



# 2023 PARTNER IMPACT REPORT

*How Minnesota companies are supporting the inclusion revolution*

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**Special  
Olympics**  
Minnesota



## AN OPEN LETTER TO OUR PARTNERS

As we close another remarkable year, I want to thank you for your support of Special Olympics Minnesota. Through your financial contributions and volunteerism, you have empowered us to expand our programs, reach more athletes and create a more inclusive and compassionate state for all.

The strategic partnerships we have built with companies across Minnesota have played a pivotal role in shaping the success of our organization. Your belief in our mission has opened doors to new opportunities, allowing us to amplify our impact and create lasting change in the lives of individuals with intellectual disabilities.

As we reflect on the past 50 years of Special Olympics Minnesota, we look forward to continued collaboration and innovation. Your ongoing support is instrumental in driving our mission forward and ensuring that individuals with intellectual disabilities have the opportunity to the programs they need and deserve.

This Impact Report highlights a few of our outstanding partners in 2023. We continued to be inspired by the creative and innovative ways our partners help us deliver our mission of inclusion.

Please accept our deepest appreciation for your dedication to Special Olympics Minnesota. We are sincerely grateful for your partnership, and we remain optimistic by the positive change we can create together.

Thank you once again for your generosity and commitment to inclusion.

A handwritten signature in black ink, appearing to read "D. Dorn". The signature is stylized with a large initial "D" and a cursive "Dorn".

Dave Dorn, President & CEO of Special Olympics Minnesota

# 2023 IMPACT



**16**

OFFICIAL  
SPORTS



**52**

EVENTS &  
COMPETITION



**5,729**

ATHLETES  
ENGAGED



**300**

UNIFIED CHAMPION  
SCHOOLS



**3,099**

FREE HEALTH  
SCREENINGS



**3,471**

VOLUNTEERS

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## THE SPECIAL OLYMPICS BRAND

**#4**

Most trusted nonprofit  
in Morning Consult  
2022 Report

**95%**

of consumers believe  
our programs are  
important-very  
important

**64K**

Special Olympics  
Minnesota email  
subscribers

**70K**

Special Olympics  
Minnesota social  
media followers





# MINNESOTA VIKINGS UNIFIED TEAM

In partnership with the Minnesota Vikings, Special Olympics Minnesota's Unified flag football team is a testament to the transformative power of sports. Now in its third year, this collaborative Unified flag football team give Special Olympics athletes the professional treatment.

The 2023 Vikings Unified Team consisted of six athletes, four Unified partners and two coaches from the Burnsville Blast, an outstanding SOMN Delegation from Burnsville. At the start of the season they signed honorary contracts with Coach O'Connell at the TCO Performance Center. They had the unique experience of practicing at the Vikings facility, meeting NFL players Justin Jefferson, Harrison Philips and Harrison Smith.

In October, the Vikings Unified Team ventured to Charlotte, North Carolina, where they engaged in a thrilling match against the Carolina Panthers Unified Team, emerging victorious with a 21-13 score. This partnership illustrates what can be achieved when *everyone* gets the opportunity to play.





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*“We hope this partnership inspires others to embrace the mission of Special Olympics and open their hearts to a wider world of human talents and potential.”*

**BRETT TABER**  
VICE PRESIDENT OF SOCIAL IMPACT  
MINNESOTA VIKINGS



Scan to learn  
more about  
the Vikings  
partnership.





*Affinity Plus Federal Credit Union is a member-owned cooperative seeking to provide meaningful banking experiences while building stronger communities across Minnesota.*

## AFFINITY PLUS ATHLETE OF THE GAME

The "Affinity Plus Athlete of the Game" is a collaborative venture between Affinity Plus and the University of Minnesota Athletics. The initiative recognizes the achievements of Special Olympics Minnesota athletes during men's and women's hockey and basketball games.

The "Affinity Plus Athlete of the Game" is a celebration of the accomplishments and contributions made by Special Olympics athletes, showcasing the intersection of sportsmanship and community engagement.

## AFFINITY PLUS POLAR PLUNGE KICKSTARTER CAMPAIGN

Affinity Plus trailblazed a unique incentive for participants of the Polar Plunge. In 2023, the first 2,000 individuals who registered with the code "AffinityPlus" received a generous \$50 donation from Affinity Plus to kick-start their fundraising efforts.

This impactful gesture not only encouraged participation in the Polar Plunge but also exemplifies Affinity Plus's commitment to supporting initiatives that make a meaningful difference in the community.

In addition to supporting Polar Plungers with the kickstarter campaign, Affinity Plus employees raised more than \$67,000 by taking the Plunge themselves!







*Treasure Island Resort & Casino and the Prairie Island Indian Community have contributed \$25 million to thousands of non-profit and civic organizations throughout the region since 1994.*

## **TREASURE ISLAND & ST. PAUL SAINTS HOME RUN PROMOTION**

Treasure Island and the St. Paul Saints teamed up to create a fun and impactful campaign that benefited Special Olympics Minnesota. Treasure Island pledged to donate \$500 for every home run hit throughout the Saints' season, totaling \$9,500. This partnership exemplifies how the excitement of the game can be harnessed to make a positive community impact.

## **TREASURE ISLAND SLOT TICKET DONATION CHARITY OF THE MONTH**

During the months of June and July, guests of Treasure Island casino demonstrated their generosity by donating unclaimed slot tickets. The collective effort resulted in an impressive fundraising total exceeding \$30,000 for Special Olympics Minnesota. The initiative not only showcases the power of community engagement but also highlights how small contributions can collectively make a substantial impact.

## **TREASURE ISLAND BAD PANTS OPEN TITLE SPONSOR**

Year after year, Treasure Island reaffirms its commitment to supporting Special Olympics Minnesota by serving as the title sponsor for the Ian Leonard Bad Pants Open charity golf tournament. This tournament, featuring a foursome scramble format, places an emphasis on fashionable fun while contributing significantly to the ongoing success of Special Olympics Minnesota initiatives.



## **WINGS & BREW**

In July 2023, Treasure Island hosted a wings and brew concert. The event included food trucks, beer vendors and a wings contest with celebrity guest judges including Eric Perkins, a long-time supporter of Special Olympics Minnesota. For every wing sold Treasure Island donated \$1 to Special Olympics resulting in a total donation of \$5,122.



# JERSEY MIKES

Jersey Mike's serves authentic subs on freshly baked bread at more than locations 50 in Minnesota. In July 2023, Jersey Mike's hosted a two-day campaign, pledging to donate 25% of every purchase to Special Olympics Minnesota. The campaign proved immensely successful, raising \$86,761.

Beyond this campaign, Jersey Mike's continues to support Special Olympics Minnesota by providing lunches at various state competitions and hosting statewide fundraisers within their stores, showcasing a sustained approach to making a positive impact in their communities.





*Scan to learn  
more about  
Ovative's  
partnership.*



## OVATIVE GROUP

Headquartered in Minneapolis, Ovative Group is an independent, digital-first media and measurement firm. Through its Champions of Change initiative, Ovative Group provides in-kind marketing services and expert guidance to Special Olympics Minnesota's Polar Plunge to drive awareness and registrations.

In August 2023, Ovative Group hosted Special Olympics athletes and coaches at their office for 'Shenanigan's Day,' a day of connection, philanthropy and fun. The day included games and competitions and Ovative staff brainstorming solutions to recruit more coaches for Special Olympics teams.

In addition to providing expert marketing guidance, Ovative has one of the largest corporate Polar Plunge teams in the state, raising more than \$74,000 in 2023!

*Special Olympics Minnesota's*  
**2023 PARTNERS & SPONSORS**



Learn more about Special Olympics Minnesota's partners at [somn.org/sponsors](https://somn.org/sponsors)