

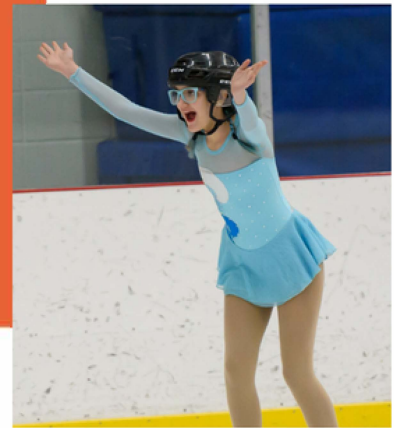
2019 Annual Report

Impact Athletes Coaches Volunteers Communities motionball Healthy Athletes Games LETR Partners



IMPACT

Special Olympics Alberta uses sport to reveal the full potential of individuals with intellectual disabilities. The transformation and empowerment of our athletes is a catalyst for social change making healthier, stronger, and more inclusive schools, cultures, and communities.



128

More athletes reached on community level in 2019



159

More coaches signed up to teach athletes the fundamentals of sport



305

More student athletes participated in Unified Sports through our partnership with Alberta Schools' Athletics Association (ASAA)



137

New volunteers registered to support Special Olympics athletes



\$418,255

Money LETR raised through 29 events for athletes across the province

\$257,287

Money raised by motionball in Alberta



1042

*More people we told our story to through
Facebook, Twitter, and Instagram*



33,102

*People visited our website for news, stories, sports,
and events (13,320 more than 2018)*



64k

Interactions on our posts, 51k more than in 2018

Financials



Total Revenues



Total Expenses

	Amount (\$)	Percentage
National Sponsors	296,279	17%
General Donations	247,911	14%
Government Funding		
a) Government of Canada	253,020	15%
b) Government of Alberta	178,779	10%
Law Enforcement Torch Run	124,752	7%
Alberta Gaming and Liquor Commission	289,952	17%
Foundations	300,821	18%
Other Revenue	26,270	2%
Total	1,717,784	

	Amount (\$)	Percentage
Sport Program and Events	210,978	12%
Unified Sport Programs	65,827	4%
Provincial Games	286,867	16%
Team Alberta	150,498	9%
Affiliate Services	515,062	29%
Communications	106,393	6%
Fund Development	221,053	13%
Law Enforcement Torch Run	99,814	6%
Alberta Gaming and Liquor Commission	82,158	5%
Administration	9,384	1%
Total	1,748,034	



ATHLETES

Learn more [↗](#)

From the age of two athletes can participate in Special Olympics Alberta programs. Active Start and FUNdamentals is offered to Young Athletes and focuses on physical literacy and basic motor skills development. Athletes in Alberta can compete in 18 summer and winter sports, learn and grow in their sport, and advance to competitions at the local, regional, provincial, national, and international level.



3,335

Athletes

890

Alberta high school students
#PlayUnified

6,125

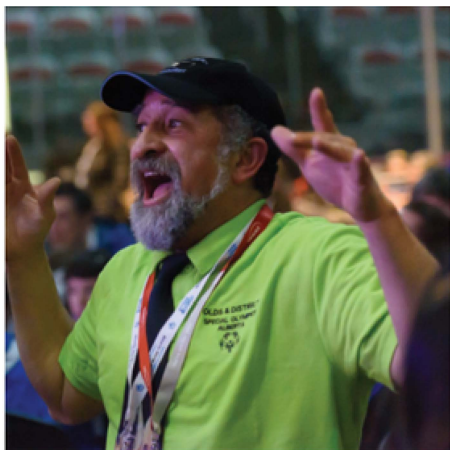
Athlete Participation in
Sports/Programs



COACHES

[Learn more](#)

Coaches are the catalysts for athlete development. They provide athletes with the tools to learn their sport, the motivation to help them train, the inspiration to help them succeed, and the resources to be all they can be. Our coaches are inspirational, inclusive, role models who are building a bright future for individuals with intellectual disabilities.




101
New coaches trained

660
Coaches



VOLUNTEERS

[Learn more](#) 

Volunteers drive the Special Olympics movement. They organize events, support fundraising efforts, provide sessions for athletes, and advocate for inclusion, among the hundreds of invaluable things they do to better the lives of SOA athletes.



We want to recognize milestones for our incredible volunteers

321

Volunteers

137

New volunteers

981

Volunteers and coaches

COMMUNITIES

Learn more [↗](#)

Athletes from 140 communities across Alberta participate in 26 affiliate or community programs. Our community now includes 58 schools who Play Unified across the province.

Community Spotlight: Medicine Hat

Medicine Hat is a community that is always thriving. Their numbers are up again increasing their athlete total by an impressive 50%! They have recruited and developed a new Affiliate Management Committee that is thriving. They are always committed to fundraising whether it is a local event or a national campaigns and are willing to try new events. This year they implemented their Young Athletes program through an innovative partnership with a local Disability Sport Group and they now already have the largest in the province.





MOTIONBALL

[Learn more](#)

motionball swept the province this year as the University of Calgary, Alberta, and Lethbridge each hosted a Marathon of Sport. Nearly 200 people came together to raise \$14,465 in the three events in support of the Special Olympics movement.

“motionball is truly such a fantastic program because so many university students have the passion and the drive to create change, but don’t know where to start. This event really lets us connect students to the Special Olympics movement and lets them see firsthand why it’s so important.” – Emma Wolowski, Event Director



\$246,000

Money raised at Marathon of Sport Calgary



\$76,000

Money raised at Marathon of Sport Edmonton

HEALTHY ATHLETES

Health Athletes is a global program designed to educate athletes on healthy lifestyle choices. Our first community-based Healthy Athletes screening took place in Calgary, as Dr. Carly McMorris and Stephanie Howe hosted FUNfitness and Strong Minds sessions to over 70 athletes. It marks the start of an effort in the province to make Healthy Athletes and reach more communities.



GAMES

[Learn more](#)

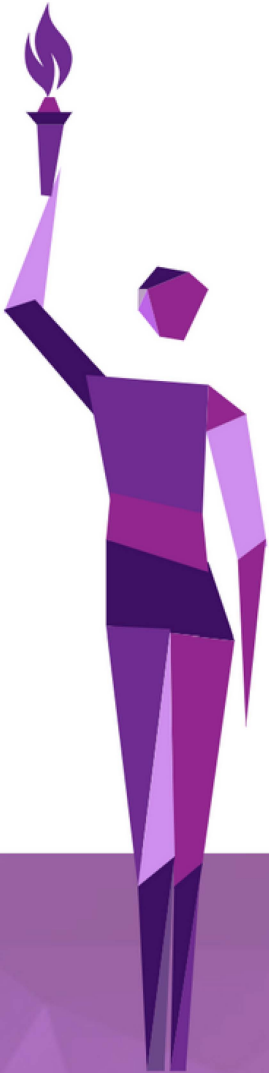
From February 8 to 10, we were inspired by over 700 athletes that came together from Alberta, Saskatchewan, and N.W.T. to compete in 7 winter sports at the incredibly successful 2019 Special Olympics Alberta Winter Games in Calgary. Together we celebrated strength, sport, and spirit and a Special Olympics Commemorative Cauldron will stand outside of the Winsport Centre in honour of the impact these Games had on the Special Olympics community.





11 athletes, **2** coaches, **3** LETR officers, and **1** mission staff represented Alberta as members of Team Canada at the 2019 Special Olympics World Summer Games in Abu Dhabi from March 14-21. Alberta athletes earned a total of **27** medals (**18** gold, **7** silver, and **2** bronze) in 10-pin bowling, bocce, golf, rhythmic gymnastics, powerlifting, and swimming.





LAW ENFORCEMENT TORCH RUN

The Law Enforcement Torch Run® (LETR) is the largest public awareness and grassroots fundraising organization for Special Olympics globally.

Cops, Pops & Pizza is an annual LETR event where law enforcement officers partner with Boston Pizza to serve patrons with money raised going to support local Special Olympics programs.

Lacombe has embraced Cops, Pops & Pizza and for Jeff Hewitt, having the community involved is the reason why it is the hallmark event in the province.



“The Lacombe community is extremely generous and supportive and the event is always a success. When I approached Boston Pizza this year about the event they were looking for additional ways to give back. They are hoping to make coupons which they would sell ahead of the event.” ☒

– **Jeff Hewitt**

PARTNERS

On behalf of over 3,300 athletes with intellectual disabilities who participate in Special Olympics programs throughout the province, we would like to thank our incredible partners for strengthening the movement.



National Partners

NATIONAL PARTNERS
PARTENAIRES NATIONAUX

Special Olympics
Olympiques spéciaux
Canada

PLATINUM
Canada, KIA, TORCH RUN, staples

GOLD
Tim Hortons, Sobey's, Coca-Cola Canada, BAIN & COMPANY, TSN, SLAUGHTER, GREY, Here's How., Special Olympics Canada Foundation

SILVER
THE CANADIAN MOUNTAIN, JYSK, WOLSELEY, General Family Foundation, subit

BRONZE
Calgary Winter Games Authority, lifemark HEALTH GROUP

FRIENDS

June 30, 2019

Provincial Games Sponsors

Games Sponsors

Alberta Winter Games 50

PRESENTING
BMO

PLATINUM
CMDCF, Alberta Government

GOLD
CALGARY WINTER GAMES AUTHORITY, S, Calgary, WINSPORT, CALGARY WINTER CLUB

BRONZE

Provincial Partners

Provincial Partners

Special Olympics Alberta

PLATINUM
ALBERTA SPORT, ALBERTA LOTTERY BRAND, Canada

GOLD
LIFE ENRICHMENT TORCH RUN, motionball

SILVER
Signature Authentics, Sobey's, Here's How., JYSK

BRONZE
Tim Hortons, WOLSELEY, KNIGHTS OF COLUBRUS