

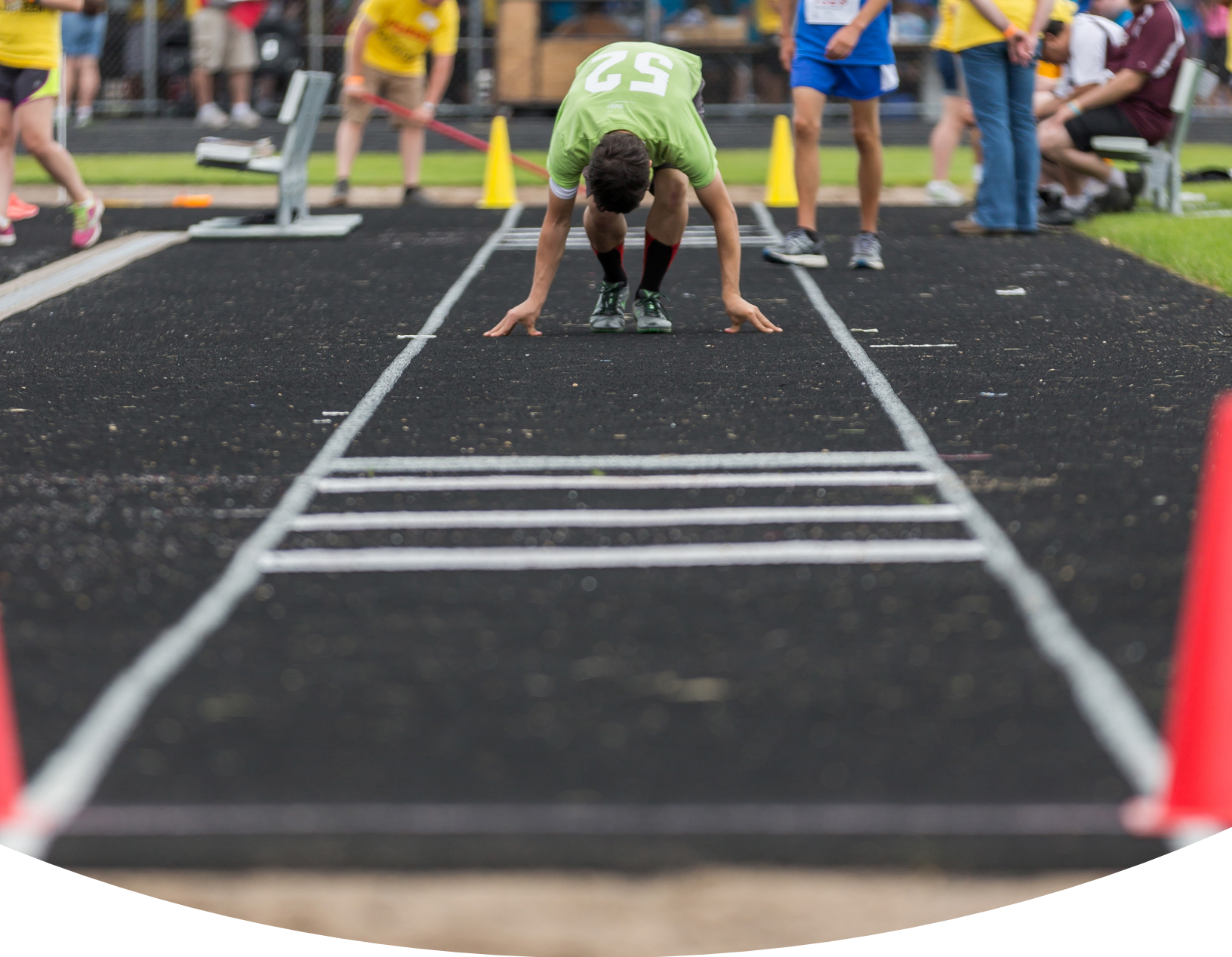


Being brave.

Special Olympics Minnesota 2015 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.

“
**There is no greater disability
in society than the inability
to see a person as more.**
”

-- Robert M. Hensel



WHAT'S ADVANCED IN 2015

What a year we've had! 2015 started off with the Polar Plunge season in full force, hosting 20 separate Plunges across the state. Our Minneapolis Plunge continues to be our premier annual fundraiser, raising \$1,200,000 in 2015. More than 5,000 participants Plunged into frigid Lake Calhoun with an estimated 25,000 spectators watching the fun from the sidelines. More than 14,500 Plungers took part in one of the 20 Plunges statewide, raising a total of \$3,907,403.

As the year progressed, athletes from Minnesota competed as members of Team USA in World Games. Held in the United States for the first time in over 20 years, the games took place in Los Angeles, CA in July. As you may know, law enforcement officers have been volunteering for more than 33 years to champion acceptance for people with intellectual disabilities through the Law Enforcement Torch Run for Special Olympics. Lighting the way to a future of inclusion, law enforcement use the Flame of Hope torch as a beacon to unite their communities in acceptance. This year, they took their role as Guardians of the Flame to a new level as they led the Special Olympics Unified Relay Across America (URAA). The culmination of ceremonies occurred at the Mall of America rotunda where more than 5,000 relay participants, athletes, law enforcement, sponsors and supporters of SOMN came together to celebrate the torch in Minnesota. The relay occurred on the first day of our Summer Games state competition, so we combined the two events in a celebration ceremony recognizing both our Summer and World Games athletes. In addition, the event had performances by Lennon & Maisy from the ABC show *Nashville*, speakers from Special Olympics Minnesota and media coverage, creating a ton of awareness. We are so PROUD of our athletes.

Throughout the remainder of the year, we celebrated achievements with our newest initiative: Unified Sports. The fastest growing SOMN movement and one of the most powerful ways to achieve our goal of full inclusion, our Unified Sports program allows individuals with and without intellectual disabilities to foster inclusion, acceptance and friendship and to play together on the same team. Participants without intellectual disabilities (Unified Partners) learn about the unique abilities of their teammates with disabilities, while our SOMN athletes are given the opportunity to make new friends and learn social skills in an accepting environment.

With more than 70 schools currently participating, schools across the state have enthusiastically embraced the mission of Unified Sports. In the Twin Cities, Orono High School exemplifies the positive results of Unified Sports. As a "Champion" school, Orono hosts an active Unified Sports program along with other programs to teach inclusion and leadership to students. When they first offered Unified programming in 2012, 20 Orono students participated. In 2015, there are now 120 students participating and that number continues to grow rapidly.

The full story and successes of this year are highlighted throughout this report. Our deepest gratitude to all of you who helped make 2015 a major success for us. Together, we can illuminate a future of acceptance and inclusion for all.

Thank you

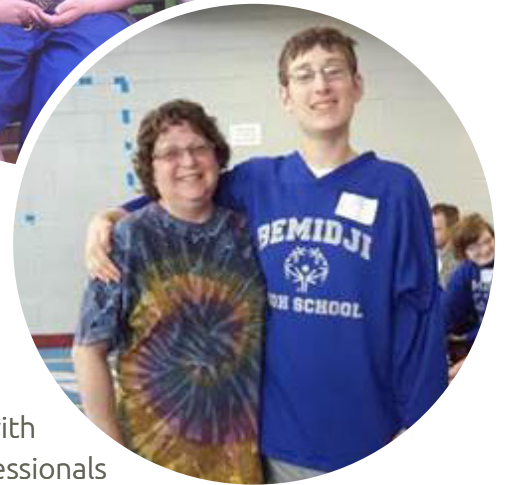
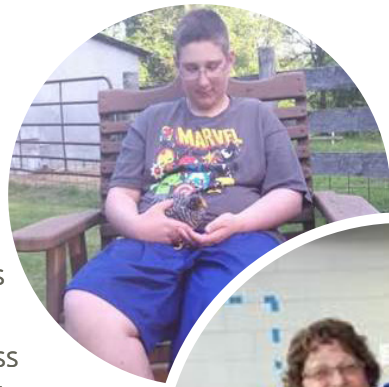
David E. Dorn
President/CEO

Pam Byrd
Individual Giving Director

2015

ATHLETE HIGHLIGHT

Healthy Athletes has developed into one of our most successful and influential programs, providing free medical screenings and health education for our athletes in a variety of areas: podiatry, dental care, eye care and more. Our SOfit program, which combines physical fitness and nutrition education, will be integrated as well. In addition to providing preventative care to athletes who might receive substandard care or no care at all, Healthy Athletes allows medical professionals to learn about caring for individuals with intellectual disabilities. Doctors generally report a lack of competency to treat individuals with intellectual disabilities, yet nearly three quarters of medical school students say they are interested in treating people with intellectual disabilities as part of their career. When healthcare professionals are equipped to address the unique needs of individuals with intellectual disabilities, these individuals will have a better chance of receiving competent and compassionate care. The health and fitness benefits of our sports competition and training programs are evident in success stories like Dylan's. Dylan began participating in Special Olympics Minnesota (SOMN) in 2013 at the age of 15, weighing 300 pounds. He began working out regularly after he joined SOMN by doing cardio, lifting weights, and swimming. Dylan now weighs 155 pounds. His SOMN team was like a family who helped him lose weight by being part of a community. He says he "feels good" and is "proud" of his significant weight loss. Dylan is just one of our many athletes who have improved their health and live more active lifestyles through their participation.



2015

VOLUNTEER HIGHLIGHT

Employees from Mattel volunteered at our 2015 Summer Games and had a blast. Check out these awesome pieces of feedback we received from three of their employees:

"It's going fantastic today! I've been meeting a lot of great people and learning more about what Special Olympics Minnesota is about. I chose to volunteer for a great cause!" - Sara

"...It's a great experience and it's Fun! I like to contribute." - Linda

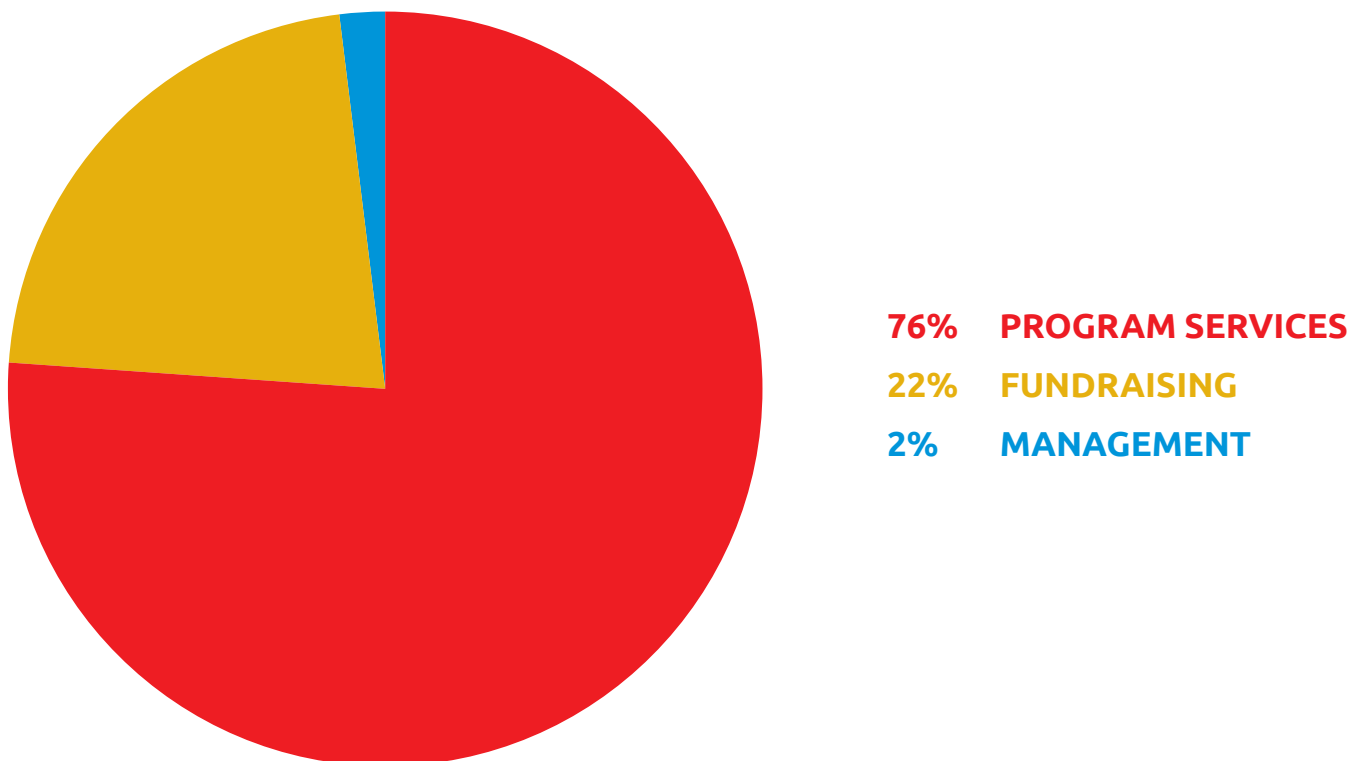
"This is fantastic! ... I volunteer for my amazing nephew, Andrew." - Lynn



2014-15**STATEMENT OF ACTIVITIES**

Statements of Activities and Changes in Net Assets Years end December 31, 2014 and 2015.

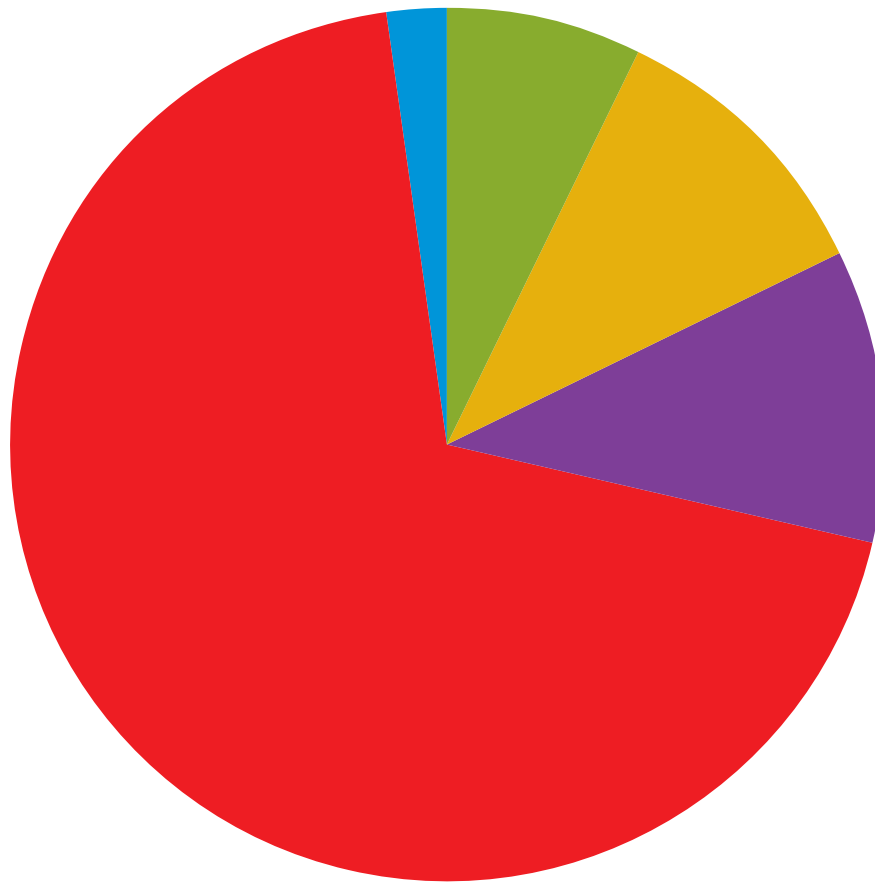
	2015	2014
Revenue & Other Support		
Contributions, grants & allocations	\$1,992,441	\$1,875,850
Fundraising	\$4,452,964	\$4,142,814
Total Revenue & Other Support	\$6,445,405	\$6,018,664
Expenses		
Program Services	\$4,743,470	\$4,447,740
Fundraising	\$1,357,581	\$1,194,762
Management	\$119,300	\$126,471
Total Expenses	\$6,220,350	\$5,768,973
Income (Loss) from Operations	\$225,055	\$249,691

2015**EXPENSES BY DEPARTMENT**

2014-15 FINANCIALS

Statements of Activities and Changes in Net Assets Years end December 31, 2014 and 2015.

	2015		2014	
Individual Giving	\$475,918	7%	\$370,671	6%
Institutional Giving	\$687,675	11%	\$542,444	9%
Direct Marketing	\$690,620	11%	\$712,474	12%
Fundraising Events	\$4,452,964	69%	\$4,142,814	69%
Earned Income & Others	\$138,228	2%	\$250,261	4%
Operating Revenue	\$6,445,405	100%	\$6,018,664	100%



7%	INDIVIDUAL GIVING
11%	INSTITUTIONAL GIVING
11%	DIRECT MARKETING
69%	FUNDRAISING EVENTS
2%	EARNED INCOME & OTHERS

2015 METRICS

In 2015, Special Olympics Minnesota served more than 8,100 active athletes. Some highlights from the past year include:

- **557 new athletes** registered in 2015
- **13,900 volunteers** participated
- **17 sports** were offered
- **More than 90** 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 1,820** trained coaches led 100,492 training experiences for athletes
- **A record breaking 9,900** Healthy Athletes® screenings were conducted
- **1,353 youth** participated in the Young Athletes program
- **183 athletes** participated in Athlete Leadership Programs
- **299 schools** participated in Project UNIFY®



LOOKING AHEAD 2016 & BEYOND

Project UNIFY®

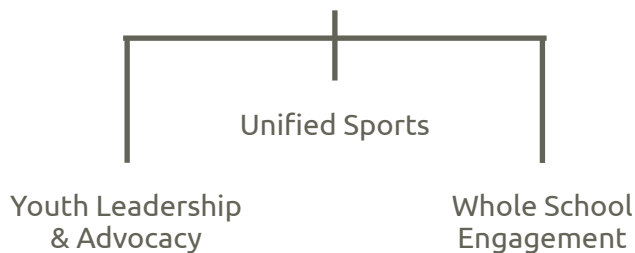
Special Olympics Project UNIFY is an education and sports based strategy powered by an engaged youth community that increases athletic and leadership opportunities for students with and without intellectual disabilities, while creating communities of acceptance for all.

It is a strategy to activate youth, engage educators and promote school communities of acceptance and inclusion where all young people are agents of change.

Utilizing the sports and education initiatives of Special Olympics, Project UNIFY®:

- Fosters respect and dignity for people with intellectual disabilities
- Changes actions and attitudes among their peers without intellectual disabilities

The three components of Project UNIFY include Unified Sports, Youth Leadership and advocacy, and Whole School Engagement. All three areas are crucial to change the culture of a school towards inclusion.



Unified Sports: A combination of special education students and general education students that participate in inclusive sporting opportunities.

Youth Leadership & Advocacy: An opportunity for youth voices to be heard through engaging together in an inclusive school-recognized club.

Whole School Engagement: Anti-Bullying and inclusive promotion initiatives that reach entire school populations through engaging, inspiring and optimistic events.



CURRENT BOARD OF DIRECTORS

Robert Abele -- *Chair*

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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

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

Jason Von Bank

WELLBEATS
President and CEO

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



2015 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

Information

For more information about our Healthy Athletes and Unified Sports programs,
visit their respective pages at somn.org



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