



***Special
Olympics***
Massachusetts



ANNUAL REPORT | 2021

Special Olympics Massachusetts communities have returned to the field and are becoming more inclusive every day.

LETTER FROM THE CEO

We have been through so much over the past two years and while things have changed, our resolve to bring inclusion through sports to all, and our belief that everyone deserves to be included in their communities has remained constant. And that is because of you.

I am excited to share where we have been, what we are up to right now, and (the best part) what is next for Special Olympics Massachusetts.

2021 was an important year for us. We took the opportunity to look at what we do through a new lens.

How could we bring people back to the sports and activities they love AND make those same sports and activities more accessible and locally focused?

We began a shift towards a league-based model for many of our team sports and the results were incredible – more games, practices between games to work on improving teamwork and sport-specific skills. The State Games were given an added importance because of the journey required to get there.

How could we build stronger partnerships with school districts in our city?

We joined a pilot program called Unified Champion City Schools which provides a playbook and resources to deliver real immediate and lasting impact to the schools at the center of our inner city communities. We are already seeing the fruits of the program with Lawrence and Boston taking steps previously assumed to be impossible.

How could we bring back the state-level competition in a way that allowed athletes, families and volunteers to experience inclusion once again?

By focusing on the important stuff – quality sports, community, and fun! Winter Games, Summer Games, Tournament of Champions, along with the Soccer and Flag football tournaments are back! We made a few adjustments to the delivery, but thousands of athletes will be able to return to the state-level competition stage.

What's next? Across the board innovation. We have embarked on a project that will make Special Olympics easier to join, intuitive to navigate, and 100% worth sticking with for life. Be sure to keep your eyes on our many communications channels to learn more as we roll out improved digital and in-person systems that we know you are going to love!

Mary Beth McMahon
President & CEO



WE ARE 'BACK TO BETTER'

How does an organization that produces 600 sports competitions and raises 60% of its revenue through events survive amid a global pandemic? Since its inception, Special Olympics athletes have been achieving what was once assumed to be the unachievable. And while fields, courts, and stadiums closed down in 2020 and well into 2021, through the help of our supporters, the Special Olympics community continued to find new and innovative ways to show up.

As the world struggled with the concept of being socially isolated, it got a taste of what our athletes and people with intellectual disabilities have endured for years. However, it is the resiliency of our community and ability to rise above these challenges that allowed Special Olympics Massachusetts to reach new heights.

Community leaders and volunteers jumpstarted local walking clubs, athletes hosted virtual dance parties, and we were even able to host a virtual summer games competition—all of which wouldn't have been possible without our dedicated group of partners and supporters. Thanks to your incredible support, our Special Olympics Massachusetts athletes are able to stay connected and involved through new and innovative ways.



And as we began to return to our larger events last year, including our state tournaments and championships, we've continued offering programs at the grassroots level so that athletes can stay engaged within their local communities. As the world began to open back up, Special Olympics Massachusetts didn't want to abandon all of the great things we started in 2020; so we developed the idea of getting "back to better." Moving forward, we will work on bringing back all of the great things we did pre-pandemic and combine them with all of the great things we started during the pandemic, to create the best community possible for our athletes, coaches, volunteers, and staff.



NEW WAYS WE DELIVERED THE MISSION OF SPECIAL OLYMPICS WITHIN THE COMMUNITY

The onset of the Coronavirus upended seemingly every way Special Olympics Massachusetts operated. Games were cancelled, in-person meetings were moved online, and social distancing precautions made it difficult for anyone to feel included. But the loyalty and support from our partners and sponsors allowed our staff to reinvent the wheel of how we were delivering the mission of Special Olympics.

Walking and Cycling Clubs

One of the biggest challenges we faced was keeping our athletes involved. Thanks to our community of volunteers, we were able to begin outdoor cycling clubs. What began with just three to four cyclists, turned into a group of 20. And from there, walking and cycling clubs began popping up around the state. This was a safe activity that allowed athletes to be outside, move around, and get involved with their local communities. And when it became too cold to walk or cycle outside... these local groups began snowshoeing around town!



Sports Skills Centers



Once people were able to gather in small numbers, Special Olympics Massachusetts launched our Sports Hubs. Athletes were able to experiment with activities they've never tried before, or hone skills in their favorite sport. These programs became a gold mine for introducing new athletes to Special Olympics Massachusetts in a smaller environment. And for new athletes that seemed interested in getting more involved with SOMA, we were able to connect them from sports hubs to community programs.



Even as some schools statewide returned to remote learning during the 2020-2021 school year, Special Olympics MA added 27 new schools that weren't previously involved with a Unified program.

That brings Special Olympics Massachusetts to a grand total of 204 Unified Champion Schools. **Below is the breakdown of what grade-level these Unified Champion Schools fall.**



8

Pre-K



38

Elementary



21

Middle School



133

High School



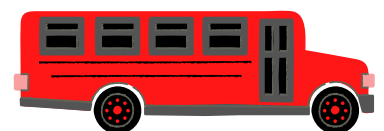
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College



Another challenge we faced was keeping our Unified Champion Schools engaged while most of the school districts in Massachusetts continued with remote learning for the majority of the school year. Since each school knows its community of students best, we allowed them to think outside of the box and develop plans for their own virtual programming, with access to our full support and variety of resources.

While encouraging schools to keep students with intellectual disabilities top of mind and considering the importance of social interaction, we asked Unified Champion Schools to develop a plan for how they were going to connect students through social inclusion and make it meaningful in a virtual setting. Schools that did this were supported with our resources, including a \$500 grant, to make their plan a reality. Ideas spanned from requesting pedometers for step competitions, to virtual fitness trainings, and social media challenges.



Partner Sporting Events



Boston Bruins Foundation Charity Golf Tournament

In early September, the Boston Bruins Foundation held its 18th Annual Charity Golf Tournament to benefit Special Olympics Massachusetts athletes.

Athletes John Dunleavy (top) and Tyler Lagasse (Bottom) were stationed on the course, giving players the opportunity to use their drive or putt after making a donation.



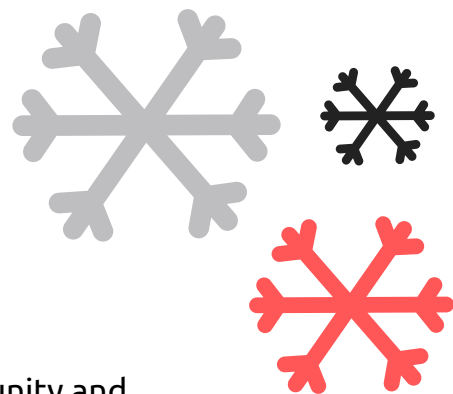
New England Revolution Unified Match

After a one-year hiatus amid the Pandemic, the New England Revolution Unified team was excited to step back onto Gillette Stadium's field. The team was made up of 7 athletes and 5 Unified partners. Due to the lingering impacts of COVID-19, the Revs Unified team was unable to travel and compete against other Unified professional teams. Instead of cancelling yet another season, Special Olympics MA reached out to a local coach to put together an All Star team to play against the Revs Unified team in September.

While both teams played a great game on Sept. 18, athlete Sam Spinney of the New England Revs Unified team slid in a goal with a few minutes remaining, bringing the score to 1-0.



POLAR PLUNGE AT-HOME



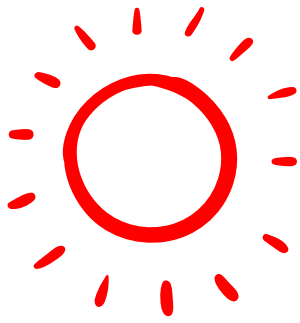
How were we able to take certain events that rely on community and togetherness and bring the same level of excitement through a computer screen?

When it came to our biggest fundraiser of the year, the Polar Plunge, we had to come up with an idea that could capture the energy of 500+ people running and jumping into the ocean or body of water together, at the same time. How did we build that excitement through an individualized at-home activity?

What we learned: The Special Olympics Massachusetts community is extremely resourceful. From January through March, we gave teams a total of 6 weeks to take the plunge and share their experience with us. They were able to do this by submitting videos and photos or by tagging us on social media. The only criteria plungers had to meet in order to officially "take the plunge" was to somehow surround themselves with a body of water or something cold and raise money for our athletes! This criteria meant many different things for many different people. Some of our submissions ranged from jumping into a nearby lake, to getting sprayed with a hose, to jumping into a snowbank. Our community was able to interpret the challenge in so many different ways and were able to feel like they were a part of a larger event.

Through this virtual event, we learned that diversifying what we're offering will help deliver the mission of Special Olympics to a greater number of people and the 2021 Plunge season ended up being one of our most successful ones ever!





Summer Games Experience

In the summer of 2021, things were looking better on the sports and programming side with additional in-person competitions, training and team events. To safely provide these opportunities to the athletes, coaches and volunteers, we had to limit participation and access to families, organizational partners, and the general public. So, we made it a priority provide opportunities for these audiences to engage around our marquee event – Summer Games.

The **2021 Summer Games Experience** was designed to provide a connection to our sponsors, long time volunteers, community partners, and extended family to this event they all look forward to each year, amid a pandemic. The Experience provided a week of digital activities, including opening and closing talk shows featuring Special Olympics Athlete presenter, Michael Kelley, a lunch and learn Athlete Round Table, health classes run by Special Olympics athletes, Summer Games Themed athlete chats, and of course the world-famous Special Olympics Massachusetts Dance!

A highlight of the 2021 Summer Games Experience was celebrating the 50th edition of Summer Games here in Massachusetts, where athletes, volunteers, and family members from across the commonwealth signed up to “Do 50”. Some chose to do 50 miles on a bike, some chose to do 50 walks in 50 days, but everyone was doing their part to bring the mission of Special Olympics to their community in their own way.

On the playing field, track & field events took place regionally, which was a great way to get the athletes back to the sports they love and re-connect them with their teammates and competitors. These track events were a springboard into the summer season and led the way to get us Back to Better in 2022.





We returned to Boston in 2021 for the 125th anniversary of the Boston Marathon. We had 8 runners participating in the race as part of our Xtra Mile Marathon team, including Special Olympics Pennsylvania athlete, Ernie Roundtree. Why? Because it was a lifelong dream of his. Retired Mansfield police Sgt. and Special Olympics Massachusetts' Law Enforcement Torch Run (LETR) executive board member, Larry Crosman, made Ernie's dream a reality.

When Larry attended the 2018 Special Olympics USA Games in Washington State, he had no idea that the experience would bring him a lifelong friend. Larry was an escort for the Flame of Hope at the USA Games when he met Ernie, and it was while they were on a bus together that Ernie explained that one of his biggest goals was to run in the Boston Marathon. When Larry returned to Massachusetts, he immediately began to think of how he could make this happen.

After taking a break in 2020 due to the coronavirus pandemic, Ernie returned to Boston as member of the Special Olympics Massachusetts Xtra Mile Marathon Team.



*Looking ahead, Special Olympics Massachusetts wants the Xtra Mile Team to be the go-to place for walkers, runners, and cyclists across the state. Whether you're looking to walk the B.A.A. 5K, run the beautiful Falmouth Road Race, or brave 26.2 miles at the Boston Marathon, we want runners everywhere to want to join our community and **go the Xtra Mile.***

SPECIAL OLYMPICS MASSACHUSETTS AT A GLANCE

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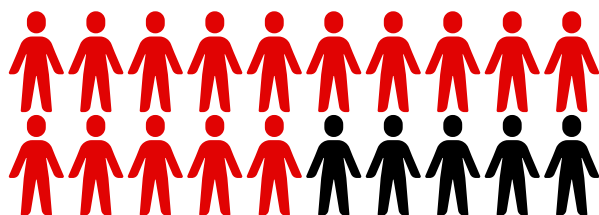
Sports seasons

22

Sports offered

512

Scheduled
Competitions

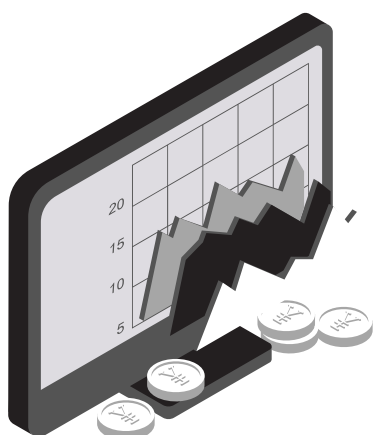
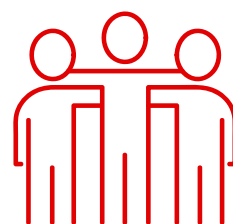


5,955
Athletes

2,567 Unified
Partners

4,772

Volunteers



Expense Distribution



80.74% Program

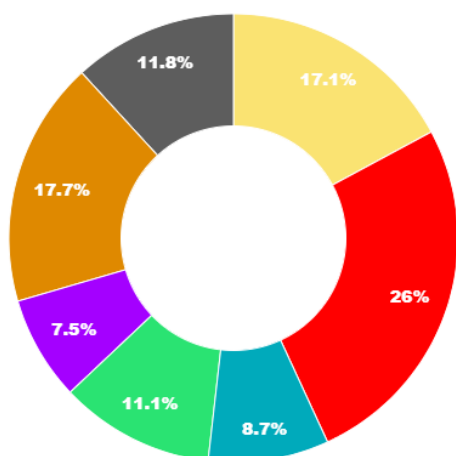


12.99% Fundraising

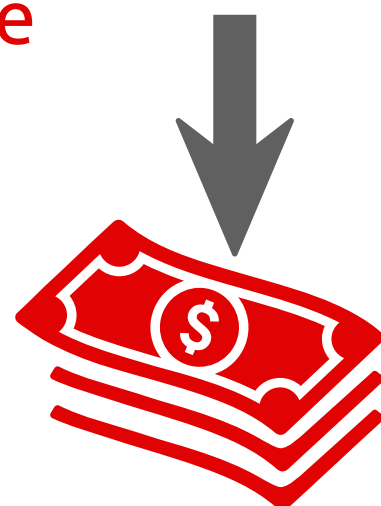


6.27% Management

Revenue Type by Percentage



- Individuals
- Events
- Foundations/Grants
- Government Grants
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- Investments
- Other



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