

# Board Orientation

January 2023

***Special Olympics***  
*Iowa*



# Mission



- The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

# History



Mrs. Eunice Kennedy Shriver, Founder

*"The right to play on any playing field?*

*You have earned it.*

*The right to study in any school?*

*You have earned it.*

*The right to hold a job?*

*You have earned it?*

*The right to be anyone's neighbor?*

*You have earned it."*

*The days of segregation and separation are over!*

*You Special Olympians have thrilled us on the playing fields of the world. You have taught us that what matters is not power or politics, weapons or wealth. What truly counts is the courageous spirit, the generous heart.*

*Like the heart of the mother whose daughter is special. She walked with her child 16 miles each week from her village to the coach who taught her daughter how to run. This mother is in the stadium tonight and tomorrow, with the world watching, she will see her daughter race in the 200 meter dash. When our hearts are touched.*

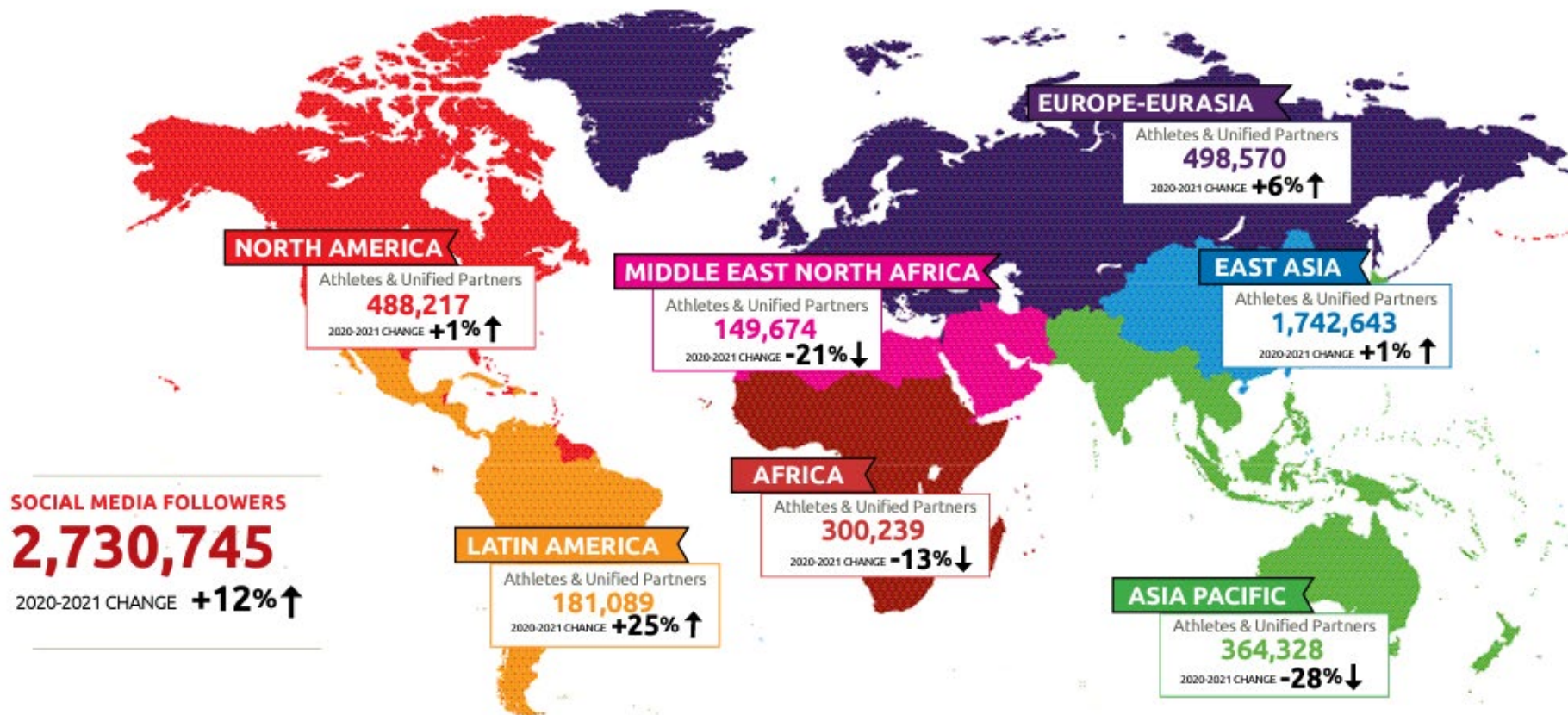
**World Games 1987**

# Organizational Structure



Special Olympics, Inc. (“SOI”, also often referred to as Special Olympics International) is the global organization that oversees seven Special Olympics Regions. Accredited Programs (e.g., Special Olympics Michigan, Special Olympics Saskatchewan, Special Olympics Trinidad and Tobago) are independently registered nonprofit companies authorized, accredited, and ultimately governed by SOI. All SONA staff are SOI staff/employees. There is a global strategic plan that all Accredited Programs are expected to align to: this alignment helps us create greater and more sustainable change and impact around the world.

# Worldwide Movement





# History of Special Olympics Iowa

Statewide Nonprofit 501(c)3 Organization

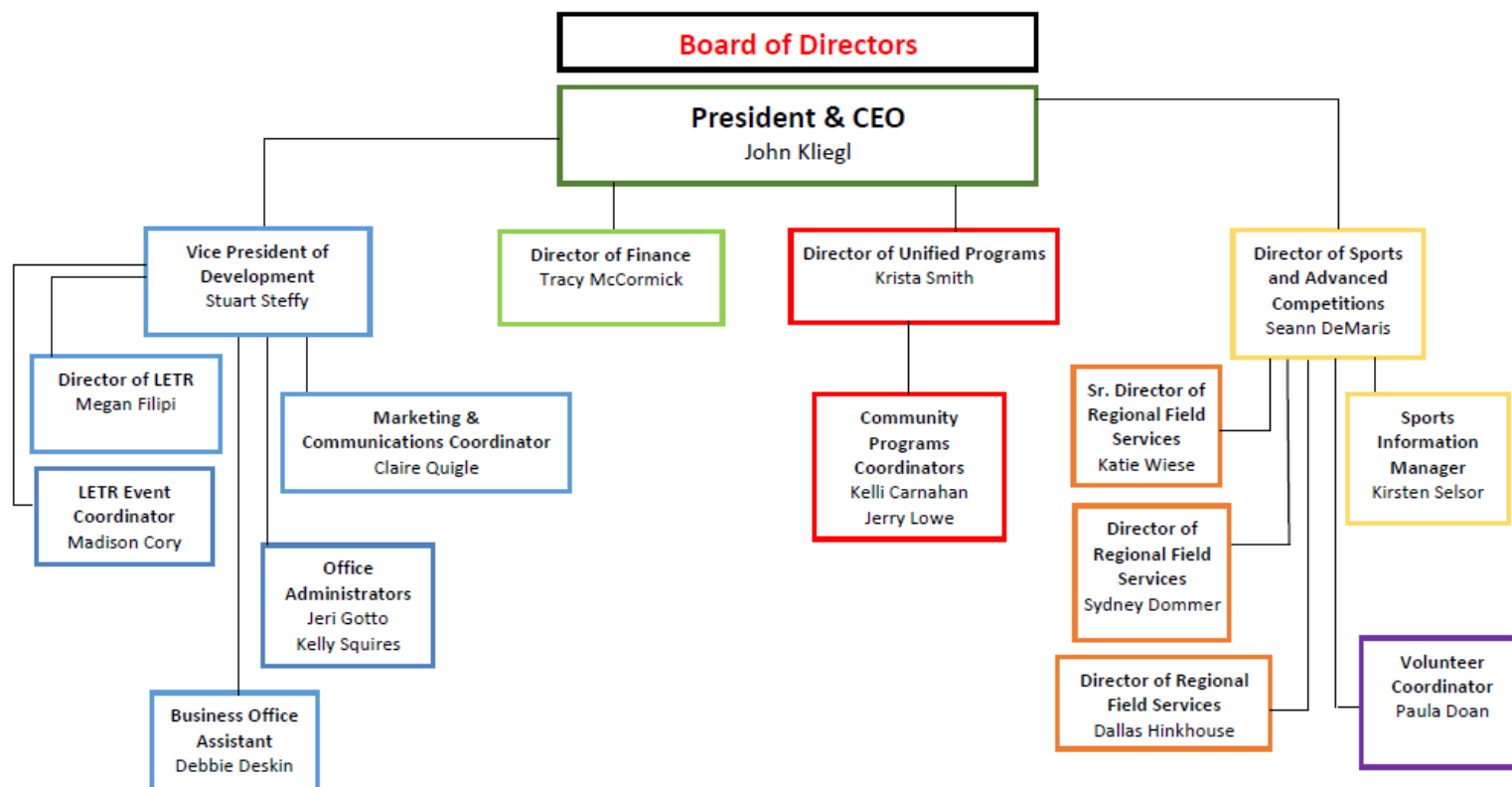
Founded in 1968

State Office building opened in 2004

- ▶ Land donated by Bill Knapp and foundation donation from Dick Jacobson of \$500,000.



# SOIA Organization Chart



# WHO WE SERVE

***Special Olympics***  
*Iowa*



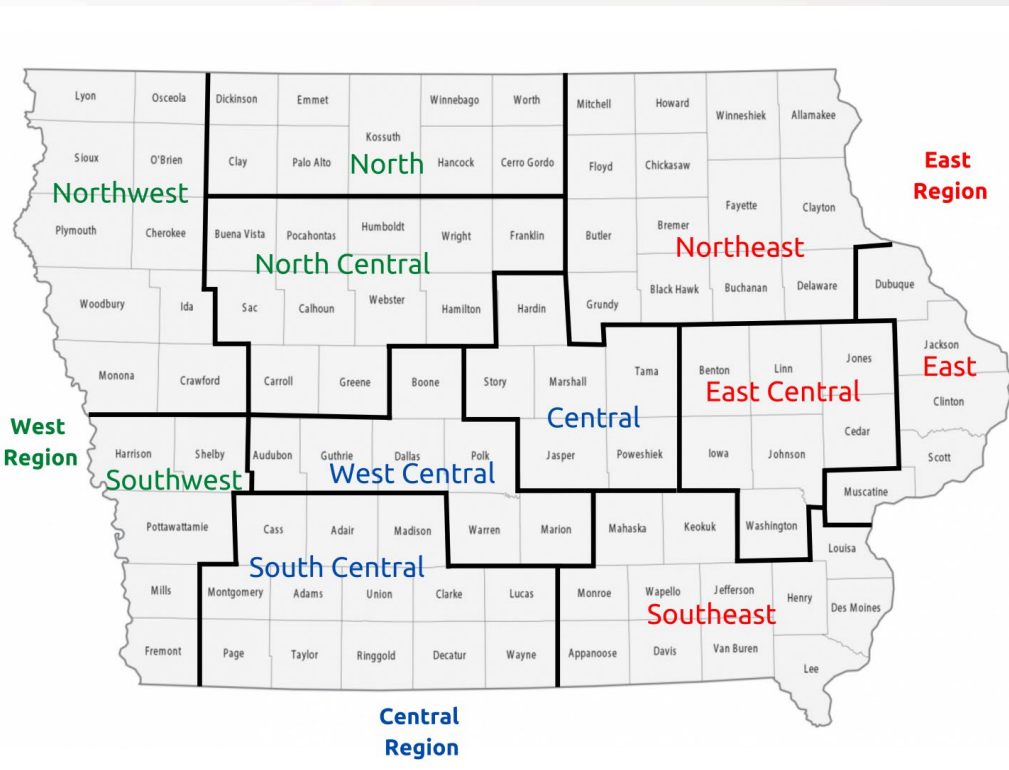




# Who can participate?

- An individual with a medically diagnosed intellectual disability
- Individuals without an intellectual disability can participate as Unified Sports® Partners
- Young Athletes Program for those 2 – 7 years of age to learn skills and gain introduction to sports.
- Must be 8 years of age or older to participate in competitions
- No ending age limit

# Areas and Delegations



- 11 areas represented in Iowa
- Athletes can compete in area competitions in close proximity to their home
- Area events are planned by our state office program staff to ensure consistency in athlete experience and rules.

# Winter Games



Held annually in the month of  
January in Dubuque

- ▶ Alpine Skiing (Downhill)
- ▶ Cross Country Skiing
- ▶ Figure Skating
- ▶ Snowshoeing
- ▶ Speed Skating



# Spring Classic



Held annually in the  
month of March in  
Iowa City

- ▶ Basketball
  - ▶ Skills
  - ▶ 3 on 3
  - ▶ 5 on 5
- ▶ Cheerleading
- ▶ Gymnastics
- ▶ Powerlifting



# Summer Games



Held annually in the month of May in Ames

- ▶ Bocce & Bocce Skills
- ▶ Cycling
- ▶ Developmental events
- ▶ Soccer & Soccer Skills
- ▶ Swimming
- ▶ Tennis (Doubles & Singles)
- ▶ Track & Field



# Fall Classic



## New event held in September in Des Moines

- ▶ Equestrian
- ▶ Golf
- ▶ Flag Football
- ▶ Volleyball
- ▶ Pickleball
- ▶ Swimming



# Bowling



Bowling has the most participation of any sport. The bowling season starts in the fall and State Competitions are held in November at four locations.

- Des Moines
- Cedar Rapids
- Council Bluffs
- Waterloo

# Unified Champion Schools/Unified Sports



**Special Olympics Unified Champion Schools®** promotes inclusion and more accepting and respectful school climates by bringing together young people with and without ID on sports teams (Special Olympics Unified Sports®), through inclusive student clubs and whole school engagement, and by fostering youth leadership. These activities equip young people and educators with the tools and training to create inclusive schools for all students.





# Healthy Athletes



Athlete screenings take place at many state competitions. Volunteers assist with the following disciplines:

- Opening Eyes
- Healthy Hearing
- Fit Feet
- Special Smiles
- Health Promotion
- FUNfitness
- Strong Minds



# Athlete Leadership



Athletes and Unified Partners have opportunities to attend leadership conferences where they can promote inclusivity, respect, healthy lifestyles and Special Olympics.



# REVENUE AND FUNDRAISING

***Special Olympics***  
*Iowa*



# Development



## Statewide Sponsors

### Thank You to Our Partners!

#### Champion Statewide Partners



#### Premier Statewide Partners



# IDMP



Integrated Direct Marketing Program (IDMP) is individual donor solicitation through direct mail, e-mail, and online giving. Under the IDMP, U.S. Programs each share in the net revenue generated by IDMP communications in their state. All expenses related to IDMP are incurred by SOI.

- Direct Mail solicitation
- E-mail Solicitations
- Gift Processing
- Online Giving

Individuals can make online donations by clicking on the “Donate” button located on the Program’s website home page. Donations made this way are part of IDMP and therefore shared with SOI. Board members should speak with the CEO or staff to learn of all the ways to support our Program.

# Law Enforcement Torch Run® (LETR)



Started in the 1980's as a way for law enforcement to spread awareness of and raise funds for Special Olympics.

Law enforcement are known as “Guardians of the Flame” and carry the “Flame of Hope” at Special Olympics events and fundraisers around the globe.



In Iowa, LETR encompasses more than 750 officers that raise more than \$500,000 annually.



# Fundraising Events



- Polar Plunges (10 annually)
- Texas Roadhouse Tip-a-Cop
- Culver's Butterburgers and Badges
- Dunkin' Cop on a Rooftop
- Dallas County All-Wheel Show
- Plane Pull
- Golf Tournaments
- Cargill Night at the Ballpark
- Truck Convoy
- Tailgate for Teammates
- Pigskin Madness
- Torch Run Final Leg
- Cornhole Tournaments



# BOARD OF DIRECTORS

***Special Olympics***  
*Iowa*



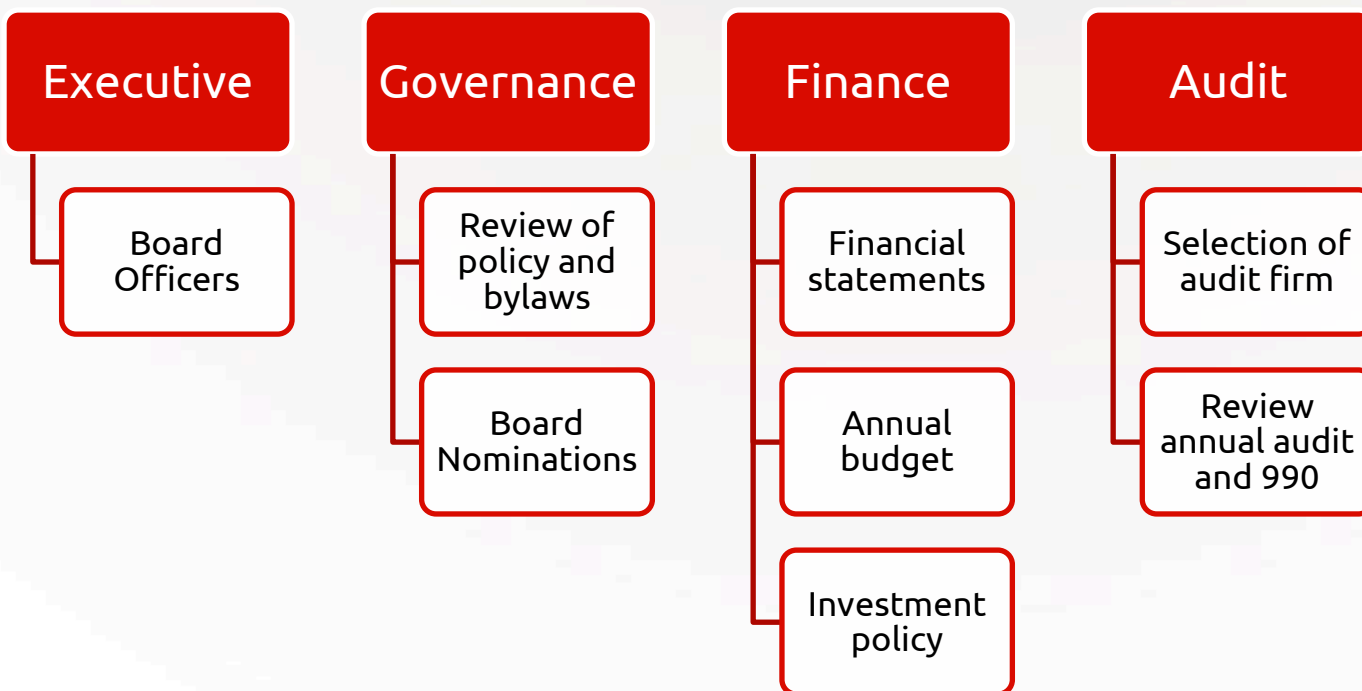




# Functions of the Board

- Oversight of the organization
- Raising awareness of the mission
  - Develop public trust, enhance public knowledge, enlist public support, attract leaders and volunteers.
- Provide or procure resources that support the financial needs and infrastructure
- Strategic planning, evaluating the sustainability and capacity for growth

# Committees





# Board Commitments

- Board Attendance
- Volunteer
  - Class A Background Check
- Financial
- Committees