

THE CONNECTICUT ASSOCIATION OF SCHOOLS

The Fifty-Fifth Annual Meeting

May 10, 2007

2006-2007 ANNUAL REPORT

CAS-CIAC Unified Sports™ Program

Submitted by Ann Malafronte, Director

The goals for our Unified Sports™ Program for 2006-2007 were very specific:

- Increase the budget
- Emphasize public relations
- Raise participation by 5%, concentrating on the urban areas



Special Olympics did increase our budget, from \$66,000 to \$121,000 (allowing the addition of two wonderful part-time staff members and a part-time secretary), plus CIAC added \$5,000, which allowed a BOSE portable PA system and walkie-talkies to be purchased and recognition banners to be given to six award-winning schools. The Special Olympics commitment was further demonstrated by the donation of two new desktop computers and two laptops for event use.

Our public relations goal has been achieved through several different measures. First, a grant from the New Hope Foundation gave us \$6,000 and Special Olympics International added \$4,000 to enable us to produce a video, by fall 2007, on our Unified Sports™ School Program, including a Public Service Announcement, which will be used nationally and reproduced for each state to promote interest and growth. Secondly, we have actively promoted and received increased TV coverage and newspaper articles on our athletes and events.

It is expected, by the end of our May events, that data will show at least a 5% increase in participation this year. Three new events were added to our calendar and sixteen schools joined us: six high schools (Weaver, East Haven, CREC from Windsor, Law from Milford, Bolton and an Avon co-op with Farmington); one middle school from Bristol; and nine elementary schools, three from Glastonbury, three from Simsbury, one in Southington, one from Hartford, and a new co-op team from Avon.