

## VISION

Special Olympics develops and empowers leaders, catalyzing actions that directly benefit people with intellectual disabilities and their communities. By harnessing the power of people to change hearts, minds and behaviors, we create more cohesive and accepting civil societies around the world.

## THE PROBLEM

### The Issue

Throughout the world, people with intellectual disabilities and their families experience profound **stigma** and **exclusion** that deny them basic human rights, limit their access to essential services, and jeopardize their health and well-being. Despite this systemic marginalization, governments, NGOs, and private sector responses to pressing global issues overlook people with intellectual disabilities and their families.



### Our Role

Special Olympics Programs and the leaders that make them strong – **athletes, families, volunteers and staff** – drive positive attitudinal and behavioral changes toward people with intellectual disabilities in communities worldwide. By empowering leaders, we create a more accepting and cohesive society.



### Successes

- ✓ Special Olympics has global leaders coordinating grass roots activity in **170 countries**.
- ✓ Over **4 million athletes and their families** and **1.7 million volunteers and coaches** are engaged in the Movement.
- ✓ **Dynamic portfolio** of proven sports, education, health and leadership programming that makes demonstrable and **positive impact** at the local, national and regional levels.
- ✓ Passionate leaders strive to achieve **Program excellence** standards designed to benefit all Movement leaders and **empower** them to change the communities in which they live.
- ✓ Proven initiatives provide a path for families and athletes to engage with their communities, and to take the lead in breaking down barriers to inclusion and respect.

### Limitations

- ! Special Olympics' brand and associated programming (such as Young Athletes and Athlete Leadership Programs) are not yet to scale in significant geographies.
- ! Activity in many parts of the world is episodic or fails to offer the full array of Special Olympics' programmatic portfolio.
- ! Limited local capacity and resources (financial, human and informational) to produce consistently high level of leadership talent required to implement and sustain durable, impactful programming and partnerships.
- ! Special Olympics training, evaluation and recognition tools need to be upgraded so that they help build competence and inspire a new generation of highly capable, impactful leaders.

## THE SOLUTION

### 1. Community Activation...

Leaders focused on benefiting Special Olympics athletes and their immediate circle of supporters.



### 2. Combined with Special Olympics' Convening Power...

Effectively bring together disparate but vested stakeholders at all levels, connecting and activating them via our proven portfolio of multi-faceted and effective programming.



### 3. Creates Inclusive Societies of Active, Engaged Citizens Across Geographies

Empowered leaders drive communities to tackle intolerance and injustice across multiple fronts so that every person is treated with dignity and respect.

