



OUR VISION

Kim Samuel, Special Olympics Board Member, and the Samuel Family Foundation have been proud long-term supporters and champions of Special Olympics, sharing our vision that *inclusion through sport is the key* to ensuring people with intellectual disabilities are included and experience a sense of belonging in their communities. Special Olympics and the Samuel Family Foundation work together to challenge the global injustice, intolerance and isolation all too often experienced by individuals with intellectual disabilities and their families.

THE SOLUTION

With a mission rooted in *sport as the catalyst for social change*, Special Olympics seeks to expose the inequity and exclusion experienced by too many individuals with intellectual disabilities and their families by exposing the world to their gifts and abilities, breaking down misperceptions, and tackling negative attitudes. Over the years we have worked together with the Samuel Family Foundation to reveal the potential of people with intellectual disabilities, and the value they bring not only to their families but to society as well.

We are grateful to Kim Samuel and the Samuel Family Foundation for the opportunity to expand programming in the following key areas:

Inclusive Sports

Special Olympics Unified Sports® is an inclusive sports program built on the premise that training and playing together is a quick path to friendship and understanding, serving as a catalyst toward acceptance and inclusion. Through Unified Sports, Special Olympics brings together people with and without intellectual disabilities as teammates and competitors on the field of play - paving the way for social inclusion in the community.

Family Support

Special Olympics provides a positive venue for families to become part of a caring community, and to become involved in the Movement. Family members play the important role of leading Family Support Networks and hosting Family Forums to support families who are new to the organization and to raise awareness of the needs of individuals with intellectual disabilities.

Early Childhood Programming

Special Olympics Young Athletes™ is a unique sport and play program for children with and without intellectual disabilities. Through Young Athletes, children are introduced to the power of sport into the single most influential period – the early childhood development period, and brings with it the potential to make a long term, meaningful impact on the social, cognitive, psychological and physical development of young children with intellectual disabilities and their families.

Youth Activation

Special Olympics recognizes the role that youth play in achieving long-term societal goals of acceptance and inclusion. The goal is to inspire a transformation in the attitudes of the next generation so that their actions toward those with disabilities will be radically different and more inclusive than ever before. Special Olympics seeks not to just include young people with and without intellectual disabilities in programming, but to unify all youth - using sports as a catalyst for social inclusion and attitude change.



OUTCOMES

The Samuel Family Foundation and in particular Kim Samuel, have helped us to address our bold vision. Through their leadership and dedication to Special Olympics, programming for families and inclusive sports continues to improve. These programs allow our athletes of all ages to demonstrate their value and abilities in the Foundation's home country of Canada and in communities across the globe. In addition, Kim has joined us as a strong supporter for providing opportunities for families to find their voice and become advocates for their children and our movement.

Through our partnership



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- ⇒ *Unified Sports* continues to expand allowing Special Olympics to reach more individuals with intellectual disabilities and their families, particularly in developing countries. Exponential growth was experienced in the Asia Pacific and Africa regions specifically, with over 90,000 new participants in 2014 alone.
- ⇒ We have expanded our programs aimed at *families* in informed and targeted ways. Today family members remain involved serving as coaches, volunteers and supporters but are also provided with opportunities to take on a leadership role. Special Olympics now has a cadre of nearly 50,000 family members actively serving in a leadership capacity.
- ⇒ Research and evaluation of the *Young Athletes* program has allowed us to assess and document the profound effects of this program on young children. This has facilitated tremendous growth in programming offered as well as allowed Special Olympics to attract additional partners to support our mission.
- ⇒ Were able to enhance global efforts to inspire and *activate a new generation* that embraces the Unified principles and characteristics through the GenUIn Social Impact Summit that took place at the Special Olympics 2015 World Games in Los Angeles. At the summit 120 youth leaders from 30 countries were provided with the opportunity to attend the summit as a way to generate change around pressing issues facing people with intellectual disabilities.

STORIES



Imran was born with both intellectual and physical disabilities, with no hope of ever participating in any physical activity like running or even walking, without support. Imran's grandmother was approached by a Special Olympics staff member when Imran was 5 years old and asked to get him involved in Young Athletes. Coach Alex worked with Imran for a year and slowly he started showing improvement. Imran's grandmother shared the following:

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"Through Special Olympics Imran started to show improvement at the age of 9. As time passed by Imran was able to take his first steps, walk, and run and now he is even riding a bicycle, his favorite sport. The other children in the community now even come to our home to play with Imran which was not the case before. People in our community have stopped those bad stares and now adore my Imran."

In Pakistan, as is the case in many communities across the globe, the effects of social isolation for individuals with intellectual disabilities and their families can be acute. One family felt ashamed of their two sons with

intellectual disabilities and feared for their safety when they were away from home for work. The two brothers, Waheed and Zia stayed chained in the home for 10 years, even as they grew into young men. Special Olympics Family Network volunteers worked with the family and urged them to allow their boys, ages 19 and 22, to go out into the world. Today, Special Olympics is very much a part of the family's life, with the parents learning about their sons skills and abilities and getting more involved in determining their children's future.



FUTURE DIRECTIONS

Special Olympics is enthusiastic about the ongoing support of Kim Samuel and the Samuel Family Foundation as we continue to grow and nurture our Young Athletes and Families programs and chart a new course with our Global Schools Initiative. This work will focus on addressing social isolation through the creation of more accepting and inclusive school communities that empower youth with and without intellectual disabilities to seek social change. Built on the notion that inclusion is key to ensuring people with intellectual disabilities are successfully integrated into the social fabric of society, this innovative initiative will capitalize on our belief that youth play an integral role in achieving long-term societal goals of acceptance and inclusion.