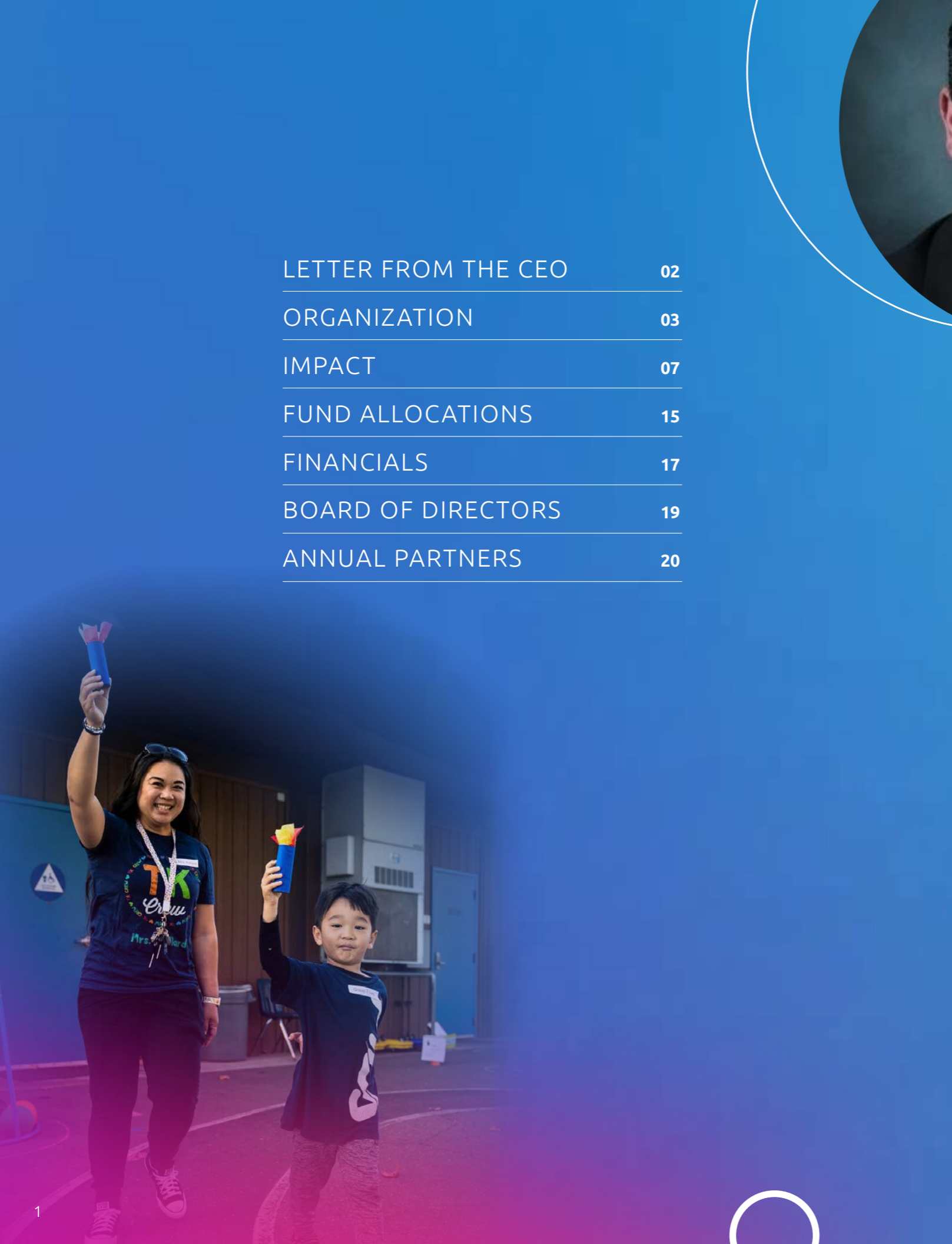


Special  
Olympics  
Northern California



2022-2023

# ANNUAL REPORT



## LETTER FROM THE CEO

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Dear Special Olympics Northern California family –

Thank you for being part of our movement in 2022-2023. 2022 was a special year for us as we returned fully from the Covid-19 pandemic and got back to all of our in-person sports, programs and events. We built on that foundation in 2023, gaining new athletes and reaching important milestones for our beloved community programs.

I must start by acknowledging the incredible strength and perseverance of our athletes through the pandemic. We all suffered through tough times, both personally and collectively, but Special Olympics Northern California remained an outlet for hope and community. Our athletes are no strangers to overcoming obstacles – and they proved once again what we can all accomplish when we work together and look out for one another.

In 2022, we celebrated the return of an in-person Summer Games at a new location in Santa Clara, cheered on our athletes at the Special Olympics USA Games in Florida, recognized San Benito High School for a national award, and honored the 25th anniversary of the Law Enforcement Torch Run in Northern California. In 2023, our impact took another unprecedented step with an international competition, a first-of-its-kind brand campaign, and a variety of new sports, health, schools and leadership programs. In these past two years, our community embraced new opportunities and reunited friends and partners through Special Olympics.

Thank you to our volunteers and coaches for continuing to support your athletes and guiding them to success both on and off the field. We truly couldn't do it without you! Thank you to our corporate partners, donors, Law Enforcement Torch Runners, government officials, and community partners for uplifting our programs and allowing athletes to pursue any Special Olympics NorCal opportunity free of charge. Finally, thank you to our athlete families and caregivers for being the backbone of athlete participation and joy.

I invite you to take a glimpse into our life-changing work in the following pages and consider joining our inclusive family at an event or competition near you.

Thank you,

David L. Solo  
President & CEO  
Special Olympics Northern California

## THE MISSION OF SPECIAL OLYMPICS

To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities. This gives 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.

## Special Olympics NorCal's Mission

The mission of Special Olympics Northern California is to create an inclusive community where people with and without disabilities can make connections, develop healthy lifestyles, achieve success, and experience the joy of sports.

## Special Olympics NorCal's Vision

To live in a world where the values of unity and respect are woven into our NorCal community and brought to life through the power of sports. We envision positivity and inclusivity beyond the playing field, where the unique gifts of people with and without intellectual disabilities are all joyfully celebrated together.



“We are eternally grateful to Special Olympics for teaching Lindsay skills which have contributed to her success as an adult.”

- JOAN,  
mother of Special Olympics Athlete Lindsay



## MAKE A DIFFERENCE

Contact us today to get in the game. We rely on support from individuals, corporations, and foundations to change the lives of athletes and their families across Northern California.

For more information or to get involved please contact:

**Paula Gogin**  
paulag@sonc.org

3480 Buskirk #340  
Pleasant Hill, CA 94523  
(925) 944-8801





**THE POWER**  
**OF** *Play*



# YOU HELPED US DO SOMETHING *Special*

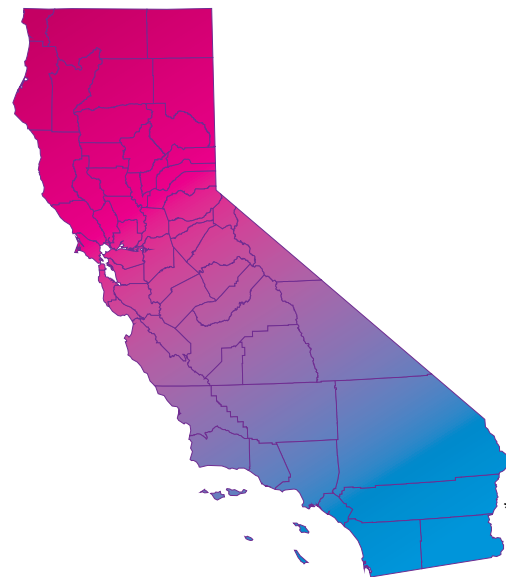
Our impact took an unprecedented step in 2023 with international competition, a first-of-its-kind brand campaign, increased opportunities and more.

# OUR *Impact*



Special Olympics Northern California uses sports to *jumpstart change* and **spark joy**. Through the power of play, we unite people with and without intellectual disabilities to create a more connected community. While sports are at the heart of everything we do, we also empower athletes through **health screenings** and **education**, **school partnerships**, and **leadership programs**.

## Who We Serve



  
**27K+**  
PROGRAM  
PARTICIPANTS

  
**133K+**  
STUDENTS  
IMPACTED

  
**43**  
COUNTIES

  
**15K+**  
VOLUNTEERS  
& COACHES

\*based on 2022 census

66

**I've always been an athlete and a sports-minded person, so Special Olympics is a lot of fun. When I joined Special Olympics, it was the first time I felt like I had a community of people who supported me and celebrated me for who I am.**

*-Phillip,  
Special Olympics Athlete*



# WHAT MAKES US *Special?*

Special Olympics Northern California raised awareness for program participants and increased opportunities for our community to get involved in 2023 through a number of large-scale organizational initiatives.

## DO "SOMETHING SPECIAL" CAMPAIGN

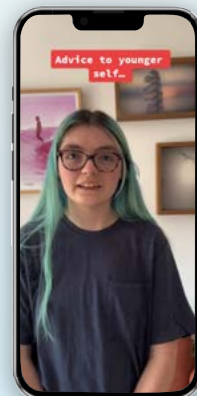
Our first-ever brand campaign helped redefine what it means to be 'special' within the Special Olympics movement and ignited momentum in our larger NorCal community. Addressing the preconceived notions of what it's like to live with an intellectual disability, we showcased NorCal athletes reclaiming the word 'special' as a thing of power: **"Special isn't what we are. It's what we do."**

### REACH

- More than **85+ million media impressions** across NorCal regions
- **150,000 video views** on YouTube alone
- TV ads featured in sports programming such as **Special Olympics World Games** and the **ESPY Awards**
- Hundreds of thousands of dollars of media inventory donated, delivering **6X the value** of our ad spend in NorCal

### RESEARCH

- Research revealed that **perceptions of Special Olympics and people with intellectual disabilities changed dramatically** after seeing our ads
- Volunteer consideration **rose 169%**
- Donation consideration **rose 127%**
- **81%** said the work Special Olympics does is very important
- Special Olympics had a **higher favorable view** than any other organization surveyed



## The Special Report

Our inaugural web interview series was introduced as a part of the 'Do Something Special' campaign. The Special Report is an innovative collection of interviews that empowers athletes to ask questions of professional athletes and community leaders like George Kittle, Gary Payton Sr., JT Marcinkowski, Julie Foudy, Santa Clara Supervisor Susan Ellenberg, Will Clark, Buster Posey, Lacey Schwimmer and others.



CLICK TO PLAY

## New SONC.org Website

The new and improved SONC.org website was launched in 2023 with updated features and a variety of new content. The website relaunch makes it easier for users within our community to access important information and creates more opportunities for new people to join the movement.





## SPORTS | Supporting *Win-Wins*

Athletes are at the center of our mission and drive inclusion through connections with volunteers, partners and the greater NorCal community. More than 27,000 program participants make up our NorCal sports footprint!

Our free sports programs provide an inclusive platform for people with intellectual disabilities of all ages to improve their physical fitness, build friendships and discover their fullest potential. This year's signature events included:

### Summer Games

For the second year in a row, Santa Clara University along with Cupertino High School played host to the largest NorCal championship event. The 2023 Summer Games featured intense competitions, a variety of programs, a Young Athletes Fair for children ages 2-9, and special guests and dignitaries.

**600+**  
ATHLETES

**1K**  
VOLUNTEERS

**4**  
SPORTS

**730+**  
8+ HEALTH SCREENING  
DISCIPLINES

**KEYNOTE SPEAKER** NFL Hall of Famer Bryant Young

**GUEST PERFORMERS** Las Vegas Headliner Frankie Moreno & Lacey Schwimmer of "Dancing with the Stars"



### 2023 World Games

The Special Olympics World Summer Games takes place every four years and signifies the pinnacle of Special Olympics events. The 2023 World Games was held in Berlin, Germany, and brought together more than 7,000 athletes from 190 countries.

**SPECIAL OLYMPICS NORCAL** was proud to be **REPRESENTED** at the 2023 World Games.

**ATHLETES**  
Annastasia Maloney  
Track & Field  
Jessica Lane  
Golf

**VOLUNTEER CADDIE**  
Lia Feriancek

**LAW ENFORCEMENT  
TORCH RUNNER**  
Lt. Jodi Williams

**TEAM USA  
COMMUNICATIONS**  
Tyler Krochmal

## SCHOOLS | Coaching *Beyond* the Classroom

Students with and without disabilities deserve the same opportunities to make friends, compete in sports and be a meaningful part of their school's culture.

This year, Special Olympics Northern California enrolled 181 schools in our Unified Champion Schools Program. The program joins students with and without intellectual disabilities on the same sports team, as leaders in school activities, and as organizers and participants in school-wide activities. We also partnered with **Guy Fieri**, the **Golden State Warriors** and **San Jose Earthquakes**, among others, to showcase the power of inclusion through play.



**IN THE NEWS!**  
Special Olympics at Kennedy High!



CLICK TO PLAY

### NORTHERN CALIFORNIA 2022-2023 SCHOOL YEAR

**113**  
Districts participated  
in some type of Special  
Olympics Program

**504**  
Schools that participated  
in 1 or 2 Unified Champion  
School® activity

**180**  
Schools participated as an  
Official Unified Champion  
School® (*Participates in all 3  
components of the Unified  
Champion School® Program*)

**133,000+**  
Number of Students Reached  
(*Children with and without  
intellectual disabilities*)





## LEADERSHIP | Creating *Confident* Ambassadors

There are no better advocates for individuals with intellectual disabilities than our athletes themselves. Athlete Leaders are local Special Olympics participants who take the opportunity to grow through virtual and in-person skill-based classes, presentation opportunities, and chances to take on leadership roles. These skills and trainings help open doors for Athlete Leaders to succeed at school, work, and in the community.

More than 100 Athlete Leaders were at the forefront of Special Olympics NorCal in 2023 and represented us at the State and US Capitols, in the “Do Something Special” campaign, on the Board of Directors and more.



[CLICK TO PLAY](#)



## HEALTH | Elevating Body & *Mind*

Physical fitness is important to winning on the field. But whole-body health, strength, well-being and proper care leads to a better and more fulfilled life. That’s what participants receive through the Health & Wellness program! Athletes had the opportunity to participate in Special Olympics every day in the Health & Wellness program through Walking Clubs, Fitness Seasons, non-invasive screenings, at-home resources and more. We also worked with community partners such as Stanford University to break down barriers of healthcare and improve access for people of all abilities.

**20+**  
TRAINED ATHLETE  
HEALTH MESSENGERS



[CLICK TO PLAY](#)

**1K+**  
HEALTH SCREENINGS

Introduced a quarterly  
**HEALTH & WELLNESS PRINTED  
NEWSLETTER** mailed to more than  
**6,500**  
athletes & families

### DID YOU KNOW?

Special Olympics is the **world’s largest public health organization** for people with intellectual disabilities?!

## COMMUNITY | We're *Better* Together

Athletes and their families benefit from Special Olympics NorCal programs at no cost and are elevated into the spotlight thanks to generous community donors and partnerships. We are grateful for the ongoing support of local community groups; businesses like Safeway, Flyers Energy, and Central Valley Starbucks locations; volunteers; donors; and professional teams such as the **San Francisco 49ers, Sacramento Republic FC, San Jose Earthquakes, Oakland A's, San Jose Sharks, and Sacramento Kings**, as well as the Bay Area Sports Hall of Fame and San Jose Sports Hall of Fame.



[CLICK TO PLAY](#)

Our inclusive movement has ignited change at the highest levels, including direct multi-year support from the **State of California**. Special Olympics is also at the grassroots level with annual funding from **Santa Clara County**, local fundraising, and volunteerism from law enforcement. Hundreds of agencies work with us throughout the year to raise funds, volunteer at competitions, and form mutually-beneficial relationships with our athletes and families. In the past year, local law enforcement has **raised more than \$1.4M** for Special Olympics NorCal!





# FUND ALLOCATIONS

## HOW YOUR CONTRIBUTIONS WERE SPENT - 2022



## OUR REVENUE SOURCES - 2022



## IMPACT:

Every **\$500** provides 1 athlete FREE access to Special Olympics NorCal opportunities for a year, with \$0.91 of every dollar going directly back to athlete programs.



**22K+**  
Social Media Footprint

**13K+**  
Newsletter Subscribers

**13K+**  
Visits to sonc.org per month



**10K+**  
Unified Sports Partners



**17K+**  
Athletes

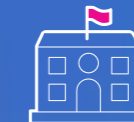
**15K+**  
Volunteers

**5400+**  
Coaches

**100+**  
Athlete Leaders



**630+**  
Health & Wellness Screenings



**500+**  
Schools in Partnership Program



**230+**  
Competitions



**5.5M**  
Global Special Olympics Athletes

**1.1M**  
Global Special Olympics Coaches & Volunteers

# STATEMENT OF ACTIVITIES

(INCOME STATEMENT) For January 1 to December 31, 2022

REVENUES	2022	2021
Proceeds from Fundraising Events	1,944,409	1,366,601
Expenses from Fundraising Events	(377,372)	(249,280)
Net Special Event Revenue	\$ 1,567,037	\$ 1,117,321
Contributions Of Nonfinancial Assets	6,865,000	3,020,083
Public Contributions	6,429,466	6,244,066
Grants	15,654,630	3,585,722
Contributions from Bequests, Estates & Trusts	618,805	536,316
Contributions from Special Olympics, Inc.	624,836	398,535
Gain on Forgiveness of PPP Loan	779,635	802,800
Employee Retention Tax Credit	541,563	—
Other Revenue	104,885	5,225
<b>TOTAL REVENUES</b>	<b>33,185,857</b>	<b>15,710,068</b>
EXPENSES	2022	2021
Program Services	\$ 15,010,712	\$ 8,748,458
General & Administrative	407,088	369,638
Fundraising	2,829,045	2,147,483
	<b>18,246,845</b>	<b>11,265,579</b>
Change in Net Assets	14,939,012	4,444,489
Net Assets - Beginning of Year	9,391,409	4,946,920
<b>TOTAL NET ASSETS - END OF YEAR</b>	<b>24,330,421</b>	<b>9,391,409</b>

# STATEMENT OF FINANCIAL POSITION

(BALANCE SHEET) For January 1 to December 31, 2022

ASSETS	2022	2021
<b>CURRENT ASSETS</b>		
Cash & Cash Equivalents	\$ 8,350,720	\$ 9,230,394
Contributions & Grants Receivable	15,256,989	243,634
Employee Retention Tax Credit Receivable	284,324	—
Due from Affiliated Organization	714,177	876,246
Prepaid Expenses	264,609	135,058
Other Current Assets	76,935	84,262
<b>TOTAL CURRENT ASSETS</b>	<b>24,947,754</b>	<b>10,569,594</b>
<b>NON-CURRENT ASSETS</b>		
Deposits & Other Assets	\$65,954	\$65,954
Equipment & Leasehold Improvements, Net	\$125,763	\$36,467
Operating Lease Right-Of-Use Asset	\$2,467,223	—
<b>TOTAL NON CURRENT ASSETS</b>	<b>\$2,658,940</b>	<b>\$102,421</b>
<b>TOTAL ASSETS</b>	<b>\$27,606,694</b>	<b>\$10,672,015</b>
LIABILITIES	2022	2021
<b>CURRENT LIABILITIES</b>		
Accounts Payable & Accrued Expenses	\$ 559,918	\$ 350,971
Operating Lease Liability	387,424	—
Note Payable - Paycheck Protection Program	—	779,635
Note Payable - Economic Disaster Loan	7,692	7,692
<b>TOTAL CURRENT LIABILITIES</b>	<b>\$955,034</b>	<b>\$1,138,298</b>
<b>LONG-TERM LIABILITIES</b>		
Operating Lease Liability	2,180,034	—
Note Payable - Economic Injury Disaster Loan, net of current	141,205	142,308
<b>TOTAL LONG-TERM LIABILITIES</b>	<b>\$2,321,239</b>	<b>\$142,298</b>
<b>TOTAL LIABILITIES</b>	<b>\$3,276,273</b>	<b>\$1,280,606</b>
NET ASSETS	2022	2021
Without Donor Restrictions	\$ 7,126,542	\$ 3,640,298
With Donor Restrictions	17,203,879	5,751,111
<b>TOTAL NET ASSETS</b>	<b>\$24,330,421</b>	<b>\$9,391,409</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>27,606,694</b>	<b>10,672,015</b>



# BOARD OF DIRECTORS

As of December 1, 2023

## ERIC WILFRID

Board Chair  
HP  
Head of Engineering

## TOM ALBANESE

Member-at-Large  
Central Concrete  
Director of Business Development

## PRAK BEBARTA

Resource Development Co-Chair  
Salesforce  
Area Vice President

## BRENT BOUNDS

eBay  
Vice President, Treasury,  
Collections & Procurement

## NUZHA BUKHARI

Audit Committee Chair  
City National Bank  
Market Executive

## PATRICK CRONIN

Resource Development Co-Chair  
AHEAD (formerly)  
Executive Vice President

## DREW FRASER

Main Post Partners  
Portfolio Operations Leader

## LARRY GARLICK

Emeritus  
Remedy Corporation  
CEO (Retired)

## MICHAEL GREY

Caesars Entertainment, Inc  
Senior Vice President Finance  
-Las Vegas Operations

## KIM HING

Special Olympics Athlete Leader  
Genius Academy  
Teacher

## AARON JOHNSON

Deputy Chief  
City of Rohnert Park

## CHUCK KOCH

Emeritus, Governance and  
Engagement Chair

## JENNY LINTON

OSIsoft (formerly)  
President

## KIMBERLY LYTIKAINEN

Five9  
General Counsel, Chief Compliance  
Officer & Secretary

## JT MARCINKOWSKI

San Jose Earthquakes  
Goalkeeper

## RICHARD RAHM

Strategic Planning  
Committee Co-Chair  
Littler  
Shareholder & Class Action and  
Appellate Employment Lawyer

## MIKE RICH

CRO and President Global Sales  
Zscaler

## LAUREN RUIZ

Reyes Coca-Cola  
President, Central Valley Market Unit

## JUSTIN STEINBERG

Special Olympics Athlete Leader  
Stanford University  
Research Assistant

## MIKE TESKE

Flyers Energy, LLC  
Director of IT & Engineering

## PAUL VELASKI

Board Secretary, Finance Committee  
Chair, Strategic Planning Committee  
Co-Chair  
UC San Francisco  
CFO & Executive Director,  
Gift Policy and Accounting

## NICHOLE WALKER

City National Bank  
Senior Vice President &  
Senior Wealth Strategist

## DAVE WELSH

KKR & Co.  
Partner & Head of  
Technology Growth Equity

## DAN WINTER

Intel Corporation  
Regional Security Manager

## MICHELE WYMER

Vice Chair  
Kyle House Group  
Partner

# ANNUAL PARTNERS





***Special Olympics***  
*Northern California*

*Playing today for a more inclusive tomorrow*

*#OneNorCal*

3480 Buskirk Ave #340  
Pleasant Hill, CA 94523

info@sonc.org  
***SONC.org***