



**Special  
Olympics**  
Missouri

# 2024 ANNUAL REPORT



“LET ME WIN. BUT IF I CANNOT WIN, LET ME BE **BRAVE** IN THE ATTEMPT.”  
- Special Olympics Athlete Oath



**Central Area/HQ** 305 Special Olympics Dr. Jefferson City, MO 65101  
**Kansas City Metro Area** 9150 E. 41st Ter. Suite 213 Kansas City, MO 64133  
**North Area** 3725 Gene Field Rd, Ste B, St Joseph, MO 64506  
**Southeast Area** 1625 N. Kingshighway Cape Girardeau, MO 63701  
**Southwest Area** 3524 S National Ave. Springfield, MO 65807  
**St. Louis Metro Area** 2945 S. Brentwood St. Louis, MO 63144



# LETTER FROM LARRY



SOMO President & CEO Larry Linthacum welcomes SOMO athletes at the 2024 Gary Brimer Sports Camp.

Dear Friends and Supporters,

I am thrilled to share the incredible progress and milestones Special Olympics Missouri (SOMO) has achieved throughout 2024. This past year has been a powerful testament to our unwavering commitment to building confidence in individuals with intellectual disabilities through the transformative power of sports.

At the heart of our work is the SOMOJO spirit—the warm, unifying energy that lights up every event we host. With the continued success of our SOMOJO4ALL campaign, we are reminded daily that SOMO is truly for everyone—athletes, coaches, volunteers, and our generous financial partners alike.

This year, our statewide competitions have soared to new heights, showcasing the talents and resilience of our athletes. Whether at Area Competitions or our State Games, every event was filled with unforgettable moments of sportsmanship, personal triumph, and the spirit of inclusion that defines SOMO.

We are especially excited to bring the 2025 State Summer Games to Kirksville, where the community is eager to welcome our athletes and celebrate their incredible achievements. Additionally, we are thrilled to host the State Outdoor Games in Springfield for the first time, expanding our reach and introducing even more people to the power of Special Olympics Missouri.

Equally inspiring were our fundraising efforts. The tremendous support at our Polar Plunges and other community events has not only provided vital resources for our programs but also reaffirmed the power of a united community committed to making a difference. The 2025 Plunge season is already underway, and we're excited to see even more people taking the plunge to support our athletes.

Our Training for Life Campus was buzzing with energy in 2024. Hosting a variety of events—from our popular Healthy Hustle program to daily workshops and community engagements—this hub continues to be a catalyst for growth and connection. We are eager to build on this momentum in 2025, further expanding opportunities for our athletes to learn, train, and thrive.

I extend my heartfelt gratitude to each of you for your passion and support. Your dedication fuels our journey, enabling us to celebrate every victory—big and small—and to create a lasting legacy of empowerment, inclusion, and achievement.

Thank you for being an essential part of the SOMO story. I look forward to what we will accomplish together in the coming years.

Sincerely,

**Larry Linthacum**  
President  
& CEO

A handwritten signature in blue ink that reads 'Larry Linthacum'.



# STATEWIDE SPONSORS



University of Missouri



Health Care

**Rusty DREWING**



WE'RE *your* CAR PEOPLE

Columbia ★ Jefferson City

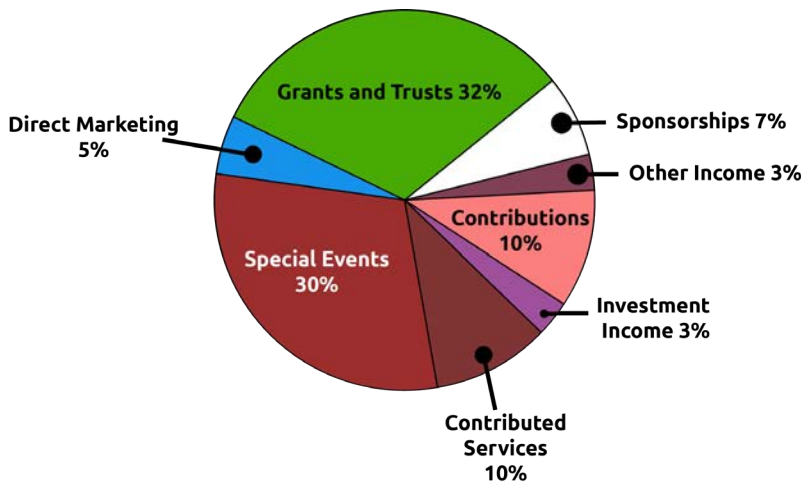


University of Missouri System  
COLUMBIA | KANSAS CITY | ROLLA | ST. LOUIS

## 2024 Financials

### Funding Sources — \$6,638,003

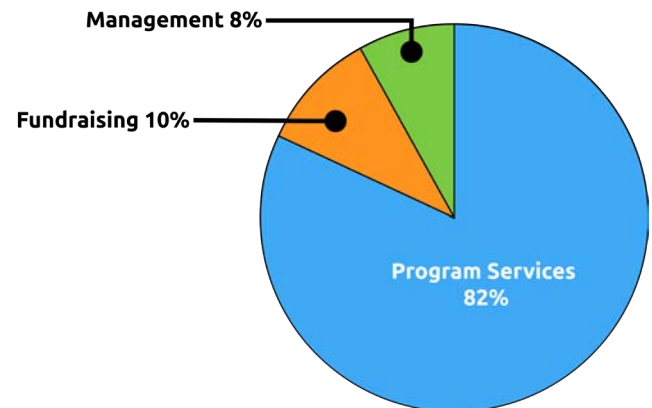
Transfer from Affiliate: \$1,000	Sponsorships: \$496,454
Contributed Services: \$691,576	Investment Income: \$220,451
Special Events: \$2,165,705	Other Income: \$207,044
Contributions: \$731,988	
Grants & Trusts: \$2,306,093	
Direct Marketing: \$367,019	



### Funding Uses — \$5,684,875

Program Services: \$4,668,799  
Fundraising: \$556,959  
Management: \$459,117

*\*Pending upcoming audit in spring 2025*



### Assets — \$23,058,895

Cash/Cash Equivalents: \$1,774,694	Fixed Assets: \$15,190,375
Investments: \$5,464,310	
Receivables: \$551,268	
Prepaid Expenses: \$61,491	
Inventory: \$16,751	
<b>Total Current Assets: \$7,868,520</b>	

### Liabilities & Net Assets — \$23,058,895

Accounts Payable: \$112,318	Long-Term Liabilities: \$200,927
Current Debt: \$0	<b>Total Liabilities: \$598,974</b>
Accrued Vacation: \$81,289	
Accrued Expenses: \$592	Without Donor Restriction Assets:
Agency Liabilities: \$198,376	<b>\$20,857,378</b>
Due to SEF: \$0	With Donor Restriction Assets:
<b>Total Current Liabilities: \$398,047</b>	<b>\$1,602,543</b>
	<b>Total Net Assets: \$22,459,922</b>

# 2025 GOALS

## THE SOMO VISION

We are  
TRAINING FOR LIFE

Reaching full potential by  
GENERATING MORE RESOURCES,  
ENGAGING A MORE ACTIVE LIFESTYLE,  
PROVIDING MORE OPPORTUNITIES,  
and STRENGTHENING LEADERSHIP

Special Olympics  
Missouri



SPECIAL OLYMPICS MISSOURI

# Training for Life

QUALITY OF LIFE → PRODUCTIVE CITIZEN

## Health



Through a healthy lifestyle we provide resources to sustain overall wellness.



## Active Lifestyle



Through an active lifestyle, we develop a mentally, emotionally, and physically sound athlete.



## Leadership



Through athlete leadership we are creating opportunities for people with ID to develop and demonstrate leadership roles.



## Learn a Trade



Through skill development, we establish inclusive opportunities to inspire greatness to reach fullest potential.



# INCLUSION - "EVERYONE MATTERS"

SOMO core values:

INTEGRITY - OPTIMISM - UNITY - ACCOUNTABILITY - EXCELLENCE



# 2024 HIGHLIGHTS



## 2024 Awards Banquet ([somo.org/awards](https://somo.org/awards)):

SOMO celebrated its 2024 Hall of Fame Class and annual award winners at the Awards Banquet at the Training for Life Campus. Lucas Blattel and Jeanie Byland were inducted into the Hall of Fame. Nicole Noblet was named Outstanding Athlete, Dianna Neihouse Outstanding Coach, Sally & Shawn Petersen Outstanding Volunteers, and the Niemeyer Family Outstanding Family.



## 2024 Polar Plunge ([plungemo.org](https://plungemo.org)):

The Law Enforcement Torch Run for SOMO hosted 10 Polar Plunges across the state in 2024, raising an incredible \$921,736 for our organization. A huge thank you to all 2,262 participants for braving the cold and taking the Plunge!



## My Cause My Cleats:

Kansas City Chiefs defensive end George Karlaftis selected Special Olympics Missouri for the NFL's "My Cause My Cleats" campaign. He collaborated with Special Olympics Missouri athletes to design custom cleats that reflect his commitment to empowering individuals with intellectual disabilities. Karlaftis wore these unique cleats during the Las Vegas Raiders game on Black Friday.



## Fourth Annual Evening with Andy Reid ([somo.org/andyreid](https://somo.org/andyreid)):

The 4th Annual Evening with Andy Reid, June 5, was a resounding success, celebrating Special Olympics Missouri (SOMO) athletes. The sold-out event featured strong representation by SOMO athletes, highlighting their achievements and the organization's impact. Attendees enjoyed an engaging program, including interactions with Coach Reid and inspiring stories from the athletes.



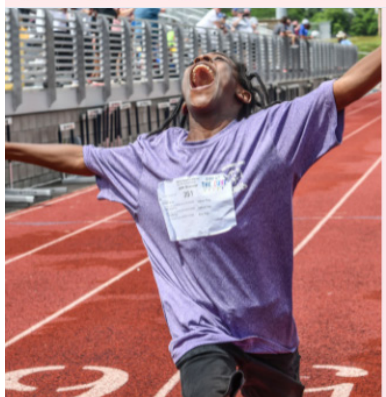
## Volunteers ([somo.org/volunteer](https://somo.org/volunteer)):

Thank you to all our incredible volunteers, dedicated coaches, and Unified partners! Your time, energy, and passion make a world of difference. We couldn't have achieved all that we did in 2024 without your unwavering support. You are the heart of our community, and we're so grateful for everything you do to empower our athletes!



## 2024 Health and Wellness ([somo.org/health](https://somo.org/health)):

SOMO's commitment to health and wellness in 2024 was evident through the Healthy Athletes Program, providing 1,404 free health screenings to our athletes. Thanks to the collaboration with Starkey Cares Foundation at our State Outdoor Games, athletes received referrals for further hearing care. This underscores the transformative impact we can achieve through dedicated partnerships and community support.



## 2024 State Competitions ([somo.org/competitions](https://somo.org/competitions)):

SOMO hosted four statewide competitions in 2024: State Indoor Games (St. Charles), State Summer Games (Columbia), State Pickleball (Jefferson City), and State Outdoor Games (Jefferson City). The events celebrated athleticism while highlighting the inclusive and empowering atmosphere that defines SOMO.



## 2024 Drive it Home Raffle ([somo.org/raffle](https://somo.org/raffle)):

The 2024 Drive it Home Raffle, powered by the Law Enforcement Torch Run for SOMO, raised more than \$124,000 for SOMO. Zach Snyder, from our Southeast Area, won the 2024 GMC Canyon AT4 4x4!



# 2025 FACT SHEET

SPECIAL OLYMPICS MISSOURI



Special Olympics transforms lives through sports, serving as the largest sports organization and a global social movement. It promotes athleticism, engages individuals with intellectual disabilities, strengthens community ties, and improves the well-being of athletes, ultimately changing the game for everyone.

- 6** National Banner School; Festus High School, Ste. Genevieve High School, Poplar Bluff High School, Odessa High School, Marquette High School & Webb City Junior High School
- 6** Statewide Partners; Missouri Association of Student Councils, Knights of Columbus, Law Enforcement Torch Run®, Diamond Pet Foods, University of Missouri System, MU Health Care, University of Missouri & Rusty Drawing Automotive
- 13** Sports Offered ([SOMO.org/sports](https://www.somo.org/sports))
- 14** Fitness Captains ([SOMO.org/health](https://www.somo.org/health))
- 17** Health Messengers ([SOMO.org/health](https://www.somo.org/health))
- 26** Athlete Leadership (ALPs) Graduates ([SOMO.org/ALPs](https://www.somo.org/ALPs))
- 39** Years of the Law Enforcement Torch Run® in Missouri ([SOMO.org/LETR](https://www.somo.org/LETR))
- 54** Years Special Olympics Missouri has been incorporated
- 103** Unified Champion Schools & Colleges ([SOMO.org/UCS](https://www.somo.org/UCS))
- 113** Sport Competitions



[WWW.SOMO.ORG](https://www.somo.org) 573.635.1660

- 115** Athlete Leadership participants for 2024 ([SOMO.org/ALPs](https://www.somo.org/ALPs))
- 410** Active Training for Life Campus athlete participants
- 706** Registered Coaches ([SOMO.org/coach](https://www.somo.org/coach))
- 1,322** Health screenings performed for our athletes to educate and maintain their health ([SOMO.org/health](https://www.somo.org/health))
- 2,400** Participants in the Polar Plunge ([plungemo.org](https://www.plungemo.org))
- 4,365** Participants in State events
- 7,160** Active volunteers statewide ([SOMO.org/volunteer](https://www.somo.org/volunteer))
- 14,502** Training for Life Campus visitors ([SOMO.org/campus](https://www.somo.org/campus))
- 45,859** Social media followers
- 1.4 M** Total Law Enforcement Torch Run® funds raised ([SOMO.org/LETR](https://www.somo.org/LETR))
- 5.17 M** Annual budget<sup>^</sup>

<sup>^</sup>Based on 2025 budget  
\*Annual information based on 2024 numbers & 2025 projections

# 17,973

## ATHLETES STATEWIDE

Including athletes, unified partners, young athletes, UCS athletes and UCS unified partners

