



Special Olympics
Olympiques spéciaux
Canada



Year in Review

JULY 1, 2021
TO JUNE 30, 2022



A message from the CEO and the Chair of the Board



Special Olympics
Olympiques spéciaux
Canada

Special Olympics athletes have known the pain of isolation and exclusion long before the pandemic. Individuals with an intellectual disability are often left out – of the game, the opportunity or the conversation. For more than 50 years, it has been the mission of Special Olympics Canada to enrich lives through the transformative power of sport, while changing attitudes and perspectives toward Canadians with an intellectual disability by showcasing ability. Because we know that it's not intellectual disability that prevents success – it's lack of opportunity.

While we have made great strides in delivering on our mission, the pandemic was a stark reminder of how critical our programs are to the physical, mental and emotional well-being of our athletes. We entered 2021 with a heightened sense of purpose and focus on recovering and rebuilding our movement. It is thanks to the dedication of volunteers, coaches, partners, staff and supporters that we saw significant progress in a return to in-person programs across the country.

While this was a year of rebuilding, we are proud to share the many successes and inspiring stories in this report. You will see how Canadians embraced inclusion through awareness initiatives, how we improved the quality of our programs and Safe Sport training and how the longest serving Special Olympics Team Canada inspired us all with their perseverance, determination and resiliency. The national awareness and recruitment campaign 'Our Podium' shone a spotlight on Special Olympics athletes, coaches and volunteers who live the true meaning of sport every day and inspire others to get involved in our inclusive community where we elevate each other. Our National Partners joined our rebuilding efforts through increased support in a variety of initiatives throughout the year. And most notably, the Government of Canada announced the inclusion of Special Olympics Canada in the 2022 federal budget.

This support includes a renewal of \$1.8M in incremental funding, bringing their total annual commitment to \$3.8M on an ongoing basis. This big win for the Special Olympics movement would not have been possible if it weren't for the efforts of staff, volunteers, athletes and families across the country, who rallied their communities and organized more than 150 impactful conversations with MPs and Senators.

The domino effect of all the tremendous accomplishments of the 2021–2022 year has set the stage for an incredible and exciting future. Thank you for your continued support of our movement.



Sharon Bollenbach
Chief Executive Officer
Special Olympics Canada



Charles Bordeleau
Chair of the Board
Special Olympics Canada



Our Podium Campaign

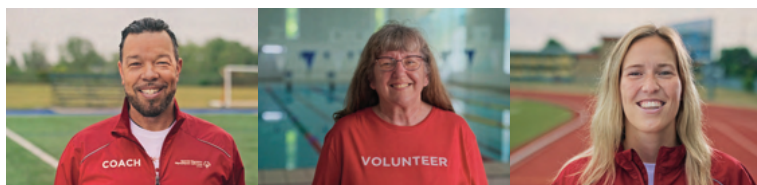
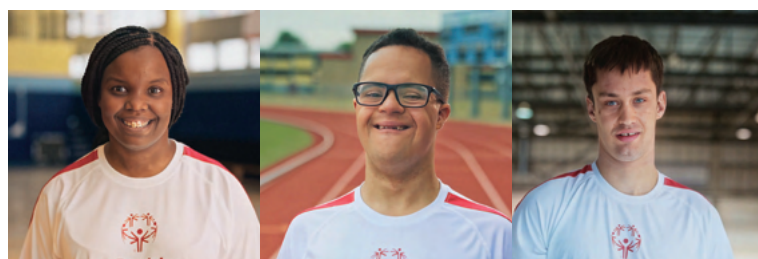
As with all national sport organizations, Special Olympics Canada saw a significant decrease in active registrants during the pandemic, due to the suspension of in-person programming and the postponement or cancellation of competition.

As restrictions began to lift and in-person programs began to safely re-open across the country, Special Olympics Canada prioritized the re-engagement of our athletes, coaches and volunteers to join the movement, we launched a national awareness and recruitment campaign.

The campaign asked the question, “What if sport was about more than winning? What if ‘being a winner’ meant something completely different?” At Special Olympics, our athletes, volunteers and coaches live the true meaning of sport every day, redefining what it means to win. We know that winning is about more than just medals or podium finishes - it’s about pride, self-confidence and friendship.

The campaign featured Special Olympics athletes, coaches and volunteers taking a stand on ‘Our Podium’ as a symbol of the true spirit of sport. Because for us, sport is about more than rewarding a single individual. It’s about creating an inclusive community in which we elevate each other.

The campaign ran across digital platforms for 3 months, amassing more than 5 million impressions and resulted in athlete and volunteer registration interest from thousands of individuals across the country.



Take a stand on
Our Podium

specialolympics.ca/everybodywins



Hill Day 2022

This April marked an important milestone for Special Olympics Canada as the Government of Canada announced the inclusion of Special Olympics Canada in the 2022 federal budget. This support included a renewal of \$1.8M in incremental funding, bringing their total annual commitment to \$3.8M on an ongoing basis.



The announcement of this sustainable funding lays the groundwork and provides stability for the 12 Provincial/Territorial Chapters that deliver Special Olympics programs across Canada.

This big win for the Special Olympics movement would not have been possible if it weren't for the efforts of staff, volunteers, athletes and families across the country, who rallied their communities and organized more than 150 impactful conversations with MPs and Senators.

Together, we are creating a more inclusive Canada.

Program Development Highlights

Launch of Special Olympics Canada Long Term Athlete Development 2.0 (LTAD 2.0)

Commitment to Safe Sport

Developed a suite of new policies to adhere with updated Safe Sport guidelines and completed our National commitment to Safe Sport training of all staff and Board members.

Young Athletes Virtual Program Delivery

Developed an 'At Home Youth Kit' during the pandemic consisting of instructional videos, activity booklets and physical equipment to give families the tools to continue developing their child's physical literacy skills from home.



Virtual Special Smiles

In collaboration with CSDH, Special Olympics Canada launched a program for athletes to receive virtual dental health screenings from home.

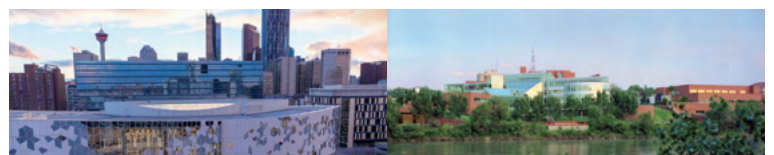
Concussion Awareness

Launched 'Making Headway in Special Olympics' in collaboration with the Coaching Association of Canada (CAC), an online learning tool for coaches and volunteers that is available through the Locker. An athlete concussion guide and instructional video were also developed to provide further education on the signs, symptoms and treatment of concussions

Learn more: specialolympics.ca/safesport

The Return of National Games

Host cities for the next two National Games were announced:



Special Olympics Canada Winter Games 2024
in Calgary, Alberta

Special Olympics Canada Summer Games 2026
in Medicine Hat, Alberta

Special Olympics Team Canada 2022

After 2 years of virtual training due to a global pandemic, and the ultimate cancellation of the Games due to geopolitical turmoil, no Special Olympics Team Canada has seen more obstacles – each faced with determination, perseverance and resiliency.

At the end of their more than 2-year journey, the Team attended Training Camp in Toronto. The weekend marked the first time all 161 athletes, coaches and mission staff could gather as a team. We decided to film that weekend to cement the Team's place in history.

'Meet the Resilient' is a documentary that follows the longest-serving Special Olympics Team Canada – the only Special Olympics Team Canada that never had their moment on the world stage, but showed the world that resiliency is a muscle they've been training their whole lives.



Watch the documentary at:
specialolympics.ca/teamcanada/doc2022

National Awards Night 2021

Since 1989, Special Olympics Canada has honoured athletes and volunteers for remarkable achievements that contribute to and strengthen the Special Olympics movement across the country. Each year, achievements are recognized through a National Awards program that includes several distinct categories – athletes, teams, coaches, as well as operational and fundraising volunteers that contribute at both the local and national levels.

For the second year in a row, the Awards Night celebration took place virtually. The 33rd Special Olympics Canada National Awards Night was hosted by TSN on Thursday, December 2 by Vic Rauter and Special Olympics Quebec athlete, Sébastien Hamel-Bourdeau.

The live stream of the event announced 10 National Award Winners representing 6 of our Provincial/Territorial Chapters and garnered more than 10,000 views across TSN and RDS Facebook pages, YouTube channels and digital streaming platforms. Traditional media coverage of Award Winners

resulted in a reach of more than 800,000 – truly shining a light on the tremendous abilities and contributions of athletes, coaches and volunteers from our movement.

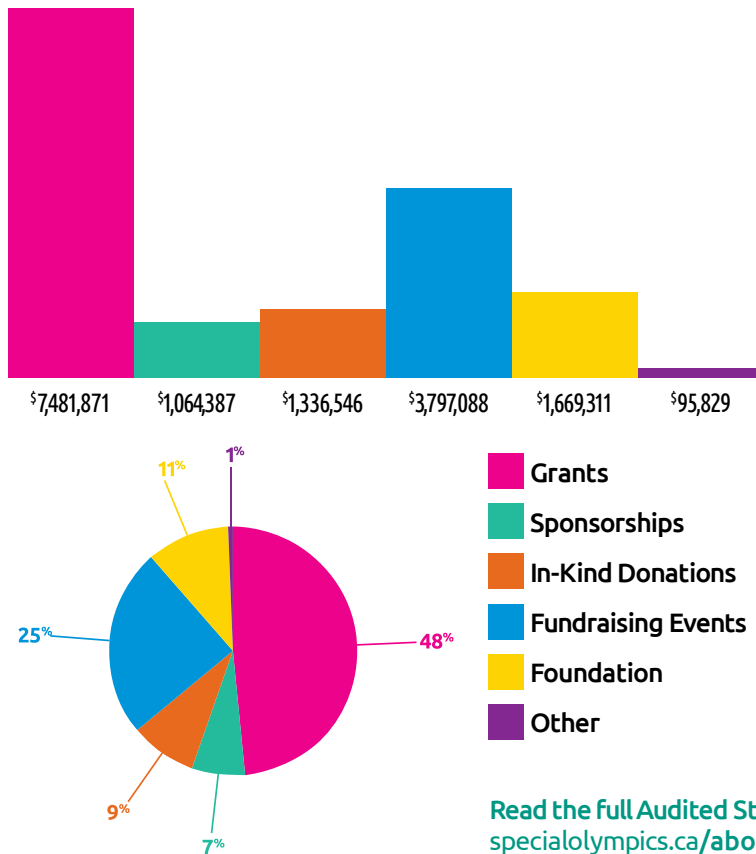
Watch the show and meet our 2021 Award Winners:
specialolympics.ca/awards2021



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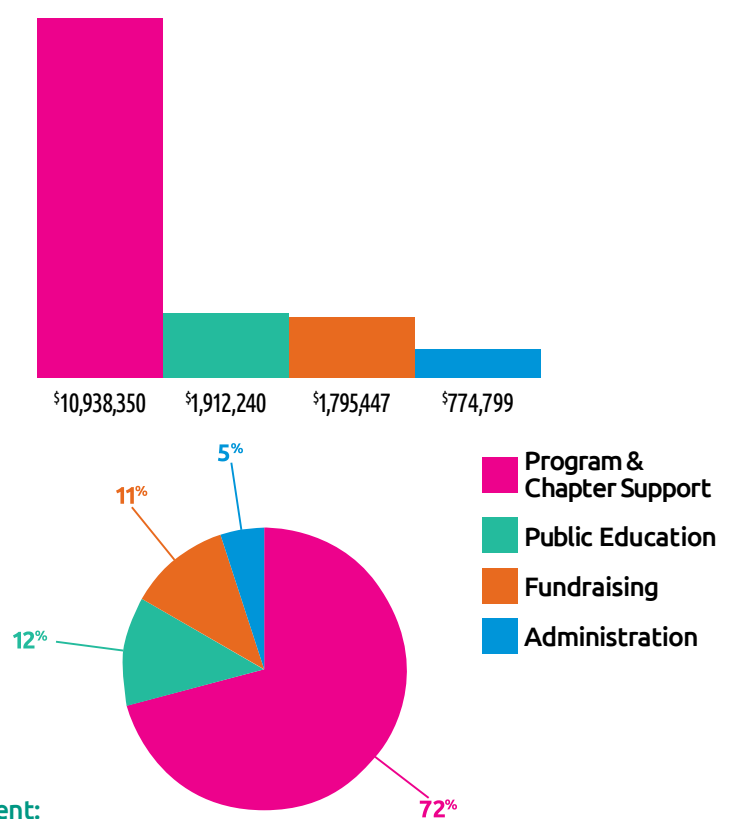
REVENUE (2022)

\$15,445,032



EXPENSES (2022)

\$15,420,836



Read the full Audited Statement:
specialolympics.ca/about/yir2022

LIMITLESS
THE SPECIAL OLYMPICS CANADA GALA
AT HOME

Although we were unable to gather in person for the 2021 Special Olympics Canada LIMITLESS Gala, when it came to raising the critical funds that the gala provides for programming across Canada, our Special Olympics community and LIMITLESS supporters answered, "Challenge Accepted."

Co-presenting sponsors Deloitte and Sobeys maintained their sponsorship despite the cancellation of the event and matched all donations (up to \$170,000) made from other supporters in lieu of gala table purchases.



Virtual guests showed their support through Draft an Athlete, raising more than \$176,000. Thanks to this unwavering support, the LIMITLESS Gala raised \$1,055,900 in support of Special Olympics in Canada – at a challenging time when funds were needed most.

Total funds raised:
\$1,055,900



Thank you to our National Partners

Our National Partners provide us with the resources to change the lives of thousands of Special Olympics athletes, not only by providing critical funding, but by using their reach and influence to help us raise awareness, promote inclusion and share the transformative power of sport among Canadians with and without an intellectual disability.

Their financial and in-kind contributions provide essential support that helps us to deliver grassroots sports programs to communities large and small across the country. To all our partners – thank you for your ongoing support, we could not do it without you.

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Partnership Spotlights

Sobeys Inc.

From nutrition education and running a national checkstand campaign, to supporting our national fundraising Gala, Sobeys Inc. continued to make a significant impact across the Special Olympic community and on the lives of athletes across Canada through its financial and in-kind contributions. The checkstand campaign alone helped to raise an incredible \$1.2M and their nutrition education efforts reached thousands of athletes, creating healthier bodies minds, so they could reach their full potential in sport and in life.



Tim Hortons

Tim Hortons, a proud partner of Special Olympics Canada since 2016, once again created the limited edition #ChooseToInclude Donut, sold in restaurants from January 28-30, 2022. Proceeds from the sales of the donut raised \$600K, supporting local Special Olympics community programs across the country. Through social media and other awareness efforts, the campaign also helped to reinforce the power of inclusion to build more caring and inclusive communities.





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Year in Review

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TO JUNE 30, 2022

Special Olympics Canada

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