

Facts about Special Olympics

Our **Mission** is to provide competition and training events for individuals with cognitive disabilities year round at no cost to them.

Began in 1968 and has spread all over the country: 25, 000 communities, all states and US territories. Worldwide: 153 countries. During the year there are over 15,000 games, meets, or events throughout the world.

In Wisconsin, there are over 8,000 athletes in 230 communities More than 300,000 hours were spent coaching our athletes this year.

The Indianhead Area has approximately 1, 145 athletes from 18 counties.

Selling Points for Special Olympics

SO retains a favorable name recognition among 95% of the US public.

According to *The Chronicle of Philanthropy*, SO is America's Most Credible Charity.

Financial World Magazine lists SO as one of America's Best Run Charities.

SO has universal impact: Between the athletes, donors, and volunteers, Special Olympics touches the lives of one in every six families in America.

Vast Recognition: Special Olympics is the world's largest amateur sports organization with nearly 1,000,000 athletes, 250,000 coaches throughout the world.

Overwhelming Support: SO has a loyal army of more than 5,000,500 volunteers.

Consumer purchasing intent for products affiliating with SO is more than double that of the Super Bowl and 47% greater than the Olympic Games.

According to the Cone-Roper Cause Marketing Report, when price and quality are equal, 78% would be more likely to purchase the products or services of companies that support SO over those of their competitors.