



**Special Olympics Washington**

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## Special Olympics Washington Returns to Play with a Bold New Vision for Inclusion

*New "Beyond Gold" multi-year campaign will expand the scope, reach, and impact of the organization's life-changing programs for those with intellectual and developmental disabilities across Washington State*

SEATTLE – NOVEMBER 8, 2022 -- [Special Olympics Washington](https://www.specialolympics.org/washington), one of the leading advocates for people with intellectual and developmental disabilities in Washington, announced the launch of **Beyond Gold** ([BeyondGoldWA.com](https://BeyondGoldWA.com)), an ambitious new multi-year campaign that will significantly expand the scope, reach, and impact of the organization's programming. The effort will mark the largest of its kind in the organization's history and is aimed at building a more inclusive, athlete-led organization that's better equipped to serve the needs of its constituents over the coming decade.

The campaign was developed as a result of extensive organizational feedback collected during its pandemic-induced pause to in-person events from over 50,000 athletes, donors, volunteers, community leaders, parents, and caregivers. While Special Olympics is traditionally known for its sports programming, "Beyond Gold" shines a light on a broader range of life-changing health, education, and community support services that shape its day-to-day impact on the lives of athletes. The resulting strategy offers a transformational multi-year campaign built to drive change in five key areas:

- **Community:** Prioritize the needs of people with intellectual and developmental disabilities and strengthen support from within their communities.
- **Leadership:** Empower athletes to be advocates, ensuring that they are the ones leading the way.
- **Belonging:** Drive inclusion for all people, especially in underrepresented communities.
- **Equity:** Provide a better experience for volunteers, athletes, and their circles of care.
- **Connection:** Invite the community to experience the impact and mission of Special Olympics firsthand.

Special Olympics Washington's CEO and President, David Wu said of the campaign: "We've always been more than a sports organization. The loss of in-person training and competition during the pandemic made clear just how critical our work off the field is to helping athletes lead healthy, happy, and productive lives. That downtime posed a significant challenge, it also provided us with the opportunity to reimagine how we can expand our programming to better support our volunteers, athletes, and their care circles."

The operational changes required to support these objectives have been in motion since well before the start of the calendar year. They include the election of Kelly Campbell as the first Special Olympics Washington athlete to lead the board of directors; the Special Olympics Washington-led establishment of a nationwide "Center of Excellence" to model technology transformation across Special Olympics programs in the U.S.; and efforts to deepen its partnerships with business and community organizations.

**BeyondGoldWA.com**



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The Beyond Gold campaign will play a key role in the organization's ability to reach its goals over the next decade, including:

- Recruiting thousands of volunteers - from coaches to local coordinators - to further develop regional programming, athlete leadership, and more.
- Increasing engagement with community partners, businesses, and donors to enable a wide range of Beyond Gold initiatives - from healthy equity to digital transformation.
- Increasing the number of individuals with and without intellectual and developmental disabilities involved in its programs.

To learn more about how you can support the Beyond Gold campaign and to sign up to receive updates, please visit [BeyondGoldWA.com](http://BeyondGoldWA.com) or follow us @BeyondGoldWA on social media.

**About Special Olympics Washington**

Special Olympics Washington provides year-round sports training and athletic competition in a variety of Olympic-type sports, inclusive health programs, and community building for more than 7,500 children and adults with and without intellectual and developmental disabilities, 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. Learn more at [SpecialOlympicsWashington.org](http://SpecialOlympicsWashington.org).

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