



## A Letter from the President & CEO

Thank you for all you do to support the athletes of Special Olympics Wisconsin (SOWI). I am so grateful to you, our local program leaders, for your dedication and commitment. You are the foundation of our movement and the work you do in your community is vital to the health and well-being of each athlete.

On behalf of the SOWI Local Program Manager Committee and the SOWI Team, we are pleased to provide our SOWI Local Program Guide. This guide is a resource for local program leadership, providing the necessary information and tools to manage a Special Olympics Wisconsin local program in your community.



### The SOWI Local Program Guide includes:

- A Quick Start Guide to Developing a Local Program
  - Growing & Sustaining a Local Program
  - References to Key documents within SOWI for greater ease of management
  - Resources

This guide provides you with the information and tools necessary to build a foundation for the local program and provide the next level of resources to grow the local program by offering new and expanded opportunities.

The SOWI Team is here to offer additional guidance and support as you work to engage athletes in local sports training and competition opportunities, health programs, Unified Champion Schools activities, and athlete leadership.

If you have questions, suggestions or concerns, please feel free to reach out to me. Your feedback and insights are extremely important to me and the SOWI community.

**Thank you for your commitment to the athletes and the mission of Special Olympics Wisconsin as we create inclusive communities across Wisconsin together.**

All the best,

A handwritten signature in blue ink that reads "Chad Hershner".

Chad Hershner President & CEO  
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"You are the stars and the world is watching you." – Eunice Kennedy Shriver

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