

**Special Olympics**Prince Edward Island



#### Table of Contents

PAGE	IIILE
2	Our Why - Mission, Vision & Values
3	Impact
4 & 5	President's Report
6 & 7	Athlete Representative's Report
8	Executive Director's Report
9	Official Sports
10	Programs Offered
11	Across the Island
12	Youth in Schools
13	Unified Bocce
14	Competitive Experiences
15	Team PEI 2020
16 & 17	Virtual Programming
18	Return to Play - Phase I
19	Virtual Bowling Day
20	Our Volunteers
21	Coach Education



# Table of Contents continued

PAGE	TITLE
22	Healthy Communities
23	Family Health Forum
24	Healthy Athletes
25	Athlete Leadership Academy
26 & 27	Awards & Recognition
28	Revenues
29	Expenses
30	Provincial Partners
31	National Partners
32	Enriching Lives Campaign
33 - 35	Legacy Giving
36	PEI Law Enforcement Torch Run
37	Motionball
38	Board of Directors
39	Social Reach
40	Contact Us
41	#ChooseToInclude



# Our Why



#### **Our Mission**

To enrich the lives of Islanders with an intellectual disability through sport.



#### **Our Vision**

Sport will open hearts and minds towards people with intellectual disabilities and create inclusive communities all across Prince Edward Island.

#### **Our Values**

**Inclusion:** We foster inclusive communities.

**Diversity:** We honour what is unique in each individual.

**Empowerment:** We create opportunities to pursue full

potential.

**Respect:** We operate in an environment of cooperation,

collaboration, and dignity.

**Excellence:** We elevate standards and performance.

# The Impact











Individuals with an intellectual disability... Involvement in Special Olympics leads to...



have a 4 out of 5 chance of being obese or overweight

10%

fewer athletes who are obese or overweight vs average individuals with ID



are AA
as likely to have a mental
illness vs the general
population

20% fewer athletes with anxiety disorders due to access to sport, vs average individuals with ID



have shorter lifespans than the general population 13 years 20 years

shorter II II shorter

64% of athletes engaging in aerobic activity 3+ times per week



have a 28% rate of employment

44% employment rate for Special Olympics athletes

#### President's Message

As we look back at the past 12 months we are left with a lot of uncertainty and questions. This is an unusual time for SOPEI, and for the world. The COVID-19 global pandemic has caused uncertainty in both the sports world and the world of charitable organizations. With SOPEI sitting in both these worlds it has caused added stress and concern to our organization.

The added stress and concern has been made a little easier by both the sport and financial position SOPEI was in prior to the global pandemic. The shutdown of our sport programs was a difficult situation for our athletes, coaches, caretakers, and the staff, but was necessary to ensure the safety of all involved. During this time, our staff and SOPEI community continued to work tirelessly for the organization. Fundraisers were being organized and work on the return to play plan was started immediately. Thanks to this hard work and the community response to minimize the spread of COVID-19 in PEI we were one of the first provinces that were able to have our athletes return to play.

The cancellation of our annual gala, motionball (2021 fiscal), and Polar Plunge were very devastating situations for everyone who was involved, as these are major fundraising events for our organization. We were lucky enough to have these events continue to bring in funds through a modified process. The creativity of all involved ensured that these events were not totally lost for the year. And thanks to this and the addition of the 5K run put on by Elisha Cuthbert, SOPEI has been able to weather the financial hit that has crippled many other charitable organizations to date.

#### President's Message

During the year there were also lots of positives and good events that took place and I would be remiss of me not to mention them:

- Team PEI had another fantastic showing on the National Stage in Thunder Bay
   February 2020.
- SO Fun Days continued to grow and become a marque event for SOPEI
   –November 2019.
- motionball continued its growth –September 2019.
- LETR Truck Convoy –August 2019.

The organization would not be the success that it is without the tireless efforts of its staff. Charity, Matthew, Sarah, Genna, Kristen, Ellen, and Margie all show their passion for Special Olympics everyday they come to work. I would like to take this time to thank all our staff for their continued hard work.

SOPEI's Board of Directors are a dynamic, hard-working group that contributes a great deal of time to help the organization achieve its mission:

Special Olympics PEI exists so that the lives of individuals with intellectual disabilities will be enriched through sport.

"I have always been a very proud member of the SOPEI family, but this year has shown me the true dedication that everyone involved has for this great organization. I look forward to the time when our athletes can return to full play with fans cheering them on in the stands."

Jamie Arsneault, President



Page 5

#### Athlete Representative's Message

Hi, my name is Heidi Mallett and I am happy to be presenting my second athlete report at our AGM. I have been an SOPEI athlete for 14 years. I enjoy participating in bowling, bocce, golf, and snowshoe. I am honoured and blessed to serve on the SOPEI Board of Directors and the Canadian Athlete Leadership Council as the PEI Athlete representative.

I work with SOPEI Athlete Leaders and staff in the development and growth of our Athlete Leadership Programs. In January we launched the Athlete Leadership Academy that members can apply to, to build skills and learn about leadership. SOPEI offered two courses this spring; Health Messenger and Speaker Training.



I would like to congratulate the 8 athletes and their mentors who completed the courses. There will be more opportunities for athletes to take courses in the future.

#### **Canadian Athlete Leadership Council**

Last November, my mentor and I went to Toronto for our face to face CALC meeting. Topics we discussed were coach evaluation, new future sports programs, and world games. Special Olympics Canada CEO, Sharon Bollenbach was also in attendance and it was great to share our ideas with her. During these challenging times of COVID-19, the CALC has been meeting on Zoom, to discuss ideas for all chapters to try to connect with our athletes across Canada. The CALC had discussions with SOC staff to talk about National and World Games and what return to play could look like during COVID. CALC members also helped in the selection process for the SOC Athlete of the Year awards.

As you all know, these days have been hard for our athletes as well as everyone. I worked with SOPEI ALP's leaders and SOPEI staff to find ways to keep athletes active during COVID lock-down. Some of the things we did that I am proud of are: virtual bowling provincials, word searches and Dr. Joanne Reid's social challenges. I also participated in a training about how to take videos/pictures with your cellphone.



#### Athlete Representative's Message

I would like to share a few of my highlights during the past year.

- We should all be grateful and thankful for the opportunity for our athletes, coaches, and mission staff that got to attend the Special Olympics Canada Winter Games in Thunder Bay, Ontario. Congratulations to the whole team for representing PEI so well.
- Despite COVID we all added making changes to our activities. Such as learning how to use virtual technology like Zoom and other online resources. We started a new Facebook Group to keep our members informed and active during the cancellation of programming. Along with our SOPEI/CALC monthly Athlete Social Hours.
- This year we had to host our bowling provincials virtually through bowling at home, a look back video and a virtual dance. Yes, it was a disappointment we could not meet in person but hopefully we will be able to next year.
- SOPEI's return to play was one of the first chapters to return to local programming this past summer and it was very exciting for our athletes, coaches and volunteers. Not all our athletes were able to return to sport programs this summer but we look forward to when they can and are happy to provide activities online for them to participate in.

In closing, my hope for the next year is to have all our sport programs back up and running even if we have to do things a little bit different. I would like to thank SOPEI board and staff for their support and for allowing me to serve another year as a SOPEI board member, and represent PEI on the CALC. Stay positive and be safe and healthy.



Heidi Mallett, Athlete Representative & CALC Member "We should all be grateful and thankful for the opportunity for our athletes, coaches, and mission staff that got to attend the Special Olympics Canada Winter Games in Thunder Bay, Ontario. Congratulations to the whole team for representing PEI so well."



#### Executive Director's Message

The athletes oath describes perfectly our 2019-2020 fiscal year..."Let me win, but if I cannot win, let me be brave in the attempt". This was a year filled with many emotions as well as a number of twists and turns.

Do you know what the biggest lesson I learned this past year is? We can do anything together! I always sort of knew that, but this tough year put that to the test. When you have incredibly passionate people working to achieve the same mission, anything is possible.

There was so much to celebrate this past year. Some of my highlights included athlete, Roy Paynter, having a park named after him, the launch of our Athlete Leadership Academy, Team PEI's performance at the SOC Winter Games in Thunder Bay and retaining our Healthy Communities status.

However, the one thing I am most proud of is how we are weathering the COVID storm and continue to navigate these unpredictable times we are living in.

We had a strong foundation to help us. We have amazing athletes and families, generous donors and stakeholders, dedicated coaches and volunteers and passionate staff members. The perfect combination to pivot quickly and provide new programming, new ways to connect virtually and new ways to steward our stakeholders.

My sincere thank you to everyone who has helped to make Special Olympics PEI a success this past year. Your contributions have not gone unnoticed and we are blessed to call you family.



"We can do anything together."

Charity Sheehan, Executive Director



# Official Sports



# 10 SUMMER SPORTS





#### 8 WINTER SPORTS



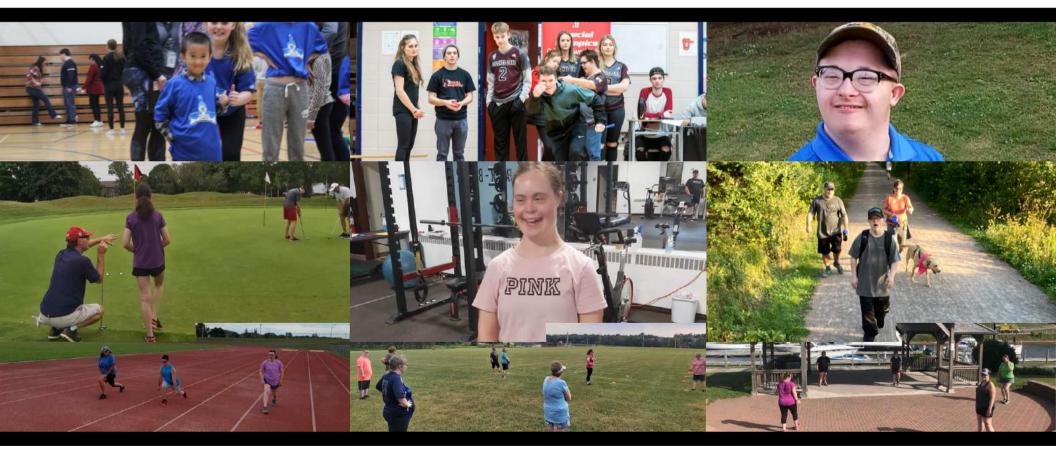
#### 5 YOUTH AND SCHOOLS PROGRAMS



# Programs Offered

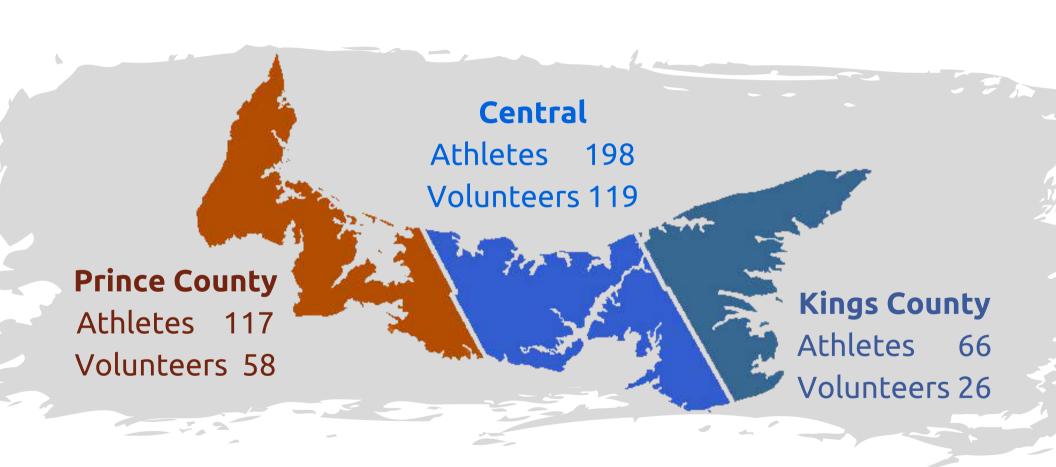


# 100



## Across the Island





## Youth In Schools





#### 8 SO Fun Days

332 Students

43 Schools









# SCHOOL PROGRAMS

52 Partnership Programs

345 School Based Athletes



## **Unified Bocce**







21 Unified Bocce Teams

108 Participants

54 Athletes

7 Bocce Skills Days

54 Unified Partners



3 Regional Competitions



7 Schools
Attended

1 Provincial Championship

+1 Trial School / +6 Teams / + 12 Athletes / +12 Unified Partners

## Competitive Experiences



## 224

#### Quality Competitive Experiences























#### Team PEI 2020



57
members





19 personal bests









23 medals





### Virtual Programming

**Special Olympics**Prince Edward Island







#### **Goal:**

Help SOPEI Members Stay Active and Social at Home During COVID-19

Using the newly created SOPEI Member Facebook Group, Email, & Mail

Weekly Calendars with a Variety of Activities & Information

#### Virtual Programming

#### **Special Olympics**Prince Edward Island



Athlete Social Hour Coach Calls **Word Games** Physical Activity Tips Dr. Reid's Challenges Theme Days Wellness Wednesday's Scavenger Hunts Synergy Live Workouts Youth Activities Strong Minds Activities Nutrition Tips & Recipes











Registration Link in the Comments Below

## Return to Play

#### **Special Olympics**Prince Edward Island









#### Summer 2020 Return to Play

Returned 12 Weekly Programs

50+ Athletes Attended Weekly Programs

30+ Coaches/Volunteers Trained

**Enhanced Cleaning Protocols** 

**Daily Attestations** 



Page 18

## Virtual Bowling Day











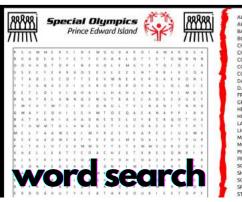
#### STAY IN YOUR LANE @ HOME















### Our Volunteers



### 195 Volunteers

Executing weekly sport practices and/or operational roles throughout the year

56 Trained Coaches

44 Program Volunteers

95 Operational/Event Volunteers





## Coach Education



In April 2020,

We started monthly

Volunteer Chats using Zoom

12-20 Volunteers take part each month!

# Coach Education Experiences

Provided to our volunteers at no cost to them in efforts of enhancing the leadership qualities they bring to the organization which will enrich the lives of Island Athletes



# Healthy Communities







We are delighted to receive this recognition from Special Olympics International for a second consecutive year.

The funding will be used to enhance health programming and support Special Olympics PEI's commitment to health education and promotion for all Islanders with an intellectual disability.







**Engagement Specialist - Healthy Communities** for Special Olympics PEI

#### 178 Healthy Athlete Screenings

(criteria = min. 150)

100% of Referrals Had a Place To Go

(criteria = min. 70%)

5 Screening Disciplines Offered

(criteria = min. 3 disciplines)

33% of Athletes are Enrolled in Health & Wellness Programs

(criteria = min. 20%)

86% of Programs Finances are not from SOI grants

(criteria = min. 50%)

# Family Health Forum











"The kitchen part at Sobeys was enjoyable and it was nice to see everyone participate.
Going for a walk and doing exercises together was also appreciated. It was something really different."







# Healthy Athletes













#### 178 Athlete Health Screenings

In the Healthy Communities Grant Year

FunFitness - 51

Health Promotion - 58

Healthy Hearing - 17

Special Smiles - 19

Strong Minds - 33





















# Athlete Leadership Academy







In 2019-20 we launched the **SOPEI Athlete** Leadership Academy!



3 Athletes & 3 Volunteers Completed a Virtual Speaker Workshop



Virtual Health Messenger Training offered to 5 Athletes & 5 Volunteers



# Awards & Recogniton Special Olympics Prince Edward Island





2018-2019 Dept. of Health & Wellness Sport
Volunteer Award
Caitlin MacKenna
(Accepting on her behalf Ellen MacNearney)



2018-2019 Dr. Frank Hayden Award James Larter



2018-2019 Presidents Award
Dion Phaneuf
(Accepting on his behalf Paul Phillips)



2018-2019 Facility of the Year Award Island Gymnastics Academy



2018-2019 David Andrew Memorial Award Steve & Lori Loggie

# Awards & Recognition Special Olympics Prince Edward Island







2018-2019 Maritime Electric Female and Male Coach of the Year Awards Sarah Paynter & Dave Morrow



2018-2019 PEI Mutual Insurance Male and Female Athlete of the Year Awards Roy Paynter & Erin Pippy-French



2018-2019 Sport PEI PCE Award Winner - Roy Paynter



2018-2019 Sport PEI Inspiration Award - Tommy MacGuigan



2018-2019 ADL Spirit Award Paul Phillips

# Revenues - \$536,211





Funding Partners

**Funding Partners** 

**28% Fundraising Events** 

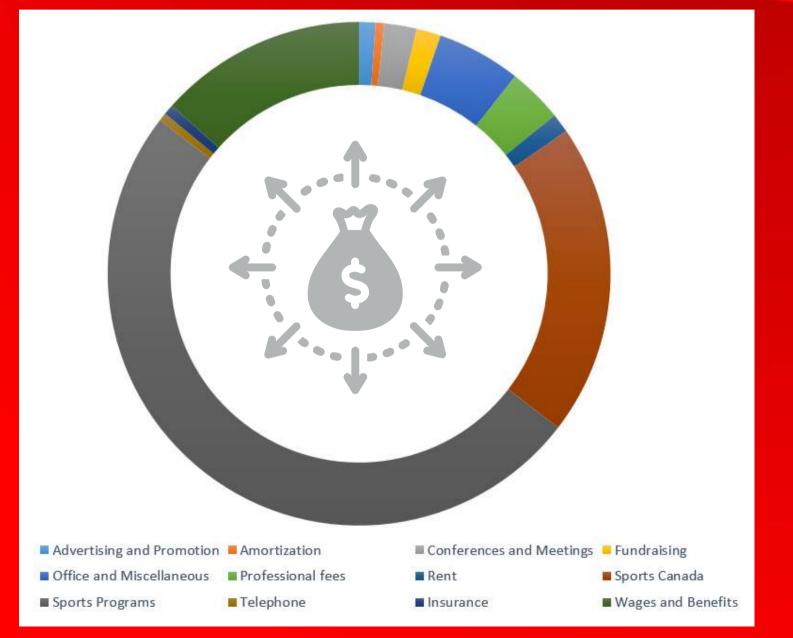
Athlete Registration Fees

- Team P.E.I Grants
- Province of Prince Edward Island, Department of Health and Wellness Donations
- Sponsorships
- Interest and Miscellaneous
- P.E.I. ADA Campaign
- Law Enforcement Torch Relay

- Fundraising
- Registration Fees
- Enriching Lives Gala and Summerside Luncheon
- Bowling Provincials

## Expenses - \$522,076











#### Our Provincial Partners

#### **Special Olympics** *Prince Edward Island*



#### FOUNDING



#### GOVERNMENT



Health and Wellness



#### **PLATINUM**









Official Radio Partners

#### COMMUNITY















**TO OUR 13** 

Partners for helping us enrich lives through sport!





#### Our National Partners





#### **NATIONAL PARTNERS | PARTENAIRES NATIONAUX**

Special Olympics ANN Olympiques spéciaux
Canada





PLATINUM | PLATINE









GOLD | OR

DIAMOND | DIAMANT













**BRONZE & FRIENDS | BRONZE ET AMIS** 



#### SILVER | ARGENT



























Special Olympics Prince Edward Island



thank you \$41,000

total raised

wiching

Committee Members **Business** 

Individual **Donors** 

**Donors** 

Thank you

**Donations** over

\$5000

cookies given

A big thanks for this year's eastlink in-kind promotional campaign COMMUNITY

# Legacy Giving



## PEI couple want others to know philanthropy options beyond direct cash donations.

Deborah MacMurdo and Matt Smith have personally seen the impact that Special Olympics PEI has in the lives of Island athletes. Their nephew, Eric Smith has been involved in Special Olympics for 20 years.

"We have seen how the programs offered to Islanders with intellectual disabilities have such a positive impact on the lives of these athletes, not only through sport but with the free health screenings offered. For example the 'Opening Eyes" that Eric attended in March of 2019," said Smith "this was where he was connected with a surgical consult to check his cataracts. He was also given a new prescription for his glasses, which he was fitted for that day and received later, free of charge (thanks to the Opening Eyes partners)."

The couple had already decided that they wanted to leave a gift in their will for Special Olympics PEI. However, when they heard about the cancellation of this year's annual major fundraiser, the Enriching Lives Gala, they decided now was the time to reevaluate and give a donation to ensure that programs could still exist and that administration would be covered.

"With my sports background, I have had a lot of exposure to the Special Olympics movement across the country and know the value of what is offered." said MacMurdo. After discussing with their financial advisor, the decision was made to transfer shares as a method of donating \$10,000 to the organization.

Why We Give



# Legacy Giving Why We Give... continued



"A lot of people think when making a contribution to an organization, it has to be either cash or in-kind. We want people to start thinking beyond that, there are other ways to transfer their asset and investment to maximize the donation the charity receives and the benefits to them personally. This way you get a charitable receipt and it also reduces the amount of capital gains one would otherwise have to pay out. So really a win, win for all involved."

The couple wants to share their story in the hopes of inspiring others to consider new ways to give. "We are just regular people who want to make a difference." MacMurdo said, "Talk to your financial advisor about options such as the gift of insurance, transfer of shares, endowment opportunities, long term monthly giving, or a bequest in your will, just to name a few. You don't have to be somebody wealthy to contribute with so many options available."

"We also want people to realize the scope of programs that Special Olympics PEI offers across the Island, beyond just the teams that have gone to Provincial, National or World Games over the years," states MacMurdo. "These are amazing opportunities, however there are just as many athletes that love to go to their local community sport program. SOPEI is such an inclusive organization, that no matter what the financial situation of the Islander with an intellectual disability, they are able to participate in the programs and services offered and will be treated with dignity and respect."

"When COVID hit, we saw how quickly the organization pivoted to an online platform to ensure that athletes were able to maintain a social connection, stay physically active, safe, and supported while at home. We know they are working with long-term care homes and they are working continually to reach out to athletes who are unable to participate virtually or tin-person, due to the continued restrictions in place." said Smith

Charity Sheehan, Executive director for Special Olympics PEI, said "We had always hoped to get to a place of legacy giving, but with so many buckets to fill in the organization, we didn't expect it would happen in the middle of a pandemic. We are grateful for the MacMurdo-Smith donation and the inaugural legacy gift with the transfer of shares."

Page34

Legacy Giving

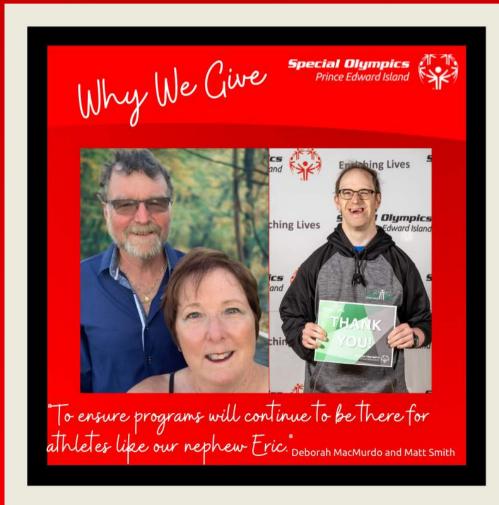


Cive it some Thought

Special Olympics PEI enriches the lives of Islanders with an intellectual disabiltiy through the transformative power of sport. Programs are offered across the province for athletes from ages 2 to over 70, at both the community and competitive levels.

You can learn more on the website at <a href="https://www.specialolympics.ca/pei">www.specialolympics.ca/pei</a> or on social media <a href="https://www.specialopei">GSpecialopei</a>

For more information on making a legacy gift to Special Olympics PEI, contact Charity by phone (902-368-8919) or email (csheehan@sopei.com).



## PEI Law Enforcement Torch Run (LETR)





















Page 36









#### **Board of Directors**



#### The current members of Special Olympics PEI's Board of Directors are:

President

Vice President

Secretary

Treasurer

Past President

Directors at Large

Jamie Arsenault

Craig Watson

Donna Campbell

Robert Horne

Vacant

**Charity Hogan** 

Kevin Stonefield

Cecil Villard

Paul Smith

Laurie McNally

Clifford Lee

Bevan Woodacre

Athlete Representative Heidi Mallett







3,406 Page Likes

69,359 engaged monthly



#### 342,002 Impressions

2084 Followers

increase of 145 new followers

Following 617

increase of 70



#### **800Followers** increase of 395 new followers

58,884 Impressions

Interactions 2,640 Likes 1,357



**WEBSITE** 

14,332 Page Loads

3,899
First Time Visitors

Social Reach for Aug. 1, 2019-July 31, 2020



Total Reach All Platforms

682,581



Facebook Members Group

Reach 20,652

215 Members

Since the start on March 23rd with COVID-19 shutdown

Weekly Active Members 130

#### How to Contact Us

Provincial Office
Special Olympics PEI
40 Enman Crescent, Room 240
Charlottetown, PE C1E 1E6 Canada
1-902-368-8919
1-800-287-1196 (toll free)
sopei@sopei.com



#### Sign up for our



**SOPEI Newsletter** 













# #choosetoinclude



By playing and leading together, we are creating an inclusive and welcoming world for all! Be part of a powerful new generation that celebrates ALL abilities--in sports, in schools, in health!





**Special Olympics**Prince Edward Island