



2020 IMPACT REPORT



**Let me win.
But if I cannot win,
Let me be brave
In the attempt.**

Special Olympics Athlete Oath

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LETTER FROM THE PRESIDENT

Hello everyone! My name is Calvin Lyons and I am honored and excited to join the Special Olympics Southern California team!

As a former athlete and a longtime leader of nonprofit organizations designed to help everyone achieve their full potential, I believe wholeheartedly in the power of Special Olympics and its mission to help our athletes, develop their physical fitness and health, and use the skills and confidence gained through sports to become even more empowered, independent and respected individuals. Special Olympics Southern California is such a unique organization because our athletes are welcomed for life, and I look forward to leading the team to build even greater awareness and inclusion in our communities.

During my first three months as President & CEO of Special Olympics Southern California, I focused on learning as much as possible about the organization and developing relationships with Special Olympics North America and Special Olympics, Inc. In addition, I prioritized 1) safety, due to the COVID-19 pandemic, 2) continuous improvement with enhanced flexibility, and 3) a dramatic pivot to virtual training and engagement options to keep athletes and staff leaning into a future filled with hope. Our Board and staff spearheaded, and continue to support, diversity and inclusion initiatives throughout the organization and we launched a 14-member, staff-led Council to oversee and advance these efforts.

I have been equally impressed and inspired by the dedication of our staff and volunteers to keep athletes engaged during these difficult times. In addition, I am grateful to our generous donors who, along with board members who insisted on maintaining a healthy cash reserve for this exact scenario, kept Special Olympics Southern California vibrant while we navigated the pandemic. I look forward to thanking each of you in person in the very near future.



Calvin Lyons
President and CEO
Special Olympics Southern California



People with intellectual disabilities come from all walks of life. As a result, our events bring many people together who would not otherwise share the same time and space. I have always been impressed by how well diverse people work together when we focus on our common goals instead of our differences.

Kelly Johnson
SOSC Board Chair 2019-2021

REFLECTIONS FROM BILL SHUMARD



In my 15 years with Special Olympics Southern California (SOSC), our athlete numbers grew from 8,000 to 38,200. SOSC weathered the 2007-2008 financial crisis, earned a four-star rating from Charity Navigator and successfully hosted the 2015 World Games in Los Angeles. In all that time, I don't think anything tested my leadership and the resolve of our staff like the events of 2020. The combination of a global pandemic and ongoing civil unrest strained the resources and cultures of nonprofit organizations everywhere, including SOSC.

I am so proud of our SOSC staff who met this challenge head-on through innovation, collaboration, and stewardship. SOSC embraced new platforms like Zoom, TikTok, and Facebook Live to launch new programs, maintain operations, and stay connected to athletes and families. I am also grateful to the Southern California community members that enabled SOSC to survive 2020 relatively intact. From our generous corporate and foundation partners like Albertsons Vons Pavilions, Kaiser Permanente, and the Larry & Helen Hoag Foundation, to the law enforcement officers and agencies that continued to fundraise even when all of our cherished competitions were canceled, to the individual donors who shared what they could to keep our doors open, SOSC would not be here without you.

While I leave SOSC in the capable hands of our newest President & CEO, Calvin Lyons, it's not in me to say goodbye to this incredible organization and all of the athletes. I have agreed to stay on as President Emeritus into 2022 and support SOSC's first Comprehensive Campaign. I am excited about this next chapter and look forward to seeing our athletes safely back on the playing field.



Bill Shumard
President Emeritus



Rafer Johnson

August 18, 1934 - December 2, 2020

On December 2, 2020, the Special Olympics Southern California family mourned the passing of our founder Rafer Johnson. As an elite athlete and champion for people with intellectual disabilities, Rafer constantly challenged the status quo. His unrelenting quest for inclusion, humble attitude, and wicked sense of humor endeared him to thousands of athletes, families, volunteers, donors, and staff over the past 50 years. We celebrate and honor his legacy by continuing to create a world where all people are accepted.

“ I don't know if [Special Olympics California] would have happened if Rafer had not stepped up, stepped in, and most importantly, stayed the course...Rafer was one in a billion. ”

Maria Shriver
Daughter of Special Olympics
founder Eunice Kennedy Shriver

COVID-19 RESPONSE



INNOVATION:

Launched a new virtual program called Healthy Lifestyle Challenge.

- 284 videos
- 84 live sessions

www.sosc.org/hlc/videos1

“ I love the [HLC] because it makes other athletes feel strong & keep up their fitness...and have them make healthy choices.

SOSC Athlete Amy Edelbrock



STEWARDSHIP:

Conducted an SOSC Athlete Survey to gain insight into the unique challenges facing individuals with intellectual disabilities during the pandemic.

- 145 volunteers
- 1,050 athletes and their families/caregivers



OUTREACH:

Distributed free equipment to encourage physical activity at home.

- 7,600 Fitness Kits (athletes ages 8 and older)
- 1,000 Young Athletes backpacks (athletes ages 2-7)

THANK YOU DONORS



\$500,000+

Albertsons Vons Pavilions

\$100,000+

Daniel Berdakin and Susana Alberti Family Foundation

Gary R. Wyma Trust

Kaiser Permanente

The Larry and Helen Hoag Foundation

Murphy Family Fund

Mary Ann and James Powell

Anonymous

Anonymous

\$50,000+

Anonymous

Dick Bank Living Trust

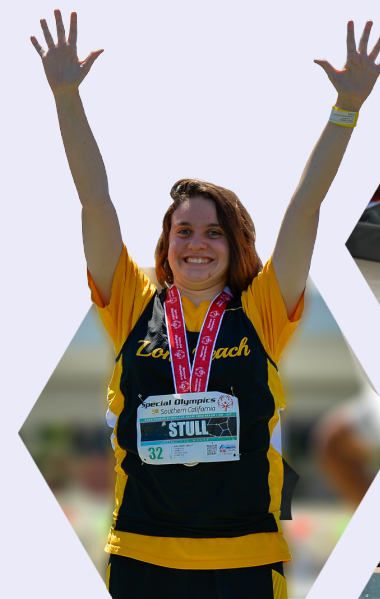
The Estate of Florence Rose Hanson

Estate of James Anderson

MBA Challenge for Charity

Nancy and Rich Swanson

Kimberly and Richard Villa



\$25,000+

Arthur J. Gallagher & Co.
Bank of America Charitable Foundation
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\$20,000+

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Variety the Children’s
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TRL Systems
Betty and Rick Van Kirk
Virginia Friedhofer Charitable Trust
Walmart
Richard and Patricia Wallace
West Coast University

\$5,000+

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La Centra-Sumerlin Foundation
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Poms & Associates Insurance Brokers, Inc.
The Sandlot Group of San Luis Obispo

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\$2,500+

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Learfield Communications, LLC
Lockheed Martin Workplace Giving
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VCPFA Charity Fund
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\$1,000+

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AeroCares
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Community College District
AmazonSmile
The Ameriflex Group
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Border Division Squad Club
David and Gail Bowman
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David and Jo Burton
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Adele Byrnes
Tania and Michael E. Cahill
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Organization, Inc.
California State Lodge Fraternal
Order of Police

\$1,000+ (continued)

California/Nevada Moose Association
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Roger Durling
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Nicholas G. Everett
The Field Family Fund
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Michael Freeman
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John and Karen Gilmour
Glendale Rotary Club Foundation
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Stanley Guinn
Donald W. Haggstrom
Tim Harrington
Kathryn Hawrylo
Alison and Tim Heinen
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Kathleen and Robert Henderson
Karen and Patrick Henessey

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NEP - New Equity Productions
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Neu Foundation of California
Oceanside Police Officers Association
Alexander Ong
Optimist Club of El Centro
The Parker Hannifin Foundation
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Personnel Administration Bureau
Pincus Family Foundation
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Tri-Counties Regional Center
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Thomas and Linda Vozzo
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Mark Walzman
Watkins Manufacturing
Mary Weitzman
West Valley Chapter of National League
of Young Men
Westminster Police Officers Association
William and Gertrude Shelley Family
Foundation
The Wise-Vettese Family Foundation
Kristen M. and Robert M. Yetter

2017-2020 STRATEGIC PLAN



- Over the last two years, we have consistently recruited over 35 new schools per year, and have achieved a 60% return rate for established schools
- Collaborated with Special Olympics Northern California to successfully obtain over \$11M in funding from the State of CA
- Expanded SOSOC's Inclusive Health programs by recruiting Health Messengers, hosting 200 Team Wellness programs, and hosting 42 regional Healthy Athletes events
- Hosted 20 lunch & learns, with an average of 20 participants each, creating an estimated 400 individual professional development experiences
- Successfully recruited 21 new board members
- Established organization-wide volunteer recruitment, retention, and recognition plans by means of quarterly volunteer needs assessments and progress reports, surpassing our fulfillment goal by 13%
- Tripled the amount of news outlets that covered events; in turn, SOSOC received millions more impressions for events
- We increased social media followers by 127%, from 26,086 to 59,222
- We leveraged the significance around SOI's and SOSOC's 50th anniversary to raise awareness and funds from June 2018 through 2019
- Secured \$75.2 million in cash and budget relieving in-kind donations
- Increased training and use of Raiser's Edge NXT to manage constituent relationships. Example – Development employees increased the number of Actions entered in NXT from 3,205 Actions in 2017 to over 7,000 Actions in 2020
- Replaced manual system for submitting expense and mileage reports with Concur that improved efficiency
- Established a Local Program Task Force that created a framework and tools to transition Local Programs to become fully sustainable



“ I think it’s very cool that we can do stuff that is still virtual, and we can still raise awareness and funds for Special Olympics. It’s very important because it helps keep us engaged with each other and stay in shape with our virtual programming. ”

Joseph Gorin
Special Olympics Athlete and
Board Member from Orange County

SOSC'S 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.

WWW.SOSC.ORG