

Tracking against Strategic Plan goals

		KPI	% achieved	status
Advance Quality Sport & Competition	Growth Goals	1.9M new athletes (5.3M total)	32%	
		286,000 new certified coaches (530,000 total)	22%	
		88 new Programs offer Unified Sports® (223 total)	32%	
	Quality Goals	Athletes participate in at least 2 training sessions per week & 1 competition per quarter	Report in 2013	
		30% of athletes register in a Personal Sports & Skills Development program	Report in 2013	
Build Communities	Growth Goals	123,000 new Athletes in leadership roles (150,000 total)	2%	
		100% expansion of Young Athletes in each region	74%	
		20% of all volunteers are youth (12-25)	18%	
		20 new countries offer Healthy Athletes	55%	
	Quality Goals	90% of Programs meet one target in Athlete Leadership, Health, and Families	Report in 2013	
		60% of Regions meet all Program relevant targets in Athlete Leadership, Health, and Families	Report in 2013	
Connect Fans & Funds	Growth Goals	Double revenues across the movement	Report in 2013	
		75% of Programs support an organization-wide brand standard	Report in 2013	
Develop Movement Leadership	Growth Goals	75% of Program leaders complete Special Olympics leadership training	Report in 2013	
	Quality Goals	25% of Programs have a multi-year strategic plan	49%	Target met
		100% of Programs have annual plan and budgets that include leadership development components	76%	
Establish Sustainable Capabilities	Growth Goals	Reduce administrative costs by 25%	Report in 2013	
	Quality Goals	Create an integrated eCRM	50%	