

POWER PAGE

**Special
Olympics**
Arkansas



HEALTH

- 3% of the Population but 15-20% of the Healthcare cost
- 70% of our athletes are overweight/obese
- World's Largest Global Healthcare Provider for people with ID
- People with ID are 25% more likely to get a prescription
- People with ID are 300% more likely to continue a prescription

BRAND

- 95% positive brand recognition
- 85 cents of every dollar goes to programs (per our 990)
- 4.5 million athletes globally in more than 170 countries
- Special Olympics has extensive programming in the areas of health, education and community building in addition to its well-established sports programs.

MONEY

- The Law Enforcement Torch Run® (LETR) for Special Olympics is the movement's largest grass-roots fundraiser, having raised a cumulative sum of half a billion dollars since its inception in 1981
- LETR SOAR fundraises half of our operating budget each year
- Special Olympics Arkansas is one of the few SO state programs still free to athletes
- Special Olympics receives funding in support of the movement from individuals, corporations, foundations, government and restricted grants.

IMPACT

- Our athletes are 5X more likely to be gainfully employed over their counterparts that do not participate
- 1 in every 6 families is touched by Special Olympics through athletes, donors, and volunteers
- More than ever, Special Olympics athletes hold jobs, own homes, go to school and successfully confront life challenges on a daily basis.
- Individuals who compete in Special Olympics develop improved physical fitness and motor skills and greater self-confidence.

ID

- 3% of the world's population have an intellectual disability (1 in 44)
- 40% of people with autism will also have an intellectual disability (26-49% of SO population)
- Down Syndrome makes up 6% of the ID population (1 in 691)
- Fetal alcohol spectrum makes up 1.5% of the ID population (1 in 3000)
- Cerebral Palsy makes up 5% of the ID population (1-323)
- Fragile X syndrome makes up 1.1% of ID population (1 in 4000)
- Neurodevelopmental Disorders 100% of people with ID

SPORT

- 240 competitions per year covering 20 different sports
- SOAR averages 11-19 events a month all over the state
- Special Olympics Arkansas began in 1970, holding the first competition at Hendrix
- Eunice Kennedy Shriver attended our second Summer Games held at Old Main in North Little Rock
- Young athletes leads to 5 months gross motor development over the control group of 2 months improvement
- 78% of participating students said Project UNIFY was a positive turning point in their lives