

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

-Holly Meyer, parent

"Special Olympics has postively impacted my life by boosting my confidence, giving me the opportunity to try new sports, and making a plethora of friends. I happily and proudly tell people I am a Special Olympics Iowa athlete, Global Messenger, and Health Messenger!"

-Britt Sandahl, athlete and Global Messenger

Featured Data:

- 65% of parents said that participation in Special Olympics raised their expectations of their son or daughter.
- 70% of Special Olympics athletes in the United States were rated to be in good or excellent health, compared to 55% of adults with ID who did not participate in Special Olympics.



***Special
Olympics***
Iowa

2023 REACH REPORT

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



SOCIAL MEDIA ENGAGEMENT



FACEBOOK FOLLOWERS

12,053

AVERAGE MONTHLY SOCIAL MEDIA REACH

102,819



EMAIL REACH

42,805



INSTAGRAM FOLLOWERS

2,379

LINKEDIN FOLLOWERS

840

THANK YOU TO OUR PARTNERS

CHAMPION STATEWIDE PARTNERS



Knights of Columbus®
Iowa State Council

PREMIER STATEWIDE PARTNERS



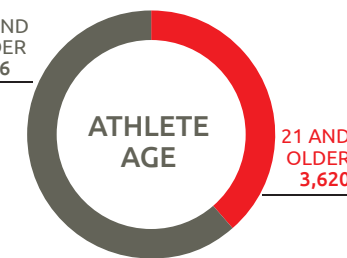
JOHN DEERE

ATHLETES, YOUNG ATHLETES & UNIFIED PARTNERS

9,136



20 AND UNDER
5,516



DELEGATIONS

327



VOLUNTEERS

4,618



ATHLETE LEADERSHIP

97

GLOBAL MESSENGERS

37

HEALTH MESSENGERS



COMPETITIONS YEAR-ROUND

117

COUNTIES REPRESENTED

99



UNIFIED CHAMPION SCHOOLS®

113

K - 12 SCHOOLS

8

COLLEGES & UNIVERSITIES



FINANCIALS

84¢

OF EVERY DOLLAR DIRECTLY SUPPORTS ATHLETES

2023 OPERATING BUDGET

\$3,603,025

HEALTH & FITNESS

5

PROGRAMS

97

PARTICIPANTS



UNIFIED PROGRAMMING

52

PROGRAMS

11,260

EXPERIENCES



MOTOR ACTIVITY TRAINING PROGRAM

5

EVENTS

ATHLETES

138

LAW ENFORCEMENT TORCH RUN®

70

AGENCIES

OFFICERS INVOLVED

807



24
Olympic-type Sports

Alpine Skiing

Basketball*

Bocce*

Bowling*

Cheerleading*

Cornhole*

Cross Country Skiing

Cycling*

Developmental Events

Equestrian

Figure Skating*

Flag Football*

Golf*

Gymnastics

Pickleball*

Powerlifting*

Snowshoeing*

Soccer*

Softball*

Speed Skating*

Swimming*

Tennis*

Track and Field*

Volleyball*

*Unified sport

