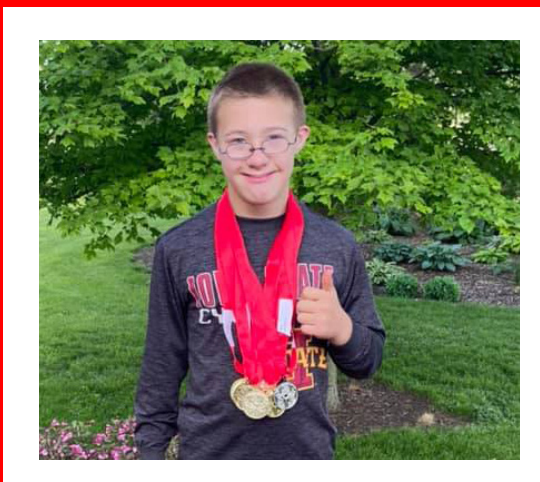




***Special
Olympics***
Iowa



2020 REACH REPORT

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

SOCIAL MEDIA ENGAGEMENT

FACEBOOK
PAGE LIKES

10,070



TWITTER
FOLLOWERS

2,173



INSTAGRAM
FOLLOWERS

1,829



AVERAGE MONTHLY SOCIAL
MEDIA IMPRESSIONS

79,500

EMAIL REACH

30,634

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

VOLUNTEERS

573



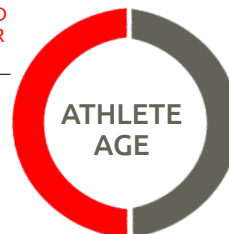
ATHLETES, YOUNG ATHLETES & UNIFIED PARTNERS

14,664

ATHLETES, YOUNG
ATHLETES &
UNIFIED PARTNERS



20 AND
UNDER
7,615



21 AND
OLDER
7,049



23 OLYMPIC-TYPE SPORTS

Alpine Skiing - Athletics (Track & Field)* - Basketball* - Bocce*
Bowling* - Cheerleading and Dance* - 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 Sport

UNIFIED CHAMPION SCHOOLS®

91 K - 12 SCHOOLS

4 COLLEGES &
UNIVERSITIES



UNIFIED PROGRAMMING

4
PROGRAMS

423

EXPERIENCES



COMPETITIONS YEAR-ROUND

51

COUNTIES
REPRESENTED

99



TEAMS

487



ATHLETE LEADERSHIP

88

GLOBAL
MESSENGERS

7

HEALTH
MESSENGERS



HEALTH & FITNESS

TRAININGS

3

TRAINEES

394



FINANCIALS & PARTNERS

FINANCIALS

82¢

OF EVERY DOLLAR
DIRECTLY SUPPORTS
ATHLETES

2019 OPERATING BUDGET

\$4,496,700



THANK YOU TO OUR PARTNERS

LAW ENFORCEMENT TORCH RUN®

52

617

DEPARTMENTS

OFFICERS INVOLVED



CHAMPION STATEWIDE PARTNERS



PREMIER STATEWIDE PARTNERS



"Special Olympics means so much to me. They have given me the opportunity to be able to compete in sports and also try some new sports that I wouldn't otherwise have tried. They have also made it possible to meet new people and make new friends. These are memories that will last a lifetime. Special Olympics makes me feel like I am not the only one with a disability and that I am able to compete in some different sports."



– Lisa Spencer, athlete, Global and Health Messenger

"Trying to explain a pandemic that even adults are struggling to understand was difficult. It felt like almost instantly Special Olympics started a program, it was there spring program, and it kept my boys active, they had Zoom meetings, they were outside playing when they could. I think the most important part was that they could still connect with their coaches and friends and be part of what Special Olympics has always been."

- Regina Behmlander, parent

