



"I've had so many wonderful experiences and earned lots of ribbons and medals, but more important, I have gained strength, confidence, and friends all over the state."

-Tomi DeGrado, athlete and Global Messenger



"Special Olympics isn't just about training and competing, it's about acceptance. The opportunities that are provided by Special Olympics help the athletes to gain confidence to look for employment and be contributing members of their community. They learn to accept they may need to teach others they can give

so much back to their community/employer/school by showing what they are capable of doing. As they go about their daily lives the community learns to accept a person with an intellectual disability is just a person who processes things differently."

-Sue Davis, parent and coach



***Special  
Olympics***  
*Iowa*

## 2021 REACH REPORT

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[www.soioowa.org](http://www.soioowa.org)

## SOCIAL MEDIA ENGAGEMENT



FACEBOOK  
PAGE FOLLOWERS

**10,392**



INSTAGRAM  
FOLLOWERS

**1,932**



TWITTER  
FOLLOWERS

**2,195**

AVERAGE MONTHLY  
SOCIAL MEDIA REACH

**58,337**



EMAIL REACH

**29,112**

## THANK YOU TO OUR PARTNERS

### CHAMPION STATEWIDE PARTNERS



### PREMIER STATEWIDE PARTNERS



ATHLETES, YOUNG ATHLETES  
& UNIFIED PARTNERS

**14,869**



20 AND  
UNDER  
7,986



21 AND  
OLDER  
6,883

DELEGATIONS

**487**



VOLUNTEERS

**3,226**



ATHLETE LEADERSHIP

**67**

GLOBAL  
MESSENGERS

**9**

HEALTH  
MESSENGERS



COMPETITIONS YEAR-ROUND

**33**

COUNTIES  
REPRESENTED

**99**



UNIFIED CHAMPION SCHOOLS®

**105**

K - 12 SCHOOLS

**4**

COLLEGES &  
UNIVERSITIES



HEALTH & FITNESS

**5**

PROGRAMS

**726**

PARTICIPANTS



23 OLYMPIC-TYPE SPORTS

Alpine Skiing  
Athletics (Track & Field)\*  
Basketball\*  
Bocce\*  
Bowling\*  
Cheerleading and Dance\*  
Cross Country Skiing  
Cycling\*  
Development Events  
Equestrian  
Figure Skating\*  
Flag Football\*  
Golf\*  
Gymnastics (Artistic & Rhythmic)  
Powerlifting  
Roller Skating  
Snowshoeing\*  
Soccer\*  
Softball\*  
Speed Skating\*  
Swimming\*  
Tennis\*  
Volleyball\*

\*Unified Sport

UNIFIED PROGRAMMING

**15**

PROGRAMS

**1,530**

EXPERIENCES



LAW ENFORCEMENT  
TORCH RUN®

**64**

AGENCIES

**650**

OFFICERS  
INVOLVED

FINANCIALS

**75¢**

OF EVERY DOLLAR  
DIRECTLY SUPPORTS  
ATHLETES

2021 OPERATING  
BUDGET

**\$2,277,412**

