



Special Olympics *Iowa*



2019 REACH REPORT

**551 SE Dovetail Road
PO Box 620
Grimes, IA 50111
(515) 986-5520
www.soioowa.org**

SOCIAL MEDIA ENGAGEMENT

FACEBOOK
PAGE LIKES **8,962**

AVERAGE MONTHLY
POST REACH **78,800**



TWITTER
FOLLOWERS **2,153**

AVERAGE MONTHLY TWEET
IMPRESSIONS **15,700**



INSTAGRAM
FOLLOWERS **1,559**

AVERAGE MONTHLY POST
IMPRESSIONS **11,400**



**Let me win,
But if I cannot win,
Let me be brave
in the attempt.**

COMPETITIONS YEAR-ROUND

167

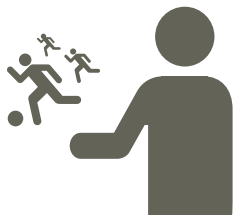
COUNTIES
REPRESENTED

99



VOLUNTEERS

20,766



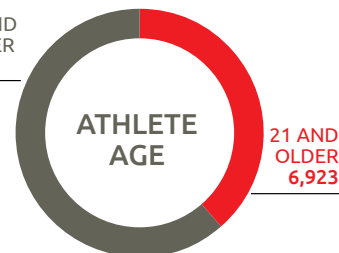
ATHLETES, YOUNG ATHLETES & UNIFIED PARTNERS

16,869

ATHLETES,
YOUNG ATHLETES &
UNIFIED PARTNERS



20 AND
UNDER
9,946



23 OLYMPIC-TYPE SPORTS

Alpine Skiing - Athletics (Track & Field)* - Basketball* - Bocce*
Bowling* - Cheerleading* - Cross Country Skiing - Cycling*
Developmental Events - Equestrian - Figure Skating
Flag Football* - Golf* - Gymnastics (artistic & rhythmic)
Powerlifting - Roller Skating - Snowshoeing* - Soccer*
Softball* - Speed Skating - Swimming* - Tennis* - Volleyball*

*Unified Sports

UNIFIED CHAMPION SCHOOLS®

79 K - 12 SCHOOLS

3 SO COLLEGE



UNIFIED SPORTS

68 EVENTS

1,208
ATHLETES

1,167
PARTNERS



YOUNG ATHLETES PLAY DAYS

12 EVENTS

1,176
YOUNG
ATHLETES



CHALLENGE DAYS

8 EVENTS

331
ATHLETES



ATHLETE LEADERSHIP

GLOBAL MESSENGERS

92



HEALTHY ATHLETES®

ATHLETE EXAMS

902

CLINICAL
VOLUNTEERS

249



FINANCIALS & PARTNERS

FINANCIALS

78.4¢ OF EVERY DOLLAR
DIRECTLY SUPPORTS
ATHLETES

2019 OPERATING BUDGET
\$4,121,600



LAW ENFORCEMENT TORCH RUN®

\$1,100,000 MONEY RAISED

OFFICERS INVOLVED **1,000+**

250+

EVENTS



THANK YOU TO OUR PARTNERS

CHAMPION STATEWIDE PARTNERS



PREMIER STATEWIDE PARTNERS



"In all my years of Special Olympics, I have done so many things that I never thought I would be able to do. These include traveling to other parts of the state to compete in sports, giving speeches, co-emceeing events, meeting amazing people, and doing a lot of fundraising events."

– Tyler Leech, athlete and Global Messenger

"My son has become so much more independent and has more self-confidence than ever before. Special Olympics has done that for him."

–Holly Meyer, parent

