



RECOVER REIGNITE REBUILD

YEAR IN REVIEW
JULY 1 2020 - JUNE 30 2021



A MESSAGE FROM THE CEO AND CHAIR OF THE BOARD

Reengage and Reignite



Special Olympics Canada and the 12 Provincial/Territorial Chapters are united in our goal of keeping athletes, volunteers and coaches engaged throughout the pandemic. The team worked tirelessly in over 365 communities adapting and being open to a new way of doing things. This included a variety of virtual programs for athlete training, nutrition sessions, coach and volunteer education and training and social activities.

Together, we are committed to reigniting and rebuilding the movement across the country – as we stay focused on our vision, mission and values.

We extend heartfelt appreciation to our National Partners, Champions Network, donors and friends. All of you have shown amazing support and commitment to Special Olympics Canada throughout the year, whether through financial support or messages of encouragement you make a tremendous difference in helping us to enrich the lives of individuals with an intellectual disability through sport.

We have made some bold decisions for our way forward into 2021-2022, focused on resiliency and recovery. We are poised and excited for the return of in-person sport programs, and our athletes and coaches safe return to the field of play.

We are so proud to share our 2020-2021 highlights with you. Thank you for continuing to be a part of Special Olympics Canada and for standing with us as we continue to navigate through this ever-changing landscape.



Sharon Bollenbach
Chief Executive Officer,
Special Olympics Canada



Stewart Johnston
Chair,
Special Olympics Canada

SPECIAL OLYMPICS CANADA GUIDING PRINCIPLES

- Recover, Reignite, Rebuild
- Develop a 12-18 month 'practical' plan that takes into account longer term alignment with Global multi-year Strategic Plan
- Focus on a few key priorities that place SO in Canada in a position of strength as a Pan-Canadian movement, over the coming year and beyond.
- Remain true to vision, mission, values and design principles
- Be outcome driven; determine and agree to 'new data points and targets' that allow us to measure our reach and impact in new ways
- Recognize interdependencies across the organization and utilize these strengths



A REFLECTION OF OUR VIRTUAL YEAR

As with all sport organizations, it was a year of online innovation as our programs were delivered virtually!

Special Olympics Canada (SOC) and our 12 Provincial/Territorial Chapters provided online programming for sport training, fitness, education, fundraising, competitions and events. Across the country we saw innovative and creative ways of engaging with athletes, coaches and volunteers to stay healthy and connected.

Coaching Education:



This year marked the launch of our first ever NCCP Coaching course, Competition Introduction, for virtual delivery.

Following 2 successful pilots and 2 SOC-led trainings for Learning Facilitators across Canada, the first virtual Competition Introduction course was hosted for members of the 2022 National Team Program.

Healthy Athletes:



SOC welcomed 30 new Clinical Directors who completed their training in 1 of the 7 disciplines offered virtually, along with 110 additional course completions by Canadian volunteers who participated in the learnings offered by SOL.

SOC, in partnership with the Canadian Society of Disability and Oral Health (CSDH) launched our Special Smiles Virtual Self-Assessment program.

Youth At Home:



SOC launched an At Home Equipment Kit for young athletes to continue playing, learning and staying active at home while in-person programs have been suspended.

This specifically developed equipment kit was accompanied with custom activity cards and videos for caregivers and athletes to continue building physical literacy and most of all having fun with family at home.



SPECIAL OLYMPICS
TEAM / ÉQUIPE
CANADA
D'OLYMPIQUES SPÉCIAUX
KAZAN
2022



SPECIAL OLYMPICS TEAM CANADA TRAINING SQUAD

The Special Olympics Team Canada (SOTC) 2022 Training Squad was announced in March 2020. 110 athletes and 46 coaches and mission staff were selected to represent Canada at the Special Olympics World Winter Games 2022.

SOTC members have been training hard over the past year and have already had one mission meeting and a full team training camp in addition to monthly mental performance sessions, all hosted virtually. SOC also launched Training Central which, in addition to being a reporting tool for team members, has a repository of resources from the National Team Program that athletes and coaches from across the country can access. Over 100 videos and resources on strength & conditioning, nutrition, mental performance and safe sport can be found in both official languages by visiting soctraining.ca.



NATIONAL AWARDS NIGHT 2020

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.



Due to Covid-19, this year's ceremony took place online. The 32nd Special Olympics Canada National Awards Night was hosted by sportscaster Vic Rauter on TSN's Facebook Page. The live stream showcased highlights and speeches from all of our winners and garnered 13,692 views and 36,752 impressions

Watch the full program and meet our 2020 National Award Winners :

www.specialolympics.ca/awards-2020



PARTNER AND FUNDRAISING HIGHLIGHTS

Special Olympics Canada is honoured to have 25 National Partners who help to raise awareness, promote inclusion and share the transformative power of sport among Canadians with and without an intellectual disability. Their financial contributions are essential in providing our vital grassroots programs to support more than 41,000 athletes and 17,000 coaches and volunteers across Canada.

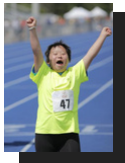
LIMITLESS: THE SPECIAL OLYMPICS GALA

As with any in-person fundraiser held in 2020, the Special Olympics Canada LIMITLESS Gala was cancelled due to the ongoing COVID 19 pandemic.

Although we missed the night of high fives and celebration of our athletes, 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.

Thanks to this unwavering support, the LIMITLESS Gala raised \$710,000 in support of Special Olympics in Canada – at a challenging time when funds were needed most.



SOBEYS NATIONAL CHECKSTAND FUNDRAISER

From nutrition education and resources to local program support, Sobeys Inc. continues to make an impact in the lives of Special Olympics athletes across Canada. This partnership is the first of its kind, addressing the need for increased nutrition education and resources for Canadians with an intellectual disability.



After the difficult decision to cancel its checkstand fundraising campaign in 2020, the nationwide fundraiser returned to stores in April of 2021, resulting in an incredible \$1.34M+ raised for Special Olympics in Canada.

As a Special Olympics Canada partner since 2016, Sobeys has contributed more than \$7.6 million of cash and in-kind support. Through this support, we have seen first-hand the difference nutrition education can make in empowering healthy bodies and healthy minds.

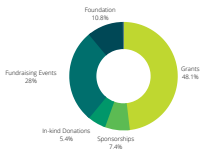
Check out the Sobeys Nutrition Corner for Special Olympics athletes, families and volunteers:
www.bit.ly/SobeysNutrition

**FINANCIAL AUDITED STATEMENT**

JULY 1 2020 - JUNE 30 2021

REVENUE

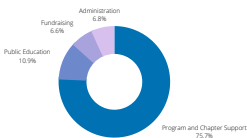
\$13,649,698



- Grants
- Sponsorships
- In-Kind Donations
- Fundraising Events
- Foundation
- Other

EXPENSES

\$13,164,246



- Program and Chapter Support
- Public Education
- Fundraising
- Administration

Read the full 2020/2021 Audited Statement: <https://bit.ly/SOCFin20202021>





THANK YOU TO OUR NATIONAL PARTNERS

Our National Partners have given us the resources to change the lives of more than 41,000 individuals with intellectual disabilities. Their support has allowed us to build positive attitudes and create more inclusive communities all across Canada. To all of our partners – thank you for your ongoing support, we could not do it without you.

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Government of Canada
Sobeys Inc.

PLATINUM LEVEL PARTNERS

Tim Hortons

COMMUNITY CHAMPIONS

Law Enforcement Torch Run
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