

**Special  
Olympics**  
Wisconsin



# 2017 ANNUAL REPORT



# A Message from Athlete, Daina Shilts

As I write this letter, I am still coming down from the high of being included in ESPN’s first-ever Unified Broadcast Team for a Special Olympics USA Games. I was fortunate enough to represent Special Olympics as the athlete analyst for the 2018 Special Olympics USA Games in Seattle.

But as exciting as this experience was, I don’t know if it can compare with the unbelievable year I had in 2017. And it was one that was possible because Special Olympics Wisconsin had such an incredible year too.

In January, I got invited back to the X Games with my idol, friend and Unified partner Hannah Teter, where we took silver in Unified Snowboarding.

Special Olympics Wisconsin had a big year in Unified play too. We increased Unified competitions by 10% and counted an incredible 2,300 individuals who participated in Unified Sports.

Then in March, I had the unbelievable honor of representing Team USA in the World Winter Games in Austria. I came away with three gold medals, many new friends and GREAT memories!

13,000 athletes, Unified partners, and young athletes got to enjoy friendships and memories to last a lifetime in the local, regional and state-level competitions held in Wisconsin in 2017.

I stood on stage next to Michelle Obama and seven other awesome athletes while Tim Shriver accepted an ESPY award on behalf of his mother. What an honor!

I spoke at the Finish Line annual conference in Indianapolis, on Capitol Hill in Washington D.C., and at many schools and organizations around Wisconsin.

I credit efforts in 2017 toward “athletes as leaders” as a big reason for my success in speaking on behalf of Special Olympics. In April, Special Olympics Wisconsin held an excellent training for Global Ambassadors that helped give me and many others the tools to use our voices to advocate for Special Olympics and individuals with intellectual disabilities.

I especially love speaking at schools. Because my school years were so rough, helping schools become more inclusive and welcoming is a big part of the message I try to spread. Well, I’m happy to say that in 2017 Special Olympics Wisconsin increased the number of Unified Champion Schools by almost 50%. Woohoo!

And more than 5,500 people publicly demonstrated support for inclusion during the year through the R-Word campaign and other methods.

While we can’t say that we are all included quite yet, changes are happening. The Inclusion Revolution is here. I know many people feel just like I do when I say, “I’m not on the sidelines anymore.”

And much of that is thanks to you, the dedicated fans and supporters of Special Olympics Wisconsin.

*Daina Shilts*

Daina Shilts  
Special Olympics Wisconsin athlete



# OUR MESSAGE

# A Message from the President & CEO and Chairman of the Board

2017 was a successful year for Special Olympics Wisconsin (SOWI). As we transition to improving all that we do, our focus remains on the mission and the athletes who find joy and friendship through sports.

SOWI staff and all our partners spent many hours creating the vision for the next five years with plans to grow both the number of athletes and revenues to support programs such as Young Athletes, Unified Champion Schools, Athlete Leadership and the Healthy Athletes program.

We are indebted to the volunteers from all over the state who give countless hours of their time and their diverse talents and treasures to make Special Olympics Wisconsin the organization it is today and will be in the future.

Below is a snapshot of some of our many accomplishments:

## OUR REACH

- Athletes: 9,984
- Unified Partners: 2,322
- Young Athletes (age 2-7 with and without ID): 986
- Total: 13,292

## ATHLETE EXPERIENCES

- Competitions: 118
- Unified Experiences: 22

## HEALTH AND WELLNESS

- Healthy Athletes Screenings: 15
- Total Athletes Screened: 1,944
- Identified Urgent Medical Needs: 23
- Wellness/Fitness Events: 19

## EDUCATION

- Unified Schools (K-12): 63
- Unified Schools (Post-Secondary Education): 8
- Total: 71

## LEADERSHIP

- Athletes as Leaders: 64
- Youth as Leaders (age 8-25 with and without ID): 31

## COMMUNITY ENGAGEMENT

- Volunteers: 3,182
- Coaches: 3,885
- Local Program Leaders: 236
- Health Professionals & Volunteers: 448
- Law Enforcement: 232
- Total Volunteers: 7,983

Together, we are one mission, one movement – making a difference in the lives of individuals with intellectual disabilities as well as our own.

*Kathleen J. Roach, MPH, MBA*

Kathleen J. Roach, MPH, MBA  
President & CEO



*John Cayer*

John Cayer  
Chairman of the Board



Revealing the champion in *all* of us.

Special Olympics Wisconsin (SOWI) provides year-round sports training and competition to children and adults with intellectual disabilities (ID). Our athletes train hard and play harder. They strive to beat their personal best and defy the odds again and again. From the local ball fields to the world stage, our athletes showcase the talents and triumphs of people with ID.

While sports are at the center of our work, we also offer programming in health, education and leadership; empowering our athletes to be healthy, productive and respected members of their communities.

The true power of Special Olympics is the impact felt well beyond our athletes and their families. With our large community of volunteers, supporters and business partners, we are working together to create a more inclusive society for all.



OUR MISSION

To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

OUR VISION

Sport will open hearts and minds towards people with intellectual disabilities and create inclusive communities all over the world. Globally, we strive to end discrimination against people with ID.

OUR PROGRAMS



OUR REACH

|  |               |
|--|---------------|
| Athletes                                     | 9,984         |
| Unified Partners                             | 2,322         |
| Young Athletes (age 2-7 with and without ID) | 986           |
| <b>Total</b>                                 | <b>13,292</b> |



ATHLETE EXPERIENCES

|                     |     |
|---------------------|-----|
| Competitions        | 118 |
| Unified Experiences | 22  |



HEALTH AND WELLNESS

|  |       |
|--|-------|
| Healthy Athletes Screenings  | 15    |
| Total Athletes Screened  | 1,944 |
| Identified Urgent Medical Needs  | 23    |
| Wellness/Fitness Events  | 19    |
| <i>Special Olympics WI is a recognized Healthy Communities Program</i> |       |



EDUCATION

|  |           |
|--|-----------|
| Unified Schools (K-12)                     | 63        |
| Unified Schools (Post-Secondary Education) | 8         |
| <b>Total</b>                               | <b>71</b> |



LEADERSHIP

|   |    |
|---|----|
| Athletes as Leaders                             | 64 |
| Youth as Leaders (age 8-25 with and without ID) | 31 |



COMMUNITY ENGAGEMENT

|                                   |              |
|-----------------------------------|--------------|
| Volunteers                        | 3,182        |
| Coaches                           | 3,885        |
| Local Program Leaders             | 236          |
| Health Professionals & Volunteers | 448          |
| Law Enforcement                   | 232          |
| <b>Total Volunteers</b>           | <b>7,983</b> |



SUPPORT FOR INCLUSION

Fans Demonstrating Support for Inclusion  
5,507



FINANCIAL SUPPORT

Cash  
\$5,318,902  
In-Kind  
\$2,334,991  
**Total**  
**\$7,653,893**  
*72¢ of every dollar directly supports athletes*

*\*ID (Intellectual Disabilities)*

OUR IMPACT



## ESPY Awards

On July 12, 2017, Special Olympics founder Eunice Kennedy Shriver was honored with the prestigious Arthur Ashe Courage Award at the 2017 ESPY Awards. Former First Lady Michelle Obama presented the award to Special Olympics Chairman Tim Shriver, who accepted it on behalf of his mother and the entire Special Olympics movement. Special Olympics Wisconsin athlete Daina Shilts of Neillsville was given the honor of attending the ceremony as one of just eight Special Olympics athletes to be on stage during the segment.

“My mother was a visionary, but, more importantly, a revolutionary,” said Shriver. Fueled by love and anger, she used sport to break down the barriers, she used fields of play to bring people together, and she opened the doors of inclusion and equality to the most marginalized on Earth. It is now up to all of us to follow the athletes of Special Olympics who can teach us all to accept and include each other.”

#ChooseToInclude

## 2017 World Winter Games

In March, three SOWI athletes, Kyle Robinson, Daina Shilts and Heidi Van Abel, gave outstanding performances at the 2017 Special Olympics World Winter Games in Graz, Schladming-Rohrmoos and Ramsau, Austria. As one of the largest Winter World Games to date, the SOWI athletes were joined by nearly 3,000 athletes and 1,000 coaches representing 110 countries, along with 10,000 volunteers and thousands more spectators. Sports featured at the 2017 World Winter Games were Alpine Skiing, Cross Country Skiing, Figure Skating, Speed Skating, Floor Hockey, Floorball, Snowboarding, Snowshoeing and Stick Shooting. Kyle, Daina and Heidi brought home an impressive five medals.

**Kyle Robinson**, from Ashland, raced hard in his alpine skiing events, bringing home two metals. Being relatively new to Special Olympics and alpine skiing, Kyle impressed in his first international competition, earning a bronze medal in alpine skiing Super G and placing fifth in alpine skiing Slalom. Kyle’s performances are even more impressive since his first State Games was only in 2015, where he earned three medals.



**Daina Shilts**, from Neillsville, continued her star performances in the snowboarding events. Prior to the 2017 World Winter Games, Daina was familiar with international competition. She competed in the World Winter Games in 2013 in South Korea, where she brought home a gold and two silver medals, as well as several X Games, where she had partnered with professional snowboarder Hannah Teter in Unified snowboarding to earn multiple medals over the years.

At the 2017 World Winter Games, Daina Shilts dominated at the highest levels of competition by capturing two gold medals in snowboarding. In Advanced Women’s Super G, Shilts had the fastest time of any competitor, male or female. In Women’s Slalom, Shilts also took home the gold with a blazingly fast run that was almost 10 seconds faster than her closest competitor. Shilts and Teter also partnered up again in Austria and captured another gold in Unified snowboarding.

**Heidi Van Abel**, from Manitowoc, had outstanding performances in her cross country skiing events. This was Heidi’s first World Winter Games, after qualifying for the competition in the 2015 State Games with three medals. At the 2017 World Winter Games, she snagged a silver in the 1k Freestyle, as well as sixth place finishes in the 500m Freestyle and the 4x1K Freestyle Relay.



To add to these remarkable performances, ESPN’s coverage of the 2017 World Winter Games marked the first-ever Special Olympics event to have live coverage by ESPN. The coverage included the Opening Ceremony, as well as nightly programs to bring viewers stories, competition showcases, interviews and more throughout the Games. “ESPN’s reach and expertise in storytelling gives us the tremendous opportunity to share how the power of sports and inclusion transforms lives and changes perceptions that exist for people with intellectual disabilities – one of the most marginalized populations in the world,” said Mary Davis, CEO, Special Olympics.

## USA Games Selection

In September, more than 150 Special Olympics Wisconsin athletes and Unified partners from every corner of the state made their way to Oshkosh to participate in the SOWI USA Games Selection Camp. Athletes in bowling, basketball, swimming, athletics (track and field) and bocce – plus athletes and partners in Unified soccer – spent the weekend participating in a variety of clinics and events with the hope that they would have the opportunity to go to Seattle, Washington for the 2018 Special Olympics USA Games.

To be chosen for the USA Games, athletes needed to have qualified for the event in the state competitions. Athletes who successfully completed the selection camp were then entered into a random drawing to determine who would be among the competitors to represent Team Wisconsin. From the drawing, 8 Athletics athletes, 8 swimming athletes, 10 Basketball athletes, 8 Bocce athletes, 8 Bowling athletes, and 12 Unified Soccer athletes (7 athletes and 5 Unified partners) were selected. Additionally, 19 coaches, 3 youth leaders, and 3 delegation leaders rounded out Team Wisconsin.



The athletes, coaches, and staff were honored to stand amongst over 4,000 other athletes and coaches representing 50 state Programs and the District of Columbia at the 2018 USA Games.

## Champions Together Breakfast

Special Olympics Wisconsin held the Champions Together Breakfast on October 24, 2017 in Milwaukee. This inspiring one-hour fundraising event was filled with stories of hope, courage and triumph. Raising more than \$100,000 to support Special Olympics Wisconsin athletes of today and of tomorrow.



# 2017 HIGHLIGHTS

# Athlete Leadership

The Athlete Leadership program empowers athletes to be contributing and respected members of society. SOWI has a long history of support for Athlete Leadership dating back to 1989. In 2017, our efforts were reenergized by providing formal training and practicum experience to 63 athletes and/or youth partners through a variety of workshops including Introduction to Athlete Leadership, Global Messenger (public speaking), Athletes-As-Coaches, Governance (serving on committees and boards), and included the new opportunity of Athlete Health Leaders. In addition, our State Athlete Input Council participated fully in the Strategic Planning process and will assist with meeting both our Athlete Leadership and general five-year objectives.

# Law Enforcement Torch Run

In 1986, a movement ignited among Wisconsin law enforcement to champion acceptance and inclusion for people with ID. Over 30 years later, that flame burns bright with a team of nearly 500 dedicated law enforcement volunteers. The Law Enforcement Torch Run movement continues to grow and evolve and now encompasses a variety of innovative year-round fundraising platforms including:

- Final Leg Torch Run
- Polar Plunge®
- Run With The Cops
- Tip-A-Cop® events
- Truck Convoy®



In 2017, in partnership with Special Olympics Wisconsin, the Law Enforcement Torch Run held more than 150 fundraising events and generated \$2,388,000 for more than 10,000 athletes.

# Healthy Athletes

Healthy Athletes improves the health and fitness of athletes through free medical screenings in seven disciplines: general fitness, podiatry, hearing, vision, dental hygiene, healthy lifestyle choices and sports physicals. Healthy Athletes’ impact is significant, in some cases life-saving, by providing health care that otherwise would not have been available.

## 2017 Highlights:

- Family health forums offered
- Fit Feet screening added to Region 8 Basketball
- 6 athletes received free dental treatment at the first ever Special Olympics “Gives Athletes a Smile Day”
- 448 Healthy Athlete volunteers in 2017
- 191 first-time volunteers at Healthy Athletes in 2017
- 1,944 Healthy Athlete screening exams
- 431 prescription glasses and sport goggles made free of charge for athletes
- 18 Healthy Habits education stations offered at competitions
- Pilot for SOI-Performance station
- Invited to participate in SOI Inclusive Health Forum

# Unified Sports

An inclusive program which combines individuals with ID (athletes) and individuals without ID (partners) on sports teams for training and competition. Athletes and partners compete alongside one another in a meaningful and integral role.

## 2017 Achievements

2,322 Unified Partners

22 Unified Competition opportunities, including:

- Basketball Game between UW-Madison and Marquette
- Relays in 4 Regions with advancement to Summer Games
- Bowling Tournaments in Madison and Green Bay
- Flag Football Division at State Tournament
- 2 Community Sailing Events (UW Madison Hoofers)
- Indoor Triathlon (Madison)
- 3v3 Unified Basketball Tournament (Appleton)

# Sports

Special Olympics offers 18+ Olympic-style individual and team sports that provide meaningful training and competition opportunities for persons with intellectual disabilities.

## 2017 Highlights:

- 140 competitive opportunities were offered
- 22 Unified experiences were offered
- 4,142 athletes competed in the Fall Sports Season: Flag Football, Bowling, and Volleyball
- 1,600 athletes competed in 4 State Bowling tournaments
- 2,694 athletes competed in Indoor Sports Sport Season for Basketball and Gymnastics
- 2,806 athletes competed in Summer Games Season in Athletics, Swimming, Soccer and Powerlifting
- 1,802 athletes competed in the Outdoor Sports Season in Softball, Tee-ball, Tennis, Golf, Bocce
- Daina Shilts competed with 10 other Special Olympics athletes and their unified partners at the Winter X Games in Aspen, CO. Daina had the fastest run of all 10 Special Olympics athletes and teamed up with her Unified Partner, Olympic medalist Hannah Teter, for a silver medal performance.



“The fun and enjoyment of playing sports is something that unites everyone. Everybody can benefit from the lessons sports teaches us, and Unified Sports teaches that the emphasis should be on the effort given and not necessarily the outcome.”

Unified golf partner,  
Ken Kuemmerlein

# 2017 PROGRAMS



## My SOWI Story

In 2017, Special Olympics Wisconsin launched My SOWI Story as a new way for the SOWI community to share how Special Olympics has impacted them, their friends and their family members. With over 10,000 athletes across Wisconsin and thousands of volunteers, SOWI folks have a lot of stories to share!

Submitted stories are featured on the “My SOWI Story” page on the website as well as on social media. Sharing the ways SOWI has impacted someone’s life in a positive way is important to helping us communicate to the community why we do what we do here at SOWI and, ultimately, reach more people.

Submit your “My SOWI Story” at [SpecialOlympicsWisconsin.org/story](http://SpecialOlympicsWisconsin.org/story)



## Unified Champion Schools

Unified Champion Schools bring together students with and without intellectual disabilities through education, sports and youth leadership to provide them with the knowledge, attitudes and skill necessary to create and sustain school communities that promote acceptance, respect and human dignity. Unified Champion Schools’ diverse activities can be grouped into three major components: Inclusive Sports, Youth Leadership and Advocacy and Whole School Engagement. Each is a vital and required element of a Unified Champion School.

### 2017 Highlights:

- 63 Unified Champion Schools
- Statewide Youth Activation Summit
- Columbus High School offered the state first Unified PE class
- SOWI teacher, Jahlieh Henderson, presented at National UCS conference

## Young Athletes

Special Olympics Young Athletes is a sport and play program for children with and without intellectual disabilities (ID), ages 2 to 7 years old and offers introduction to basic sports skills.

Young Athletes provides children with activities and games that meet their individual skill and ability levels, while allowing them to play together in a fun and inclusive environment. The program shows that all children should be valued for their talents and abilities. Children of all abilities take part and benefit.

- Children learn to play with others
- A fun and easy way for children to get fit.
- Children with ID who took part in an eight-week curriculum saw increased development in motor skill.
- Social, emotional and learning skills.
- Helps children develop important movement and sport skills.
- Inclusive play helps them to better understand and accept others.



# COMMUNITY SUPPORT



### BUCKSHOT RUN

The Leader-Telegram Buckshot Run for Special Olympics Wisconsin in Eau Claire celebrated 35 years and drew more than 1,000 participants. With a 2 mile and 5-mile run leading up to Labor Day weekend, the event raised over \$50,000 through corporate partnerships and race entry fees.



### RUN WITH THE COPS

In 2017, SOWI partnered with law enforcement to hold seven Run With The Cops events throughout the state raising \$134,000. Whether running or walking, these evening events bring families, athletes, community members and law enforcement together for an evening of fun with flashing police lights along the course.



### CELLCOM GREEN BAY MARATHON

Special Olympics Wisconsin was selected as a charity partner for the Cellcom Green Bay Marathon to share in the proceeds from the race. The partnership is for three years beginning at the May 2017 race and involves volunteers and athletes from Special Olympics Wisconsin. Over \$40,000 was awarded to SOWI in 2017 by the Cellcom Green Bay Marathon.



### NINE AT NIGHT GOLF OUTING

Our annual late-August night time golf event in Kenosha was a hit. With strong leadership from local Law Enforcement Torch Run members, in its four short years, Nine at Night has grown to include 92 golfers raising over \$19,000 in 2017.

**Mission Partner** \$150,000 and up

Kwik Trip  
Law Enforcement Torch Run

**Gold Medal Partner** \$50,000 - 99,999

Community First Credit Union  
Dunkin’ Donuts  
Festival Foods  
State of Wisconsin Dept of Public Instruction  
Wisconsin Knights of Columbus

**Silver Medal Partner** \$25,000 - 49,999

Delta Dental of Wisconsin  
Green Bay Cellcom Marathon  
Irwin A. and Robert D. Goodman Foundation, Inc.  
Johnson Controls Foundation  
Walgreen Co.  
Wisconsin Fastpitch Softball Coaches Association

**Bronze Medal Partner** \$15,000 - 24,999

Akuraa Technologies Inc  
Cenergy LLC  
Community Foundation For the Fox Valley Region  
Marcella E. Culp Living Trust  
Mega Co-op  
Texas Roadhouse  
Warren Family Dental  
Waupun Truck-N-Show



“Our partnership with Special Olympics lifts hearts. It makes a positive difference for our coworkers and communities. The efforts and achievements of the athletes are simply an inspiration for everyone.”

Teresa Clark, Kwik Trip

OUR PARTNERS

**Friends of SOWI** \$5,000 - \$14,999

Aurora Healthcare  
Blue Leasing Corp  
Brat Stop Inc  
Brawley, Meredith C.  
Church Mutual Insurance Co  
Cowan, Timothy M.  
Culvers of Onalaska  
Daniel and Julie Hartung Charitable Foundation Inc  
Documation  
Donovan Construction  
E. C. Styberg Foundation  
Edward H. Wolf & Sons, Inc  
Estate of Edward H.W. Vorpagel  
Estate of Joan Oakley  
Evan & Marion Helfaer Foundation  
Firefighters 583 Charities Inc  
FMC Corporation  
Gail Proite Adams  
Gordy’s County Market  
Green Bay Packers Give Back  
Grubich, Michael P.

Harker Heating and Cooling  
Harnisch, Mark  
ITW  
Kenosha Firefighters CARE  
Kimberly-Clark  
Kohler Company  
Kohl’s Department Stores  
Ladish Company Foundation  
Laufer Trucking Inc  
Luke Homan Foundation  
Marathon Lions Club Inc.  
Marguerite Listeman Foundation  
Mary Frost Ashley Charitable Trust  
Mayo Clinic  
Mel’s Charities Inc  
Messenger, Ben J.  
Milton High School  
National Guardian Life Insurance Co  
Neillsville Rotary Club  
Off Course Productions Inc  
Ola S. Adams Trust  
Pickart, Joe

Prevea Health  
Quad/Graphics  
Redmond Family Charitable Fund  
Reiman Foundation, Inc  
Rosenbalm, Christine M.  
Roundy’s Supermarkets Inc  
Runzheimer International Ltd.  
Sensient Technologies Foundation Inc  
Soper Transport & Recovery  
SpartanNash Foundation  
State Collection Service, Inc.  
SWARMM Entertainment Group LLC  
Thrivent Financial  
Timothy M. Cowen  
VF Services, Inc  
Vitech International Inc  
Wagner, Roberta L.  
Wagner-Essman Care Foundation  
Wausau East High School  
William J. Cronin Foundation  
The Windhover Foundation  
Wisconsin Motor Carriers Foundation

Board of Directors

|  |  |  |
|--|--|--|
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SOWI Team

|   |  |   |
|---|--|---|
| <b>DEVELOPMENT</b><br><b>Michael Mortell</b><br>Vice President of Development<br><b>Hailey Aderman</b> , Region 8<br>Director of Special Events<br><b>Jordan Becker</b> , Region 2<br>Director of Special Events<br><b>Julie Drake</b><br>Director of Law Enforcement Torch Run<br><b>Claire Essman</b><br>Director of Individual Giving<br><b>Matt Harper</b> , Region 5<br>Director of Special Events<br><b>Beth Hopkins</b> , Region 6<br>Director of Special Events<br><b>Karen Kraus</b> , Region 3<br>Director of Special Events<br><b>Ingrid Kunder</b><br>Director of Major Gifts<br><b>Brittany Neukirchen</b> , Region 7<br>Director of Special Events<br><b>Brandi Niemeier</b><br>Grants Manager<br><b>Nicci Sprangers</b> , Region 4<br>Director of Special Events | <b>Kathleen Roach   President &amp; CEO</b><br><br><b>SPORTS AND WELLNESS</b><br><b>Bob Whitehead</b><br>Vice President of Program Services<br><b>Troy Anderson</b> , Region 7<br>Athletic Director<br><b>Jason Blank</b> , Region 8<br>Athletic Director<br><b>Brittany Hoegh</b><br>Director of Training<br><b>Jenna Jehlicka</b> , Region 2<br>Athletic & Director of Young Athletes<br><b>Jody LaPlante</b> , Region 4<br>Athletic Director<br><b>Carla Lieb</b> , Region 5<br>Athletic Director<br><b>Melissa Maxwell</b> , Region 3<br>Athletic Director<br><b>Erin Muehlenkamp</b> , Region 6<br>Athletic Director<br><b>Melissa Schoenbrodt</b><br>Senior Director of Health Programs<br><b>Samantha Sotelo</b><br>Athlete Records Manager<br><b>Jessica Paczesny</b> Region 8<br>Administrative Assistant | <b>Don Wigington</b><br>Director of Unified Sports<br><b>Mark Wolfram</b><br>Senior Director of Field Services<br><br><b>MARKETING &amp; COMMUNICATIONS</b><br><b>Jennifer Wagner</b><br>Vice President of Marketing<br>& Communications<br><b>Shannon Adams</b><br>Director of Marketing<br><b>Tammy Hahn</b><br>Director of Marketing<br><b>Tommy Jaime</b><br>Director of Communications<br><br><b>OPERATIONS</b><br><b>Mary Beaty</b><br>Director of Admin & Human Resources<br><b>Kathi Genin</b><br>Database Administrator<br><b>Jeanne Hrovat</b><br>Director of Special Projects<br><b>Theresa Rossman</b><br>Gift Records Manager<br><b>Robin Van Fleet-Bergan</b><br>Director of Accounting |
|---|--|---|



Program Locations

STATE OFFICE  
2310 Crossroads Drive | Suite 1000  
Madison, WI 53718 | (608) 222-1324

REGIONAL OFFICES

|          |  |
|----------|--|
| Region 2 | 2804 Rib Mountain Drive, Suite C<br>Wausau, WI 54401<br>(715) 848-0550   |
| Region 3 | 2023 Fairfax St.<br>Eau Claire, WI 54701<br>(715) 833-0833               |
| Region 4 | W5361 CTY KK, Suite D<br>Appleton, WI 54915<br>(920) 731-1614            |
| Region 5 | 2140 Holmgren Way<br>Green Bay, WI 54304<br>(920) 497-2422               |
| Region 6 | 2310 Crossroads Drive, Suite 1000<br>Madison, WI 53718<br>(608) 222-1324 |
| Region 7 | 6100 Washington Ave, Suite E1<br>Racine, WI 53406<br>(262) 598-9507      |
| Region 8 | 10224 N. Port Washington Rd.<br>Mequon, WI 53092<br>(262) 241-7786       |



“It’s awesome that you can do something and it doesn’t matter how good or bad you are. You can still compete. It’s not about winning, it’s about teamwork. That’s why I love it.”

athlete Joseph Kendrick

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- Facebook.com/SpecialOlympicsWisconsin
- Twitter.com/SOWisconsin
- Instagram.com/SOWisconsin
- Flickr.com/SpecialOlympicsWisconsin
- YouTube.com/SOWisconsin

Local Programs

REGION 2  
2-01 Antigo Unified Schools  
2-03 Wausau Metro Adult  
2-05 Rhinelander Area  
2-09 Mosinee Schools  
2-11 Northern Access SO  
2-12 Neillsville  
2-13 South Wood County  
2-14 Stevens Point Public Schools  
2-17 Marshfield Area SO  
2-20 Taylor Cty Golden Eagles  
2-21 Merrill Public Schools  
2-22 Tomahawk Schools  
2-25 Stevens Point Area YMCA  
2-28 Everest Area SO  
2-29 School Dist. of Rhinelander  
2-30 Lakeland Area SO  
2-32 Mosinee Adult  
2-39 Spencer SO  
2-43 Colby  
2-44 Wisc. Rapids Special Sports SO  
2-50 Wausau Area Youth

REGION 3  
3-06 Eau Claire Adult  
3-08 Northern Lights  
3-09 Chippewa Cty Adults SO  
3-10 Chippewa Falls School  
3-12 Chequamegon Bay Area  
3-15 River Valley SO  
3-18 Thorp Adult SO  
3-19 Trempealeau Cty HCC  
3-20 Ventures Athletics  
3-21 Ellsworth Area SO

3-25 Menomonie Red Cedar SO  
3-26 Eau Claire Rascals  
3-30 Barron County SO  
3-31 Spooner SO  
3-33 Eau Claire Champions  
3-34 Hayward SO  
3-36 Polk County SO  
3-40 Panthers  
3-41 Challenge Center, Inc.  
3-43 Eau Claire Flying All Stars

REGION 4  
4-02 Oshkosh SO  
4-04 Dodge County SO  
4-06 Neenah Schools  
4-07 Valley Packaging Industries  
4-08 Green Lake County  
4-10 Brillion SO  
4-12 The ARC of Fond du Lac  
4-15 Waupaca Area SO  
4-16 Winnro Action  
4-18 Kaukauna Area Schools  
4-19 Waushara Cty SO  
4-20 Chilton Schools  
4-25 SOAR Fox Cities  
4-27 Oshkosh Schools SO

REGION 5  
5-01 Shawano All Stars  
5-02 Sheboygan Cty Super Eights  
5-03 Syble Hopp School  
5-04 Door County SO  
5-07 Sheboygan Adult Program  
5-09 Oconto Special Olympics

5-10 Packerland Jets  
5-12 Hopp Alumni  
5-14 Manitowoc Cty Miracles  
5-15 Green Bay Metros  
5-16 Kewaunee County SO  
5-17 Shawano Cty Youth SO  
5-19 The Able Church SO  
5-20 CP Center  
5-21 Western Shawano Co.  
5-22 Green Bay Area Youth Program  
5-23 Oaks Family Care Ctr  
5-25 Marinette County SO  
5-26 Bay Navigators

REGION 6  
6-01 Sauk Prairie SO  
6-02 Prairie du Chien Area SO  
6-03 Belmont Braves  
6-04 Baraboo SO  
6-05 Oregon Area SO  
6-06 Silver Lake SO  
6-07 DeForest SO  
6-09 Reedsburg Area Schools  
6-12 West Madison Area Special Olympics  
6-14 Verona Area SO  
6-15 Green County  
6-16 Waunakee SO  
6-18 Cuba City SO  
6-19 Platteville Schools  
6-20 Middleton Area SO  
6-23 Kickapoo Panthers SO  
6-25 Richland County  
6-26 Tomah  
6-27 Mount Horeb Viking SO

6-29 Holmen Schools  
 6-31 Adams - Friendship  
 6-33 Sun Prairie Schools  
 6-35 YMCA of Dane County  
 6-36 La Crosse Parks & Recreation  
 6-40 Viroqua SO  
 6-41 The ARC Greater Columbia Co  
 6-44 Columbus Area SO  
 6-45 Westby Area SO  
 6-47 Lancaster  
 6-48 Platteville Parks & Rec  
 6-50 Stoughton Area SO  
 6-51 Iowa County SO  
 6-52 Sauk County SO  
 6-53 Brookwood SO  
 6-58 Mt. Horeb All Americans  
 6-60 Monona Grove SO  
 6-62 Sugar River SO

#### REGION 7

7-01 Wisc School for the Deaf  
 7-02 Janesville Area SO  
 7-04 St. Coletta of Wisc-Adult Program  
 7-05 Lakeland School  
 7-06 Greater Beloit  
 7-07 Western Kenosha Co SO  
 7-08 Walworth Cty Adult Program  
 7-09 SO-Watertown Area  
 7-11 Kenosha SO

7-14 Productive Living Systems  
 7-15 Racine SO  
 7-17 Kenosha Unified School Dist  
 7-19 Western Racine Cty  
 7-20 Shepherds  
 7-21 Fort Atkinson Area  
 7-22 Racine Unified School Dist  
 7-23 Lake Mills Area

#### REGION 8

8-01 Waukesha A's  
 8-02 North Suburban  
 8-03 Greendale Special Olympics  
 8-04 South Milwaukee SO  
 8-05 Wauwatosa SO  
 8-07 Fairview South School  
 8-08 Pewaukee  
 8-10 YMCA at Pabst Farms  
 8-11 Milwaukee Public Schools  
 8-14 West Allis SO  
 8-15 St. Francis Special Olympics  
 8-17 Team Elmbrook  
 8-19 Arrowhead  
 8-22 Greenfield Hawks  
 8-24 Prader Willi Homes of Oconomowoc  
 8-25 Greenfield Franklin Colts  
 8-26 Greenfield Jr. Hawks  
 8-27 Spring City-Waukesha  
 8-28 Ozaukee County

8-29 Wil-O-Way Grant  
 8-31 Hartford Parks & Rec Dept  
 8-32 School District of Waukesha  
 8-33 West Bend Recreation  
 8-34 New Berlin SO  
 8-35 Genesee Lake School  
 8-37 Team Franklin  
 8-40 Mukwonago Area SO  
 8-41 Maple Grove Elementary  
 8-42 Team Milwaukee  
 8-44 Bi-County Special Olympians  
 8-46 Shorewood Special Olympics



# STRATEGIC FRAMEWORK

How to Support SOWI

CASH DONATIONS

Operating our program requires unrestricted cash donations to fund our year-round programs. Ask your employer to match your donation and the gift is doubled!

PLANNED GIVING

Special Olympics Wisconsin has information that can help you plan or update your will. Our free materials describe the process of estate planning with steps that take you through planning, creating, and updating your will, and identifying a team to help you and other key decisions. You'll find valuable tools, questions and answers, and a glossary of terms to guide your planning toward a financial foundation for the future.

TRIBUTES & MEMORIAL GIFTS

Celebrate a friend or pay tribute in memory of a loved one with a donation to Special Olympics Wisconsin in their name.

TAX CHECKOFF

During tax season, do something special. Donating to Special Olympics Wisconsin is as easy as making a designation on your state income tax form.

HOST A FUNDRAISER

Host your own event or activity to benefit Special Olympics Wisconsin. Visit SpecialOlympicsWisconsin.org for more information.

REVEALING THE CHAMPION MISSION TOUR

Learn more about Special Olympics Wisconsin and be inspired! Attend a free, 45-minute Revealing the Champion Mission Tour. Call Claire at 262-241-7786 to schedule.

VOLUNTEER

Special Olympics Wisconsin would not exist without the time, energy, commitment and enthusiasm of our volunteers. They are the backbone of Special Olympics Wisconsin and we need you!

Special Olympics Wisconsin is looking for anyone wanting to help make a difference in the lives of our athletes. Whether you're a corporation looking for an inspiring team building exercise, a social or religious group looking to have a greater involvement in your community, or a family or individual, we have a variety of volunteer opportunities to support your interests.



For more ways to support Special Olympics Wisconsin, visit SpecialOlympicsWisconsin.org or call (608) 222-1324.

Statement of Financial Position | December 31, 2017 and 2016

| Assets                                   | 2017                | 2016                |
|--|---------------------|---------------------|
| Current assets:                          |                     |                     |
| Cash and cash equivalents                | \$ 1,392,949        | \$ 2,620,231        |
| Certificates of deposit, current portion | 603,792             | 99,880              |
| Contributions receivable                 | 219,440             | 142,007             |
| Prepaid expenses                         | 83,909              | 51,532              |
| <b>Total current assets</b>              | <b>2,300,090</b>    | <b>2,913,650</b>    |
| Other assets:                            |                     |                     |
| Investments                              | 1,499,318           | 1,022,341           |
| Certificates of deposits                 | 525,415             | 63,378              |
| Contributions receivable                 | 29,513              | 0                   |
| <b>Total other assets</b>                | <b>2,054,246</b>    | <b>1,085,719</b>    |
| Property and equipment net               | 16,022              | 12,398              |
| <b>TOTAL ASSETS</b>                      | <b>\$ 4,370,358</b> | <b>\$ 4,011,767</b> |
| Liabilities and Net Assets               |                     |                     |
| Current liabilities:                     |                     |                     |
| Accounts payable                         | \$ 104,641          | \$ 110,601          |
| Grant funds received in advance          | 112,200             | 0                   |
| Other liabilities                        | 77,448              | 12,230              |
| Accrued payroll and related              | 116,900             | 66,156              |
| <b>Total current liabilities</b>         | <b>411,189</b>      | <b>188,987</b>      |
| Net assets:                              |                     |                     |
| Unrestricted                             | 2,791,857           | 2,580,475           |
| Unrestricted - Board designated          | 1,000,000           | 1,000,000           |
| Total unrestricted net assets            | 3,791,857           | 3,580,475           |
| Temporarily restricted net assets        | 145,117             | 220,110             |
| Permanently restricted net assets        | 22,195              | 22,195              |
| <b>Total net assets</b>                  | <b>3,959,169</b>    | <b>3,822,780</b>    |
| <b>TOTAL LIABILITIES AND NET ASSETS</b>  | <b>\$ 4,370,358</b> | <b>\$ 4,011,767</b> |



Statement of Activities | December 31, 2017 and 2016

|   | 2017             | 2016             |
|---|------------------|------------------|
| Changes in unrestricted net assets:   |                  |                  |
| Public support and revenue:   |                  |                  |
| Public support:   |                  |                  |
| Contributions   | \$ 791,256       | \$ 889,792       |
| Fundraising   | 4,048,397        | 4,254,801        |
| In-kind   | 2,334,991        | 1,948,270        |
| <b>Total public support</b>   | <b>7,174,644</b> | <b>7,092,863</b> |
| Revenue:  |                  |                  |
| Registration fees   | 82,033           | 28,468           |
| Investment income (loss)  | 146,463          | 95,962           |
| Other   | 30,643           | 46               |
| <b>Total revenue</b>  | <b>259,139</b>   | <b>124,476</b>   |
| Net assets released from restriction through satisfaction of erogram restrictions | 220,110          | 229,031          |
| <b>Total public support and revenue</b>   | <b>7,653,893</b> | <b>7,446,370</b> |
| Expenses:   |                  |                  |
| Program activities:   |                  |                  |
| Public education  | 614,093          | 651,905          |
| Training  | 2,668,144        | 2,258,623        |
| Games and competition   | 1,287,841        | 1,396,559        |
| Outreach  | 251,623          | 205,252          |
| Agency  | 690,630          | 655,872          |
| <b>Total program services</b>   | <b>5,512,331</b> | <b>5,168,211</b> |
| Support services:   |                  |                  |
| Administration and management   | 458,613          | 361,506          |
| Fund-raising  | 1,471,567        | 1,513,338        |
| <b>Total support services</b>   | <b>1,930,180</b> | <b>1,874,844</b> |
| <b>Total expenses</b>   | <b>7,442,511</b> | <b>7,043,055</b> |
| Changes in unrestricted net assets  | 211,382          | 403 315          |
| Changes in temporarily restricted net assets:                                     |                  |                  |
| Contributions   | 145,117          | 220,110          |
| Net assets released from restrictions   | (220,110)        | (229,031)        |
| Changes in temporarily restricted net assets                                      | ( 74,993)        | ( 8,921)         |
| Changes in net assets   | 136,389          | 394,394          |
| Net assets - Beginning of year  | 3,822,780        | 3,428,386        |
| Net assets - End of year  | \$ 3,959,169     | \$ 3,822,780     |



Let's not wait for halftime to make a change.  
Get started with Special Olympics today, visit [SpecialOlympicsWisconsin.org](http://SpecialOlympicsWisconsin.org)



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