



MISSION:

To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with an intellectual disability, 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.

HISTORY:

Founded in 1990 and was accredited by Special Olympics, Inc. that same year.

PARTICIPANTS (per the 2012 census):

Registered athletes:	44,082
Coaches:	2,000
Competitions:	73

GOAL:

To achieve a 10% increase in number of coaches and athletes, an increase in Unified Sports teams, and an increase in the number of local competitions to at least 700 by 2016

INTERNATIONAL EVENTS:

- 7 delegates competed in the 2013 Special Olympics World Winter Games in PyeongChang, South Korea
- 87 delegates competed in the 2011 Special Olympics World Summer Games in Athens, Greece
- Participation in the 2010 Special Olympics Global Congress in Marrakech, Morocco
- 88 delegates competed in the 2007 Special Olympics World Summer Games in Shanghai, China

OFFICIAL SPORTS:

Aquatics	Athletics	Basketball	Bocce
Cycling	Football	Gymnastics (Artistic)	Gymnastics (Rhythmic)
Judo	Sailing	Table Tennis	Tennis
Figure skating	Floor Hockey	Snow Boarding	Snow Shoeing
Short track Speed Skating			

OTHER DEVELOPMENT PROGRAMS:

Athlete leadership Program (ALPs)
 Young athletes
 Unified Sports
 Healthy Athletes

OFFICIAL LANGUAGES:

Portuguese

EXECUTIVE STAFF:

Mr. George HC Millard, Board Chair
Mr. Ana Paula Soares, National Director

SPECIAL OLYMPICS BRASIL

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FOCUS PROGRAM RATIONALE

SO Brasil is a priority Program for our movement, having 40% of Latin America's population, a unique culture and huge potential for development.

SO Brasil coaches are university certified physical education coaches who have also been certified by SO Brasil. Many of them are working at schools and institutions where they are offering year-round training for our athletes.

This past year, a new Board Chair was appointed who is a business consultant and is taking the lead to establishing a new business model for our Program, one that is focused on improving public awareness and diversifying its sources of revenue to support sustainable growth.

While the Program continues to recruit and certify a growing number of coaches, more attention is now being paid to recruiting and training new leaders to serve on the National Board and a growing number of State and Sub-Program Committees.

A major strategy for growth continues to be the development of Global Football. Investments from CAF, ESPN and Angelo Moratti this year are helping the Program to expand its Football and Unified Football programs, reaching athletes in some of the most marginal communities of Rio de Janeiro and São Paulo.

The Lions International commitment to invest US\$ 1.5 million over the next four years in Brazil represents a unique opportunity to develop strong and sustainable Sub-Programs across the country, to expand Healthy Athletes, Families and Youth Activation programs and to seek new leaders to serve on the National Board and the State and local program committees.

In the next four years the country will play host to both the FIFA World Cup and the Olympic Games, both of which bring opportunities to leverage the attention on and investment in the country for the benefit of Special Olympics.

The goals for SO Brasil in 2014 include:

- 1) Recruiting and training at least 6 new Board members;
- 2) Implementing accreditation for all State Programs and Sub-Programs;
- 3) Engaging Board members and our Ambassadors in a fundraising campaign that will raise at least US\$ 100,000;
- 4) Identifying and engaging partners to develop and implement communications strategies;
- 5) Increasing the number of athletes and coaches by at least 10% with a focus on developing Unified Sports and increasing the number of local events to at least 300;
- 6) Leveraging ESPN and UNICEF partnerships and activate Football Team and Player Ambassadors to expand football leagues in at least three states;
- 7) Launching first year of Lions – SO Brasil project and ensure that all first year goals are met.
- 8) Training Healthy Athletes Clinical Directors and conduct Healthy Athletes screenings in at least 5 new states.