

SPECIAL OLYMPICS ILLINOIS

REACH REPORT | 2020 SUMMARY



COVID RESPONSE

2020 began as a year like any other. Special Olympics Illinois (SOILL) was on track to experience its 21st straight year of growth in athlete numbers. As the world faced the COVID-19 pandemic, our efforts quickly pivoted as an organization. The goal of providing high-quality programming for our constituents remained the same, however, the vehicle in which we engaged our athletes turned virtual. We utilized streaming technology and online resources.



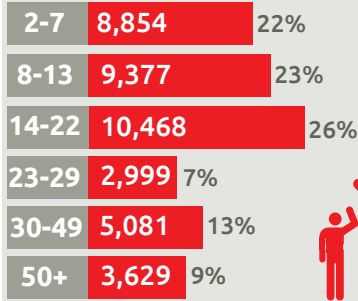
While 2020 was a challenging year, it was also a year of growth and learning. Through streaming, for example, we allowed more athletes from across the state than ever to engage in our Summer Games. We will continue to include virtual components when we return to play in person to truly make state events inclusive in 2021 and beyond.

PARTICIPANTS

2019 ATHLETES SERVED

23,185 **3,208** YOUNG ATHLETES
11,545 PEER PARTNERS
2,470 UNIFIED PARTNERS

AGE GROUPS SERVED



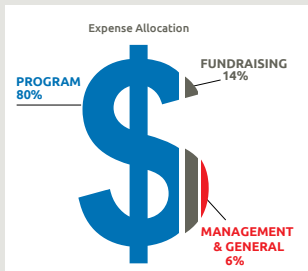
VOLUNTEERS

2019 VOLUNTEERS **49,500** CERTIFIED COACHES **4,654**
 COACH AND KEY VOLUNTEERS (CLASS A) **27,334** EVENT VOLUNTEERS (CLASS B) **7,508**



SUSTAINABILITY

\$12.7 MILLION CASH AND IN KIND (UNAUDITED)



131 FUNDRAISING EVENTS

Chicago Ducky Derby: **30,356** viewers
 Saturday Night In Virtual Gala: **6,879** viewers
 Virtual Torch Run: **885** participants

SPORTS / VIRTUAL PROGRAMMING

2019

COMPETITIONS
236

UNIFIED COMPETITIONS
16

YOUNG ATHLETE CULMINATING EVENTS
40

2020

Special Olympics Illinois Summer Games
 - Six-Day Virtual Event
 - Viewed by 80,624 constituents

eSports
 - Nine months of leagues and weekly competition

Virtual Sports/At-Home Training
 - Four months of sports, skills and general fitness

Virtual Programming and Engagement on Social Platforms including:
 dance parties - sign language demonstrations - Unified Partner Q&A interviews - storytelling for Young Athletes by influencers - and more!

Socially Distanced Exhibition Events with Athletes
 Bocce - Flag Football - Soccer - Tennis



HEALTH

2019

CLINICS OFFERED **31**
 SCREENINGS & IMPRESSIONS **6,696**

DISCIPLINES OFFERED
 FUNfitness
 Health Promotion
 Healthy Hearing
 MedFest
 Special Olympics - Lions Clubs
 International Opening Eyes
 Special Smiles
 Sun Safety & Hydration Education



SINCE 2013
 • 24,647 TOTAL SCREENINGS
 • 15,518 SPORTS PHYSICALS (MedFest)

2020

Online Workout Challenges: **6**

School of Strength Workouts: **20**

Healthy Recipe Cooking Demonstrations: **10**

Hosted Staff-Led Weekly Zoom and Facebook Workout Videos from March through December.

Athlete Health Messengers: **27**



In 2020, Special Olympics Illinois became an informational hub for athletes to educate themselves on health and safety throughout the COVID-19 pandemic.

LEADERSHIP

2019

ATHLETE LEADERS **171** APPEARANCES **418**

AUDIENCE SIZE **73,095**

OVER **82 MILLION** MEDIA IMPRESSIONS



2020

Athlete Leadership Meetings: **31**

Athlete Learning Series Events: **16**

Athlete Lounge Events: **8**

Athletes Leadership Trainings: **5**

Media Interviews and Opportunities **26,050,572**

Schools Involved in National Inclusive Schools Spirit Week: **15**

Schools Serving on the Youth Activation Committee: **20**

Participation in the Youth Activation Summit: **38** schools

872 students



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2020: THE YEAR WE WENT VIRTUAL

Special Olympics Illinois (SOILL) was tasked with turning an organization that traditionally boasted inclusion through hundreds of public facing events, and togetherness, into a virtual machine that harnessed the same inspiration, joy and connection – and Special Olympics Illinois did not shy away from the challenge.

From March through December of 2020, almost immediately upon cancellations to in-person programming, Special Olympics Illinois began offering workout opportunities for athletes via digital platforms Zoom, Facebook Live, YouTube and Twitch.

In the spirit of competition, Virtual Sports and eSports Leagues were born. Both options allowed athletes to train safely at home without physically meeting in person. This also gave athletes the opportunity to try out a new sport or skill, or test the waters with SOILL in general as anyone throughout the state was allowed to participate. And, when SOILL could safely provide socially-distanced exhibitions – the staff took every opportunity.

Athlete leaders also learned new technologies in 2020 as they quickly adapted to meeting digitally instead of in person. Their efforts helped motivate other athletes throughout the state as well as provided feedback to the staff about how to better serve our constituents.

SOILL learned to produce signature fundraisers Chicago Ducky Derby and Inspire Greatness Gala virtually in 2020. Events that highlight athletes' stories and the importance of the mission were seen by new, and bigger, audiences than ever before. Additionally, Law Enforcement Torch Run became inclusive this year as constituents were encouraged to run the Virtual Torch Run with the officers who annually deliver the Flame of Hope to Hancock Stadium.

2020 was a challenging year, but more importantly it was a year that challenged SOILL to rethink inclusion by removing location as a barrier for involvement. While we move to 2021, SOILL will consider hybrid options for state level competitions, fundraisers and challenges.

A NEW VISION

Special Olympics Illinois began year one of a new Strategic Plan in 2020 that will be executed over the next five years. The foundation of the plan rests in a new vision for the organization.

Special Olympics Illinois will be a global leader in shaping a culture where people with and without intellectual disabilities are fully integrated into the community by providing year round opportunities in competitive sports, health education, leadership and personal development.

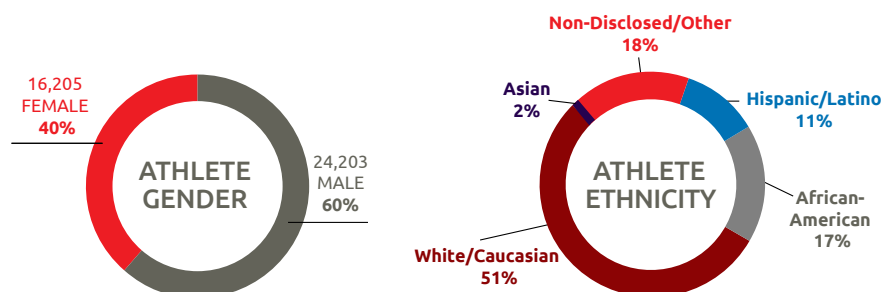
At the core of this plan and the organization's successful progress towards its vision and mission, are two principles. SOILL is a competitive sports organization and all programming and initiatives are rooted in this identity. SOILL will also strive to keep Athletes First in all its decision making.

18 SPORTS OFFERED

- Alpine Skiing
- Athletics (Track & Field)
- Basketball
- Bocce
- Bowling
- Equestrian
- Flag Football
- Floor Hockey
- Golf
- Gymnastics (Artistic)
- Gymnastics (Rhythmic)
- Powerlifting
- Soccer
- Snowshoeing
- Softball
- Swimming
- Tennis
- Volleyball

ADDITIONAL PROGRAMS

- Athlete Leadership
- Coach Education & Wellness
- Family Leadership
- Health Education & Screening
- Motor Activities
- Training Program (MATP)
- Traditional Sports
- Unified Champion Schools®
- Unified Sports



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