



Special Olympics has a 95% favorability rating in the United States.

64% of people in the United States ages 18-34 are familiar with Special Olympics.



Corporations who partner with Special Olympics experience a range of benefits, including improved

employee morale, increased sales and stronger connections to the communities in which they operate, as evidenced by long-time corporate partners of Special Olympics such as Mattel Inc. and Procter & Gamble.

While Unified Sports remains a relatively new brand, familiarity with it is increasing, with one of five individuals ages 18-34 reporting familiarity in the United States.



A strong majority of respondents (70%) feel more positively about companies that support Special Olympics.

Both males (72%) and females (64%) report a high familiarity rate with Special Olympics in the United States.



A strong majority of respondents (85%) also report being likely to buy a product or service from a company that supports Special Olympics.

73% of people in the United States ages 55 and up are familiar with Special Olympics.



- 2011 top nonprofit organization serving people with disabilities.
- 2013 Community Leadership Award by the President's Council on Fitness, Sports & Nutrition.
- New York Times featured Special Olympics' #PlayUnified campaign in 2014.
- Ranked #8 for brand image in Cone's Nonprofit Power Brand 100 Index.
- "2016 Brand of the Year" and "2017 Brand of the Year" for non-profit organizations focused on disabilities by the Harris Poll EquiTrend Nonprofit Brands of the Year.
- Named one of "America's Greatest Brands" in 2005.
- Direct Marketing Association Nonprofit Organization of the Year award in 2001.
- Special Olympics is recognized by the International Olympics Committee and is the only other organization permitted by the organization to use the word "Olympics."

#SpecialOlympicsNY

Statistics obtained from Complete Research Overview Tool: Download Special Olympics research information in a designed-to-print, 50+-page file that covers attitudes, sports, Unified Sports, health, Unified Strategy, Young Athletes, families, demographics, brand and Program evaluation. https://media.specialolympics.org/resources/research/Special-Olympics-Research-Overview.pdf?_ga=2.210925077.1031334284.1537797681-1374978559.1535481894 - pages 46-47