by 21%. Strategic goals include :

- Add an additional 21% to athlete & unified partners roster by 2026
- Add 825+ coaches by 2026
- Increase the number of student athletes by 30K+ by 2026
- Expand Health & Wellness screenings & volunteer trainings by 5% annually

DID YOU KNOW?

Special Olympics has:

- **5.5M** Special Olympics Athletes worldwide[1]
- **1.1M** Special Olympics Coaches & Volunteers around the globe[1]
- **95%** brand recognition within the US[2]
- **95%** favorability toward the organization[2]
- **87%** belief that corporate partnerships with Special Olympics "make a difference" for those with intellectual disabilities[2]
- **85%** of people surveyed saying they are likely to buy a product from a company who supports Special Olympics[2]
- **77%** of the public feeling more positive about companies that support Special Olympics[2]

Source 1 : Special Olympics International Global Census Data (2023)
Source 2 : Special Olympics awareness data, Washington, DC: Penn, Schoen, & Berland Associates, Inc. (2006)

SPECIAL ISN'T WHAT WE ARE. IT'S WHAT WE DO.

Last year, as part of Special Olympics NorCal's first-ever brand campaign, we were able to spark conversation locally, nationally, and globally to help redefine what it means to be SPECIAL…

Our **"Do Something Special"** campaign garnered :

- **90M+** media impressions across the NorCal region
- **150K+** video views on YouTube, **150K+** video views on Meta, and more
- **Hundreds of thousands of dollars** of media inventory donated
- Numerous award noms & wins (an Effie Award, various Addy Awards, and a Global Indie Award, to name a few)

Campaign research showed that, after consuming the ads[1] :

- Special Olympics NorCal jumped from the 3rd ranked non-profit organization in the region (behind American Red Cross & American Cancer Society) to the **MOST FAVORABLE non-profit organization in NorCal**
- Consideration for volunteering (with Special Olympics NorCal) rose **169%**
- Consideration for donating (to Special Olympics NorCal) rose **127%**

Source 1 : Program 11 – Special Olympics Northern California Campaign Tracker (2023)

Do something *special* with us!

- **Expand your customer reach** through our network of passionate and loyal volunteers, donors, athletes and their families.
- **Brand your company as a strong corporate citizen** within the NorCal community.
- **Design sponsorship volunteer opportunities** that foster team building and employee morale.
- **See your impact in-person** at any of hundreds of Special Olympics NorCal competitions and special events.

By partnering with Special Olympics Northern California, you are directly impacting the lives of tens of thousands of people with intellectual disabilities and their families, along with spreading awareness and promoting inclusion in our communities.

PLAYING TODAY FOR A MORE INCLUSIVE *tomorrow*

APPENDIX

COMPETITIVE ATHLETES

Stepping up our *game*

Sports are at the core of our mission and help us create wins for athletes and communities. Our year-round sports programs, including 335+ competitions across 14 sports, provide an inclusive platform for people with intellectual disabilities of all ages to improve their physical fitness, build friendships and discover their fullest potential.

2023 signature events included:

- Summer Games : For the second year in a row, Santa Clara University along with Cupertino High School played host to the largest NorCal championship event. The 2023 Summer Games featured 600+ athletes across 4 different sports, 1K+ volunteers, Keynote Speaker, NFL Hall of Famer Bryant Young, and Guest Performers, Las Vegas Headliner Frankie Moreno & Lacey Schwimmer of “Dancing with the Stars”.
- Special Olympics World Summer Games : Taking place once every four years and signifying the pinnacle of Special Olympics events, The 2023 World Games was held in Berlin, Germany, where Special Olympics NorCal was proud to send 2 athletes, 1 coach, and 1 Law Enforcement Torch Run representative.

HEALTHY ATHLETES

Advancing health & *wellness*

We offer a variety of free screenings and education for athletes to improve their overall well-being and performance. Our partnerships with **Stanford University, John Muir Health, Kaiser Permanente, University of the Pacific** and others provided opportunities for medical students and health professionals to learn firsthand from our athletes about how to best serve patients of all abilities.

"The majority of health care professionals are not educated on how to treat people with ID." [1]

Source 1 : Holder, M. (2004). CAN project: Curriculum assessment of needs. Washington, DC: Special Olympics, Inc.

ATHLETE LEADERS

Breaking down *barriers*

There are no better advocates for individuals with intellectual disabilities than our athletes themselves. Through skills-based classes, presentation opportunities, and chances to take on leadership roles, our Athlete Leadership Program equips for success at school, work, and in the community.

Our 100+ Athlete Leaders are empowered and trained to pursue their passions and shatter stereotypes. As a matter of fact, last year, a NorCal athlete began his doctoral studies at Gonzaga University.

"The reason why I decided to pursue [a] doctorate [at] Gonzaga is because I want to solve some of the special needs community problems that I have identified through my master's project at Saint Mary's. I really want to help the special needs community in terms of having better opportunities, socially and academically."

- Kobie Respicio

STUDENT ATHLETES

An A+ for *inclusion*

Special Olympics NorCal harnesses the power of sports to ignite friendship and belonging between students with and without disabilities. We impact more than 135,000 students from pre-K through transition.

In 2023, Central East High School in Fresno received National Banner Recognition from Special Olympics North America as an ESPN Honor Roll school. Central East High exemplifies our commitment to an inclusive campus culture and empowering youth leaders to create change in their communities.

A COMMITTED COMMUNITY

We're better *together*

Special Olympics NorCal is grateful for the ongoing support of local community groups, businesses, volunteers, donors, professional and college teams, such as the **San Francisco 49ers, Golden State Warriors, San Jose Earthquakes, Oakland A's, San Jose Sharks, Sacramento Kings, San Francisco Giants, Fresno Grizzlies, Cal Storm, Sac Republic, Santa Clara Broncos, & Cal Bears**, among others.

Our inclusive movement has ignited change at the highest levels. This includes direct multi-year support from the **State of California, the California Department of Education, Santa Clara County, & San Mateo County**, in addition to on-the-ground engagement with hundreds of local law enforcement agencies.

Thank You

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