

**Join The Inclusion Revolution**

2018 Annual Report



SPECIAL OLYMPICS

**USA GAMES**

SEATTLE 2018

**RISE  
WITH  
US.**

**Special Olympics**  
Wisconsin





## Our Mission

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 a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

## Our Vision

Sport will open hearts and minds towards people with intellectual disabilities and create inclusive communities across Wisconsin. Globally, we strive to end discrimination against people with ID.

## Our Strategic Goals



Improve opportunities for athletes to perform at their best.



Build positive attitudes toward people with intellectual disabilities.



Build capacity by improving resources.



Improve the effectiveness and efficiency of Special Olympics Wisconsin.

# ***A Message from the President & CEO and Chairman of the Board***

On behalf of Special Olympics Wisconsin we are pleased to present the 2018 Annual Report which serves as a summary of the many accomplishments we achieved during the year.

Thank you to each and every one of you who made contributions to our athletes' experiences and our efforts to promote inclusion last year. We strive to provide unparalleled opportunities for health and wellness, education, leadership and community engagement to individuals with intellectual disabilities. This wouldn't be possible without your dedication and financial support.

Special Olympics Wisconsin is fortunate to have committed volunteers all over the state who tirelessly give their time, talents and treasures:

- The agency managers who day-in and day-out spend time with their athletes and coaches to help keep a large organization composed of more than 160 community agencies running smoothly ensuring the best possible experience for every single one of our athletes;
- Coaches who also give a great deal of their time and unselfishly continue this important volunteer work year after year;
- The law enforcement officers who promote awareness and raise funds, illustrating their deep commitment to making a difference in the lives of Special Olympics athletes; and

- The members of SOWI's Board of Directors who help steer the ship by addressing the financial stability, policies and vision of the organization.

Special recognition goes to the staff of Special Olympics Wisconsin who continue to focus on providing quality programs and services to the athletes around the state through our administrative operations, marketing and government relations, fundraising, and sports and health. And finally, thank you to our donors and sponsors who make our programming possible to children and adults with intellectual disabilities at no cost to them or their families.

To all of you who helped make 2018 a banner year, we are so grateful.

This snapshot of our Annual Report also shares the impact we had on our Special Olympics athletes. As great a year as 2018 was, we want to always dream big. We hope you'll continue to dream big with us.

Sincerely,



Kathleen J. Roach, MPH, MBA  
President & CEO



John Cayer  
Chairman of the Board



## A Message from an Athlete Leader

I am an athlete leader that represents athletes on the Board of Directors. I also serve on the state Athlete Input Council (AIC) along with my local AIC. After 16 years, 2018 was my last year as serving as the athlete on the Madison Polar Plunge committee.

In 2018, I went to Seattle for the Special Olympics USA Games to cheer on my fellow athletes. I was not able to watch all the sporting events, but I did see bowling, swimming, flag football, basketball and bocce ball. I met people from all over the United States.

I went to Chicago for Special Olympics' 50th Anniversary Celebration. Law enforcement officers from all around the world ran into Soldiers Field bringing in the Flame of Hope. Even though it was raining that day, the ceremony concluded with a ceremonial lighting of a 30 foot permanent monument with an eternal flame representing Special Olympics and a Global Day of Inclusion. In honor of Special Olympics, they even renamed one of the streets outside the football stadium. I attended the unified soccer game too.

I was able to golf with the Board of Directors last year. This outing allowed me to get to know my fellow board members better. As a member of the Board, we are working with LETR and Special Olympics staff for the betterment of all athletes. Please remember to thank our sponsors, including

Kwik Trip and Coca-Cola. All of our volunteers that help us at sporting and fundraising events including the Law Enforcement Torch Run officers that have chosen us as their charity.

Lastly, I attended a Celebration of Life event of our former President and CEO, Denny Alldridge. He will always be remembered as caring for the athletes and making Special Olympics Wisconsin grow.

Sincerely,

*JAKE CASPER*

Jake Casper  
Athlete Leader





## Highlights of 2018

### Special Olympics Celebrates 50

2018 was an important year for Special Olympics: people around the world celebrated 50 years of Special Olympics. When Eunice Kennedy Shriver kicked off the first Special Olympics International Summer Games at Soldier Field on July 20, 1968, she kicked off a revolution.

From about 1,000 athletes from the United States and Canada competing in Soldier Field in 1968, the Inclusion Revolution of Special Olympics has grown over the last 50 years to now include 5.6 million athletes and Unified partners in 172 countries.

In its first 50 years, Special Olympics has gone from strictly a sports organization to something so much more. It has become a pioneer in addressing health issues among individuals with ID and has helped athletes become leaders through the Athlete Leadership Program.

The next 50 years of Special Olympics will see it further its mission to create more opportunities for people with ID and unite communities through the Inclusion Revolution. Critical that mission is Unified Sports, where athletes compete together with Unified partners who do not have ID. It has quickly become a foundational component of what Special Olympics hopes to achieve in the world...nothing says Inclusion Revolution like Unified Sports.

In July 2018, to commemorate the work that has been done in the last 50 years and to launch the next 50 years, Special Olympics descended once again on Chicago and Soldier Field for a celebratory extravaganza.

Special Olympics Wisconsin was there in full force too. 50 years later to the day, over 40 SOWI athletes, staff, parents, coaches, mentors, law enforcement, Board members and fans journeyed to Chicago. The group took part in a commemorative Torch Run, witnessed the lighting of the Eternal Flame of Hope or volunteered during an international Unified soccer tournament!



### Green Bay Packers' Geronimo Allison joins the Inclusion Revolution

Green Bay Packers wide receiver Geronimo Allison has teamed with Special Olympics Wisconsin as an Ambassador to promote inclusion and acceptance of individuals with intellectual disabilities.

The partnership between Special Olympics Wisconsin and the rising NFL star receiver kicked off in October 2018 with a social media campaign featuring Allison and Green Bay-based Special Olympics athletes in historic Lambeau Field.

"Special Olympics Wisconsin is honored to partner with an athlete, and person, of Geronimo's caliber. He cares deeply about making a difference in the lives of people who might be disadvantaged or feel socially excluded. That commitment to inclusion is something that of course resonated with us," said Kathleen Roach, President and CEO of Special Olympics Wisconsin.

The ongoing partnership will include appearances at Special Olympics Wisconsin events and social media activations that bring Allison and Special Olympics Wisconsin together to advocate for an inclusive society and the mission of Special Olympics Wisconsin.

"My whole life I dreamed of playing in the NFL and being able to make a difference. I am excited to be a Special Olympics Wisconsin Ambassador. It is a blessing to be able to use my platform to help such a great cause," Allison said.

Please help Special Olympics Wisconsin welcome Geronimo Allison into the Special Olympics Wisconsin family and into the Inclusion Revolution!

## Team Wisconsin Represented at the Special Olympics USA Games

Team Wisconsin is still reminiscing on the countless memories and friendships created at the 2018 USA Games in Seattle. The Emerald City embraced Special Olympics as the City of Inclusion. More than 100,000 fans attended, making it the largest audience for a USA Games. ABC and ESPN covered the Games extensively and beautifully - more than 600,000 around the country watched the Opening Ceremony.



SOWI's very own Daina Shilts served on ESPN's first-ever Unified broadcast team as an athlete correspondent. She brought the excitement from around the city to the viewers nationwide with her popular segments. Meanwhile, SOWI's Michael Poll was the subject of a moving in-depth ESPN story.

Of the 54 SOWI athletes and Unified partners that competed in the Games, 52 brought home a medal and the other two were extremely close to achieving medals in very competitive divisions. SOWI's first Unified soccer team to compete in a USA Games brought home

a gold medal after a thrilling championship game against Colorado.

The Games opened in Seattle in spectacular fashion on July 1 with more than 4,000 athletes from around the country and roughly 40,000 fans filling Husky Stadium at the University of Washington. SOWI Hall of Fame athlete Cindy Bentley helped start the ceremony with inspirational words standing alongside the host for the evening, actor and singer Taye Diggs.

Before the trip, Team Wisconsin was sent off in style at the State Capitol in Madison. Athletes Christine Cherne and Steve Woodard gave beautiful speeches about their excitement for the adventures that awaited them. Special guest speakers included two-time Olympic silver medalist and NCAA champion Jessie Vetter formerly of the Wisconsin Badgers women's hockey team, and Jack Wrbanich of the Wisconsin Knights of Columbus, who generously served as the official sponsor of Team Wisconsin for the USA Games.

The ceremony concluded with an unforgettable parade up Madison's historic State Street led by Bucky Badger and the UW-Madison marching band as hundreds of fans cheered on.

The USA Games were an incredible experience for everyone involved. The excitement and energy will be hard to match at the 2022 USA Games in Orlando, but Special Olympics Wisconsin will be up to the task!







## **OUR REACH: Athletes, Young Athletes, Unified Partners**

### **What Inclusion Revolution means to a student leader in the movement**

By Hannah Roehrig

“Be brave in the attempt.” Before every Special Olympics sporting event the athletes say this motto, meaning that no matter how they perform that day they gave an attempt and they were brave while doing so. But this motto is not only for sports, this motto is for everything and for everyone. For me, my attempt is making inclusion not only second nature to my school and community, but to my country and my world.

My attempt started my freshman year of high school when I was given the opportunity to help make my school a Unified Champion School. I knew that I wanted to work with individuals that have intellectual

disabilities and individuals with autism since I was a little girl, but when I walked into the special education classroom the first time my freshman year, I had no idea what was awaiting me in my next four years of high school.

Before my school was a Unified Champion School, the students with intellectual disabilities would oftentimes eat in the classroom during lunch, walk by themselves in the hallways, and have no one to be partners with in class. Now just four years later not one of them eats lunch in the classroom, not one of them walks down the halls by themselves, and not one of them ever has to worry about finding a





## Athletes

Special Olympics Wisconsin provides year-round sports training and competition to children and adults with intellectual disabilities (ID). Our athletes train hard and play harder. They strive to beat their personal best and defy the odds again and again. From the local ball fields to the world stage, our athletes showcase the talents and triumphs of people living with ID.

The true power of Special Olympics is the impact felt well beyond our athletes and their families. With our large community of volunteers, supporters and business partners, we are working together to create inclusion for all.

## Young Athletes

What does every child want? The chance to kick a ball, to throw it well, to share that success with family members. What does every child with intellectual disabilities want? The exact same thing.

Special Olympics Young Athletes is a sport and play program for children with and without ID, ages 2 to 7 years old. Young Athletes introduces basic sport skills, like running, kicking and throwing. Children learn how to play with others and develop important skills for learning. These skills help children in family, community and school activities.

partner in class. But my attempt is not over. Getting people to understand why the “R-word” is so bad is difficult. In my school the way my Unified Champion School partners and I are trying to teach people is by making Spread the Word to End the Word week a week of educating our peers on respect. Last year I made a video with people that have family members with intellectual disabilities tell us about their family members’ abilities and not their disabilities, because that’s what people should know them for.

Recently I had the opportunity to go to Washington, DC for Capitol Hill Day, and while I was there one of the athletes that was with me on the trip told me, “When I was in school I was the kid that sat by myself because I had intellectual disabilities and nobody believed in me. I wish that there was somebody like

**8,981 Athletes**  
**309 Young Athletes**  
**2,387 Unified Partners**

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**Total Reach: 11,677**

## Unified Partners

Special Olympics, whether through sports or through community, brings people together. Unified Partners (individuals without ID) do that and so much more. In 2018, more than 2,300 unified partners took part in Unified Sports, played a unified recreational activity, or led their school on the path to inclusion through our Unified Champion School program. Whichever way they took part, they had one thing in common: they were breaking down stereotypes about people with ID and creating communities of tolerance and acceptance.

you when I went to school. Thank you for everything you are doing Hannah.” When he said this I remembered why I decided to start my attempt in the first place, because people with intellectual disabilities are just like you and me. They are brave, they are smart, and they deserve to be treated with respect.

**How can you become a leader in movement of inclusion?** There are 2,238 schools in the state of Wisconsin and only five percent are Unified Champion Schools. To help make this movement a reality you can begin your attempt by helping to make your school a Unified Champion School. But the answer to inclusion is much simpler than that. The answer is, you find your attempt and be brave.



## SPORTS: Traditional and Unified Experiences

### Kim's swimming dreams became a reality in Seattle

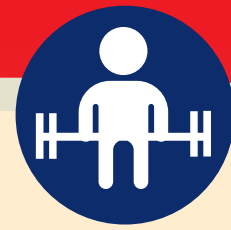
*Kim Ratz has been a SOWI athlete since 1994 and she competes as a member of the North Suburban agency. In 2018, she represented Wisconsin in swimming at the USA Games in Seattle, where she earned a gold and a silver medal. Prior to the Games, her mother, Sue, wrote about Kim's life as an athlete and what Special Olympics has meant to Kim and their family. It has been edited for length and clarity.*

My daughter Kim is a 34-year-old woman born with Cerebral palsy. She has cognitive, learning and speech disabilities but has a fighting spirit to handle them all. She has accepted her disabilities and by doing so lives her life with determination, joy and success.

As a child, Kim took to the water immediately and fearlessly. She started Special Olympics as a gymnast but was eager to begin her journey as a swimmer in the Special Olympics program.

After many years of honing her swimming skills in Special Olympics, she achieved something in high school she thought she could only dream of: a Special Olympics athlete swimming with her peers who have accepted her for her abilities, not her disabilities.

Kim swam with the team for four years. After her first year she was presented the Sunshine Award. This honor was voted on by her peers for her hard work and commitment to the team.



## 168 Traditional Competitions

### 20 Unified Experiences

Special Olympics Wisconsin offers 19 Olympic-style individual and team sports that provide meaningful training and competition opportunities for individuals with intellectual disabilities (ID) 8 years and older. Children between the ages of 2 to 7 years old are eligible for our Young Athletes program. Athletes train in their sport, compete at an area level and may progress to the state level of competition. There is no cost to the athlete or their families to participate.

In addition to our traditional sports program, we offer unified sports experiences – joining people with and without intellectual disabilities on the same team. Unified Sports is inspired by a simple principle: training together and playing together is a quick path to friendship and understanding.

#### Sports offered:

- Alpine Skiing
- Basketball (Team)
- Bocce
- Cross Country Skiing
- Golf
- Powerlifting
- Snowboarding
- Soccer
- Swimming
- Volleyball
- Athletics
- Basketball (Skills)
- Bowling
- Flag Football
- Gymnastics
- Sailing
- Snowshoe Racing
- Softball and Tee Ball
- Tennis

Kim has never dwelled on the fact she has difficulties during everyday living. She cannot read or write and her speech at times makes her difficult to understand. But her willingness to see the situation as an opportunity rather than a disruption makes her a fighter. Kim was honored for 15 years of employment with Pick 'n Save recently. Her coworkers throughout the years have enjoyed hearing of her accomplishments in Special Olympics.

I'm not sure where Kim would be without Special Olympics. The friendships, the competitive events, learning social skills for everyday life and knowing there was a place to go where it really doesn't matter that you have disabilities. The support from the coaches who volunteer their time to encourage the athletes to reach for the sky and do

their best, repeating the Special Olympics Athlete Oath along the way: "Let me win. But if I cannot win, let me be brave in the attempt."

Kim's selection to be a member of Team Wisconsin's swim team for the 2018 USA Games completes her circle of hopes and dreams. It had always been her desire to compete as a swimmer on a big stage like this. All her years of preparation and competition have paved the way for her to see her dreams become a reality in Seattle, Washington in July 2018 at the USA Games.

She will do her very best for Team Wisconsin, meet new friends and coaches, experience all the events of the Games and return home so very proud to be a Special Olympics athlete from Wisconsin.



## HEALTH AND WELLNESS

### Energizer bunny Christopher Weems keeps going and going

A few years ago, SOWI athlete Christopher Weems of the Wausau Metro agency decided to make a big change. Weems found himself at a crossroads and wanted to lose weight.

“You either change something or you keep it the same,” Weems said. “I was tired of feeling bad so I started walking around the city of Wausau.” After eight months of walking every single day, Weems lost an astonishing 80 pounds. Even extreme weather couldn’t hold him back. “It took a lot of effort at times. There were some 40-below days. But it was worth it,” Weems said. “I’m 34 but I don’t feel 34. I feel like I’m 25. I have natural energy and I’m happier now.”

While Weems was primarily motivated to lose weight to feel better and have more energy, he also had his performance in Special Olympics in mind. Weems has been a highly involved SOWI athlete for 10 years, competing in sports as varied as basketball, football, soccer and bocce. He wanted to lose the weight for himself but also his teammates at Wausau Metro. “Special Olympics helped motivate me to get healthier. I wanted to give everything I could for my teammates and compete as best I could,” Weems said.

And his transformation has definitely helped him on the field. His endurance has become so impressive that his coach now calls him the energizer bunny.





## **15 Healthy Athletes Screenings**

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**1,903 Total Athletes Screened**

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**40 Identified Urgent  
Dental Needs**

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**26 Health Education &  
Awareness Events**

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**584 fewer medical claims per  
year than people with ID who  
are not SOWI athletes**

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**Total cost savings for Wisconsin  
Medicaid averages about \$55  
per SOWI athlete per year**

Despite severe need and higher health risks, people with intellectual disabilities are often denied health services and die on average 16 years sooner than the general population. Additionally, impaired coping abilities and communication skills – common among people with ID – can mask health concerns. This can lead to a breakdown in the quality of health care and health education for people with ID.

Through our health and wellness programming, Special Olympics Wisconsin (SOWI) has improved the health of people with ID across the state by collaborating with our athletes, health care providers, community organizations, universities and governments. We are working to create a world where people with ID have every opportunity to be healthy.

A 2018 study conducted in partnership with the Waisman Center and the Wisconsin Department of Health Services indicated that on average, SOWI athletes have 372 fewer medical claims per year than people with ID who are not athletes. Further, SOWI athletes participating in Healthy Athletes programming have 584 fewer medical claims per year than people with ID who are not SOWI athletes. According to the study, the total cost savings for Wisconsin Medicaid averages about \$55 per SOWI athlete per year.

Even more importantly, Weems is much less susceptible to asthma attacks now. He hardly ever has to use his inhaler and he rarely feels winded in even the most endurance-pushing of competitions.

The 2018 State Summer Games really helped drive home how much Weems' endurance has improved these last few years and how much it helps his team. Weems helped his Wausau Metro soccer team sweep their division en route to a gold medal.

Thanks to some knowledge he's gained through Special Olympics, Weems has evolved in how he stays healthy too. He now mixes in core workouts, basketball and football with his walking regimen. He's also learned how to have a much healthier diet, which he says SOWI's Healthy Athletes helped instill

in him. He also reduced his soda and fast food consumption. Weems attended a Family Health Forum in 2018, where he learned more about how to incorporate fresh fruits and vegetables into a balanced diet and he's already put some of those lessons into practice.

His commitment to a healthy lifestyle even has his doctor impressed. "My doctor said, 'you keep rocking the world,'" Weems said. Weems says that commitment is a crucial part of achieving your weight loss goal and he hopes that he can be an inspiration to other SOWI athletes who want to lose weight and adopt a healthier lifestyle.

"It's gonna take time but if it's a goal of yours and you stay committed and follow through, you can do it." 13



## YOUTH AND EDUCATION

### Respect is my Universe - there's Space for everyone

In November 2018, about three dozen students and nearly a dozen educators from around the state gathered in Madison to share ideas on promoting inclusion and respect in Wisconsin schools during the 2018 Unified Champion Schools Leadership Summit.

Under the theme "Respect is My Universe – there's space for everyone!" the two-day summit brought youth leaders and liaisons from Unified Champion Schools (UCS) together to network, share insights to help expand UCS programming in schools, learn how to plan events at school, and raise funds for their clubs and Special Olympics Wisconsin athletes. The summit began on Friday, November 9, with a dinner and networking opportunity followed by a

dance to develop camaraderie. On Saturday, students split off on a track to do team-building activities and work on brainstorming ideas for activities for the school year.

On the second day of the summit, the liaisons heard guest speakers on building out their UCS clubs, sharing stories to promote their efforts and the UCS program, and how to raise funds for the club. Columbus High School's Jahlieh Henderson presented on the fundraising piece. In the 2018 Polar Plunge, Columbus High's UCS club raised over \$17,000. As a UCS club, Columbus High received 25% of that money raised back through Special Olympics Wisconsin's UCS rebate program.



Special Olympics Unified Schools empowers youth and educators to be leaders of change. By playing and learning we will create a more inclusive world. In addition to our Young Athletes program, Special Olympics Wisconsin offers two Unified Schools programs: 1) Unified Champion Schools, and 2) Special Olympics College.

Unified Champion Schools (UCS) is a comprehensive model aimed to create school and community climates of acceptance and inclusion by implementing inclusive sports, inclusive youth leadership opportunities and whole school engagement. The program is designed to be woven into the fabric of the school, providing rich opportunities that lead to meaningful change in creating a socially inclusive school that engages all learners. What a UCS “looks like” can vary greatly from school to school, based on the needs unique to each school; but the basic building blocks remain the same.

Special Olympics College (SO College) functions as an official club on campus and connects college students and individuals with intellectual disabilities through sport to build friendships and help lead the social justice movement of Special Olympics. SO College clubs are made up of three core elements: unified sports, youth leadership and opportunities for full campus engagement.

While some of the liaisons at the summit were seasoned UCS vets like Henderson, several new liaisons were eager to bring their newfound knowledge back to their schools. La Follette High School’s Ryen Hinze took over their UCS program in 2018 so this was his first exposure to a UCS Leadership Summit. “I didn’t know what to expect but I went in with an open mind,” Hinze said. “The networking was awesome. Hearing what worked, what hasn’t. Hearing from clubs that have more than 100 students and how they work was an eye-opening experience.”

Hinze brought along seven students from his club at La Follette and they shared in his enthusiasm for the summit. “The kids were so great interacting with one another. They’re still talking to students from

other schools they met at the summit,” Hinze said. “Seeing the looks on my students’ faces on the car ride home was awesome. It’ll be exciting to see this grow.”

While La Follette’s club is still a newer UCS club, there has already been a great deal of growth recently. According to Hinze, just in the last year the club has grown from about 20 students to around 55. Hopefully the 2018 Leadership Summit will help build on the enthusiasm and growth taking place in newer UCS clubs like La Follette’s. Bringing the UCS program to new schools and new students is critical to Special Olympics Wisconsin’s mission to help bring inclusion and respect to schools everywhere in Wisconsin. After all, “there’s space for everyone.”

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**67 Unified Champion Schools (K-12)**

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**9 SO Colleges**  
(Post-Secondary Education)

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**17 Young Athletes Sites**

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**97% of high school seniors say that UCS activities are changing their school for the better**

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**84% of school staff feel that the program has made a big impact in reducing bullying in their schools**

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## INCLUSIVE LEADERSHIP

### Athlete leader adds to impressive resume

SOWI athlete, 2017 Dennis H. Alldridge Hall of Fame inductee, and former SOWI Board of Directors member Martha Hill recently added another accomplishment to her already impressive Special Olympics resume.

In 2018 Hill was selected from over 200 candidates to serve as one of 12 athletes from around the country on the USA Athlete Input Council.

As a member of the Council, Hill will have an integral role in contributing athletes' perspectives and ideas to the overall goals and strategies of Special Olympics in the United States as the organization

moves into its next 50 years. "It's really important, but also a little scary. I hope I can do a good job," Hill said.

In addition to being inducted into Special Olympics Wisconsin's Dennis H. Alldridge Hall of Fame during the 2017 State Summer Games Opening Ceremony, Hill has served as an International Global Messenger, as the athlete representative on the LETR International Executive Council, on the state LETR Council and as past president of the SOWI Athlete Input Council. She is also the only Special Olympics athlete to have been put on her high school's Athlete Wall of Fame.





We see firsthand that when our athletes and our youth of Wisconsin work together to make a change, something amazing happens.

The Youth Activation Committee (YAC) activates youth to promote school communities where all young people are agents of change – fostering respect, dignity and advocacy for people with intellectual disabilities. Each year, middle and high school student leaders from around the state are invited to attend a Youth Activation Summit. The summit brings together leaders, with and without ID, to learn about youth leadership and social justice through Special Olympics.

Our Athlete Leadership Programs help train athletes to succeed in meaningful leadership roles and activities other than, or in addition to, sports. This way of thinking revolves around two main ideas: firstly to educate and empower people with ID and secondly to create a better understanding of people with ID, which in turn creates more inclusive cultures in organizations and in society as a whole.

**31 Youth as Leaders**  
(ages 8-25 with and without ID)

**79 Athletes as Leaders**

**SOWI athletes are 2x more likely to be employed than persons with ID who are not involved with Special Olympics**

Upon being appointed to the USA Athlete Input Council, Hill received a congratulatory email from SOWI chairman Tim Shriver, who considers Hill his Smile Coach. Although this is quite the accomplishment, with her trademark humility, Hill is focused on what she can learn from others.

“I know I have a lot to learn from the other council members, and I’m anxious to go through the training and to spend time with them. I hope I can do a good job because it is a big responsibility,” Hill said.





## COMMUNITY ENGAGEMENT

### I made 100 genuine friends in just one day

*Cat Cornelius and Dylan Nowicki are partners who coach together for La Crosse Parks & Rec (6-36).*

*After the 2018 State Flag Football Tournament, we asked Cat to tell us a little more about their Special Olympics story in a Q&A.*

#### **Tell us a bit about when and why you and Dylan started coaching for Special Olympics.**

Cornelius: In 2013 I moved to La Crosse to attend UW-La Crosse. I knew I wanted to work with people with cognitive disabilities in a recreational setting and when I heard about Special Olympics in the area I immediately looked up contact information to apply for a coaching position. I started with bowling and I instantly felt extremely welcomed by the athletes;

like I had made 100 genuine friends in just one day. I continued to coach all year round in multiple sports.

When Dylan moved to La Crosse in 2014, he started joining me at practices and events. He quickly fell in love with the atmosphere and community just like I did. He started volunteering, which then led to coaching alongside me in basketball skills, softball, and his favorite – flag football. We both grew up being very involved in sports. I played soccer and softball and he played football. So for us getting to coach was a really positive and fun experience.

#### **What do you think is the biggest impact you make on your team as a coach?**

Cornelius: I think Dylan and I share a passion for



The true power of Special Olympics is the impact felt well beyond our athletes and their families. It is the volunteers, coaches, officials, local program leaders, law enforcement partners and fans of inclusion who dedicate their time, energy and enthusiasm to making the world a more accepting place.

In 2018, Special Olympics Wisconsin had a strong focus in expanding our community of engaged supporters: Wisconsin's elected officials and state departments. In February, eight SOWI representatives traveled to Washington, DC, to meet with all 10 members of the Wisconsin Congressional delegation as a part of Special Olympics North America's annual Hill Day.

In April, we welcomed U.S. Representative Glenn Grothman to the Indoor State Basketball Tournament, and had a number of state representatives and state senators join us in June at the State Summer Games and our USA Games send-off for Team Wisconsin. In addition, we increased outreach and education regarding two of our critical programs: Healthy Athletes and Unified Champion Schools. Both programs receive federal funding to support this important work.

**2,315 Day-of Volunteers**

**5,877 Long-term Volunteers**

**Coaches: 3,177**

**Local Program Leaders: 662**

**Total Volunteers:  
8,192**

**24 Engagements with Elected  
Officials and State  
Departments**

caring for our athletes and that means it goes way beyond just coaching. We challenge our athletes physically but also emotionally to be better teammates, friends, coworkers and family members. Dylan especially tries to encourage responsibility with the football team with being to every practice on time, prepared and with a respectful attitude.

I try to work on the emotional side of things with our athletes like problem solving or finding positive coping mechanisms to stressors on and off the field. We also talk a lot about navigating safe relationships since a lot of our athletes are so social in their community.

During practice we are coaches but before and after we are also advocates, mentors, and friends and we hope this positively impacts the athletes.

**What would say to others who might be considering coaching with Special Olympics?**

Cornelius: If you are considering coaching Special Olympics....do it! You learn so much about individuals with disabilities and what a bit of their life is like. Dylan says coaching Special Olympics has helped him develop into a more patient person who has the ability to empathize more, communicate better, and enjoy the little things in life that many people take for granted. "I believe Special Olympics reminds us of how important friendship, kindness, and being included really is. When you feel welcomed your whole outlook and attitude will mirror that. All everyone really wants is to be accepted and at Special Olympics you will feel that."





## LAW ENFORCEMENT TORCH RUN

### A Q&A with USA Games Final Leg Runner Kate Schaper

**What was it like getting to carry the Flame of Hope across the whole state as a member of the Final Leg for the 2018 USA Games?**

Schaper: The feeling of running alongside other Final Leg runners carrying the Flame of Hope throughout the state of Washington was absolutely electric. To be surrounded by men and women who all have huge hearts, determination and understanding of our mission made the long days and hard runs easy. Each town had a unique way of welcoming us to their city.

**What was it like to go into Husky Stadium with the Team Wisconsin delegation?**

Schaper: Entering Husky Stadium with Team

Wisconsin was the pivotal point in the Final Leg week. I met with Team Wisconsin when we arrived. When we were called to enter the tunnel where we'd enter the field, I stood next to an athlete and he uttered, "I'm so HAPPY I'm walking next to you." It brought tears to my eyes that we both had no clue who each other were but we were there for two reasons: inclusion and for him to have the time of his life. When I got home I was on Facebook and I saw a video on ESPN of an athlete receiving notification of being accepted to the USA Games in Seattle. At that moment I realized that Michael Poll was the athlete that I walked into the stadium with. I was again moved to tears as this video shows the reason why we do this.



The Law Enforcement Torch Run (LETR) began in 1981 when Wichita, Kansas Police Chief Richard LaMunyon created the Torch Run. He thought the Torch Run would help law enforcement be active in the community and support Special Olympics Kansas. With the International Association of Chiefs of Police's support, in 1983, the Torch Run became the "Founding Law Enforcement Organization" and LETR became Special Olympics' largest public awareness and fundraising group.

In 2018, 248 law enforcement officers comprised the Law Enforcement Torch Run for Special Olympics Wisconsin. These officers champion acceptance and inclusion in their communities. They raise up Special Olympics athletes, helping influence them to be treated as equals. Additionally, they generate funds to support the mission – to the tune of over \$2M in 2018! Well-known fundraising events include the Polar Plunge®, Final Leg Torch Run, Run with the Cops, and the Truck Convoy®.



**Law Enforcement Officers**  
**248**

**Revenue Generated**  
**\$2M+**



**What was the most rewarding part of participating in the event?**

Schaper: The most rewarding part was listening to all of the athletes during the Final Leg speak at the cities we visited. I learned so much from them. Many of the athletes have competed in multiple Games, run marathons, and even live independently on their own. Never in any point of the long days or exhausting runs did they ever complain. They were full of smiles, high fives and encouraging words.

**What would you tell future USA/World Games Torch Runners about the experience and expectations?**

Schaper: I would encourage them to be fully present at these events and to interact with the athletes on

each team. They're the reason we are here and we can learn so much as humans from them about their strength, determination and kindness. After each presentation in the cities you visit there's a time to interact with the crowd that shows up. Make sure you interact and talk with these people who come out to show support for the mission. Time moves very quickly but it's so refreshing to meet people from across the country who are committed to making the world more inclusive.

The experience is so hard to put into words. They have always said, "you wouldn't understand, it's a Torch Run thing." I can say one thing: USA Games Final Leg was the best experience of my life.



## POLAR PLUNGE: OUR SIGNATURE COMMUNITY FUNDRAISER

### The La Crosse Polar Plunge Celebrates 20 Years!

In 1998, SOWI staff members Kerry Gloede and Bill Fish along with the Chief of the Onalaska Police Department, Randy Williams, traveled to Alaska for a Law Enforcement Torch Run conference.

While there, they observed a bizarre event called the Polar Bear Plunge, where Alaskans were jumping into Alaska's famously frigid and harsh waters. But the most bizarre part? The participants were having fun!

It didn't take long for the Wisconsin delegation to start brainstorming about how this tradition could be adapted for SOWI. In fact, they hadn't even made it out of the state. While sitting in an airport bar in Alaska waiting for their flight back, the three started

to lay out their plan of action on some old menus.

"We just thought, this is such a great idea and I think people would do this," Gloede said. "We asked the waitress for some old menus that we could write on and we sat there and we wrote some goals: who we wanted to get involved, what our goals would be, how much to get a t-shirt."

Little did they know this crude menu sketch would end up as the foundational document for what would soon become SOWI's largest fundraiser now annually raising more than \$1 million dollars for SOWI athletes! In 2018, there were 12 Polar Plunges across the Badger state to support SOWI.



Since 1999, Wisconsinites have been plunging into frozen lakes, rivers and pools to raise funds for Special Olympics athletes. Since then, these below-zero heroes and their donors have raised over \$20 million for Special Olympics Wisconsin – AMAZING!

2018 may ultimately be remembered as the first year the Green Bay Polar Plunge took place at Lambeau Field, but this Plunge season also included unprecedented celebrity support and participation. Green Bay Packers running back Ty Montgomery plunged in Green Bay as did football players from the Green Bay Blizzard pro indoor team. Popular comedian Charlie Berens of the Manitowoc Minute web series also plunged in Green Bay. He and his “Keep ‘er movin’” team of fans raised more than \$2,000 for SOWI!

At the Oshkosh Polar Plunge, former Badger basketball legend and Wisconsin Mr. Basketball Brian Butch took the plunge with several members of Team Wisconsin basketball for the 2018 USA Games. And in Madison, Alan Buchanan plunged seven times for his 70th birthday.

SOWI was also very lucky to have some amazing sponsors and fundraising teams. JP Cullen, the Premier Partner for the Madison Plunge, raised more than \$19,000 after Mark, David and Richard Cullen generously matched a portion of their employees’ money raised. Also in Madison, Columbus High School raised more than \$17K for SOWI.

Additional top fundraisers include Iron Order Motorcycle Club with \$20K, Dougie’s Dunkers bringing in nearly \$19K

On March 3, 2018, Gloede and the select few who have been around for it all celebrated the 20th annual Polar Plunge for SOWI in La Crosse, where it all began.

The overwhelming success in raising funds and support for SOWI since that pioneering group brought it back from Alaska has probably surprised Gloede as much as anyone. “I don’t even know that I would have believed that we’d be doing it 20 years from after we did that first Plunge – much less having countless Plunges every year raising millions of dollars. That was not something I think we ever expected,” said Gloede, who has organized all 20 La Crosse Plunges.

While Gloede and a dedicated group of three hard-core plungers are the only folks who have been involved in every one of the 20 Plunges, they’ve had plenty of help in keeping the tradition going. More than 600 plungers from La Crosse and the greater Coulee Region participated in the 20th annual La Crosse Polar Plunge in 2018.

“To see so many people support Special Olympics, and not just so much the raising money, but just creating awareness of the programs and of our athletes and getting them out in the community, I just think it’s amazing,” Gloede said. “And to just continue doing it for 20 years, have people come out, volunteers that support us, the spectators watching – just everybody, it’s truly just the greatest thing.”



**12 Locations**

**5 Weeks**

**6,000+ Polar Plungers**

**\$1.3M+ Raised**

**1 Cause**

in Muskego, and the Wood County Sheriff’s Department and Team Trantow generating more than \$22K.

Lastly, SOWI athlete Adam Domino plunged for the 18th consecutive year. Considering this is the 20th year of any Polar Plunges in Wisconsin, he just may hold the record for consecutive Polar Plunges by a SOWI athlete. Great job, Adam! And great job to everyone who plunged around the state!

# Our Corporate & Community Partners

## MISSION PARTNERS \$150,000 AND UP



## GOLD MEDAL PARTNERS \$50,000 - \$99,999

Dunkin' Donuts  
State of Wisconsin Department of Public Instruction  
Wisconsin State Council Knights of Columbus

## SILVER MEDAL PARTNERS \$25,000 - \$49,999

ADAMM Charitable Foundation Inc.  
Brewers Community Foundation Inc.  
Cellcom Green Bay Marathon  
Community First Credit Union  
Delta Dental of Wisconsin  
Festival Foods  
Hollfelder, Robert  
Majerus Family Foundation  
Resnick & Yamat SC  
Thrivent Financial for Lutherans  
Walgreen Co.  
Wintrust/Town Bank  
Wisconsin Fastpitch Softball Coaches Association

## BRONZE MEDAL PARTNERS \$15,000 - \$24,999

Access to Community Services, Inc.  
Community Foundation for the Fox Valley Region  
Dairy State Bank  
Estate of William F. Kopydlowski  
National Guardian Life Insurance Company  
The Benevity Community Impact Fund  
Waupun Truck-N-Show

## FRIENDS OF SOWI \$5,000 - \$14,999

Alta Resources  
Ameriprise Financial  
Ann, Peggy  
Anthony, Victor  
Associated Bank  
Aurora Health Care  
Barron County Association for Retarded Citizens  
Bornemann, Lauren  
Brat Fest Community Fund Inc.  
Brat Stop Inc.  
Casey's General Store  
Catholic Financial Life  
Church Mutual Insurance Co.  
Daniel and Julie Hartung Charitable Foundation Inc.  
EC Styberg Foundation Inc.  
Edward H. Wolf & Sons, Inc  
Elizabeth B. & Philip J. Hendrickson Foundation, LTD  
Estate of Rose Lorainne Hardesty-Davis  
Fidelity Charitable Gift Fund  
Five Star Dairy Consulting  
Gerdes, Tom  
Goldman Sachs Philanthropy Fund  
Gordon Flesch Company Inc.  
Greater Milwaukee Auto Auction  
Green Bay Packers  
Halker, Clark  
Hartung, Don  
Hartwig Family Foundation  
Heller Foundation  
Iron Order Motorcycle Club  
ITW  
Jen's Knaughty Pine  
Johnson Controls Foundation  
JP Cullen  
Kiwanis Foundation  
Ladish Company Foundation  
Laufer Trucking Inc.  
Lela Mae Butler Estate





Luke Homan Foundation  
 Martin, Cheryl  
 McConeghy, Daniel  
 Mega Charities  
 Mel's Charities Inc.  
 Meyer, Christopher  
 Midwest Family Broadcasting  
 Miller, Delbert  
 Moldmakers Leasing & Investments LLP  
 MP Systems Inc.  
 Neenah, Inc.  
 Neillsville Rotary Club  
 Nicolet National Bank  
 Northeastern Wisconsin Sports Advancement, Inc  
 Odonnell, John  
 Poll, Dan and Becca  
 Robert W Baird Co Foundation Inc.  
 Ryan, Mary  
 Schult, Kathy  
 Sensient Technologies Foundation Inc.  
 SpartanNash Foundation  
 Tanner Kitelinger Memorial Fund  
 TASC  
 TD Ameritrade Clearing  
 TDS Metrocom LLC  
 Texas Roadhouse Holdings  
 The Cincinnati Insurance Company  
 The ROS Foundation  
 Thrivent Mutual Funds  
 United Way of Greater Milwaukee & Waukesha County  
 Vitech International Inc.  
 Wagner, Roberta  
 Wagner-Essman Care Foundation  
 Will Enterprises  
 William J. Cronin Foundation  
 Winter Miracle Splash  
 Wisconsin Independent Network LLC



## Mission Partner: Kwik Trip

People across Wisconsin were able to support the athletes of Special Olympics Wisconsin when they stopped into Kwik Trip for gas, coffee or a signature Glazers Donut during the 2018 Icon Sale Campaign that ran from November 9-15. As a Mission Partner for Special Olympics Wisconsin, Kwik Trip's support of Special Olympics athletes is always impressive. But during the six-day campaign in 2018, nearly 400 Kwik Trip stores across the state sold more than 113,000 icons!

All told, Kwik Trip raised \$150,000 for the athletes of Special Olympics Wisconsin. It's no wonder they received a national award in April 2018 from the Council of State Administrators of Vocational Rehabilitation for their dedication to individuals with disabilities.

But Kwik Trip's commitment extends far beyond raising funds for Special Olympics athletes. They also employ many Special Olympics athletes like David Thompson of Oregon. Thompson is a truck unloader at store 372 in Oregon. He also was a member of Team Wisconsin at the 2018 USA Games in Seattle, where he brought home a silver medal in bowling.

"Special Olympics Wisconsin has changed the lives of thousands of athletes and they couldn't do it without Kwik Trip. Every dollar raised changes lives for people like me," Thompson said. "I cannot begin to explain how much it means to have Kwik Trip supporting the organization that has totally changed my life. I am very thankful for everything they have done and continue to do."

# Statement of Financial Position | December 31, 2018 and 2017

<u>Assets</u>	<u>2018</u>	<u>2017</u>
Current assets:		
Cash and cash equivalents	\$ 1,189,155	\$ 1,392,949
Certificates of deposit, current portion	556,324	603,792
Contributions receivable	192,688	219,440
Prepaid expenses	74,786	83,909
<b>Total current assets</b>	<b>2,012,953</b>	<b>2,300,090</b>
Other assets:		
Investments	1,434,655	1,499,318
Certificates of deposits	620,494	525,415
Contributions receivable	28,376	29,513
<b>Total other assets</b>	<b>2,083,525</b>	<b>2,054,246</b>
Property and equipment net	14,055	16,022
<b>TOTAL ASSETS</b>	<b>\$ 4,110,533</b>	<b>\$ 4,370,358</b>
<u>Liabilities and Net Assets</u>		
Current liabilities:		
Accounts payable	\$ 101,170	\$ 104,641
Grant funds received in advance	72,318	112,200
Other liabilities	45,019	77,448
Accrued payroll and related	95,301	116,900
<b>Total current liabilities</b>	<b>313,808</b>	<b>411,189</b>
Net assets:		
Without donor restriction:		
Undesignated	2,710,324	2,791,857
Undesignated - Board designated	1,000,000	1,000,000
Total without donor restriction	3,710,324	3,791,857
With donor restriction	86,401	167,312
<b>Total net assets</b>	<b>3,796,725</b>	<b>3,959,169</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 4,110,533</b>	<b>\$ 4,370,358</b>

# Statement of Activities

December 31, 2018 and 2017

	<u>2018</u>	<u>2017</u>
Changes in unrestricted net assets:		
Public support and revenue:		
Public support:		
Contributions	\$ 977,402	\$ 791,256
Fundraising	4,108,403	4,048,397
In-kind	2,246,775	2,334,991
<b>Total public support</b>	<b>7,332,580</b>	<b>7,174,644</b>
Revenue:		
Registration fees	84,278	82,033
Investment income (loss)	(68,996)	146,463
Other	32,028	30,643
<b>Total revenue</b>	<b>47,310</b>	<b>259,139</b>
Net assets released from restriction through satisfaction of program restrictions	113,231	220,110
<b>Total public support &amp; revenue without donor restriction</b>	<b>7,493,121</b>	<b>7,653,893</b>
Expenses:		
Program activities:		
Public education	589,610	614,093
Training	2,609,718	2,668,144
Games and competition	1,361,647	1,287,841
Outreach	438,668	251,623
Agency	650,042	690,630
<b>Total program services</b>	<b>5,649,685</b>	<b>5,512,331</b>
Support services:		
Administration and management	408,705	458,613
Fund-raising	1,516,264	1,471,567
<b>Total support services</b>	<b>1,924,969</b>	<b>1,930,180</b>
<b>Total expenses</b>	<b>7,574,654</b>	<b>7,442,511</b>
Changes in net assets without donor restriction	(81,533)	211,382
Contributions	32,320	145,117
Net assets released from restriction	(113,231)	(220,110)
Changes in assets with donor restriction	( 80,911)	( 74,993)
Changes in net assets	(162,444)	136,389
Net assets - Beginning of year	3,959,169	3,822,780
Net assets - End of year	<u>\$ 3,796,725</u>	<u>\$ 3,959,169</u>

# 2018 Impact Report

## OUR REACH

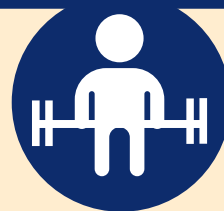


**8,981 Athletes**  
**309 Young Athletes**  
**2,387 Unified Partners**

---

**Total Reach: 11,677**

## ATHLETE EXPERIENCES



**168 Traditional Competitions**

---

**20 Unified Experiences**

## INCLUSIVE LEADERSHIP



**31 Youth as Leaders**  
(ages 8-25 with and without ID)

---

**79 Athletes as Leaders**

---

**SOWI athletes are 2x more likely to be employed than persons with ID who are not involved with Special Olympics**

## COMMUNITY ENGAGEMENT



**2,315 Day-of Volunteers**

---

**5,877 Long-term Volunteers**  
Coaches: 3,177  
Local Program Leaders: 662

---

**8,192 Total Volunteers**

---

**24 Engagements with Elected Officials and State Departments**

---

**248 Law Enforcement Officers Torch Run**



## HEALTH AND WELLNESS



**15 Healthy Athletes Screenings**

---

**1,903 Total Athletes Screened**

---

**40 Identified Urgent  
Dental Needs**

---

**26 Health Education &  
Awareness Events**

---

**\$55**

**Average cost savings for WI  
Medicaid per athlete per year**

Special Olympics WI is a recognized  
Healthy Communities Program

## YOUTH & EDUCATION



**67 Unified Champion  
Schools (K-12)**

---

**9 SO Colleges**  
(Post-Secondary Education)

---

**17 Young Athletes Sites**

---

**97% of high school seniors  
say that UCS activities are  
changing their school for  
the better**

---

**84% of school staff feel  
that the program has made  
a big impact in reducing  
bullying in their schools**



## FINANCIAL SUPPORT

**Cash \$ 5,246,346 | In-Kind \$ 2,246,775**

**Total \$ 7,493,121**

**75¢ of every dollar directly supports athletes**

## ***2018 Board of Directors***

**John Cayer**, Chair  
Mueller Sports Medicine

**Vince Vitrano**, Chair-Elect  
The E.W. Scripps Company

**Marc Cadieux**, Treasurer  
Children's Hospital of Wisconsin

**Michael Grubich**, Secretary  
Lawrence, Allen & Kolbe

**Stacy Alexejun**  
Quarles & Brady, LLP

**Brian Andrew**  
Johnson Financial Group

**Alyssa Bohm**  
Racine School District

**Mike Buck**  
Mega! CO-OP

**Mike Carr**  
Oregon School District

**Jake Casper**, Athlete  
General Beverage Co.

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Central Wisconsin Center for the  
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Woodlake Market

**Bryan Hyska**  
Associated Bank

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Irwin Communications

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**David Kriete**  
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Walworth County Sheriff's Office

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Attorney General

**Tom Shafranski**  
WI Interscholastic Athletic Association

**Chief Ronald Tischer**  
City of La Crosse Police Department

**George Whitely**  
Stephan & Brady, Inc.

**Chimeng Yang**  
Capitol Bank

*- Members as of December 31, 2018 -*



## STATE OFFICE

2310 Crossroads Drive  
Suite 1000  
Madison, WI 53718  
(608) 222-1324

## REGIONAL OFFICES

### Region 2

2804 Rib Mountain Drive  
Suite C  
Wausau, WI 54401  
(715) 848-0550

### Region 3

2023 Fairfax St.  
Eau Claire, WI 54701  
(715) 833-0833

### Region 4

W5361 CTY KK, Suite D  
Appleton, WI 54915  
(920) 731-1614

### Region 5

2140 Holmgren Way  
Green Bay, WI 54304  
(920) 497-2422

### Region 6

2310 Crossroads Drive  
Suite 1000  
Madison, WI 53718  
(608) 222-1324

### Region 7

6100 Washington Ave  
Suite E1  
Racine, WI 53406  
(262) 598-9507

### Region 8

10224 N. Port Washington  
Mequon, WI 53092  
(262) 241-7786

# 2018 SOWI Team

## Kathleen Roach, President & CEO

### DEVELOPMENT

**Hailey Aderman**, Region 8  
Director of Special Events/LETR Liason

**Jordan Becker**, Region 2  
Director of Special Events

**Claire Essman**  
Director of Individual Giving

**Caitlin Fitzpatrick**, Region 7  
Director of Special Events

**Beth Hopkins**, Region 6  
Director of Special Events

**Ingrid Kundering**  
Director of Major Gifts

**Michael Mortell**  
Vice President of Development

**Brittany Neukirchen**, Region 7  
Director of Special Events

**Brandi Niemeier**  
Grants Manager

**Alyse Peters**, Region 6  
Director of Special Events

**Holly Schultz**, Region 4 & 5  
Director of Special Events

**Nicci Sprangers**, Region 4  
Director of Special Events

**Karina Tomei-Castro**, Region 3  
Director of Special Events

### SPORTS AND WELLNESS

**Don Wighting**  
Vice President of Sports & Health

**Troy Anderson**, Region 7  
Athletic Director

**Jason Blank**  
Senior Director of Sports

**Sarah Burch**  
Unified Champion Schools  
Coordinator

**Brittany Hoegh**  
Director of Training

**Jenna Lang**, Region 2  
Athletic Director of Young  
Athletes

**Jody LaPlante**, Region 4  
Athletic Director

**Carla Lieb**, Region 5  
Athletic Director

**Melissa Maxwell**, Region 3  
Athletic Director

**Liz Menzer**  
Senior Director of Unified Programs

**Erin Muehlenkamp**, Region 6  
Athletic Director

**Melissa Schoenbrodt**  
Senior Director of Health Programs

**Samantha Sotelo**  
Athlete Records Manager

**Jennifer Stevens**  
Sports & Development Coordinator

**Mark Wolfram**  
Senior Director of Field Services

### MARKETING & COMMUNICATIONS

**Jennifer Wagner**  
Vice President of Marketing & Comms

**Tammy Hahn**  
Director of Marketing

**Lisa Hassenstab**  
Director of Volunteer &  
Government Relations

**Tommy Jaime**  
Director of Communications

**Lindsay Meyer**  
Director of Marketing

### OPERATIONS

**Mary Beaty**  
Director of Admin/Human Resources

**Ann Cerne**  
Office Manager

**Kathi Genin**  
Database Administrator

**Jeanne Hrovat**  
Director of Special Projects

**Theresa Rossman**  
Gift Records Manager

**Robin Van Fleet-Bergan**  
Director of Accounting

**Steve Woodard**  
Front Office Assistant



# Local Programs

## REGION 2

Antigo Unified Schools 2-01  
Wausau Metro Adult SO 2-03  
Rhineland Area Special Olympics 2-05  
Mosinee Schools 2-09  
Northern Access SO 2-11  
Neillsville SO 2-12  
South Wood County 2-13  
Stevens Point Public Schools 2-14  
Marshfield Area SO 2-17  
Golden Eagles SO 2-20  
Merrill Schools Special Olympics 2-21  
Tomahawk Schools SO 2-22  
Merrill Adult Special Olympics 2-24  
Stevens Point Area YMCA 2-25  
Everest Area SO 2-28  
School District of Rhineland SO 2-29  
Lakeland Area SO 2-30  
Mosinee Adult SO 2-32  
Spencer SO 2-39  
Colby SO 2-43  
Wisconsin Rapids Special Sports SO 2-44  
Wausau Area Youth SO 2-50

## REGION 3

Eau Claire Adult 3-06  
Northern Lights SO 3-08  
Chippewa County Adults SO 3-09  
Chippewa Falls Schools S.O. 3-10  
Burnett County Adult Special Olympics 3-11  
Chequamegon Bay Area Athletes SO 3-12  
River Valley Special Olympics 3-15  
Thorp Adult Special Olympics 3-18  
Trempealeau Co Hlth CC SO 3-19  
Ventures Athletics SO 3-20  
Ellsworth Area SO 3-21  
Menomonie Red Cedar SO 3-25  
Eau Claire Rascals 3-26  
Barron County SO 3-30  
Spooner Special Olympics 3-31  
Eau Claire Champions 3-33  
Polk County SO 3-36  
B.T.I.A.W. 3-37  
Panthers SO 3-40  
Challenge Center Inc 3-41  
Eau Claire Flying All Stars 3-43  
Douglas Co Special Olympics 3-99

## REGION 4

Oshkosh Special Olympics 4-02  
Dodge County Special Olympics 4-04  
Neenah Schools 4-06  
Valley Packaging Industries 4-07  
Green Lake County SO 4-08  
Brillion SO 4-10  
New Holstein Schools 4-11  
The Arc Fond du Lac 4-12  
Champions of Fond du Lac 4-14  
Waupaca Area SO 4-15  
Winnro Action 4-16  
Kaukauna Area Schools 4-18  
Waushara County SO 4-19  
Chilton Schools/CESA 7 4-20  
SOAR Fox Cities 4-25  
Oshkosh Schools SO 4-27  
Neenah Alumni 4-29

## REGION 5

Shawano All Stars 5-01  
Sheboygan County Super Eights 5-02  
Syble Hopp School 5-03  
Door County SO 5-04  
Camp Daniel 5-06  
Sheboygan Adult Program 5-07  
Oconto Special Olympics 5-09  
Packerland Jets 5-10  
Hopp Alumni SO 5-12  
Manitowoc Co Miracles 5-14  
Green Bay Metros 5-15  
Kewaunee County SO 5-16  
Shawano County Youth Special Olympics 5-17  
The Able Church SO 5-19  
Cerebral Palsy Center SO 5-20  
Western Shawano Cty 5-21  
Green Bay Area Youth Program 5-22  
Oaks Family Care Center 5-23  
Marinette County SO 5-25  
Bay Navigators 5-26  
Sheboygan Co Special Olympics 5-99

## REGION 6

Sauk Prairie SO 6-01  
Prairie du Chien Area SO 6-02  
Belmont Braves SO 6-03  
Baraboo Special Olympics 6-04  
Oregon Area SO 6-05

Silver Lake Special Olympics 6-06  
DeForest SO 6-07  
Reedsburg Area Schools SO 6-09  
West Madison Area SO 6-12  
Verona Area Special Olympics 6-14  
Green County 6-15  
Waunakee SO 6-16  
Cuba City SO 6-18  
Platteville Schools 6-19  
Middleton Area SO 6-20  
Richland County 6-25  
Tomah SO 6-26  
Mt. Horeb Vikings SO 6-27  
Holmen Schools 6-29  
Adams-Friendship SO 6-31  
Sun Prairie Schools 6-33  
Sparta Special Olympics 6-34  
YMCA of Dane County 6-35  
La Crosse Parks & Rec 6-36  
Viroqua Area Special Olympics 6-40  
Columbus Area SO 6-44  
Westby Area Special Olympics 6-45  
Lancaster 6-47  
Platteville Parks & Recreation 6-48  
Stoughton SO 6-50  
Iowa County Special Olympics 6-51  
Sauk County SO 6-52  
Brookwood Special Olympics 6-53  
Mt. Horeb Vikings A-Team SO 6-58  
Monona Grove Special Olympics 6-60  
Sugar River Special Olympics 6-62

#### **REGION 7**

Wisconsin School for the Deaf 7-01  
Janesville Area Special Olympics 7-02  
Saint Coletta Adult 7-04  
Lakeland School SO 7-05  
Greater Beloit 7-06  
Western Kenosha Co SO 7-07  
Walworth Co Adult Pgm 7-08

Watertown Special Olympics 7-09  
Kenosha Special Olympics 7-11  
Productive Living Systems 7-14  
Racine Special Olympics 7-15  
Western Racine County 7-19  
Shepherds 7-20  
Fort Atkinson Area 7-21  
Racine Unified School District SO 7-22

#### **REGION 8**

Waukesha A's 8-01  
North Suburban 8-02  
Greendale Special Olympics 8-03  
South Milwaukee Special Olympics 8-04  
Wauwatosa SO 8-05  
Fairview South School 8-07  
Pewaukee 8-08  
YMCA at Pabst Farms 8-10  
Milwaukee Public Schools 8-11  
West Allis SO 8-14  
St Francis Special Olympics 8-15  
Team Elmbrook 8-17  
Arrowhead 8-19  
Greenfield SO 8-22  
Prader Willi Homes of Oconomowoc 8-24  
Greenfield/Franklin Colts 8-25  
Greenfield Jr Hawks SO 8-26  
Spring City-Waukesha 8-27  
Ozaukee County 8-28  
Wil-O-Way Grant 8-29  
Hartford Parks & Rec Dept 8-31  
School Dist of Waukesha 8-32  
West Bend Recreation 8-33  
New Berlin SO 8-34  
Genesee Lake School 8-35  
Team Franklin 8-37  
Mukwonago Area Special Olympics 8-40  
Team Milwaukee 8-42  
Bi-County Spec Olympics 8-44  
Shorewood SO 8-46  
Waukesha Co Special Olympics 8-99

# Join the Inclusion Revolution

**We are better together.** By playing and leading together, we are creating an inclusive and welcoming world for all. Join the #InclusionRevolution and become part of a powerful movement that celebrates ALL abilities!



## DONATE: GIVE THE GIFT OF JOY

**Sponsor** - Position your company as a champion of diversity and inclusion while attracting customers, engaging employees and leveraging Special Olympics' strong brand recognition.

**Tributes & Memorial Gifts** - Celebrate a friend or pay tribute in memory of a loved one with a donation to Special Olympics Wisconsin in their name.

**Bequests & Estate Gifts** - Consider including Special Olympics in your estate plans and make a lasting impact.

**Monthly Giving** - Give monthly and make a difference. Monthly giving is easy, convenient and will make a difference all year long.

**Double Your Impact** - Many companies will match your contributions to charity. See if your employer will match your gifts to SOWI.

**Tax Checkoff** - During tax season, do something special. Donating to Special Olympics Wisconsin is as easy as making a designation on your state income tax form.

**Host a Fundraiser** - Host your own event or activity to benefit SOWI. For more info, visit [SpecialOlympicsWisconsin.org](http://SpecialOlympicsWisconsin.org).

**Donate by Phone or Mail** - Contact us at (608) 222-1324 to make your secure contribution between the hours of 8:00 a.m. and 4:30 p.m. CST, or mail your donation to Special Olympics Wisconsin, 2310 Crossroads Drive, Suite 1000, Madison, WI 53718.



## CONNECT: STAY INSPIRED & LEARN MORE

**Social Media** - Follow us on Facebook, Instagram and Twitter.

**e-Newsletter** - Sign-up for our monthly e-newsletter and receive inspiring news that reveals the champion in all of us.

**Revealing the Champion Mission Tour** - Learn more about Special Olympics Wisconsin by attending a free, 45-minute Revealing the Champion Mission Tour. Call (262) 241-7786 to schedule.



## VOLUNTEER: JOIN THE TEAM & MAKE A DIFFERENCE

Special Olympics Wisconsin is fueled by the time, energy and dedication of thousands of volunteers. From day-of event volunteers to long-term roles such as coaches and local program managers, we are successful because they give their time and talent.

Whether you're a corporation looking for an inspiring teambuilding exercise, a social or religious group looking to have greater involvement in your community, or a family or individual, we have a variety of volunteer opportunities to match your interests. Volunteering creates a lifetime of friendships and rewards of immeasurable value, both for you and the athletes.

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**For more ways to become involved, visit [SpecialOlympicsWisconsin.org](http://SpecialOlympicsWisconsin.org) or call (608) 222-1324.**





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