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and the  
**LEADERS OF THE GREAT STATE OF OREGON**

*A Powerful Public-Private Partnership*

January 2017





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# THE MAJOR STATEWIDE IMPACT OF SPECIAL OLYMPICS OREGON

**TEACHES  
"TOOLS FOR  
LIFE"**  
to the largest  
disability population  
in Oregon

**PROVIDES  
HEALTH  
EDUCATION &  
FITNESS TRAINING**  
to this now  
underserved  
population

**IMPACTS  
THE ECONOMY**  
in Oregon  
communities  
as this large  
population learns  
self-sufficiency

Teaches  
skills that  
**INCREASE  
POTENTIAL FOR  
EMPLOYMENT**  
and independence

Provides  
critical  
**NETWORKING  
& INFORMATION  
EXCHANGE**  
for families



**PROMOTES  
COMMUNITY  
VOLUNTEERISM**  
& community unity  
involving 7,000  
volunteers

**PROMOTES  
GREATER  
RESPECT**  
for individuals with  
intellectual disability

**IMPROVES  
EDUCATIONAL  
PERFORMANCE**  
for students with  
and without  
intellectual  
disability



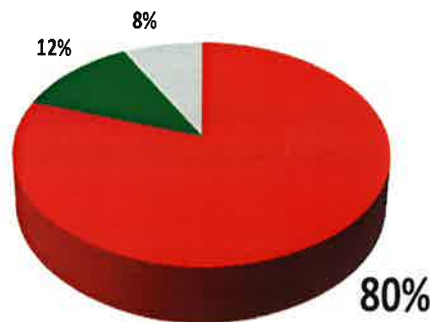
## **SPECIAL OLYMPICS OREGON**

*Serving Thousands of Youth, Children and Adults in Oregon  
with and without Disabilities*

### **SPECIAL OLYMPICS OREGON: GENERAL INFORMATION**

- Special Olympics Oregon has **major and measureable Impact** on the quality of life for tens of thousands of Oregonians.
- Special Olympics Oregon serves the **largest disability population in the state:** individuals with intellectual disability (ID), which impacts one in five families.
- More than **1 in 8 Oregon students receive special education services** in the state's schools.
- Its major programs are also **"Unified,"** which means they include individuals ***with and without disabilities*** as partners on sports teams and/or in health and wellness programs.
- Currently, the organization has **over 14,000 participants statewide of all ages;** an estimated 100,000 more could benefit from Special Olympics programs.
- Special Olympics Oregon's programs are **year-round** – every day, every month, every year – provided through trained **Volunteer Leadership Teams** located in 30 Oregon counties **statewide**.
- Special Olympics Oregon also has a successful **partnership with schools,** with programs in more than 200 Oregon schools. More than two-thirds of U.S. participants join Special Olympics through a school-based program.
- Individuals who participate fully in Special Olympics must be at least 8 years of age and there are no upper age limits.
- Special Olympics Oregon is volunteer-driven: approximately **8000 volunteers annually** provide time and expertise to support Special Olympics Oregon programs.

- Special Olympics Oregon provides an ongoing influential and **valuable network for families** that include members with disabilities.
- **Oregon’s Law Enforcement Community** under the banner “Law Enforcement Torch Run” serves as a key volunteer partner to Special Olympics Oregon activities statewide, including participation at all Games and Competitions and special event fundraising (Polar Plunge, Tip-A-Cop)
- Special Olympics Oregon’s programs focus on the development of “**tools for life,**” which lead to the following improved personal development:
  - Increased social and communication skills; 90% of participant’s family members report improvement in relationship skills and friendships.
  - Increased self-esteem and confidence
  - Increased motor skills
  - Improved cognitive skills
  - Improved physical fitness
  - Increased training in health care
  - Increased independence; greater ability to live alone
- Special Olympics has a powerful impact on the wider community by **changing public attitudes towards people with intellectual disabilities.** For example, support for inclusion of students with intellectual disabilities in regular classrooms increased from 2% to 55% as people become more involved with Special Olympics.
- Special Olympics **leads to greater opportunities for employment:** 52% of adult Special Olympics participants in the United States are employed. For adult individuals in the general population with intellectual disabilities who are *not* in Special Olympics, the percentage is just 34% or lower.
- **Special Olympics Oregon is currently funded through the private sector, specifically, foundations, corporate sponsors and individual donors.** (Exception: one small federal grant recently received for Oregon Team Wellness for “innovative health programming.”) Special Olympics Oregon’s annual budget is approximately \$5 million, with over \$3 million additional in-kind, budget-relief contributions. Special Olympics Oregon is a 501(c)(3) established in 1972.



**80% Program Activities**  
**12% Fundraising**  
 8% Management

**THREE KEY SPECIAL OLYMPICS OREGON  
PROGRAMS HELPING OREGON MEET STATE AND  
FEDERAL REQUIREMENTS FOR K-12 STUDENTS  
WITH AND WITHOUT DISABILITIES**

- I. **UNIFIED CHAMPION SCHOOLS:** Equal Access to Extracurricular Activities
- II. **OREGON TEAM WELLNESS®:** Health & Wellness Education to Combat Child and Youth Obesity
- III. **RESPECT CAMPAIGN:** Promotion of Respect, Social Inclusion and Anti-Bullying

**GOAL:** *Creating the first Unified Generation*

***"We think some of the best lessons that we can teach our kids are learned outside the classroom through participation in high school activities. If we can broaden our participation to include Unified Sports then we have touched another whole segment of our population. We have given them those same wonderful opportunities to bring enjoyment not only during their high school years but also to learn lessons that will last them a lifetime."***

***Tom Welter, Executive Director  
Oregon Scholastic Activities Association (OSAA)  
President-elect - National Federation of  
State High School Associations***

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***"I have had the good fortune to be able to see some wonderful stories unfold in the world of sports. Great athletes and great moments are part of my job. Throughout all of these moments I am reminded just how powerful sport can be as a catalyst for change and an enabler of the best in our communities. Nowhere is that power more visible than on a Special Olympics Unified Sports playing field. Different perceived abilities melt away when the athletes start to play. They are equal as the sport activity captures their focus and, though they want to win, you can feel that the importance of the collective experience means more to all the participants than any outcome. The cooler part is what happens inside the schools long after the balls get put away. Kids who were on the margins (of all abilities) are no longer on the sidelines and the barriers melt...the entire school environment has changed..."***

***Tommy Kain, Vice President  
North America Sports Marketing  
NIKE, Inc.***

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***"The Unified Sports Team here at McMinnville High School has had an amazingly positive impact on our student body and entire community, with articles and pictures in the newspaper, students being honored at recognition assemblies alongside other sports teams, student's forecasting the Integrated PE class, (which has been included in our school's annual Course Bulletin pamphlet)...even to the point where it was celebrated by one of our valedictorian's in her graduation speech last June. Our school has embraced Unified Sports with open arms and will continue to grow our program and learn along the way."***

***Mark Hinthorn – Athletic Director  
McMinnville High School***



## I. UNIFIED CHAMPION SCHOOLS: *Play Unified...Live Unified*

**SCHOOLS ARE REQUIRED TO: Provide more extracurricular activities for students with disabilities.**

- Special Olympics Oregon is helping to meet this requirement through its Unified Sports® program provided in hundreds of Oregon schools throughout the state.
- Unified Sports® joins individuals with and without intellectual disabilities as partners on teams and in health and wellness programs, all funded and provided by Special Olympics Oregon.
- Unified Sports is organized and managed by Special Olympics Oregon in partnership with multiple Oregon school districts, as well as with other community organizations.
- Unified Sports in Oregon includes 13 sports, including a statewide Unified Soccer League and a Unified Basketball League.
- This unique program provides extracurricular sports opportunities for children and youth with and without disabilities in numerous Oregon schools and in 30 Oregon communities.
- Special Olympics Oregon Unified Sports directly responds to recently reported findings by the federal government regarding inequity in extracurricular opportunities for those with disabilities in U.S. schools.
- Special Olympics Oregon Unified Sports also provides additional extracurricular sports opportunities for students without disabilities, which is of particular benefit for schools that have experienced sharp decline in funding for such programs.
- In addition, participation in Unified Sports fosters inclusion and greater understanding of all who have disabilities by those who do not.



  
**SHATTER  
INTOLERANCE.  
THE BACKBOARD  
WILL FOLLOW.**

**KEY ENDORSEMENTS/PARTNERS:**  
Oregon School Activities Association (OSAA)  
Oregon Association of Student Councils (OASC)  
Oregon Athletic Directors Association (OADA)  
Oregon Athletic Coaches Association (OACA)  
Confederation of School Administrators (COSA)  
National Association of State Boards of Education (NASBE)  
Portland Timbers & Thorns  
Les Schwab Tire Centers  
Nike, Inc.  
Various Foundations & Individual Donors



## II. OREGON TEAM WELLNESS®: *Meeting a Major Youth Health Challenge & Leading the Nation*

**SCHOOLS ARE REQUIRED TO: *Implement policies and practices to promote overall health and wellness for school-age children to help curb the “obesity epidemic.”***

- Individuals with intellectual disabilities represent an underserved population in terms of their health and are statistically more likely to develop medical and dental issues, in part because of poor education and training in these areas.
- Responding to this critical need to provide year-round health and wellness education for individuals with intellectual disabilities, Special Olympics Oregon has developed a groundbreaking program entitled *Oregon Team Wellness*®.
- Developed with the head of the OHSU Wellness Center and other professionals in the field of health and fitness, *Oregon Team Wellness*®, under the tagline “*Wellness Is A Sport*,” is a curriculum designed specifically for individuals with intellectual disabilities as well as for children and youth without ID. It is offered as a “Unified” activity.
- *Oregon Team Wellness*® is an 8-week course taught by certified “Wellness Coaches” trained by Special Olympics Oregon professionals. Much like the incentive for learning a sport, participants work toward the receipt of a *Wellness Medal*.
- The program is now being launched by Special Olympics chapters in Washington, Montana, Southern California and Illinois as a Unified initiative, with 13 additional states exploring participation. (Special Olympics Florida conducted a limited version as part of the early pilot testing.)
- *Oregon Team Wellness*® is designed for usage throughout the Special Olympics Oregon organization statewide, and is being made available to group homes. In addition, a number of schools have expressed interest in conducting the program. Wider distribution is now being explored.
- *Oregon Team Wellness* is owned and trademarked by Special Olympics Oregon.



### **KEY ENDORSEMENTS/MAJOR PARTNERS:**

**Jim Chesnutt, M.D., Medical Director, OHSU Sports Medicine Program  
Oregon State University, Dept. of Public Health & Human Sciences  
American Association of Health & Disability  
President's Council on Fitness, Sports & Nutrition  
NIKE Access to Sport  
Bob's Red Mill Natural Foods  
"Oregon Healthiest State" Partnership  
Various Foundations and Individual Donors**

### III. STATEWIDE “RESPECT” CAMPAIGN: Promoting Inclusion...Building Youth Leaders

**SCHOOLS ARE REQUIRED TO: Curb "bullying" and promote inclusion in K-12 schools.**

- Special Olympics Oregon manages a major “Respect Campaign” in partnership with youth Leadership in nearly 200 Oregon schools.
- This very successful program is supported by and directly responds to bullying and other issues relating to respect for each other.
- Students serve as leaders, conducting assemblies, writing and publishing respect articles, producing respect videos, actively using social media – in general, promoting respect and inclusion in their schools.
- The Respect Campaign is conducted in collaboration with OASC (Oregon Association of Student Councils)
- The Respect Campaign includes support from grants and corporate sponsors, including Les Schwab Tire Centers, NIKE, KeyBank, Portland Trail Blazers, etc.
- Special Olympics Oregon conducts an annual Youth Summit for school leaders of the Respect Campaign held on the NIKE campus.



#### **KEY ENDORSEMENTS/PARTNERS:**

**Oregon School Activities Association (OSAA)  
Oregon Association of Student Councils (OASC)  
Oregon Athletic Directors Association (OADA)  
Oregon Athletic Coaches Association (OACA)  
Confederation of School Administrators (COSA)  
National Association of State Boards of Education (NASBE)  
Portland Timbers & Thorns  
Les Schwab Tire Centers  
Nike, Inc.  
Various Foundations & Individual Donors**



**FUNDING REQUEST:  
\$1 million 2017-2019 Biennium Investment**

**Purpose of the Funding:**

To expand Special Olympics Oregon’s capacity to meet the increasing demand for Unified Champion Schools, Oregon Team Wellness and The Respect Campaign in Oregon’s K-12 schools, and to develop

**These funds will contribute to a 42% increase in number of schools participating in the important programs, all of which benefit students with and without intellectual disabilities.**

**Projected Results of Funding:**

Currently, Special Olympics Oregon has launched and is growing one, two or all three of these programs in 30 Oregon counties and 171 schools.  
Two-year Projected Expansion: 242 schools (42% increase)  
Five-year Projected Expansion: 415 schools (142% increase)

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**PROPOSED PRIVATE-PUBLIC PARTNERSHIP**

<b>ANNUAL CONTRIBUTION</b>	<b>2017-2018</b>	<b>2018-2019</b>	<b>Biennium TOTAL</b>
<b>Special Olympics Oregon Annual Investment</b> in these three programs through grants, corporate sponsorships and individual donations (approximate)	\$ 3.1 million	\$ 3.5.million	\$ 6.6 million
<b>Requested Annual Investment</b> in these programs from the State of Oregon	\$ 500,000	\$ 500,000	\$1 million

## **EXPENSE CATEGORIES & CURRENT PRIVATE SECTOR SUPPORT DIRECT TO THESE PROGRAMS**

**NOTE: Does not include in-kind support in product, services or volunteer hours**

### **UNIFIED CHAMPION SCHOOLS**

**Current Private Sector Revenue Supporting this Program: \$1.4 million**

- Outreach to Schools - statewide
- Unified Coaches Training
- Facility Usage
- Lodging/Meals for major competitions & games
- Transportation
- Equipment/Supplies
- Uniforms/Awards
- Volunteer Recruitment & Management
- Current Personnel Commitment: 8 Staff, 3 Interns, multiple Volunteers

### **OREGON TEAM WELLNESS**

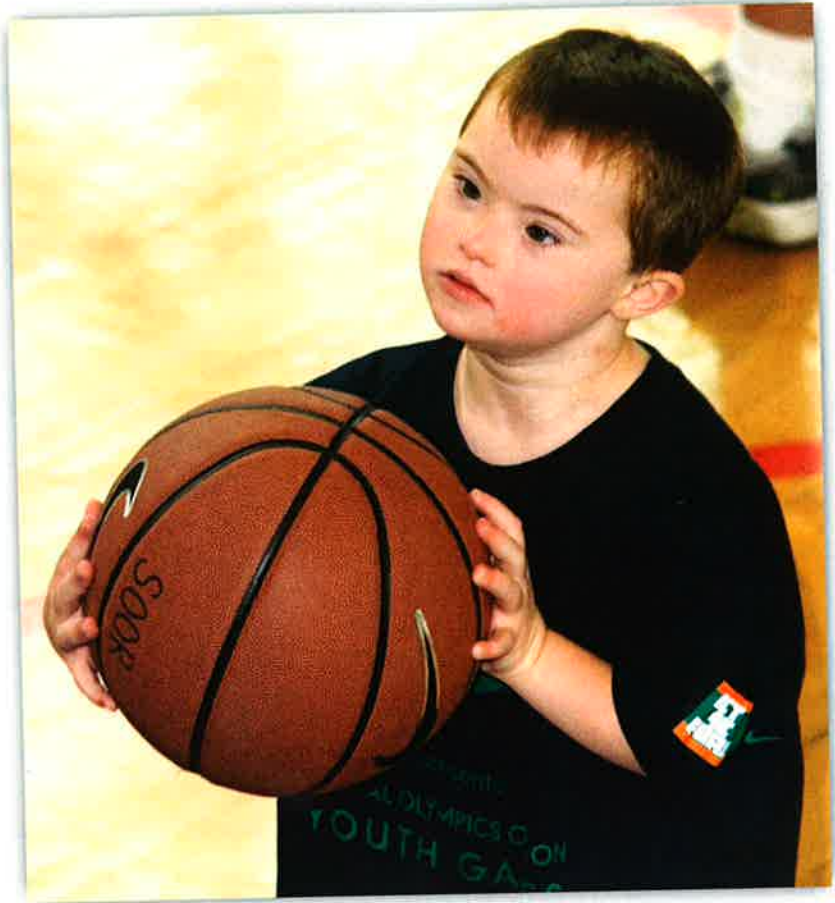
**Current Private Sector Revenue Supporting this Program: \$831,760**

- Curriculum materials production & printed for schools
- Wellness Coaches Training
- Technology development to enable scalability and access to information
- T-shirts/Wellness Medals
- Current Personnel Commitment: 4 Staff, multiple volunteers

### **RESPECT CAMPAIGN**

**Current Private Sector Revenue Supporting this Program: \$899,230**

- Outreach to Schools – statewide
- Facility Usage – Annual Student Training Conference
- School “Tool Kits” – production/printing/incentives
- T-shirts
- Annual Youth Leadership Respect Conference (held on Nike Campus)
- Current Personnel Commitment: 2 Staff, multiple Volunteers



**FACT:**

One of every eight students in Oregon K-12 schools is a Special Education student, representing approximately 13% of the total public school population.

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