



ANNUAL REPORT

2011



Special Olympics

New Mexico

Be a fan.

MESSAGE FROM OUR EXECUTIVE DIRECTOR

Dear Friends,

Special Olympics New Mexico (SONM) continued to serve as a force of change in 2011. Through the joy of sport our athletes transformed bullies into buddies, ignorance into educational experiences, and the prevalent “win at all costs” dark side of competition into a refreshing reminder that sport at its best can be found in a sense of gratitude for the opportunity to participate and the chance to celebrate doing one’s best.

In our timeless quest to build a better tomorrow for our athletes and families, staff, Area Directors, and Board members embarked on the process of defining our organizational Core Values. These five values clarify who we are, guide us in making decisions, explain why we do business the way we do, govern our relationships, and articulate what we stand for. We chose Unquestionable Integrity – Unwavering Excellence – Unbelievable Fun – Undeniable Respect – and Unlimited Family. In an ever-changing world, these values will stay constant as we make them our own on a daily basis.

In an attempt to unite and align our Movement world-wide, in 2011 for the first time ever Special Olympics Inc. created a five-year global Strategic Plan. Using the five pillar framework, Special Olympics New Mexico has identified where we will focus our efforts. These pillars linked together offer all New Mexicans the opportunity to engage with our athletes in experiences that are not only meaningful, but life-changing. We will continue to work whole-heartedly to Advance Quality Sports and Competition, Build Communities, Connect Fans and Funds, Develop Movement Leadership, and Establish Sustainable Capabilities.

We exit the year even more convinced that Special Olympics is not an event, but a way of being – inspirational, courageous, joyful, authentic, determined, and inclusive. Through sport we are solving the problems of stigma, injustice, intolerance, and inactivity. Our work matters – and to our volunteers, donors, family members, and most important of all - our athletes, we remain blessed by your capacity to care, share, and love.



A handwritten signature in black ink, appearing to read "Landy".



ABOUT SPECIAL OLYMPICS NEW MEXICO

MISSION

The mission of Special Olympics New Mexico is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with mental challenges (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.



GOAL

The ultimate goal of Special Olympics is to help persons with intellectual disabilities participate as productive and respected members of society at large, by offering them a fair opportunity to develop and demonstrate their skills and talents through sports training and competition, increasing the public's awareness of their capabilities and needs.



CORE VALUES

In 2011, SONM began working with the New Mexico Ethics Alliance to identify and define our organization's Core Values. The five values selected represent our athletes, families, donors, volunteers, and you, our community and corporate partners. They speak to the essence of who we are and what we represent, and it is our hope that each value will be lived out every day in a way that is honoring to the Special Olympics movement of which we are privileged to be a part.

UNQUESTIONABLE
INTEGRITY

UNWAVERING
EXCELLENCE

UNDENIABLE
RESPECT

UNBELIEVABLE
FUN

UNLIMITED
FAMILY

PROGRAM

SPORTS

In 2011 Special Olympics New Mexico continued its success of providing year-round, statewide sports training and competition with 13 sports, which included: Aquatics, Athletics (track & field), Basketball, Bocce, Bowling, Cycling, Equestrian, Golf, Gymnastics, Poly Hockey, Soccer, Unified Softball and Unified Volleyball.

These 13 sports are then grouped in sets to serve provide our delegations with five state competitions throughout the year: Poly Hockey Championships, Farmington; State Summer Games, Albuquerque; Four Corners Invitational, Farmington; State Equestrian, Clovis; North Regional Bowling, Bernalillo; South Regional Bowling, Las Cruces.

Every year, athletes engage in an extensive training program for a minimum of eight weeks prior to competition.

Throughout the process athletes develop fitness and sports skills, as well as learn rules and strategies from their coaches and officials. This ensures that all athletes receive a quality competitive experience.

UNIFIED SPORTS®

Special Olympics New Mexico's Unified Sports program unites athletes and "partners" (athletes without intellectual disabilities) as they train and compete together in Olympic-type sports. In 2011, SONM offered Unified competitions in Softball, Golf, Aquatics, Athletics, Volleyball, and Bocce. Because 52% of our active local programs offer a Unified Sport, this initiative has become a vital aspect of the Special Olympics movement within our state.

"The growth that we experienced in Unified Sports and our partnership with the University of New Mexico's coaching staff both translated into great success stories in 2011. Unified Sports not only expanded competitive opportunities statewide, but brought people to our movement who experienced sport in a refreshing way. Our Coaches Education Program took massive steps forward by implementing a model that utilized intercollegiate coaches and athletes to provide hands on learning and skill development."

Chris Page, SONM Director of Sports Competition and Program

BY THE NUMBERS

2,540 SONM Athletes

167 Young Athletes

1,294 Coaches

6,000 Volunteers

760 Registered Family Members

13 Sports offered

55 Competition Opportunities

32 Coaches Trainings

165 Volunteer Trainings

108 Communities Served

71 Registered Local Programs

INITIATIVES

PROJECT UNIFY

For the past three years, SONM has been part of a national initiative funded in part by the US Department of Education called Project UNIFY. Through this initiative, SONM collaborated with schools to foster inclusive communities using the Special Olympics sports model.

In 2011, nine schools in the Albuquerque Public Schools, Farmington, and Rio Rancho School Districts participated in Project UNIFY. In the middle and high school levels, students participate in unified sports experiences and raise awareness in their schools through a *Spread The Word To End The Word* campaign, eliminating the negative use of the word, “retard.” At the elementary level, students participate in the Young Athletes Program (YAP), an innovative sports play program designed for children ages 2 - 7 with intellectual disabilities and their non-disabled peers. Young Athletes are introduced to the world of sports prior to Special Olympics eligibility, through age-appropriate play activities. These children develop the basic skills required for sports participation by teaming up with 4th or 5th grade regular education peers, who act as partners and coaches.

ATHLETE LEADERSHIP PROGRAM®

In 2011, Special Olympics New Mexico mobilized its Global Messengers Program with speaking engagements to diverse audiences across the state.

Throughout the year, Global Messengers presented at Board of Director meetings, Torch Run executive council meetings, Opening/Closing Ceremonies, corporate sponsor and community organizational meetings. Additionally, *Spread The Word to End the Word* presentations have grown in demand as Global Messengers speak directly to the importance of eliminating the use of the word “retard” and put an end to bullying.

Global Messengers continue to represent Special Olympics in Albuquerque, Alamogordo, Bloomfield, Farmington, Gallup, Las Cruces, Rio Rancho, Roswell and Santa Fe. Since 2007 the Global Messengers Program has been primarily funded by French Funerals Cremations.



INITIATIVES

HEALTHY ATHLETES®

Health has a vital bearing on the quality of life for individuals with intellectual disabilities and significantly affects an athlete's ability to train and compete.

Recognizing the importance of further promoting the health of our athletes, Special Olympics New Mexico (SONM) offers the Healthy Athletes® Initiative, addressing the disparity in health care that individuals with intellectual disabilities face by providing free health screenings to athletes at Special Olympics events. SONM offers Healthy Athletes® in the following areas: Opening Eyes (vision), Special Smiles (dentistry), Fit Feet (podiatry), Fun Fitness (physical therapy) and Health Promotions (healthy lifestyle choices).



Special Olympics

Healthy Athletes™

In 2011, 763 health screenings took place, engaging 314 healthcare professionals and volunteers. Of the athletes screened, 55% received referrals for further treatment and/or treatment on sight. Through our partnerships with the Lions Club and other health professional organizations, athletes needing eyeglasses and protective gear, such as sports goggles and mouth guards, receive these items at no cost. In *Special Smiles*, 265 screenings were conducted and of those screened 254 athletes received fabricated mouth guards. In *Opening Eyes*, 228 athletes were screened and 61 received corrective eyeglasses or sports goggles. In *FUN Fitness*, 130 athletes were screened and 94 athletes were referred for further treatment. In *Fit Feet*, 140 athletes were screened. By providing these health screenings to our athletes, SONM and its community partners are ensuring that health and well-being are a top priority.



Healthy Athletes - Opening Eyes

“Not only does Healthy Athletes provide on-the-spot intervention with preventive services such as mouth guards, we gather valuable information with the screenings that can be used for needs assessments. With these assessments we are able to develop other programs and initiatives for increasing access to care for a population with an inherent need for greater healthcare services than the population at large.”

Jesus Galvan, Chief Dental Officer, Delta Dental

LAW ENFORCEMENT TORCH RUN®

FOR SPECIAL OLYMPICS NEW MEXICO

Special Olympics New Mexico is grateful to the officers around the state who raise awareness and funds through the Law Enforcement Torch Run®. Along with dollars raised, athletes and families say the law enforcement officers involved with the Torch Run give them acceptance, friendship and encouragement. Many thanks to these officers for their loyal support and for carrying the *Flame of Hope*.



FROM A FLICKER TO A FLAME

The Law Enforcement Torch Run began in 1981 when Wichita, Kansas Police Chief Richard LaMunyon saw an urgent need to increase awareness of Special Olympics. Since 1986, over \$2.7 million has been raised on behalf of New Mexico's athletes and their families. Twenty five years later, that flicker has become a roaring flame of stability.



MORE THAN JUST A RUN

At its most fully developed, the Torch Run initiative encompasses a variety of fundraising efforts in addition to the actual run. It is a year-round fundraising movement that includes but is not limited to:

- Corporate sponsorship to provide statewide support
- Corporate and individual donations or pledges in support of local runners
- T-shirt and merchandise sales
- Torch icon sales
- "Tip-a-Cop" events at local restaurants
- "Cops on Doughnut Shops," partnering with local Krispy Kreme locations
- Basketball and Kickball tournaments
- Special events

PRESENTING SPONSOR: WELLS FARGO

"Wells Fargo is proud of our 20 year legacy of supporting and investing in the Special Olympics mission and the Law Enforcement Torch Run in New Mexico. Through the passion and inspiration of the Special Olympics athletes, we are honored to help lead the charge to bring families together, strengthen communities and foster an environment of acceptance and inclusion through the joy of sports."



Bruce Beebe, Senior Vice President and Regional Business Banking Manager Wells Fargo New Mexico

FINANCIALS

ASSETS

Cash and Cash equivalents	\$	437,249
Investments	\$	479,136
Pledges receivable	\$	5,392
Inventory	\$	2,791
Prepaid Expenses	\$	6,058
Certificates of Deposit	\$	-
Endowment	\$	56,735
Property & Equipment	\$	36,326
Total		\$ 1,023,687

LIABILITIES & NET ASSETS

Current Liabilities		
Accounts Payable	\$	20,252
Accrued Liabilities	\$	9,025
Deferred Revenue	\$	28,127
Lease Payable	\$	23,014
Total		\$ 80,418

Net Assets		
Unrestricted	\$	901,144
Permanently Restricted	\$	42,125

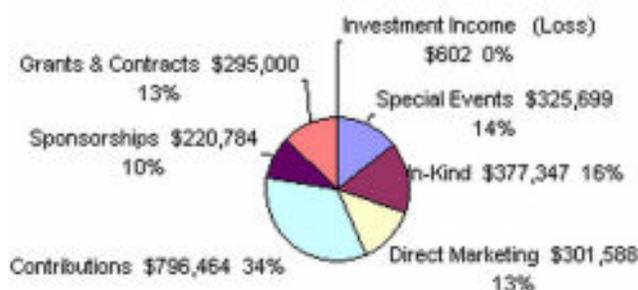
Total Net Assets \$ 943,269

Total Liabilities & Net Assets \$ 1,023,687

FUNDING SOURCES

Special Events	\$	325,699
In-Kind	\$	377,347
Direct Marketing	\$	301,588
Contributions	\$	796,464
Sponsorships	\$	220,784
Grants & Trusts	\$	295,000
Investment Income	\$	602
Total		\$ 2,317,484

Funding Sources - \$2,317,484



EXPENSES

Program Services	\$	1,776,002
Fundraising	\$	177,137
Management	\$	367,643
Total		\$ 2,320,782

Expenses - \$2,320,782



“As Treasurer of the Board of Directors it is apparent that SONM has made some great strides to strengthen its overall financial health over the past ten years. We have grown our total assets by more than 76% and have done this without increasing liabilities. The most exciting component of growth is the fact that program service expenses have grown from approximately \$995,000 to \$1,776,000 and that \$.77 of every dollar spent goes to program services.”

**Nick Loftis - Treasurer
SONM Board of Directors**

*Statistics based on 2011 audited financials

2011 BOARD OF DIRECTORS

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Manuel Lujan Agency

PAST CHAIRMAN

Jerry With, *President*
Mountain States Insurance Group

VICE CHAIRMAN

Jack Eichorn, *Senior Vice President*
Mariposa

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Harnick Orthodontics

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Nick Loftis, *President*
Nick Loftis, CPA, LLC

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- Shaylene Stephens, *SONM Athlete*
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- Brad Hutchins, *Assistant Athletics Director*
University of New Mexico
- Walter Bolic, *President & CEO*
Delta Dental of New Mexico

"In these challenging times I am thankful that we have a Board of Directors that is passionate about our movement. The current members understand the importance of maintaining a financially strong organization for the benefit of our athletes and their families, while making sure we continue to provide opportunities for every person who wants to participate. It is because of the dedication of our Board and staff that I can say with great pride we have steadily increased the number of athletes while maintaining a strong financial position. We have built the foundation to move forward knowing that we can continue the mission for many years to come."

Tom Padilla
Chairman, SONM Board of Directors



Special Olympics
New Mexico

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