

# FAMILY STRATEGY

PHASE 1 (2023-2026)

## 1 ENGAGE

Engage family members so they become **active participants** in the Special Olympics movement and increase the number of local programs.

- **Program Leadership:** Train program leadership to sustainably engage family members within local programming. Topics will include engaging families in sports, schools, health, government, and as leaders.
- **Communication Channels:** Use technology to improve communication channels between Special Olympics and families through a family contact list and updating family sections on program, national, and global websites.
- **Awareness:** Design an awareness campaign promoting and celebrating parents, caregivers and siblings.
- **Family Resources:** Provide resources to families that invite them into the Special Olympics community.

## SUCCESS METRICS

**20 countries**  
engaging family members  
in government advocacy to  
increase inclusive schools

Increase Family  
registration  
numbers by **45,000**

**100** family  
members  
trained as  
leaders

**Support** the global  
goal of increasing  
local programs and  
clubs by **8,000**

**Support** the global goal  
of **\$100m**  
raised from governments  
to support inclusive  
education through sport.

### STRATEGY GOAL

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.

## 2 EDUCATE

Provide education to family members to improve and promote well-being through **community** and networking.

- **Workshops and Forums:** Provide opportunities for education and skill-building to promote social and emotional skills within families.
- **Regional Support Grants:** Grant regions funds to provide educational opportunities to families and further their Regional family engagement efforts.

## 3 EMPOWER

Empower parents, siblings and caregivers to become **leaders** so that they influence governments to provide inclusive education.

- **Family Leaders:** Engage and train family members to become leaders.
- **Family Voices in Government:** Family members are trained and engaged as advocates to seek financial support from governments.
- **Innovation Grants:** Provide Sibling Innovation Grants to foster grassroots social impact innovations.