



Special Olympics
Olympiques spéciaux
Canada

LOOKING BACK MOVING FORWARD

YEAR IN REVIEW
JULY 1 2019 - JUNE 30 2020



WHEN NECESSITY INSPIRED INNOVATION

Special Olympics Canada has never experienced a year quite like this one.

We kicked off our new fiscal year, as usual, in high gear. July 2019 Special Olympics Programs around the world joined together to mark the second annual Global Week of Inclusion. The #ChooseToInclude movement continued throughout the fall with Rock The Rink – Scott Moir and Tessa Virtue's cross-country figure skating tour that featured dozens of Special Olympics Canada athletes performing alongside the all-star cast of Olympians.

We wrapped up 2019 with our Special Olympics Canada National Awards Night, celebrating athletes, volunteers and supporters whose achievements and contributions inspire all of us; and the LIMITLESS: The Special Olympics Canada Gala, an event that continues to grow, raising critical funds. The momentum continued into early 2020, with one of the most successful Special Olympics Canada Winter Games in Thunder Bay, which took place February 24 to 28 – days before the infamous week of March 16 that saw the world go into lockdown.

As with all other charities, Special Olympics Canada (SOC), inclusive of its 12 Provincial/Territorial Chapters, has been significantly impacted by the global COVID-19 pandemic. Since March 2020, we have worked collectively to adapt and innovate, looking for virtual opportunities and being open to a new way of doing things. Planning in the face of continued uncertainty requires short-term pivots, while remaining steadfast



to our vision, mission and values.

Thanks to our incredible support network, including our 12 Provincial/Territorial Chapters who work tirelessly in over 365 communities to ensure Special Olympics athletes, volunteers, friends and families stay active, healthy and connected.

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 financial support or messages of encouragement you make a tremendous difference in helping us to transform the lives of athletes with an intellectual disability through sport.

We have made some bold decisions for our way forward into 2020-2021 - focused on resiliency and rebuilding. We are confident that our past 51 years have set the stage for continued success.

We are so proud to share our 2019 to 2020 highlights with you. Thank you for continuing to be a part of Special Olympics Canada, standing with us and always responding with a resounding "Challenge Accepted."



Sharon Bollenbach
Chief Executive Officer,
Special Olympics Canada



Stewart Johnston
Chair, Special Olympics Canada
Senior Vice President,
Bell Media Sales and Sports



REFLECTING ON A YEAR OF TRIALS, TRANSITIONS AND TRIUMPHS

Coming off the heels of a milestone year celebrating the 50th anniversary of Special Olympics, the movement in Canada was set up for a fantastic start to the 2019-2020 year.

While we ended the year facing some unexpected trials and transitions due to the COVID-19 pandemic, make no mistake that this was a **year of triumphs**. From national campaigns to National Games to moving the marker on inclusion in Canada, we are excited to share the highlights with you in this report.

CANADIANS #CHOOSETOINCLUDE

Special Olympics Programs spanning the world joined together for **Global Week of Inclusion**, to turn up the volume on the inclusion movement.

Special Olympics knows that it is not the lack of ability that stops individuals with ID – it is the lack of opportunity!

Canadians from coast to coast answered the call for inclusion. **Partners and supporters pledged to always #ChooseToInclude**, with many helping to amplify this message, including: The Government of Canada, Chief of Police and Law Enforcement Officers, Champions Network, athletes, families, volunteers and friends of the movement in Canada.

11,749

individual posts using #ChooseToInclude

26 MILLION

combined reach on social media platforms

20.9 MILLION

earned media (print, broadcast & radio) impressions

INCLUSION EQUALS OPPORTUNITY

ROCK THE RINK

Canadian Olympians **Scott Moir and Tessa Virtue's** cross-country tour Rock The Rink, from the producers of the highly successful Thank You Canada tour, provided an entertainment experience that highlighted the world's best figure skaters.

Virtue and Moir **invited 27 Special Olympics Canada athletes** (from each Canadian tour stop's closest or local community) to perform a solo alongside them in Rock The Rink.

Olympic gold medalists – and longtime Special Olympics Champions Network members - Scott Moir and Tessa Virtue were an integral part of making this opportunity and lifetime dream come true for Special Olympics athletes.

Virtue and Moir, alongside fellow Rock The Rink cast member Patrick Chan, are members of **Special Olympics Canada's Champions Network** – a dedicated group of more than 50 Canadian Olympians, professional athletes, celebrities and sport personalities who support and promote the movement and the transformative power of sport it brings to Canadian children, youth and adults with an intellectual disability.



BREAKING RECORDS AND BARRIERS



JACKIE BARRETT

Record-breaking Canadian Powerlifter **Jackie Barrett made history yet again as the first-ever Special Olympics athlete inducted into Canada's Sports Hall of Fame.** The now retired Corner Brook athlete, also known as "the Newfoundland Moose," has broken not only Special Olympics records throughout his 28-year career, but also those of his able-bodied counterparts.

At the Special Olympics World Summer Games Los Angeles 2015, Barrett's 611-pound squat broke Special Olympics records, as well as the Newfoundland Men's Master-1 Super-Heavyweight record.

Canada's Sports Hall of Fame announced its Class of 2020/21, which included Barrett as one of only 11 Canadians to receive the Order of Sport award – Canada's highest sporting honour.

"What a historic moment to be the first Special Olympics athlete ever to be inducted into Canada's Sports Hall of Fame," Barrett said. "I want to thank ... the Special Olympics family from Nova Scotia, Newfoundland & Labrador and across Canada for supporting me to become a successful athlete from the grassroots level all the way to four trips to the Special Olympics World Summer Games."

The inductees are chosen based on their **ability to lead and inspire both on and off the field of play**, for their sports accomplishments and in recognition of their continuing role in building Canada through sport and the value they return to their communities.



RECOGNIZING SUPPORTERS, ATHLETES, COACHES AND VOLUNTEERS

NATIONAL AWARDS NIGHT

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, fundraising volunteers, volunteers that contribute locally and nationally.

This year saw two prestigious awards presented to individuals with significant, long-term contributions.



The **2019 Dr. Frank Hayden Athlete Lifetime Achievement Award** recipient was **Tommy MacGuigan**, who has been a Special Olympics PEI athlete before the Chapter was officially incorporated in 1982. He is the province's longest serving athlete.

More than 35 years ago, he started out in floor hockey and has since competed at 19 Special Olympics Canada Games, the most recent of which was the Special Olympics Canada Winter Games Thunder Bay 2020 where he competed in floor hockey.

The **2019 Harry "Red" Foster Award**, went to **Nova Scotia's Terry Richardson**, who has lived and breathed Special Olympics for 35 years. In 1987, Terry became a volunteer in Pictou County and has since served on the community's Regional Committee as Regional Coordinator, Fundraising Chair and Treasurer. In 2004, he joined the Special Olympics Nova Scotia Board of Directors and served as Chair from 2012 to 2016. He's also sat on every Games Organizing Committee for Nova Scotia's Provincial Games since 2001. While Terry has been an integral part of Special Olympics since the 1980s, he's never in the limelight, but instead found in the background, stacking chairs, carrying water and, of course, serving the athletes.



Meet all of the National Award winners from 2019:

www.specialolympics.ca/announcement/watch-what-are-special-olympics-canada-national-awards



SPECIAL OLYMPICS CANADA WINTER GAMES THUNDER BAY 2020

The Games were a huge success because of the hard work and dedication of the Games Organizing Committee and the 1,000 volunteers that welcomed everyone with pure heart.

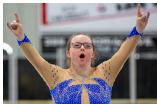
COMPETING WITH PURE HEART

National Games occur every two years, alternating between Summer and Winter Games. The Games provide athletes with an intellectual disability an opportunity to showcase their talents and test their skills against their peers.

The Special Olympics Canada Winter Games included more than **1,200 athletes, coaches, managers and mission staff** from across Canada at the weeklong competition from February 25-29 in Thunder Bay, Ontario. Special Olympics athletes competed in **eight winter sports** (5-pin bowling, alpine skiing, cross-country skiing, curling, figure skating, floor hockey, snowshoeing and speed skating), which served as the qualifying event for Special Olympics Team Canada selection for the Special Olympics World Games Kazan 2022.

Along with the **800 friends and family** that cheered on the athletes, SOC was joined by more than 60 individuals representing National Partners, including the Government of Canada, along with Special Olympics Canada Board members, Special Olympics Chapters, special guests and Special Olympics Canada staff.

Watch the video to experience the Games:
www.bit.ly/ThunderBaySOC2020





THE HEART OF THE MOVEMENT

Grassroots programs are the foundation of Special Olympics Canada – it's who we are and what we stand for. Our grassroots programs reach more than 41,000 athletes with an intellectual disability and are sustained by more than 17,000 volunteers in communities across the country. **What happens in our communities every day is the heart and soul of Special Olympics – the very reason we exist and the vehicle by which we deliver on our mission.**

Special Olympics Canada, inclusive of its 12 Provincial/Territorial Chapters, was significantly impacted by the global COVID-19 pandemic. When in-person programming across Canada was suspended in order to keep our communities safe, maintaining connection with our athletes became vital, and we turned our focus to expanding virtual programming. For individuals with intellectual disabilities, Special Olympics is more than sport – it is a source of stability, essential to our athletes' physical and emotional well-being.

As with many aspects of life during the pandemic, participation looked different this year – and our program statistics reflect that shift.

We will continue to support our athletes on and off the field, until a safe return to play is possible.

THE YEAR IN NUMBERS

COMMUNITY PROGRAMS

Daily sport programs (in 18 sports) for all ages and a wide range of abilities, aimed at athletes who want to be active for life. In 316 communities across Canada:

TOTAL NUMBER OF ATHLETES

49,931

2019

41,262

2020

TOTAL NUMBER OF VOLUNTEERS

21,953

2019

17,736

2020



**VOLUNTEERS ARE
THE BACKBONE OF
SPECIAL OLYMPICS.**

ACTIVE START

Programs for children between the ages of 2 and 6. These programs provide children with opportunities to engage in active play and develop fundamental motor skills.

TOTAL NUMBER OF ATHLETES



FUNDAMENTALS

A continuation of the Active Start program for athletes aged 7 to 12. Skills learned in this program provide support for everyday activities as well as a base for sports training and competition.

TOTAL NUMBER OF ATHLETES



MULTISPORT (LEARN TO TRAIN)

Introduces athletes to a number of sports they enjoy and may have a predisposition to playing. The intent is to build a multi-skill foundation that will provide the athlete with options moving forward.

TOTAL NUMBER OF ATHLETES



HEALTHY ATHLETES

To ensure athletes can perform at their best, Healthy Athletes provides individuals with an ID increased access to free healthcare through eight types of health screenings and nutrition education.

TOTAL NUMBER OF SCREENINGS



UNIFIED SPORTS

Athletes with an ID and partners without an ID are paired on teams. 2,768 Unified programs are being offered in a school setting.

TOTAL NUMBER OF PARTICIPANTS (ATHLETES, UNIFIED PARTNERS AND COACHES)

3,053

2019

7,181

2020



ATHLETE LEADERSHIP

This program empowers athletes to be leaders not only within the movement, but also in their communities. Training for athletes includes public speaking, governance, social media and mentorship.

The Canadian Athlete Leadership Council (CALC) currently has 11 members (athlete representatives from 11 Provincial/Territorial Chapters). Each member serves a three-year term.

This year, the CALC was relied on heavily for athlete input on a range of topics from Special Olympics International General Rule Changes, Partner Appreciation messages to Award nominees and winners.

TOTAL NUMBER OF PARTICIPANTS

714

2019

1,085

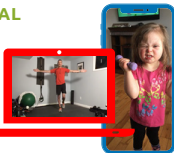
2020



TAKING THE MOVEMENT VIRTUAL

Throughout the pandemic, Special Olympics programs took on a new look in the form of **virtual fitness sessions**, **sport training** and **skills challenges**, **Facebook Live activities**, **online coaching and training**, **mindfulness workshops**, an international **Walk the World challenge** and numerous **virtual social activities**.

This would not have been possible without the entire movement - **volunteers and staff from all 12 Provincial/Territorial Chapters** - working together in this uncertain time.





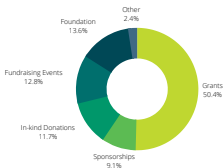
FINANCIAL HIGHLIGHTS

The cancellation of all fundraising events across the country, from March to June 30, 2020, translated into a \$6.1 million loss of revenue for the 12 Provincial/Territorial Chapters.

Despite the financial impact of the last quarter of the fiscal, Special Olympics Canada had a strong financial year in 2019/2020. This was only possible because of our amazing National Partners and steadfast donors and supporters, who not only maintained their levels of support, but in some cases increased their contributions to help close the unexpected fundraising gaps.

REVENUE

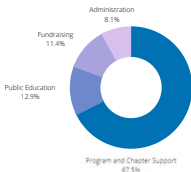
\$13,514,038



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

EXPENSES

\$13,164,194



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

Read the full 2019/2020 Audited Statement: www.bit.ly/SOCFin20192020



ANSWERING "CHALLENGE ACCEPTED" WITH THE HELP OF OUR NATIONAL PARTNERS

Special Olympics Canada is honoured to have **26 National Partners** who help to raise awareness, promote inclusion and share the transformative power of sport with 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 2019

The Special Olympics Canada Gala showed no limit when it came to raising awareness and funds.

LIMITLESS sold out to a **crowd of 800**, joined by **15 Special Olympics athletes** and **15 members of our Champions Network** to raise more than **\$1,150,000** net in 2019.

The success of the Gala is a result of amazing and enthusiastic support from our National Partners, LIMITLESS sponsors including **Presenting Sponsors Sobeys Inc. and Deloitte**, Special Olympics athletes, celebrities and Olympians and the hundreds of Special Olympics Canada supporters in attendance.



SOBEYS INC. **From nutrition education and resources to local program support, Sobeys Inc. is making a difference.**



Sobeys Inc. (Sobeys) is a proud National Partner of Special Olympics Canada. This partnership is the first of its kind, addressing the need for increased nutrition education and resources for Canadians with an intellectual disability.

With the COVID-19 crisis, Sobeys made the difficult decision to cancel its national checkstand fundraising campaign in support of Special Olympics Canada and the 12 Provincial/Territorial Chapters, scheduled June 18 to July 1, 2020. **To ensure that this decision did not negatively impact Special Olympics athletes, Sobeys honoured its fundraising target with a \$1 million donation.** As a Special Olympics Canada partner since 2016, Sobeys has contributed more than \$5.4 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.

TIM HORTONS

Tim Hortons partnered with Special Olympics Canada in 2016 to ensure children and youth with intellectual disabilities receive the same sports opportunities as their peers, and has been the **Lead Corporate Sponsor of Active Start and FUNDamentals** ever since.

For the second year in a row, Special Olympics Canada and its National Partner Tim Hortons served up an **award-winning Global Day of Inclusion campaign**. This year, the campaign received a Gold Halo Award – North America's highest honour for corporate social initiatives and cause marketing – in the Inclusion category.



On Day of Inclusion, Tim Hortons sells a **Special Olympics Donut, designed by an athlete with an ID**. In 2019, the donut was designed by Tori Ranson, a Special Olympics Ontario athlete. More than **97,000 donuts were sold and \$150,000 was raised** to support community sports programs across the country.



LAW ENFORCEMENT TORCH RUN

The Law Enforcement Torch Run® (LETR) is the largest public awareness and grassroots fundraising organization for Special Olympics globally, with more than **113,000 law enforcement members** involved. It not only runs the Flame of Hope into the Opening Ceremony at local, Provincial/ Territorial, National and World Games, but also organizes and hosts year-round community-based fundraising events, like Tip-A-Cop, Plane Pulls, Polar Plunges and Truck Convoys.

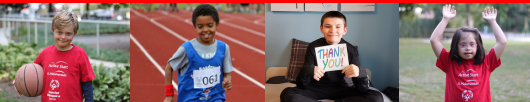
LETR members across Canada **raised a record-breaking \$5.85 million** for Special Olympics athletes in 2019.

MOTIONBALL

motionball, a not-for-profit organization with a mission to inspire the 'next generation' of supporters, **raised \$1.8 million** for the Special Olympics Canada Foundation and Special Olympics chapters across Canada through more than **40 integrated social and sporting events in 20 cities and 16 universities**. These events include Marathon of Sport, motionballU and motionball Galas.



To learn more about **National Partnership opportunities**, visit specialolympics.ca/partnerships or contact Cary Weingust at cweingust@specialolympics.ca.



TURNING POSSIBILITY INTO OPPORTUNITY

MEET MICHAEL JACQUES

Special Olympics Ontario athlete Michael Jacques is not only an accomplished athlete, advocate, author and inspirational speaker – **he is also a donor, a role he holds with just as much pride.**

Michael published his first book, *Can't Read, Can't Write, Here's My Book* in 2018 and recently published a children's book *I Belong: Can I Play?*

Themes of his writing centre around his childhood and how he struggled to find a place in school and in sports, because of his autism and how he learns a different way. One book follows his path to Special Olympics, while teaching the importance of inclusion, friendship and belonging.

With each book published, Michael has helped **share the core values of Special Olympics** with his readers, as well as **donating proceeds from each sale** to support his fellow athletes across Canada.

"Growing up with autism and having an intellectual disability did make my life more difficult than a lot of kids my age," said Michael. "But with the great support of my family, a best friend, Daniel, and organizations such as Special Olympics, I was able to focus on my strengths and find my voice."

You can join Michael in ensuring that more individuals with an intellectual disability find support and opportunity through Special Olympics Canada by becoming a donor today: www.bit.ly/SupportSOC

A WORD FROM OUR DONORS

Happy to help such a good cause. Our company regularly supports the Winnipeg Wine Festival which supports Special Olympics and since this year it was cancelled I was happy to donate here.

- Mitchell S., North Vancouver

I truly enjoy being able to give back - I volunteered at an event in Sault Ste Marie and it changed my life!!!

- Sarah C., Toronto

On May 20, 1945 I had a cousin Dale who was born with Down syndrome. Because I was 11 years old, my aunt trusted me to be his babysitter and we became lifelong buddies. I am so pleased that I can help others enjoy sports with Special Olympics - as long as I am able, I will donate what I can.

- Patricia O., Grande Prairie



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Our National Partners have given us the resources to change the lives of more than 41,262 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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