



**Special  
Olympics**  
**Olympiques  
spéciaux**  
Canada

# Social Return on Investment (SROI)

## Mission

Special Olympics Canada is dedicated to enriching the lives of Canadians with an intellectual disability (ID) through sport.

**\$1 = \$8.76**

For every \$1 invested in Special Olympics community sport programs in Canada, \$8.76 of social benefit is created through improved physical and mental health and increased employment.

## Measuring Impact Through SROI

SROI = A measure of the social, environmental, and economic value of an organization's activities.

## How is it calculated?¹

- Special Olympics Canada engaged with **Bain & Company** to research dollar-based substitutes to quantify Special Olympics Canada's improved athlete outcomes.
- Both short and long-term estimated **financial and social outcomes** were included, divided by the cost of running the program.

(1) SROI calculations require informed assumptions and are thus a mix of art and science and are not intended to be used to compare the impact of different organizations.

## Individuals with an intellectual disability...



Have a **3/4** chance being **obese or overweight**



Have a **50% higher risk of depression** vs the general population



Have **shorter lifespans** than the general population by **20 years**



Have a **28%** rate of **employment**

## Involvement in Special Olympics leads to...



A **15%** reduction in **risk of diabetes**



A **49%** reduction in **risk of depression**

**+ 2.5 years**

**increased lifespan** for athletes engaging in aerobic activity **3+ times per week**



A **44%** rate of **employment**

## Annual benefit to society today is...

**\$100-150M**

saved in healthcare spend on **Special Olympics athletes**

**>\$100M**

contributed to local economies in **incremental income**

## About Special Olympics Community Sport Programs in Canada

- Daily community sport programs take place year-round at the local level serving **more than 42,000 athletes** in communities across the country.
- From **play-based programs for children** to **individual and team sports for youth and adults**, there's truly something for everyone.
- **All ages and abilities are welcome** to join and participate in a safe and inclusive environment.
- Programs are run by trained volunteer coaches and **overseen by Provincial and Territorial Chapters.**



## Benefits to athletes participating in Special Olympics programs :



Regular physical activity



Nutrition and health education



Network of peers and mentors



Low/no cost



Improved mental and emotional well-being



Leadership and employment skills



Improved self esteem



Sense of belonging



To learn more about Special Olympics Canada

