



"I like Special Olympics because I am a part of a team, hang out with friends and of course WIN medals. In my eight years with Special Olympics I have had a lot of fun. I have competed in tennis, basketball, track and field relays, dance and bocce. It's hard to pick just one thing that I like the most, however, I can say that Special Olympics gives me so many new opportunities."

– Sherry McKee, athlete and Global Messenger



# REACH REPORT

"The West Des Moines Young Athletes Play Day is extra special for Rebecca because she generally doesn't do a whole lot of traditional sports and activities so having the modified sports that she can do with her friends, that's what makes it extra special."

–Jenny Price, parent

# 2018



**Special  
Olympics**  
Iowa



551 SE Dovetail Road  
PO Box 620  
Grimes, IA 50111

(515) 986-5520  
[www.soiowa.org](http://www.soiowa.org)

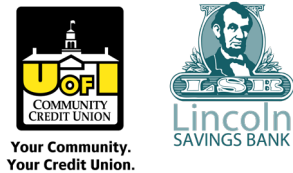


## THANK YOU TO OUR SPONSORS

### CHAMPION STATEWIDE PARTNERS



### PREMIER STATEWIDE PARTNERS



16,331

ATHLETES,  
YOUNG ATHLETES &  
UNIFIED PARTNERS



20 AND  
UNDER  
9,827

ATHLETE  
AGE

21 AND  
OLDER  
6,504

### FINANCIALS

78.4¢

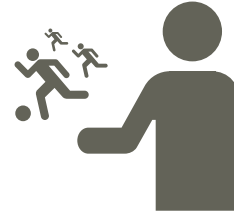
OF EVERY DOLLAR  
DIRECTLY SUPPORTS  
ATHLETES

2018 OPERATING  
BUDGET

\$4,121,600

### VOLUNTEERS

18,303



### LAW ENFORCEMENT TORCH RUN®

\$850,000 MONEY RAISED

OFFICERS INVOLVED 1,000+

250+  
EVENTS



### COMPETITIONS YEAR-ROUND

146

COUNTIES  
REPRESENTED

99



### ATHLETE LEADERSHIP

GLOBAL MESSENGERS

83



### YOUNG ATHLETES PLAY DAYS

12 EVENTS

1,106  
YOUNG  
ATHLETES



### UNIFIED CHAMPION SCHOOLS®

51 K - 12 SCHOOLS

1  
SO COLLEGE



### UNIFIED SPORTS

68 EVENTS

986  
ATHLETES

970

PARTNERS



### HEALTHY ATHLETES®

ATHLETE EXAMS

771

CLINICAL  
VOLUNTEERS

230



### CHALLENGE DAYS

8 EVENTS

282  
ATHLETES



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

### SOCIAL MEDIA ENGAGEMENT

FACEBOOK PAGE LIKES

8,089

AVERAGE MONTHLY  
POST REACH

50,900



TWITTER FOLLOWERS

2,049

AVERAGE MONTHLY  
TWEET IMPRESSIONS

10,500



INSTAGRAM FOLLOWERS

1,143

AVERAGE MONTHLY POST  
IMPRESSIONS

3,210



### 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