



FAMILIES

***Special
Olympics***



Global Family Engagement Strategy

Phase 2 | 2027-2030



About this Strategy

The Phase 2 Global Family Engagement Strategy provides a shared direction for engaging, educating, and empowering families across Special Olympics. It focuses on creating meaningful opportunities for families to connect, contribute, lead, and strengthen the movement.

For additional support, please use implementation guide, which provides practical steps to help teams put the strategy into action.

Thank you for helping families feel connected, supported, and empowered throughout their Special Olympics journey.



Strategic Direction

Advancing from Phase 1 to **Phase 2**

>> From **engagement** >>>>

To **belonging**

Families help shape and strengthen the movement, not just participate in it.

>> From **initiatives** >>>>>>

To **systems**

Family engagement is embedded across structures, teams, and ways of working. Not one-off activities.

>> From **training** >>>>>>

To **mobilization**

Families are equipped to activate others and teach inclusion.

>> From **building** >>>>>>

To **measuring and scaling**

Family engagement is strengthened through data, evidence, and global replication.

[Click here to see the Phase 1 Global Family Engagement Strategy](#)



Vision Statement



PHASE 1

Building the Foundation

Develop and implement a global strategy that engages, educates, and empowers families so they become impactful teachers of inclusion. With a focus on siblings as key constituents, we will build a solid foundation for the advancement of family engagement work and inspire family members to be active participants and movement leaders.



PHASE 2

Holistic Integration

Support families at all levels of involvement and position them as leaders, engagers, and mobilizers by scaling and embedding family engagement across Special Olympics. Create meaningful pathways for families to grow, equip them to activate and connect others, and strengthen systems that sustain leadership while measuring impact on family well-being.



Phase 2 Global Family Strategy



This strategy has 3 pillars: Engage, Educate, and Empower



ENGAGE

Engage family members as active participants in the Special Olympics movement by creating Family Support Networks that provide meaningful opportunities for connection, belonging, and peer support.

Strategic Plan:
Enabler 4, Outcome 2



EDUCATE

Provide families with education, resources and training to equip them with the knowledge, confidence and tools to support their athlete's goals, amplify their voice, and foster personal growth and development.

Strategic Plan:
Enabler 4, Outcome 2



EMPOWER

Empower parents, siblings, and caregivers to become leaders, advocates, storytellers, and mobilizers who influence communities, decisionmakers, and governments to drive inclusion for people with intellectual disabilities.

Strategic Plan:
Strategy 2, Outcome 3



Phase 2 Global Family Strategy



To ensure long-term sustainability and impact, the 3 pillars are supported by four foundational systems:



Family engagement efforts across the movement should contribute to one or more of these pillars or foundational systems to ensure consistency and shared impact.



Phase 2 Global Family Strategy

Through this global strategy, we will accomplish the following outputs and impact:

OUTPUTS

Develop a
cohesive
Family and
Volunteer
Program

100 Family
Support
Networks
Launched

500 Families
as certified
coaches

Contribute to
the global goal
of 25,000 family
members
reached through
Family Health
Education

40% growth
in registered
family
members

30% growth
in Family
Leaders

IMPACT

**Family members report
improved social and
emotional wellbeing**

Special Olympics Strategic Plan Outcome 2

**Improvements of people
without ID practicing
inclusive behaviors toward
people with ID**

Special Olympics Strategic Plan Outcome 3



How This Strategy Supports Families Throughout Their Journey

A family member's relationship with Special Olympics is not linear.

Families enter at different points, move at different speeds, and engage in different ways.

The goal is not to move every family to the same destination, but to create meaningful opportunities for belonging, contribution, and leadership throughout their journey.

THE FAMILY BELONGING JOURNEY



Families move along a unique belonging journey. Throughout that journey, Special Olympics engages, educates, and empowers families based on their needs and interests.



Phase 2 Global Family Strategy in Action

Core family engagement activities, along with work across departments, will be the main drivers of progress toward our three pillars.

Examples of activities advancing the Phase 2 Family Strategy:

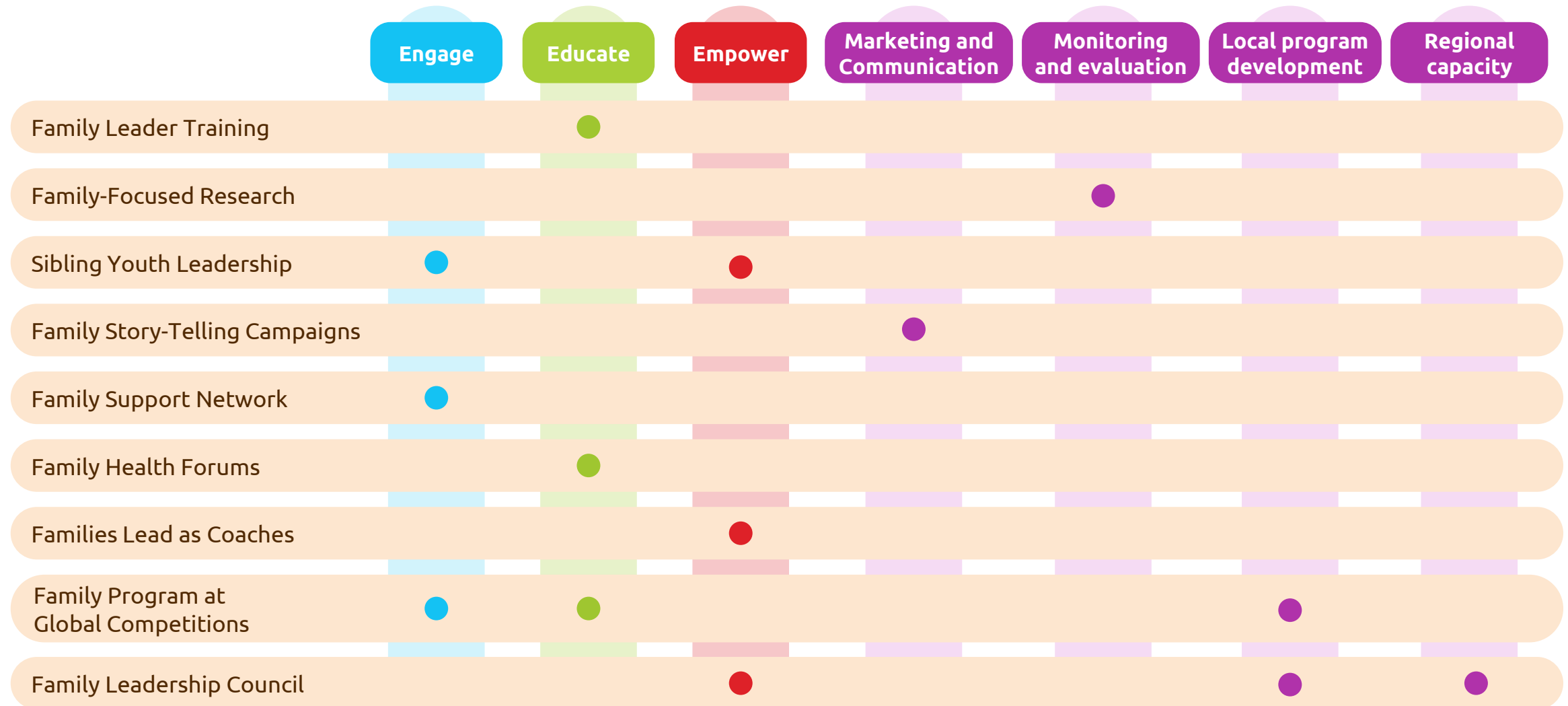
- › Launch Family Support Network
- › Develop local Family Leadership Councils
- › Host Family Leader Training
- › Host Family Health Forums
- › Families volunteer as coaches
- › Train local program staff on family engagement
- › Youth sibling become youth leaders
- › Host a Family Program at Special Olympics Competitions
- › Train families to advocate to governments
- › Share parent, caregiver, and sibling stories
- › Host sibling forums



Phase 2 Global Family Strategy in Action



This chart shows how example activities across different teams can contribute to one or more pillars or foundational supports within the **Phase 2 Family Engagement Strategy**.





Monitoring and Evaluation

We will understand and evaluate impact using the following methodologies:

- >> Story collection/testimonials
- >> Census
- >> Social and Emotional Well-being Family Survey
- >> Regular check-in's with HQ and Regional teams

