

**BOARD OF DIRECTORS**  
**EXECUTIVE DIRECTOR ACTIVITY REPORT**  
**March – July 2019**

The following is an account of Special Olympics Haiti’s activities from March to July 2019.

**I. 2019 World Games Report**

The SO World Summer Games were held in Abu Dhabi from March 14-21, 2019. Our athletes competed in three (3) disciplines, namely:

- i. Unified football (7v7) - male
- ii. Track and field – female (100 m and 200 m)
- iii. Equestrian – 1 male and 1 female athlete

Participation at this year’s World Games was a life-changing experience for our delegation but also a defining moment for Special Olympics Haiti’s existence and image, in many respects, in closed-society Haiti. In a country that lately has been starved for positive news, our delegation’s triumphant return with 10 medals, brought pride to our nation and the Diaspora. Athletes were individually and collectively uplifted in the eyes of their respective family, friends and their community.



Group photo day of departure at Toussaint Louverture Airport



Group photo upon return with Minister of Sport, Edwing Charles

The official delegation was composed of 22 people:

- 1 Head of Delegation (HOD)
- 1 Assistant Head of Delegation (AHOD)
- 4 Coaches
- 12 Special Olympics Athletes
- 4 Unified Partner Athletes

In addition to:

- Board President (Rachel Pierre-Champagne)
- Media (Gaelle Cesar, Ticket Magazine – Le Nouvelliste)
- 3 Honored Guests (Kako Bourjolly, Stephanie Rigaud, Marc Arthur Champagne)

- iv. Unified football (7v7) – 1 gold medal



- v. Track and field – female (100 m and 200 m)
  - 1 gold and 3 silver medals (100 m only)



- vi. Equestrian Team
  - 1 gold, 3 silver and 1 bronze medal



This year’s World Games experience validated our athletes; they have demonstrated a boost in their confidence, great team spirit and reveled in being champions. We hope to continue this spirit of competition, achievement and excellence for our upcoming National Games in November 2019.

## II. PROGRAM ACTIVITIES

### i. World Games Press Conference – April 11, 2019

In recognition and to celebrate the achievement of the athletes at the Summer Games in Abu Dhabi, a press conference was held at the Kinam Hotel. New Brand Ambassador Kako Bourjolly moderated the event. Three (3) athletes, Vanesa Pierre, Darlene Milord and Yves Christopher Banks spoke on a panel

to explain their experiences in Abu Dhabi and what their participation and/affiliation to Special Olympics Haiti meant to them. Digicel Foundation presented each athlete with mobile phones.



ii. **World Vision Haiti - New Partnership Agreement – April 11, 2019**

At the press conference held on April 11, Special Olympics Haiti signed a Memorandum of Understanding with World Vision Haiti WVH – see picture below with Executive Director, Julie Lee. This joint partnership or collaboration is forged to work together to advance mutual organizational goals, in particular, to promote and protect persons with intellectual disabilities, and WVH’s fight of violence against children.

The MOU is a 1-year renewable agreement. SOH and WVH will work together in the coming months on education, community awareness and engagement work and public service announcements (PSAs) to promote inclusion and speak against our most vulnerable, violence against children and persons with disabilities, in particular, ID.



iii. **Brand Ambassador Program – April 2019**

In pro bono partnership with Danielle Berman, DB Consulting, the Brand Ambassador program was launched in April 2019 and was created to bring in influencers and sport personalities of Haitian descent to further promote the Special Olympics Haiti brand. Beginning with the World Games event, SOH named Kako Bourjolly as Brand Ambassador to help raise the local profile of the organization while in Abu Dhabi and beyond.

As influencers, Brand Ambassadors can support SOH and its activities by posting and reposting SOH messages through their social media networks and platforms. The Brand Ambassador program

provides opportunities to engage with local athletes through continued education, leadership development, mentorship and life skills activities, sport clinics and workshops, capping with the flagship annual event, the Special Olympics Haiti National Games.

As we begin to forge a relationship and it progresses positively, then the ultimate goal is to engage the Brand Ambassadors to fundraise on Special Olympics Haiti's behalf and develop new key partnerships.

The following are the five (5) Brand Ambassadors that we have engaged to date:

- Kako Bourjolly
- Jozy Altidore (MLS)
- Sebastian Joseph-Day (NFL)
- Anthony Duclair (NHL) and
- UNESCO Ambassador Claude-Alix Bertrand (Captain Haitian Polo Federation)

Ambassador Bertrand served as an invited honored guest to declare open the Special Olympics Northern California Summer Games in Davis, California in June. A meet-and-greet was also organized by the Northern California Chapter with athletes of Haitian descent after the Games.

**iv. L'Union Suite Media Partnership – April 2019**

In April, SOH partnered with L'Union Suite, a Haitian-American lifestyle, tourism, culture, society and entertainment blog site on the Internet. The partnership is an opportunity to further engage the Haitian Diaspora and relay our events and messaging regarding persons living with ID Haiti. This collaboration will further our efforts to gain more visibility in the Diaspora and in the international marketplace to generate more support.



**v. SODE / SONA Visit – May 2019**

Ann Grunert of Special Olympics Delaware and Amie Dugan of Special Olympics North America (SONA) visited Haiti during May to further assess SOH's current situation and provide additional technical assistance and guidance to continue to move the organization forward with its goals and missions. Meetings were held with the Executive Director, Board Chair as well as some local members of the Board.

SODE will be providing additional technical assistance for our financial system by purchasing Quickbooks for our bookkeeping purposes. SONA also donated two (2) desktop all-in-one computers.

**vi. Athlete Census – May 2019**

During end of April and beginning of May, the Director of Sports and the Community Awareness Coordinator conducted visits to our various partnering organizations in the hopes to get statistical numbers for our athlete corps. In the past various documentation, has stated that our athletes numbered 1,500 but we are estimating realistic numbers that should vary around 200 – 250 athletes.

We did not fulfill our objectives as we began the census too late in the academic year (post World Games at end of March). The census was supported by a 1-page program registration form and required permission to interview the athletes as well as access their personal records. Athletes who are registered as students in partnering organizations were conducting end-year exams; the political instability at the time made access difficult in some cases and were requested that forms be left to be completed by the institution and returned to SOH. This also extended the census period. Forms were incomplete or not completed properly by the institution partner. Therefore, we will resume the census registration during the beginning of the 2019-2020 academic period (September).

**vii. Digicel Community Event – Open House – May 2019**

Special Olympics Haiti participated at Digicel Foundation’s open house event on May 22. The Foundation brought together and celebrated the programs that they support. Invited partners were also provided a table/kiosk to further promote their programs. Fabiola Luc Thevenin and Conald Colbert spoke on behalf of the organization, Darlene Milord and Esmann Therant represented the athletes. Brand Ambassador Kako Bourjolly was also present.



**viii. World Vision Haiti Information Session – June 2019**

In their efforts to campaign and promote violence against children and vulnerable persons, WVH is seeking to create a series of PSAs and community awareness activities. In doing so, SOH selected athletes Darlene Milord, Esmann Therant and Yves Christaupher Banks who have demonstrated their leadership qualities and to participate in an information session to learn more about World Vision Haiti’s work on the ground, their newest campaign targeting violence towards vulnerable persons, in particular, children, and the work is planned between both organizations.

On August 13, WVH will film Darlene Milord’s a training session at Centre Equestre Chateaublond which will serve as footage towards a video PSA.

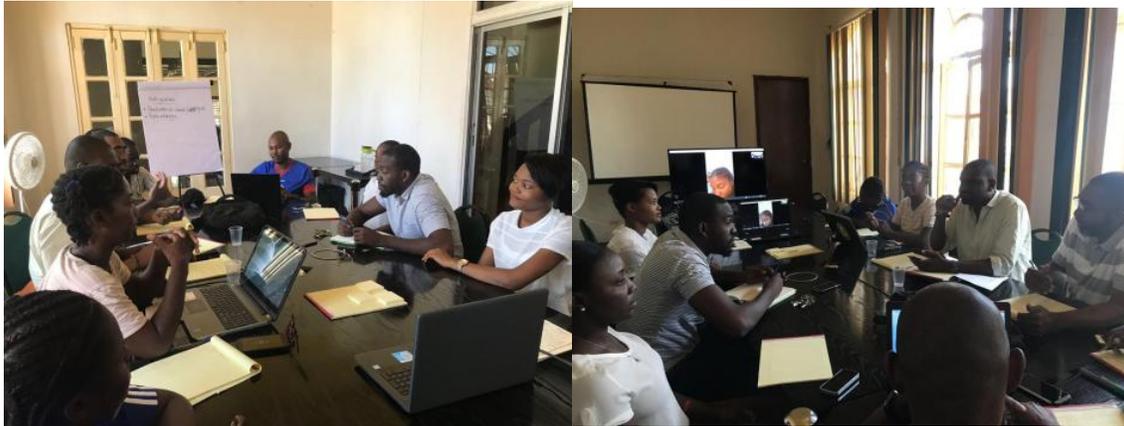


**ix. Coaching Recruitment / Assessments – June & July 2019**

In the efforts to continue to provide quality sport training, the Department of Sports is working to bring in new resources. The evaluations made over the past year sadly demonstrate that the current coach roster needs more education and training. To date, coaches cannot fulfill the basic requirements of providing a practice plan and practice reports. The training session held by SODE in December 2018, the Ministry of Sport sent about twenty-five (25) registered coaches from around the country to attend our training seminar.

SOH held two (2) meetings on June 18 and July 4 in the efforts to assess their interest and expertise that these new resources could bring to SOH. We are in need of curriculum developers, professional coaches and logistics technician to support the Department of Sports to ensure that our coaching staff is continually providing quality sport education and training to our body of athletes.

This coaches evaluation exercise will determine if the coach will be retained or demoted in status (meaning become an assistant coach or simply a volunteer).



**x. Upcoming events / activities**

- a. Healthy Athletes - Medical Clinic (September 7)
- b. Coaching Assessment (September 13-14 or 20-21)
- c. Athlete Assessment (November TBD)
- d. National Games (February 2020 TBD)

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**III. COMMUNICATIONS**

The overall objective is to develop a strong communication strategy to create a streamlined, unified voice and unified messaging in addition to revitalizing and raising the reputation and profile of Special Olympics Haiti on a national and international scale.

*\*\* The absence of a communications resource person since March 2019 has limited our ability to be more active in social media.*

**i. Website**

The website is still needs to be redone and rebranded.

**ii. Social media**

With daily postings and program updates, the public and local community is much more engaged; extremely important to expand our community outreach efforts and gain more corporate support.

	Facebook	Instagram	Twitter
Followers	1808	815	97
Following		245	79
Posts		228	259

*\*\* Statistics from March 1 to August 5, 2019 \*\**