





“What you are winning by your courage is far greater than any game. You are winning life itself and in doing, you give to others a most precious prize . . . faith in the unlimited possibilities of the human spirit.”

Eunice Kennedy Shriver

Premier Partners



Statewide Partners



Message From The Board Chair And The President and CEO

Dear Friends:

We are pleased to report Special Olympics Iowa has continued to experience yet another great year in 2012. Our athletes benefitted not only from the competition, but also with improved physical fitness and health in addition to self-esteem. They are champions on and off the playing field!

In 2012, Special Olympics Iowa served nearly 11,000 athletes and Unified Sports partners, and the year was filled with pride and joy for everyone involved.

Our partnerships with corporations expanded to include sponsorship of major state events, and also provided the life-changing experience of volunteering with our athletes at local and state championships. At the same time, we continued to seek and develop new partnerships to support our athletes and programs. We are also grateful for the generosity of our donors and sponsors, and thank them on behalf of our athletes.

This report includes stories from athletes, coaches, parents and sponsors. Their comments illustrate why Special Olympics is more than a sports organization – it is a movement that transforms lives. It is an exciting time at SOIA as we continue the implementation of the Strategic Plan to serve more athletes across the state.

Through the power of sport, Special Olympics creates a better world by fostering acceptance and inclusion of all people. The Special Olympics mission remains as vital today as it did when the movement was founded in 1968.

Find out how you can be a champion to Special Olympics Iowa and get involved in any number of ways. For more information visit our website at www.soiowa.org or call 515-986-5520.



Chick Herbert, Chair



Rich Fellingham, Interim President and CEO

2012 Highlights

- Special Olympics Iowa athlete Jesse Pease of Sioux City competed in the **Special Olympics North American Golf Invitational Tournament in Arizona**. He competed with 200 golfers from across the U.S., and teamed with his father, Keith, for the 54-hole Unified Golf competition winning a silver medal for his outstanding golfing skills.

- The Village Northwest Panthers of Sheldon were one of 33 teams from across around the world that competed at the Amateur Softball Association (ASA) Hall of Fame Complex in Oklahoma City for the **2012 Special Olympics North America Softball Invitational Tournament**. The Panthers earned



silver medals in their division. “Our athletes were honored to represent the state of Iowa at this national tournament,” said Coach Deb Middle. “They played hard and had fun while winning silver medals.”

- **The Iowa House and Senate unanimously approved a bill that would remove the phrase “mental retardation” from most state laws and sent the measure to Gov. Terry Branstad to sign.** This is part of a national effort to encourage governments and individuals to stop using the term. In Iowa, the phrase “intellectual disability” will be used instead. Although the bill sent to Branstad removes “mental retardation” in most state statutes, it would remain in a few spots where the term is used for a specific medical diagnosis.

- **Sammons Financial Group (SFG) of Des Moines expanded their Statewide Partnership with SOIA** and became the corporate sponsor of the State Softball Championships in West Des Moines. SFG employees, their families and friends filled all the volunteer positions for the event. SFG employees in Des Moines have volunteered for many years at SOIA sporting events including the State Summer Games at Iowa State University in Ames.





“ Volunteering for Special Olympics has given me the opportunity to challenge the athletes and show them that anything and everything is possible with determination and hope. I admire each and every athlete as they put forth so much effort, and see each individual as a person with many talents at many levels. I could go on with stories from athletes, parents, teachers and volunteers. Special Olympics is a program worth investing in.”

*Sally Briggs
Special Olympics Iowa
East Central Area Director
Coralville*



Special Olympics Reveals the Champion in All of Us.

By the numbers in 2012

23 Olympic-type sports **365** days a year

3,049 athletes participating in Unified Sports events

78 regional sports competitions and **8** statewide championships

15,000 volunteers and **2,000** individuals providing leadership as certified coaches

Approximately **70** Clinical Directors put in an estimated **30-40 hours** each at Healthy Athletes events

17 Coaches' sports training sessions and **four** Coach Development Courses

Nearly **11,000** children and adults (ages 2 to 80+) with intellectual disabilities and Unified Sports Partners were part of Special Olympics Iowa competitions and events

Brian Rolek is 29 years old and lives in West Des Moines. He competes in golf, swimming, basketball and downhill skiing. He is also a Global Messenger and advocates for Special Olympics as a public speaker.

“ My favorite part of Special Olympics is using my body to improve my skills, competing against friends and having fun.”



“ There is no better feeling than watching an athlete participate in a sporting event and then see them smile as the medal is placed around their neck. I'm proud to be a part of the Law Enforcement Torch Run and help spread the message of Special Olympics. I have become great friends with several athletes and their families which makes being involved with Special Olympics an added bonus.”



*Kris Weitzell
Director, Law Enforcement Torch Run
for Special Olympics Iowa
State Center*



“ Special Olympics and Farrell's both help individuals transform their lives. We focus on physical activity, setting goals and coaching people to similar targets. It's very satisfying to see the athletes put their hearts into performing at their levels and always with a smile.”

*Lance Farrell, CEO
Farrell's eXtreme BodyShaping
Des Moines*

**Special Olympics is a grass roots movement.
It is built on the hope, desires, energy and
determination of real people, in real
communities, achieving real results.**

Planning For Our Future

Special Olympics Iowa (SOIA) is engaged in a thorough strategic planning process, where key findings have been identified and strategic priorities developed to meet goals and initiatives. Portions of the plan have been implemented while others are planned into the future. The process is designed and scheduled to meet the future needs of our organization and its primary constituents—our athletes. Our plan is designed to parallel the Special Olympics Global Plan, and was one of the first in the nation to do so.

The SOIA Iowa vision statement illustrates the overarching goals of the plan as well as a dedication to the mission of the organization and to all those who are a part of the movement.

Vision Statement

Our vision is to increase public awareness, improve acceptance and empower individuals with intellectual disabilities. We commit to providing unlimited opportunities for all to be part of the emotional engagement that is Special Olympics Iowa.

The tactical portion of the plan is anchored by the following pillars: Advance Quality Sports and Competitions; Build Communities; Connect Fans and Funds; Develop Movement Leadership; and Establish Sustainable Capabilities. These key areas will lead our actions and decisions as SOIA moves forward during the next few years.

We thank the many athletes, coaches, parents, supporters, donors and volunteers who took time to attend town hall meetings and complete the online survey. Your comments help us focus on what is important to you and all those we serve.

This plan is a living, breathing document that is designed to both grow and strengthen the organization, and will continue to evolve as our work progresses. For more details or a copy of the Strategic Plan, visit www.soiowa.org.

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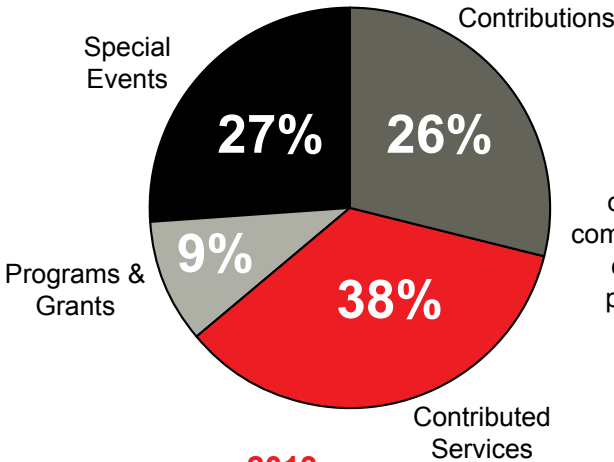


“Angela has grown in so many ways with Special Olympics. She is confident and comfortable with athletes, coaches and others. She has made many friends from across the state, and stays in touch with them by texting and on Facebook. Angela is very competitive and determined when it comes to her sport of gymnastics. While competing at the National Games she was able to develop deeper friendships and compete with the best gymnasts in the U.S.”

Ted Oberlander
Parent
Des Moines

2013 Budget Overview

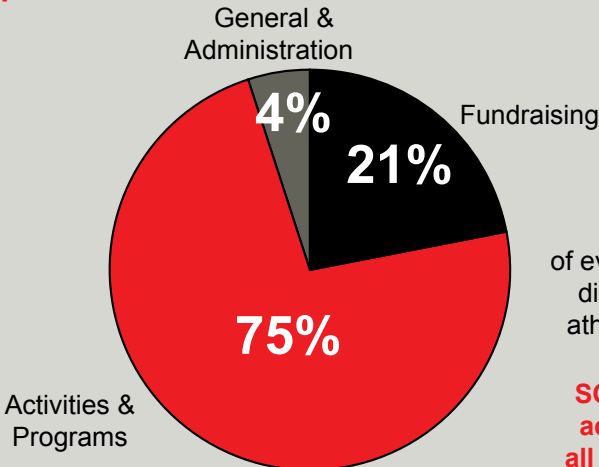
Revenue



2013
\$3,808,400

99%
of SOIA's support comes from individuals, corporations and private donations.

Expenses



2013

Activities & Programs	\$2,869,261
Fundraising	\$795,108
General & Administration	\$172,729

75¢
of every dollar spent directly benefits athlete programs.

SOIA gratefully acknowledges all sponsors and individuals for their continued loyalty, commitment, and support to the organization

How Can You Be Part Of Special Olympics In Iowa?

Volunteers

Volunteers are vital to the success of Special Olympics Iowa (SOIA) and you may get involved in a number of ways.

Coaching

The coach is an important part of the SOIA program. SOIA provides sports-specific training, and a simple certification process that makes getting started easy.

Competition & Fundraising Events

Competitions and fundraising events are easy ways to be part of Special Olympics Iowa. Attend a sporting event and cheer for the athletes. You'll have fun and experience firsthand what Special Olympics is all about. We have many different fundraisers throughout the year including golf tournaments, a Gourmet Gala, Polar Plunges®, the extreme Over the Edge for Special Olympics rappel and much more. There's something for everyone.

Individual or Corporate Sponsorship

It's easy for businesses, civic organizations and individuals to partner with SOIA and make a difference with a monetary or in-kind gift. Opportunities include becoming a Statewide Partner, Special Program Sponsor, Game Venue Sponsor or sponsoring an athlete. The sponsoring individual or organization is recognized publicly and in a variety of ways.

For more information, call Special Olympics Iowa at 515-986-5520 or visit www.soiowa.org.

Special Olympics
Iowa



Support. Volunteer. Compete.

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www.soiowa.org



Special Olympics created by the Joseph P. Kennedy, Jr. Foundation
Authorized and Accredited by Special Olympics, Inc.
for the benefit of citizens with intellectual disabilities