

2017 ANNUAL REPORT



Special Olympics
New Jersey





OUR MISSION

The mission of Special Olympics is to provide 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 the sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

OUR VISION

Special Olympics New Jersey will foster inclusive communities for people with and without intellectual disabilities through innovative sport, health, wellness and leadership opportunities for Special Olympics athletes, their families and society as a whole.

OUR GENUINE JERSEY PRIDE

Genuine Jersey Pride defines Special Olympics New Jersey and celebrates the impact we have on all who participate, as well as those privileged to witness the magic every time an athlete with an intellectual disability takes the field, scores a goal, achieves a personal best time or simply experiences the joy of participation.

Genuine -- illustrates the authentic means by which Special Olympics approaches sport; from a coach and athlete's commitment to training, to a volunteer's execution of an event, to the ultimate performances witnessed by families, spectators, and friends.

Jersey -- distinguishes our athletes as proud competitors in their communities throughout New Jersey.

Pride -- characterizes our celebration of respect and dignity, both on and off the playing field; creating communities of welcome and acceptance through participation in sport. Each and every member of our Special Olympics team, including athletes, family members, volunteers and sponsors, is asked to champion the Genuine Jersey Pride theme, promoting the Special Olympics New Jersey Movement throughout our great state. Genuine is the way we approach sport in New Jersey, and celebrate pride in the athletes we serve.



A MESSAGE FROM OUR CHAIRPERSON AND PRESIDENT

Dear Friends of Special Olympics New Jersey,

2017 was another exciting year for Special Olympics New Jersey. We experienced strong financial growth through diverse funding streams, ensuring our ability to continue providing opportunities for quality sports training and competition for all of our 25,000 registered athletes, as well as the expansion of our Unified programs which continue to bring athletes and partners together for inclusive sport opportunities.

In 2017, we introduced a new strategic plan, which set the organization's direction in its Vision Statement:

"Special Olympics New Jersey will foster inclusive communities for people with and without intellectual disabilities through innovative sport, health, wellness and leadership opportunities for Special Olympics athletes, their families and society."

In the spirit of this Vision, our organization continues, concentrating on the growth of Unified schools and community initiatives, enhanced health and fitness opportunities for all athletes, increased support for our new and long-time volunteers and the initial development of an inclusive athlete leadership program.

Every Special Olympics New Jersey athlete, Unified partner, family member, volunteer, supporter and sponsor should be proud of all we have achieved in 2017.

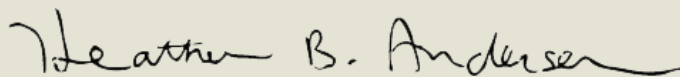
As we look ahead, Special Olympics New Jersey is celebrating its 50th anniversary—a perfect time to reflect upon our rich past, our strong present, and our incredible future, where with your support, we will continue to foster acceptance and inclusion through the power of sport. Additionally, 2018 provides an exciting opportunity to showcase the talents of our athletes on the national stage. We are proud to be sending a strong delegation representing the state of New Jersey to the Special Olympics USA Games in Seattle, Washington.

Thank you for your dedication and support to the mission of Special Olympics! Let's celebrate our achievements and continue to create a more inclusive world together!

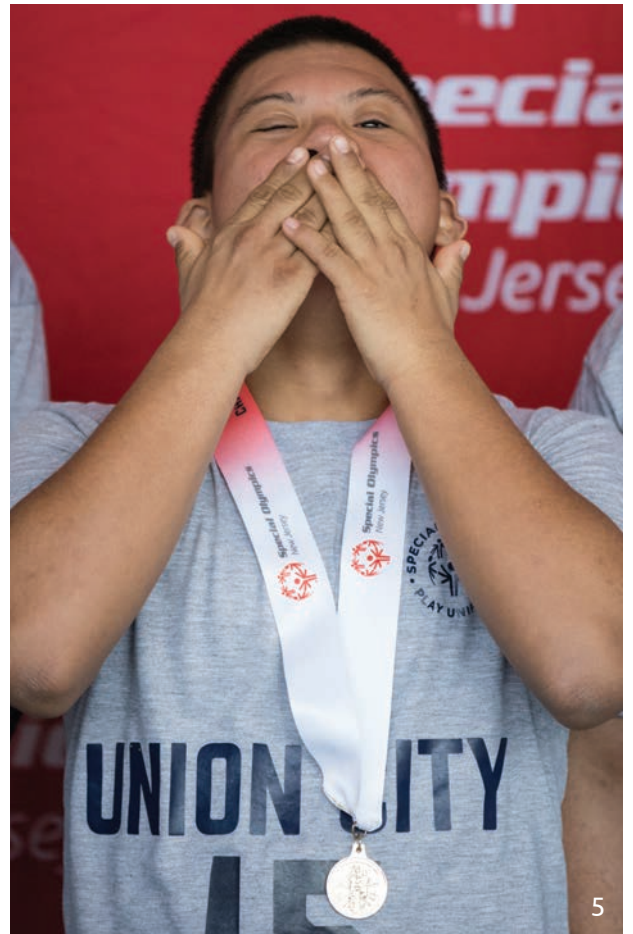
Sincerely,



Maria Fischer
Chairperson, 2017 Board of Trustees



Heather Andersen
President & CEO



2017 YEAR-END BOARD OF TRUSTEES

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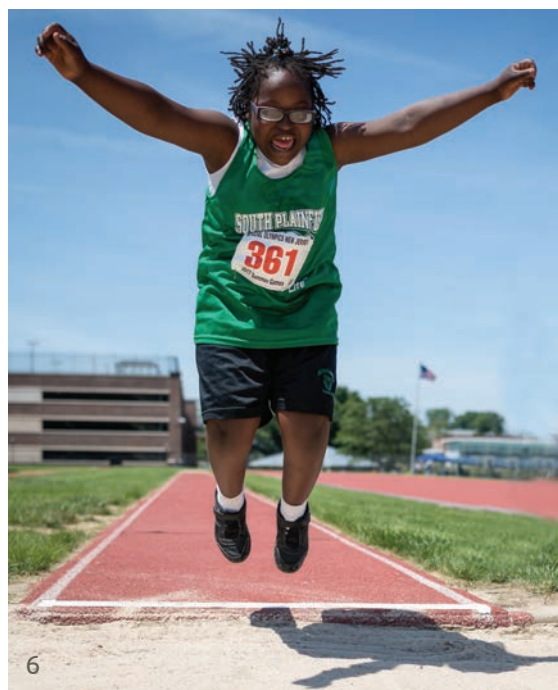
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Charles Wimberg
Atlantic City Electric





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2017 ACHIEVEMENTS IN SPORTS - TRAINING, COMPETITION & OUTREACH

- Three athletes from New Jersey competed in the 2017 Special Olympics World Winter Games in Austria.
- During the 12th year of Camp Shriver at the SONJ Sports Complex, athletes celebrated Camp Shriver's overall 55-year history. For the first time, SONJ was able to provide a two-week offsite Camp Shriver experience at Rowan College of Gloucester County (RCGC).
- Two of our SONJ athlete leaders, part of Garden State Champion Lions Club, attended the Lions International Centennial Convention in Chicago to celebrate the 100th anniversary of the Lions Club.
- SONJ awarded 327 unique coach certifications across three levels of certifications (bronze, silver and gold).
- SONJ began a more collaborative approach to engaging and sustaining volunteers by increasing the number of volunteer leadership opportunities, creating volunteer handbooks for all levels of competition and expanding a volunteer-specific social media presence.



- Young Athletes™ advanced resources for athletes transitioning from Young Athletes to Special Olympics athletes by offering monthly parent webinars and increasing area-level transition sports.
- Young Athletes™ introduced a Family Mentor program across the state that allowed parents to provide support to new families.



- Through partnerships with RWJBarnabas Health and the Walmart Foundation, SONJ was able to expand its Healthy Community initiatives in 2017. 2345 free medical screenings in podiatry, optometry, audiology, dentistry, physical therapy and health promotion were performed at SONJ's annual Summer Games. Throughout the year, 193 athletes were given free physical examinations, and 296 athletes were administered baseline concussion assessments.
- Fitness and wellness opportunities grew as facilities like RWJ Fitness & Wellness Centers, YMCAs and JCCs offered their resources to SONJ athletes. Performance Stations were held at two of SONJ's largest events as a platform to educate athletes, their families and coaches on how to lead a healthy life. Unified walking clubs and yoga continued to grow in the SONJ community.



2017 UNIFIED SPORTS® HIGHLIGHTS & SCHOOL OUTREACH PROGRAMS

- SONJ Unified Champion Schools engaged over 16,000 youth with and without disabilities, educators and coaches in 65 school districts in Unified Sports and youth leadership activities.
- Through our partnerships with the New Jersey Principals and Supervisors Association (NJPSA), Directors of Athletics Association of New Jersey (DAANJ), New Jersey State Interscholastic Athletic Association (NJSIAA), New Jersey Department of Education (NJDOE), New Jersey Association of Health, Physical Education, Recreation, and Dance (NJASPERD) and the School Culture and Climate Initiative (SCCI), SONJ has provided professional development and Unified Sports coaches training to over 1,200 educators, administrators, coaches and parents.
- Through our partnership with NJSIAA, SONJ launched interscholastic Unified basketball, bowling and track & field with 16 Unified high school teams participating in the 2017 pilot year competitions. Six schools took part in the first-ever Unified Track & Field events at the NJSIAA State Championships.

2017 FUNDRAISING HIGHLIGHTS

- Two new South Jersey events were introduced in 2017 – the Garden State Unified Golf Classic at Laurel Creek Country Club and the Unified 5K Trail Run at Rowan University. Both events highlight the Unified Sports® initiative while also expanding outreach efforts in southern New Jersey.
- Proceeds from Wawa's annual Coin Canister and Scan Card Campaign totaled over \$306,000.
- The TD Bank campaign, featuring collectible trading cards of SONJ athletes and Celebrating Champions wristbands, raised over \$317,000 for SONJ. Total campaign money collected for Special Olympics was over \$1 million.

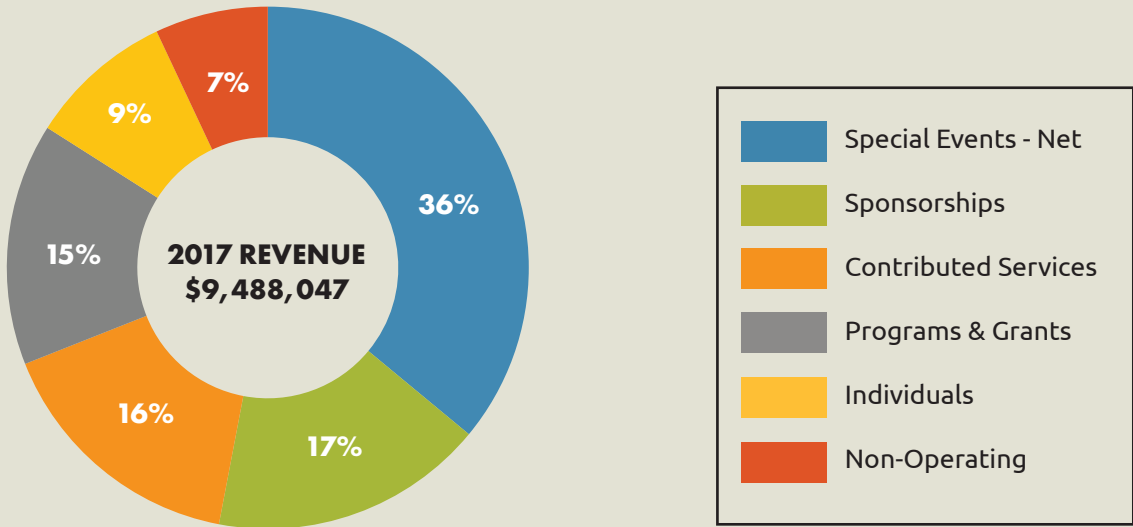


- The total dollars raised by Law Enforcement Torch Run for Special Olympics New Jersey initiatives was over \$3.9 million in 2017.
- All three plunges – the Thanks4Giving Plunge in Asbury Park, and the Polar Bear Plunges in Wildwood and Seaside Heights – experienced incredible growth in 2017, raising an all-time high of nearly \$2.3 million.
- The Law Enforcement Torch Run Schools Program continued to grow with over 50 schools from across the state participating in the 2017 Torch Run and raising \$45,000.
- LETR hosted the inaugural Great Coaster Race at Six Flags Great Adventure. Participants took to the skies in 8 superhero-themed rollercoasters to complete a 5K or 10K -- raising almost \$16,000.

2017 FINANCIAL REVIEW

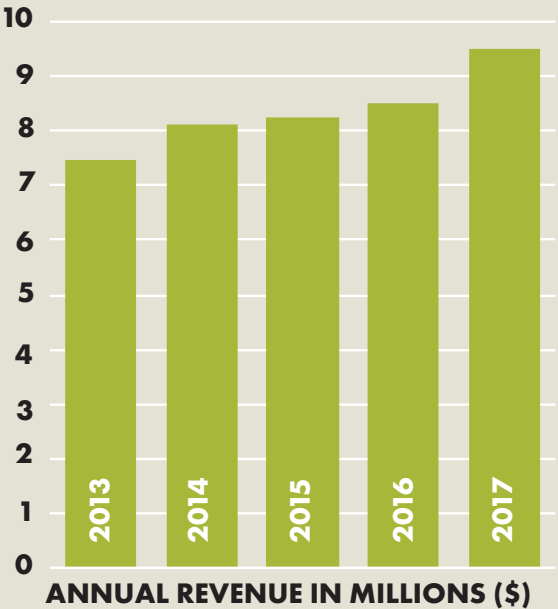
REVENUE

In 2017, Special Olympics New Jersey's overall revenue and support was more than \$9.4 million, showing very strong financial stability. Through strong fundraising efforts and support from corporations and individuals, our revenue continues to grow. Below are the amounts reflected in the 2017 audited financial statements.



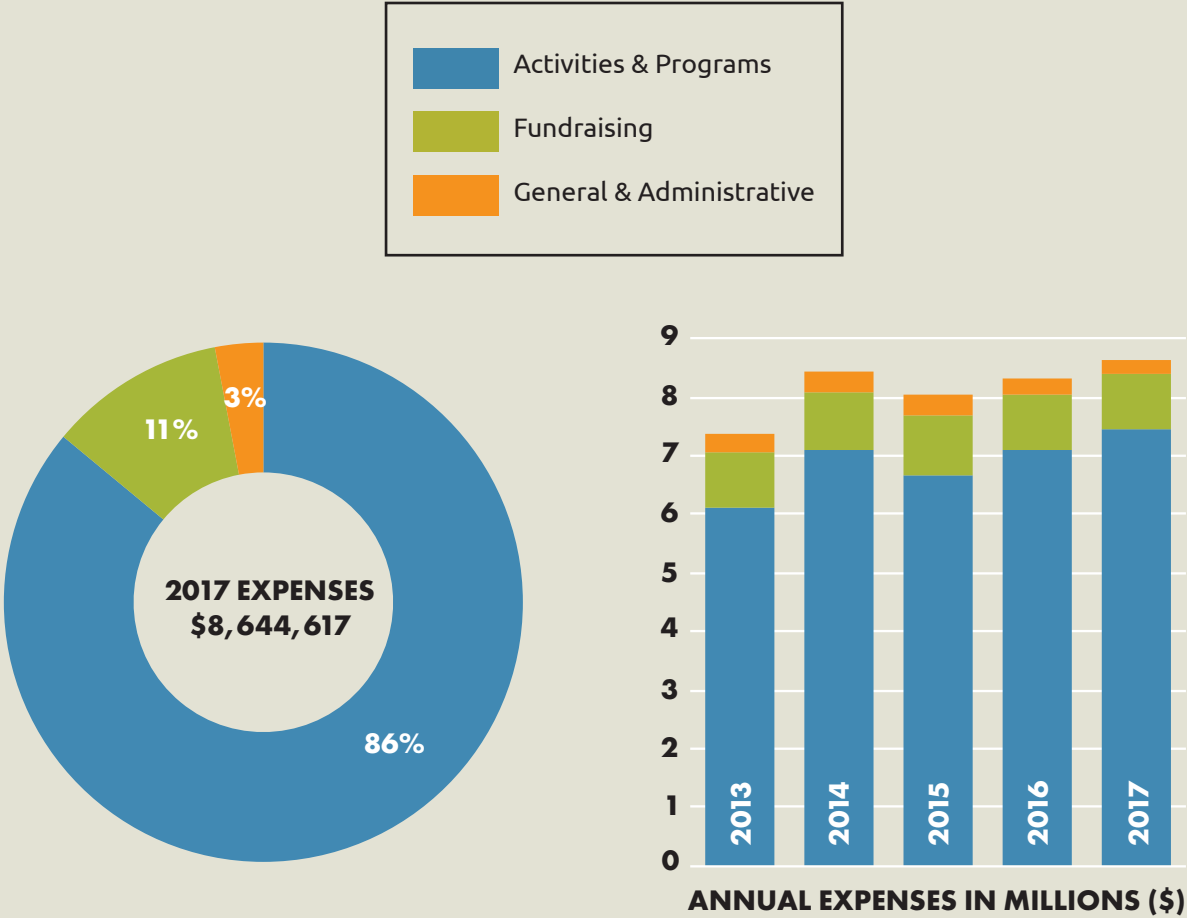
ANNUAL REVENUE SUMMARY

2013	\$7,463,970
2014	\$8,142,081
2015	\$8,235,097
2016	\$8,496,895
2017	\$9,488,047



EXPENSES

Total expenses for the year were \$8.6 million, with **86% of every dollar** spent benefitting athletes through activities and programs - well exceeding the industry standard of 70-75%.



ANNUAL EXPENSES SUMMARY

	Activities & Programs	Fundraising	General & Administrative
2013	\$6,105,422	\$936,532	\$349,532
2014	\$7,109,927	\$975,725	\$344,875
2015	\$6,671,489	\$1,001,435	\$353,076
2016	\$7,082,380	\$973,034	\$244,111
2017	\$7,461,487	\$942,686	\$240,444

2017 CORPORATE PARTNERS

CHAMPION PARTNER



DIAMOND PARTNERS



America's Most Convenient Bank®



PREMIER PARTNERS

Delta Dental of New Jersey, Inc.

New York Football Giants

Players Development Academy

Professional Insurance Agents of New Jersey/ New Jersey Young Insurance Professionals

RWJBarnabas Health

PLATINUM PARTNERS

Aetna

AmeriHealth New Jersey

Atlantic City Electric

C.R. Bard, Inc.

Eneractive Solutions

Jersey Shore Running Club

New Jersey Golf Foundation/New Jersey PGA

Prudential

TD Ameritrade

United Airlines, Inc.

Wyndham Worldwide

2017 CORPORATE PARTNERS (cont.)

GOLD MEDAL PARTNERS

Amerigroup RealSolutions
Bimbo Bakeries USA
BlackRock
Children's Hospital of Philadelphia
FlagHouse, Inc.
Garden State Fireworks
Hinkle, Fingles, Prior & Fischer Attorneys at Law
INSPIRA Health Network
M & T Bank
Munich Reinsurance America, Inc.
New Jersey Manufacturers Insurance Company
North Jersey Masters Track and Field Club
Strider Sports Int'l., Inc.
The College of New Jersey
The Metro NY/NJ Spa and Pool Association

SILVER MEDAL PARTNERS

Bob's Discount Furniture
BOMA NJ
FedEx Corporation
Rutgers University Athletics
Waste Management

FOUNDATION PARTNERS

DIAMOND FOUNDATION PARTNER

NJ Department of Community Affairs

PREMIER FOUNDATION PARTNER

PSEG Foundation

PLATINUM FOUNDATION PARTNER

Johnson & Johnson

GOLD FOUNDATION PARTNERS

Bayer Foundation
Church & Dwight Employee Giving Fund
The Grainger Foundation

SILVER FOUNDATION PARTNER

Bristol-Myers Squibb

BRONZE FOUNDATION PARTNER

Novo Nordisk, Inc.

2017 LAW ENFORCEMENT TORCH RUN PARTNERS

Italian-American Police Society of New Jersey
New Jersey Fraternal Order of Police
New Jersey Knights of Columbus
New Jersey State Policemen's Benevolent Association
Port Authority of New York and New Jersey Police Department



***Special
Olympics***
New Jersey



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