

2024 SPECIAL OLYMPICS IOWA REACH REPORT



PARTICIPATION

10,705
ATHLETES, YOUNG ATHLETES
& UNIFIED PARTNERS



ATHLETE AGE

6,519	4,186
20 & UNDER	21 & OLDER

DELEGATIONS

298



COMPETITIONS

COMPETITIONS YEAR-ROUND

134

COUNTIES REPRESENTED

99



SPECIAL PROGRAMS

HEALTH & FITNESS

3	109
PROGRAMS	PARTICIPANTS



MOTOR ACTIVITY TRAINING PROGRAM

4	149
EVENTS	ATHLETES



FINANCIALS

84¢ OF EVERY DOLLAR DIRECTLY
SUPPORTS ATHLETES

\$3,784,694 2024 OPERATING
BUDGET

SOCIAL MEDIA ENGAGEMENT

13,015 FACEBOOK
FOLLOWERS

INSTAGRAM
FOLLOWERS **2,608**

43,589 EMAIL
REACH

AVERAGE MONTHLY
SOCIAL MEDIA REACH **56,358**

1,063 LINKEDIN
FOLLOWERS

LEADERSHIP & COMMUNITY

62
GLOBAL MESSENGERS

56
HEALTH MESSENGERS



VOLUNTEERS
4,650



LAW ENFORCEMENT TORCH RUN®

814
OFFICERS INVOLVED

68
AGENCIES

EDUCATION & UNIFIED PROGRAMS

UNIFIED CHAMPION SCHOOLS

123	9
K - 12 SCHOOLS	COLLEGES & UNIVERSITIES



UNIFIED PROGRAMMING

35
PROGRAMS

14,110
EXPERIENCES



THANK YOU TO OUR PARTNERS

CHAMPION STATEWIDE PARTNERS



Knights of
Columbus®
Iowa
State Council



PREMIER STATEWIDE PARTNERS

HONDA

VOYA
FINANCIAL



DUNKIN'



HyVee



**WELLS
FARGO**

23 OLYMPIC-TYPE SPORTS

Alpine Skiing • Basketball* • Bocce* • Bowling* • Cheerleading* • Cross Country Skiing
Cycling* • Developmental Events • Equestrian • Figure Skating* • Flag Football*
Golf* • Gymnastics • Pickleball* • Powerlifting* • Snowshoeing* • Soccer*
Softball* • Speed Skating* • Swimming* • Tennis* • Track & Field* • Volleyball*

*Unified sport