



Being brave.

Special Olympics Minnesota 2014 Annual Report

**Special
Olympics**
Minnesota





Mission

Special Olympics Minnesota offers children and adults with intellectual disabilities year-round sports training and competition. Through Special Olympics' athletic, health and leadership programs, people with intellectual disabilities transform themselves, their communities and the world.



Thank you for making a huge difference in the lives of the more than 8,100 Special Olympics Minnesota athletes.

WHAT'S ADVANCED IN 2014

"It's not the disability that defines you; its how you deal with the challenges the disability presents you with."

-- Jim Abbott
Professional Baseball Player

2014 was a year of extraordinary growth and development for Special Olympics Minnesota. The year began with thousands of brave people jumping into 16 frozen lakes across the state. In 2014, Plunger participation increased by 18 percent and funds raised increased by 13 percent. This means that more than 15,500 Plungers jumped into frigid waters, raising more than \$3.3 million to benefit Special Olympics Minnesota!

As the year progressed, Team Minnesota geared up for the 2014 USA Games held in Princeton, New Jersey June 14-21. More than 50 Special Olympics Minnesota athletes represented Team Minnesota at the USA Games in a HUGE way. Collectively, the team brought home more than 65 medals; athlete Katie Timmer competed in golf against all males; and, because of their amazing sportsmanship, Team Minnesota's Flag Football athletes had the incredible opportunity to lower the flag at closing ceremonies.

Throughout the remainder of the year, we celebrated achievement with our Strategic Plan. We realized a 55% increase in participation in Young Athletes, a developmental sports program for children ages 2 to 7 years old; and we have seen a rapid increase in youth leadership and volunteerism through our Youth programs. Our Healthy Athletes initiative has increased by 58% from last year, keeping many of our volunteer clinical directors busy throughout the year. In October, we launched a pilot health initiative titled SOfit. SOfit is a Unified approach to improving and protecting health and wellness for people with and without intellectual disabilities. SOfit offers participants a comprehensive, 360 degree look at wellness and the human spirit. Together, athletes and Unified partners are empowered to challenge and change the way they look at diet, daily exercise and lifestyle choices.

The big headline for 2014 and the future is our Special Olympics Minnesota Unified Sports. This initiative is the fastest growing part of our movement and one of the most powerful ways to achieve our goal of full inclusion. The acceptance and inclusion found on a Unified playing field has the power to break down the most pernicious barriers and stubborn negative attitudes. Volunteers and supporters change into teammates. Labels yield to relationships. Lines of division are erased by playing within the lines of a field. Nothing is more central to Special Olympics Minnesota. ***Intolerance is our opponent.***

The full story and success of 2014 are highlighted throughout this report. Our deepest gratitude to all of you who helped make 2014 a massive success for us. Together, we can illuminate a future of acceptance and inclusion for all.

Thank you

David E. Dorn
President/CEO

Pam Byrd
Individual Giving Director

2014

ATHLETE HIGHLIGHT

Our community impact is best demonstrated in the extraordinary accomplishments of our athletes. Special Olympics Minnesota (SOMN) athletes are leaders in their families, schools and communities.

Danielle Liebl is just one example of our many successful athletes. As an infant, Danielle was diagnosed with Cerebral Palsy, a physical and intellectual disability. She became involved in Special Olympics in 2002 when she was 11 years old. At the time, Danielle was extremely shy, but SOMN sports and leadership programs have helped her speak in front of large groups on behalf of Special Olympics and people with intellectual disabilities without fear. As a sophomore in college, Danielle and a peer created a club called *Students for the Advancement of People with DIFFERbilities* (SAPD) to educate students on campus about how to treat and interact with people with intellectual and physical disabilities. In 2013, Danielle graduated from the College of Saint Benedict with a double major in Peace Studies and Theology with a 3.6 GPA, and was rewarded the National Peace First Prize, a prestigious award given to young peacemakers nationwide, who demonstrate compassion, courage, and collaborative change. That same year Danielle also began coaching Unified flag football which provided her with another way to spread the word about acceptance and inclusion. This past summer, Danielle was invited to the White House as a youth ambassador for a special evening dedicated to Special Olympics.



2014

VOLUNTEER QUOTE

"We enjoyed volunteering yesterday. It's very important to us that we include our children in volunteering, so when we showed up with our kids they assigned us to being runners of score cards. Basically, our kids took the score cards to where they needed to be and we just followed them! They LOVED doing it and everyone thought it was cute to see two little kids helping out!"

-- The Lustfield Family



2014 METRICS

In 2014, Special Olympics Minnesota served more than 8,100 active athletes. Some highlights from the past year include:

- **615 new athletes** registered in 2014
- **14,000 volunteers** participated
- **17 sports** were offered
- **More than 80** area level competitions, **six** regional level competitions and **seven** state level competitions and **more than 75** initiative program events including Healthy Athletes®, Young Athletes, Athlete Leadership Programs, Unified Partners*, Leadership Conference, Distinguished Services Awards, and Summer Camp creating approximately **124,000 athlete and 1,300 Unified Partner experiences.**

**A Unified Partner is a person without an intellectual disability that trains and competes on the same sports team as a traditional athlete.*

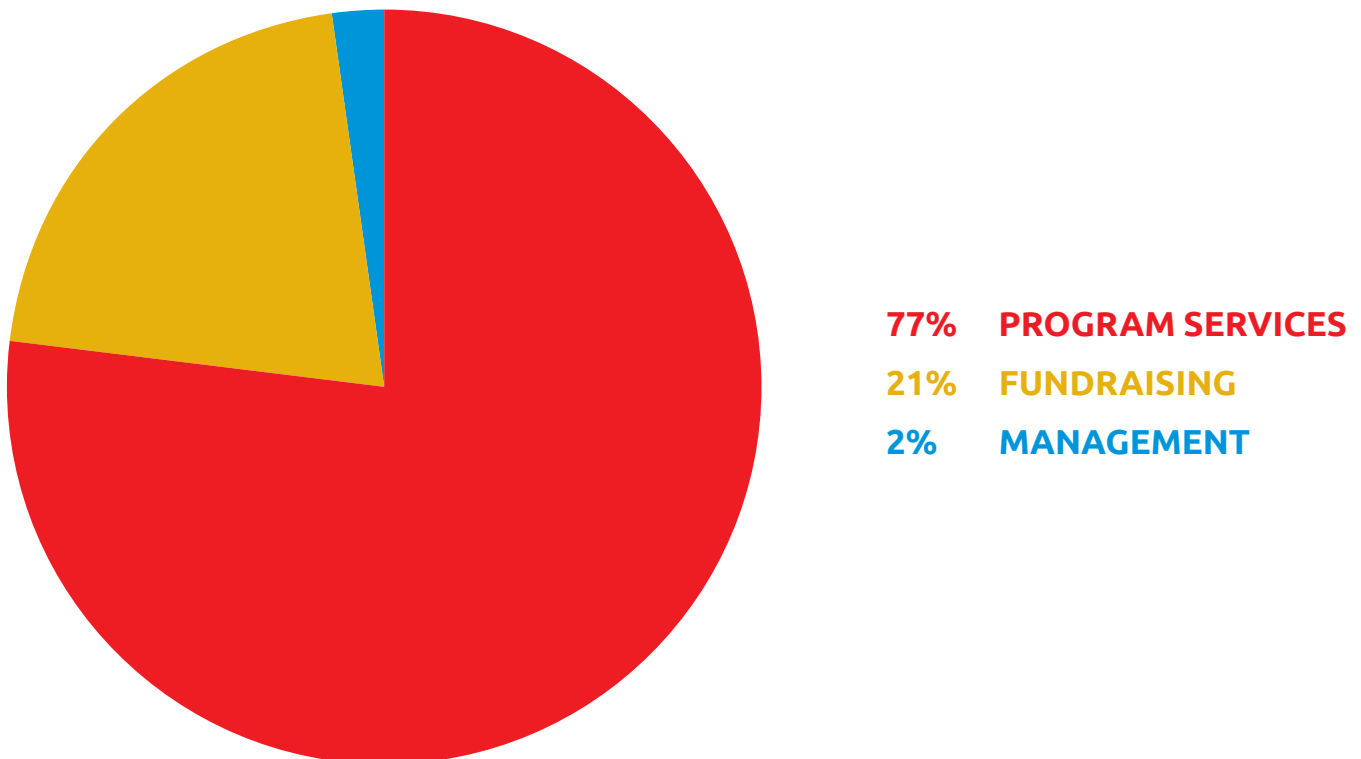
- **More than 530** trained coaches led 85,00 training experiences for athletes
- **A record breaking 9,900** Healthy Athletes® screenings were conducted
- **1,890 youth** participated in the Young Athletes program
- **130 athletes** participated in Athlete Leadership Programs
- **135 athletes** attended Summer Sports Camp



2013-14**STATEMENT OF ACTIVITIES**

Statements of Activities and Changes in Net Assets Years end December 31, 2013 and 2014.

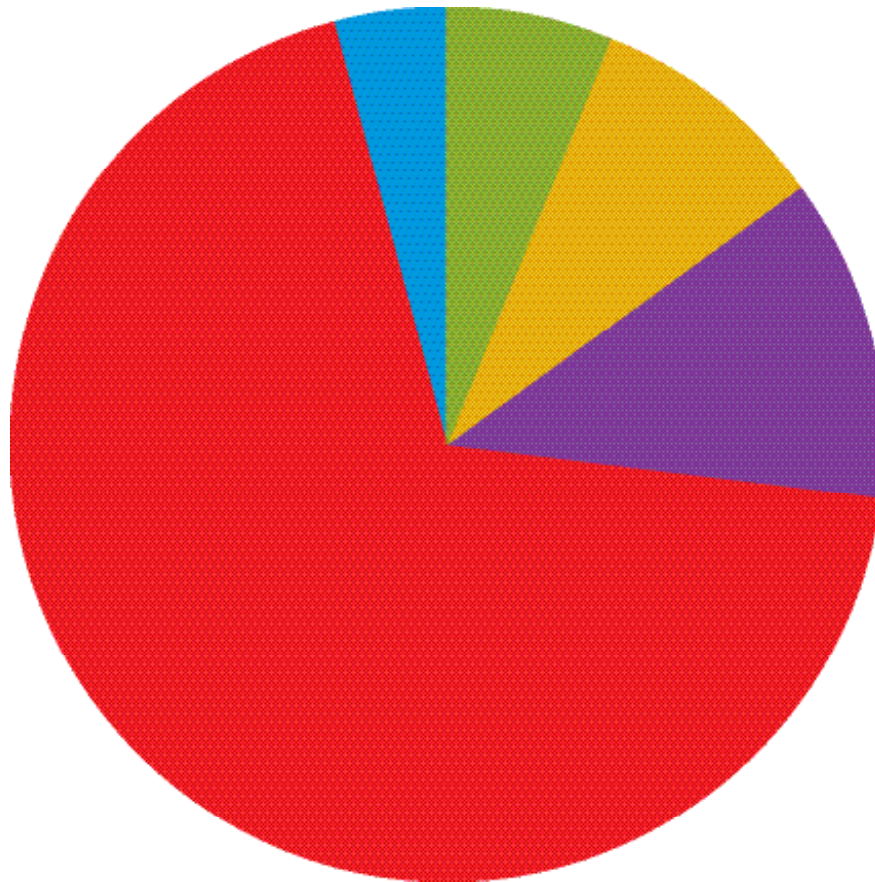
	2014	2013
Revenue & Other Support		
Contributions, grants & allocations	\$1,875,850	\$1,758,329
Fundraising	\$4,142,814	\$3,818,572
Total Revenue & Other Support	\$6,018,664	\$5,576,901
Expenses		
Program Services	\$4,447,740	\$3,996,376
Fundraising	\$1,194,762	\$1,098,857
Management	\$126,471	\$125,895
Total Expenses	\$5,768,973	\$5,221,128
Income (Loss) from Operations	\$249,691	\$355,773

2014**EXPENSES BY DEPARTMENT**

2013-14 FINANCIALS

Statements of Activities and Changes in Net Assets Years end December 31, 2013 and 2014.

	2014		2013	
Individual Giving	\$370,671	6%	\$365,090	7%
Institutional Giving	\$542,444	9%	\$553,821	10%
Direct Marketing	\$712,474	12%	\$675,503	12%
Fundraising Events	\$4,142,814	69%	\$3,818,572	68%
Earned Income & Others	\$250,261	4%	\$163,916	3%
Operating Revenue	\$6,018,664	100%	\$5,576,902	100%



6%	INDIVIDUAL GIVING
9%	INSTITUTIONAL GIVING
12%	DIRECT MARKETING
69%	FUNDRAISING EVENTS
4%	EARNED INCOME & OTHERS

LOOKING AHEAD 2015 & BEYOND



2015 Special Olympics World Games

In 2015 the Special Olympics World Games are coming to Los Angeles! The Games will host 7,000 athletes and 3,000 coaches representing 177 countries, along with 30,000 volunteers and an anticipated 500,000 spectators! Held July 25 – Aug. 2, the 2015 World Games will be the largest sports and humanitarian event anywhere in the world in 2015, and the single biggest event in Los Angeles since the 1984 Olympic Games. The 2015 Special Olympics World Games, with the unparalleled spirit, enthusiasm, teamwork, joy and displays of courage and skill that are hallmarks of all Special Olympics events, will feature 25 Olympic-style sports in venues throughout the Los Angeles region. Special Olympics Minnesota is honored to be sending a basketball team as well as a male gymnast to compete as part of Team USA.

Mallory Weggemann

Special Olympics Minnesota is joining forces with Paralympic Champion Swimmer, Mallory Weggemann in 2015 for an awareness campaign that will show the world that “we are more alike than we are different.”



SOfit

Special Olympics Minnesota’s SOfit health promotion program is a Unified approach to improving and protecting health and wellness for people with and without intellectual disabilities. SOfit offers participants a comprehensive, 360 degree look at wellness and the human spirit. Together, athletes and Unified partners are empowered to challenge and change the way they look at diet, daily exercise and lifestyle choices.

CURRENT BOARD OF DIRECTORS

Robert Abele -- *Chair*

(Former) U.S. Bank
Vice President

Suzanne Rainbow

(Former) Wal-Mart
Market Manager

Travis Anderson

Oppenheimer Wolff & Donnelly LL
Partner

Mark Runkel

U.S. Bank
Executive Vice President, Chief Credit Officer

Troy Bader -- *Treasurer*

American Dairy Queen Corporation
Chief Operating Officer

Brandon Sawalich

Starkey Hearing Technologies
Senior Vice President

Jennifer Bocklund

Special Olympics Minnesota
Athlete

Paul Steenerson -- *Secretary*

Wells Fargo
Product Manager, Wealth Planning

Scott Ellison

University of Minnesota
Associate Athletics Director for Facilities,
Event Management & Capital Projects

Jason Von Bank

Schwan's Home Service
Business Development Leader

David Hill

Special Olympics Minnesota
Athlete

Joel Walters

PricewaterhouseCoopers, LLC
Partner

Lori Larson

Keystone Advisors, LLC
Principal

Leeann Metzmaker

New Challenges, Inc.
Administrator/Owner

Nancy O'Brien

Minnesota Twins Baseball Club
Vice President, Brand Marketing

Thomas Paul

UnitedHealthcare
Medicare & Retirement, Chief Executive Officer



2014

SOMN STAFF

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

- Special Olympics Athlete Oath

Questions?

Contact Melissa Holmes, Vice President of Finance
melissa.holmes@somn.org | 612.604.1268

Videos

To view videos about our Young Athletes and Unified Sports programs,
visit their respective pages at somn.org

