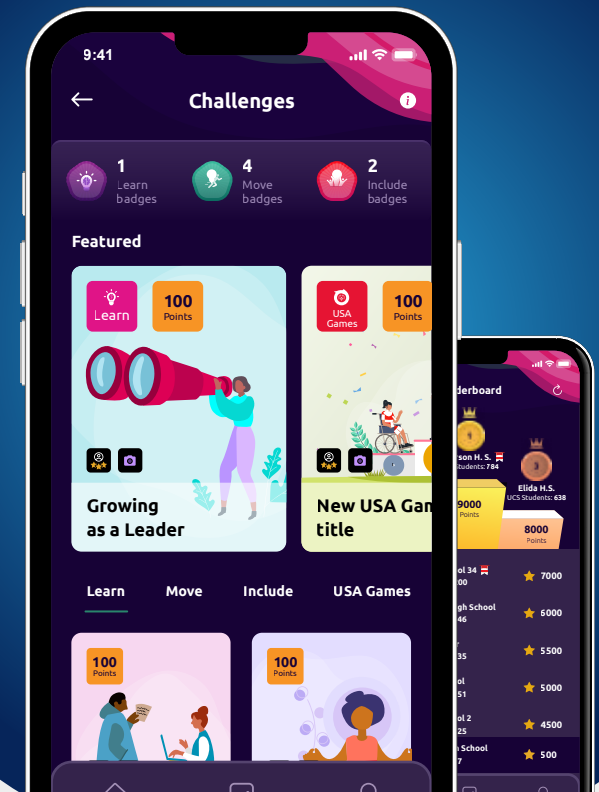


Special Olympics Unified Champion Schools (SOUCS)

Special Olympics Unified Champion Schools (SOUCS) builds on Special Olympics' values, principles, practices, experiences and impacts to shape a generation that welcomes everyone. SOUCS program is aimed at promoting social inclusion through intentionally planned and implemented activities affecting systems-wide change. With sports as the foundation, the three-component model offers a unique combination of effective activities that equip young people with tools and training to create sports, classroom, and school climates of acceptance. These are school climates where students with disabilities feel welcome and are routinely included in, and feel a part of, all activities, opportunities, and functions. This is accomplished by implementing inclusive sports, inclusive youth leadership opportunities, and whole school engagement.



Special Olympics
**Unified Champion
Schools®**



Problem Statement

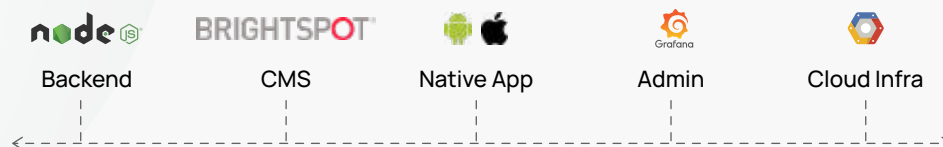
- 1 The pandemic made it difficult for SOUCS and associate schools & members to engage in person.
- 2 Low outreach resulting in reduced capacity for members to promote inclusion.
- 3 No fun way for students to connect with each other, on social media, and the larger population.

Solution Approach

A challenges and connections-based app with registered and non registered users with options to play challenges (solo or with a partner), earn badges and points. The aim of this app is to cater to over 8000 member schools and their students, and an unlimited number of users who may not be connected to the affiliated organizations. INADEV utilizes a modern application experience to support the following goals:

- An easy and authenticated onboarding process for the application (both for Special Olympics staff and SOUCS educators) as well as Guest users who are not a part of the UCS program
- Event based challenges and limited time features
- Discover content like videos, articles, and events posted by Special Olympics and UCS
- View content posted by other users on a public gallery, share reactions make connections with other users

Key Integrations



Benefits



Multiple integrations, including YouTube, HubSpot CRM, social media, SMS and email gateways



Implemented using MVVM-Clean Architecture Design Pattern, best practices in Android software development: reusability, maintainability, and testability of code



Feature rich app with registration paths, custom avatar creation, challenges, inviting friends to participate in activities, gallery views, and social media sharing

Business Outcomes

Community Building

The application intends to spread awareness regarding Special Olympics and build a community of inclusion by engaging users to interact with SO-specific content through interesting challenges/activities

Common Interactive Platform

For users who are already part of the SOUCS program, the application will provide a platform to interact with other like-minded people

Generate Awareness

Special Olympics will gain new audiences and spread awareness about SOUCS among a larger crowd, to foster improved social interactions between students from Unified Champion Schools (UCS)



Over the past 2 years, INADEV has helped us refine our concept for a mobile application and turn it into a reality. They are patient with us as we work through internal reviews and ensure that all stakeholders are looped in and approve of the direction. They are open to critique and answering our questions. Even with time zone differences, they are extremely flexible. Over time, it has been nice to see how they have acclimated to our branding, the language we use, as well as growing personal interests in our organization's mission.

Caroline Chevat,
Senior Manager – Digital Communications, SOUCS

