

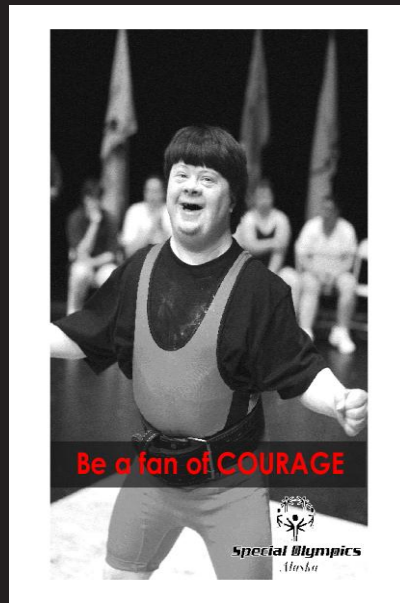


***Special Olympics***

***Alaska***

**Be a fan™**

**GENERAL ORIENTATION**



Be a fan of Special Olympics.



# Special Olympics Alaska Mission

*The mission of Special Olympics Alaska is 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.*



**Special Olympics**

Be a fan.™



# An Evolving Relevancy

## FROM

- One country's movement
- Pity
- “Nice” thing to do
- An occasional event
- A charity
- About “those special people”

## TO

- A global movement
- Empowerment
- Important for society
- A part of everyday life
- A global marketing partner
- About all of ‘Us’



**Special Olympics**

Be a fan™



# Special Olympics Alaska *Eligibility*

Special Olympics training and competitions are provided for:

Persons with an identified Intellectual Disability

*Identified by agency or professional*

*Have a cognitive delay*

*Have a closely-related developmental disability*

*Aged 8 years or older*

Has completed registration form with Special Olympics Alaska to participate



**Special Olympics**

Be a fan.™



# Unique from Other Sports Organizations

- Sports opportunities for all ability levels
- Divisioning for equitable competition
- Awards for all participants
- Random draw for advancement to higher levels of competition
- No fees or costs charged to athletes or family members for training or competition



**Special Olympics**

Be a fan™



# Impact of Special Olympics on Athlete Employment and Social Relationships

## FINDINGS AT A GLANCE:

- There is a strong relationship between involvement in Special Olympics and the ability to be employed.
- In the United States, the employment rate for Special Olympics athletes is 52%. Estimates about employment and people with intellectual disabilities vary but have been cited as a low as 10%.



**Special Olympics**

Be a fan.™



# Special Olympics Alaska

- 2000 Athletes
- 1000 Volunteers
- 10-12 Communities
- 52 School Programs
- 1500 School Program Participants
- 50 Competitions Events Annually
- Alaska Law Enforcement Torch Run and Pledge Drive Signature Event



**Special Olympics**

Be a fan.™



# Special Olympics *Organizational Structure*

## Global

*Special Olympics, Inc. Board of Directors*

## Regional

*Africa, Asia/Pacific, East Asia, Europe, Latin America, Middle East/North Africa, North America*

## National

*Special Olympics North America; Canada; Caribbean; Mexico*

## State

*Alaska is 1 of 52 state-level programs*

## Community

*12 local communities in Alaska*



**Special Olympics**

Be a fan.™



# Special Olympics Alaska *Organizational Structure*

## **Special Olympics Alaska Board of Directors**

*Sets policy and procedures*

*Oversees the financial stability of the program*

*Hires the President/CEO*

## **President/CEO**

*Responsible for the success of the program*

## **Special Olympics Alaska Staff**

*Oversees implementation of policies and procedures*

## **Special Olympics Alaska Athletes**

*More than 2000 statewide*

## **Volunteer Community Directors**

*Oversees Community Management Teams*

## **Special Olympics Alaska Volunteers**

*Implements sports and other programs*



**Special Olympics**

Be a fan.™



# Special Olympics Alaska Offers 16 Sports

- Winter Sports Season

- ✓ *Alpine Skiing, Cross Country Skiing, Figure Skating, Floor Hockey, Snowshoeing, Snowboarding, Speed Skating*

- Summer Sports Season

- ✓ *Athletics, Aquatics, Basketball, Gymnastics, Power lifting*

- Fall Sports Season

- ✓ *Bocce, Golf, Equestrian*

- Bowling Season



**Special Olympics**

Be a fan™



# Special Olympics *Sports Rules*

- Based on International and National Governing Body Rules
- Contain few modifications
- Provide sports and events for all ability levels
- Govern all Special Olympics competitions
- All rules may be found at:

***[www.specialolympicsalaska.org](http://www.specialolympicsalaska.org)***



***Special Olympics***

Be a fan.™



# Special Olympics Alaska *Programs*

- School Program
- Young Athlete
- Unified Sports
- Healthy Athletes
- Athlete Leadership



**Special Olympics**

Be a fan.™



# Special Olympics Alaska 2011 Objectives At a Glance

- *Increase resources and partnerships to provide more support to Community Sub-Programs*
- *Assist Community Sub-Programs to increase the number of athletes and qualified volunteers statewide*
- *Ensure quality of training and competition events*
- *Provide more opportunities for athlete leadership*
- *Ensure inclusive sports opportunities such as Unified Sports*
- *Increase family involvement*
- *Continue to grow the Alaska Law Enforcement Torch Run and Pledge Drive*
- *Align Special Olympics Alaska with SOI strategic plan*



# Special Olympics Alaska xxxx Community *2011 Fundraising Objectives*

2011

Law Enforcement Torch Run  
and Pledge Drive

%

Grants and Foundations

%

Service Groups

%

Fund Raising Events

%

General Donations

%

Total



# 2011-2013 Budget

INCOME	2010	2011	2012	2013
Law Enforcement Torch Run and Pledge Drive				
Grants and Foundations				
Service Groups				
General Donations				
Fundraising Events				
others				
<b>Totals</b>				
<b>EXPENSES</b>				
Training				
Local competition				
Games				
other				
<b>Totals</b>				





# Volunteer Responsibilities

**Volunteer Community Directors, Community Management Team, Coach and Volunteers are expected to:**

- **Promote the mission of Special Olympics, uphold the philosophy, principles and policies of Special Olympics for the benefit of the athletes.**
- **Conduct oneself in a manner consistent with Special Olympics core values of mutual respect, integrity, positive attitude, account ability, teamwork and dedication.**



**Special Olympics**

Be a fan.™



# Community Goals

- Be fiscally responsible with all program assets.
- Increase family involvement
- Increase number of athletes & partners
- Certify head coaches
- Achieve a ratio of coaches to athletes of 1 to 4
- Other....



**Special Olympics**

Be a fan.™



# Corporate Sponsors

## FINDINGS AT A GLANCE:

- Special Olympics has 95% brand recognition in the United States, and a 95% favorability toward the organization among all respondents.
- A strong majority of respondents (85%) also report being likely to buy a product or service from a company that supports Special Olympics.
- A strong majority of respondents (70%) feel more positively about companies that support Special Olympics.
- A majority (57%) state they are likely to donate to Special Olympics, but only a minority (28%) report being likely to volunteer for Special Olympics.
- Corporations who partner with Special Olympics experience a range of benefits, including improved employee morale, increased sales, and stronger connections to the communities in which they operate.



**Special Olympics**

Be a fan.™



# Fund Raising Principles

- People give because our organization changes lives.
- Those who give are our best future donors.
- It costs 4 times the resources, staff, and energy to acquire a new donor as to keep a current donor.
- Let donors know their gift is making a difference.



**Special Olympics**

Be a fan™



# Special Olympics Alaska Be a fan.

If you are a fan of sports that create unity, athletes who inspire, and connections that foster acceptance, then you are already a fan of Special Olympics.



Be a fan of joy.



Be a fan of generosity,



Be a fan of what's unique in each and every one of us.

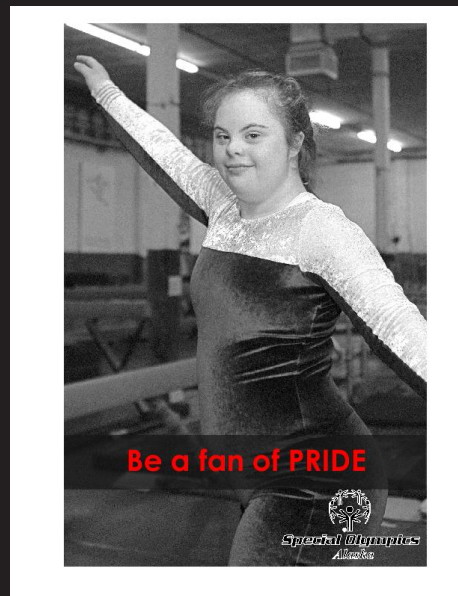


Be a fan of strength.



**Special Olympics**

Be a fan.™



Be a fan of Special Olympics.