



Annual Report 2012

Special Olympics
New Mexico



MISSION

Special Olympics New Mexico provides year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with 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.



Message from our Executive Director

Dear Friends,

Throughout 2012 we watched people walk onto our playing fields for the first time, and in one moment realize there was something different here. Interestingly, the “something different” had less to do with the athletes and their disability, and more to do with these athletes competing with all of their heart to do their best - without losing sight of those things that make sport fun, good, and right.

Special Olympics New Mexico experienced a year of repositioning itself for a different tomorrow. In following our strategic plan, we restructured the sports we will offer in 2013, created Board-driven fundraising committees around our special events, invested in a long-term Planned Giving initiative, created new statewide operating procedures for the Law Enforcement Torch Run, and developed a unified sports model for easy implementation into New Mexico’s schools.

We worked hard and along the way had an enormous amount of fun. Summer Games Closing Ceremonies at Cliff’s Amusement Park, honoring 25 French Mortuary Athletes and their families at Lobo Games, and a fajita party at Tim’s Place with our country’s Special Olympics CEO’s remain as a few of many favorite memories.

We close out the year deeply grateful to each Community Partner, volunteer, and donor for their support, but even more so, for the spirit in which their resources were given. If in fact it is true that the power of time and money is really derived from the intention we give it and the integrity with which we direct it, it is only a matter of time that New Mexicans with intellectual disabilities will be accepted and valued for what they bring to all of us. It **can** happen and it **is** thanks to the endless possibilities that people bring to the Special Olympics movement. We remain privileged to do this work and blessed by the results of it.



A handwritten signature in black ink that reads "Sandy".



About Special Olympics New Mexico

Our History

Special Olympics New Mexico (SONM) was founded in 1968 and is authorized and accredited by Special Olympics International, head-quartered in Washington, D.C. Special Olympics was created by the Joseph P. Kennedy, Jr. Foundation and is authorized by the International Olympic Committee to use the word "Olympics." Mrs. Eunice Kennedy Shriver is the founder of Special Olympics International.



Our Future

SONM's organizational strategic plan for 2012-2015 outlines key goals that we have set in order to increase athletic opportunities for our athletes. We organized these goals based on four pillars:

- Advance Quality Sports and Competitions
- Build Communities
- Connect Fans and Funds
- Develop Movement Leadership

By developing and fulfilling these pillars, we hope to expand the capacity of the organization and create more quality competition opportunities for our athletes in the future.

Our Core Values

In 2011, Special Olympics New Mexico and the New Mexico Ethics Alliance selected a set of five Core Values that define the ideals and actions of our athletes, families, community and corporate partners, donors, volunteers, and staff. As an organization, we strive to uphold these values and stay true to the Special Olympics Movement.

UNQUESTIONABLE **INTEGRITY** • UNWAVERING **EXCELLENCE** • UNBELIEVABLE **FUN** •
UNDENIABLE **RESPECT** • UNLIMITED **FAMILY**

Program

Sports

Special Olympics New Mexico's program focuses on providing a year-round, statewide, quality sports experience for our athletes. In 2012, we provided training and competition in Aquatics, Athletics (track & field), Basketball, Bocce, Bowling, Equestrian, Golf, Gymnastics, Poly Hockey, Soccer, Unified Softball, and Unified Volleyball. Throughout the year, these 12 sports are grouped and played at the six different state competitions that we offer.

Prior to each competition, athletes engage in an 8-week extensive training program with their delegations. These programs allow our athletes to develop sports skills and increase their overall physical fitness. The training also ensures that our athletes learn the rules and strategies of each sport from their coaches.

State Competitions

Mayor's Invitational Indoor Track Meet, Albuquerque
State Poly Hockey Championships, Farmington
State Summer Games, Albuquerque
Four Corners Invitational, Farmington
State Equestrian, Clovis
North Regional Bowling Tournament, Bernalillo
State Basketball Tournament, Albuquerque
South Regional Bowling Tournament, Las Cruces

By the Numbers

2,776 SONM Athletes
202 Young Athletes and Partners
1,273 Coaches
6,071 Volunteers
63 Family Members in Leadership Roles
12 Sports Offered
61 Competition Opportunities
36 Coaches Trainings
156 Communities Served
76 Registered Local Programs



Initiatives

Healthy Athletes®

The health of our Special Olympics athletes has a strong influence not only on their ability to train and compete but also on their quality of life. As a way to address the health needs of our athletes, Special Olympics Special Olympics New Mexico (SONM) offers the Healthy Athletes® Initiative. The initiative offers free screenings to Special Olympics athletes at events throughout the year. Healthy Athletes® screenings are offered in the following areas: Opening Eyes (vision), Special Smiles (dentistry), Fit Feet (podiatry), and FUNfitness (physical therapy).

In 2012, a total of 768 total Healthy Athletes® screenings were conducted by 322 healthcare professionals and volunteers. Through a partnership with the Lion's Club, Delta Dental, and other healthcare organizations, our athletes receive mouth guards, prescription eyewear and other health services free of charge.

In *Opening Eyes*, 205 athletes were screened. Of the athletes who were screened, 112 received prescription glasses or prescription sports goggles. In *Special Smiles*, 320 athletes were screened and of those screened, 235 received fabricated mouth guards. In *FUNfitness*, 103 athletes were screened and of those screened, 80 athletes received referrals for further treatment. In *Fit Feet*, 140 athletes were screened and evaluated for shoe fittings and ankle/foot pain. By offering these screenings, we are able to connect our athletes with proper healthcare as well as connect health organizations with our community in order to provide the best care possible for our athletes.

Special
Olympics
**Healthy
Athletes®**



“Opening Eyes is a very popular eye and vision screening within the Healthy Athletes program. We have a number of athletes who return annually and look forward to participating in our comprehensive screening protocol. For the past 6 years, Opening Eyes volunteers have screened approximately 150-175 athletes and prescribed 75-100 prescription or non-prescription eyewear per year. Each year, over 50 volunteer doctors, technicians, students, nurses, Lions Club members have volunteered for this great event.”

-Siu Wong, O.D., MPH

Initiatives

Athlete Leadership Program ®

In 2012, Special Olympics New Mexico's Global Messengers Program continued to spread awareness in many different arenas around the state through athlete-focused speaking engagements.

SONM athletes made presentations to corporate sponsors, schools, service clubs, and audiences attending SONM's state competitions and special events. Our Global Messengers also presented at the Society for Human Resource Management Conference, a University of New Mexico R-word event, and at a Young Professionals of Albuquerque's leadership development meeting. Global Messengers represent Special Olympics in nine different cities in New Mexico. Their presentations are a powerful testimony to their unique abilities.

SONM also utilized the Athlete Leadership Program by engaging our athletes as assistant coaches, members of our Board of Directors, Law Enforcement Torch Run Executive Committee Members and Ambassadors, and Unified Partners.

Project Unify

For the last four years, SONM has worked to implement Project UNIFY in New Mexico's schools. Project UNIFY is an education-based initiative funded by the U.S. Department of Education that aims to incorporate Special Olympics Unified sports programs into schools in order to create a more inclusive and welcoming environment for people with intellectual disabilities.

In 2012, nineteen schools in the Albuquerque Public Schools, Las Cruces Public Schools, Farmington, Bloomfield, and Rio Rancho School Districts have implemented Project UNIFY. This initiative does more than create an inclusive sports environment, but also works to raise awareness with students of all ages. Middle and high school levels raise awareness through the *Spread the Word to End the Word* campaign, which strives to eliminate the derogatory use of the word "retard" from everyday vernacular. Elementary-age students participate in the Young Athletes Program (YAP), which allows children ages 2-7 with intellectual disabilities to participate in a sports play program with non-disabled students who act as coaches and partners. By utilizing this program prior to Special Olympics eligibility age, children gain athletic skills and experience that they can use when they are old enough to participate in Special



Financials

Assets

Cash and Cash Equivalents	\$ 394,425
Investments	\$ 516,183
Pledges Receivable	\$ 40,043
Inventory	\$ 3,551
Prepaid Expenses	\$ 6,038
Certificates of Deposit	\$ —
Endowment	\$ 62,114
Property & Equipment	\$ 25,476
TOTAL	\$ 1,046,830

Liabilities & Net Assets

Current Liabilities

Accounts Payable	\$ 22,370
Accrued Liabilities	\$ 4,745
Deferred Revenue	\$ 13,250
Lease Payable	\$ 18,532

Total Liabilities \$ 58,897

Net Assets

Unrestricted	\$946,283
Permanently Restricted	\$42,650

Total Net Assets \$ 988,933

TOTAL ASSETS & LIABILITIES \$ 1,047,830

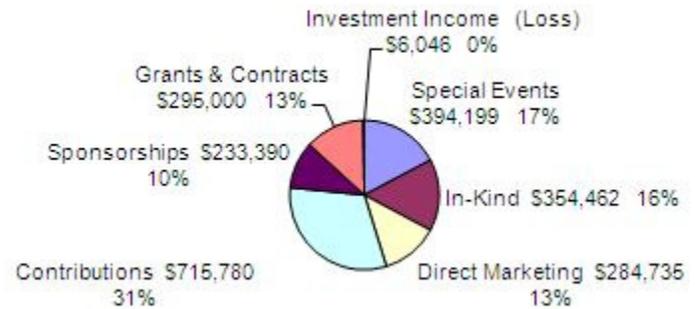
“SONM continues to strengthen its financial health by increasing its assets and decreasing its liabilities. Assets rose by 2.5% from 2011 and 132% over the last 12 years. Liabilities decreased by 27% from 2011 and 20% over the last 12 years. Program service expenses have grown over that same 12 year period by roughly \$790K. Seventy-eight cents of every dollar spent went to program services. Even during the difficult economic stress of recent history, SONM has continued to grow and provide life-changing services.”

Steve Pino, Treasurer
2013 SONM Board of Directors

Funding Sources

Special Events	\$ 394,199
In-Kind	\$ 354,462
Direct Marketing	\$ 284,795
Contributions	\$ 715,780
Sponsorships	\$ 233,390
Grants & Trusts	\$ 295,000
Investment Income	\$ 6,046
TOTAL	\$ 2,283,612

Funding Sources - 2,283,612



Expenses

Program Services	\$ 1,714,655
Fundraising	\$ 333,224
Management	\$ 190,069

TOTAL \$ 2,237,948

Expenses - 2,283,612



* Statistics based on 2012 audited financials

Law Enforcement Torch Run®

We Are...The Mighty, Mighty Torch Run

The Law Enforcement Torch Run (LETR) for Special Olympics is our movement's largest grass-roots fundraiser and public awareness vehicle, raising over \$42.6 million in 2012 for Special Olympics Programs around the world. In New Mexico, law enforcement officers carry the Flame of Hope nearly 1600 miles across the highways and back roads to the Opening ceremonies of the Special Olympics State Summer Games in Albuquerque. All monies raised in New Mexico through the Torch Run help Special Olympics programs by paying for uniforms, sports equipment, meals, and transportation.



Raising the Game

The Law Enforcement Torch Run in New Mexico began in 1986. Throughout the years, the effort has achieved substantial growth through strong officer recruitment, retention, and leadership development. In 2009, LETR officers celebrated a remarkable milestone—raising a total of \$2 million dollars since its inception. In just three short years, LETR officers have already put themselves on the way to surpass another milestone of \$3 million total raised for Special Olympics New Mexico's athletes and sports programs.



2012 Growth and Development

- Built on two-year relationship with 7-Eleven Convenience Stores in Albuquerque and Rio Rancho
- Sent two SONM athletes to the LETR International Conference in Calgary, Alberta, Canada
- Held successful state and local Torch Run events, raising awareness and funds in over 37 communities
- LETR officers in Farmington organized and implemented a Polar Plunge fundraiser where participants “plunge” into freezing waters to benefit Special Olympics athletes and sports programs
- Increased public awareness through SO Brief and printed articles in local and community publications and increased media exposure in local communities

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.”

Ryan Garcia, Senior Relationship Manager
Wells Fargo New Mexico

2012 Board of Directors

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It is a great time for Special Olympics New Mexico. We continue to add sports and expand programs while facing the same fiscal challenges that all organizations and individuals are facing. Thanks to our loyal supporters statewide and a very conservative financial approach, we have been able to stay strong. As the only organization of its kind in New Mexico, it is critical that we continue our important work in over 100 New Mexico communities.

Our Board extends a depth of gratitude to everyone who has ever contributed to or volunteered with Special Olympics New Mexico. And if you haven't yet, may this be your invitation to come and join us.

Tom Padilla, Chairman
Board of Directors



***Special
Olympics***
New Mexico