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| ***Global Vision:*** | *Sport will open hearts and minds towards people with intellectual disabilities and create inclusive communities all over the world* | ***Global Goal 1:*** | *Improve opportunities for athletes to perform at their best* |
| ***Global Goal 2:*** | *Build positive attitudes towards people with ID* |
| ***Support Goal:*** | *Build capacity by improving resources and leadership* |

**[Program Name] X-Year Plan and 2019 Plan**

**Analysis – Current Program Situation**

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| --- |
| Strengths: |
| Weaknesses: |
| Opportunities: |
| Threats: |

1. **Strategy A: Improve the quality of sports programming**

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| **Strategic Initiative** | **X-Year ACTIONS** | **X-Year Metrics & Targets** | **2019 ACTIONS** | **2019 Metrics & Targets** | **Owner** |
| *Strengthen sports programming and coaching to improve opportunities at local level* |  | * % athletes averaging 2 high quality training/sports activities per week * # coaches achieving new certification or re-certification * Athlete retention tracking system in place |  | * % athletes averaging 2 high quality training/sports activities per week * # coaches achieving new certification or re-certification * Athlete retention tracking system in place |  |
| *Promote year-round fitness and involvement* |  | * % of athletes with a yearly sports improvement goal |  | * % of athletes with a yearly sports improvement goal |  |
| *Enhance sport through new partnerships* |  | * # of partnerships |  | * # of partnerships |  |

1. **Strategy B: Increase inclusion through Unified Sports and Young Athletes, particularly in schools, and through expanding to new areas**

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| **Strategic Initiative** | **X-Year ACTIONS** | **X-Year Metrics & Targets** | **2019 ACTIONS** | **2019 Metrics & Targets** | **Owner** |
| *Expand*  *Unified Sports* |  | * # of Unified Schools * # of new Unified athletes and partners |  | * # of Unified Schools * # of new Unified athletes and partners |  |
| *Grow*  *Young Athletes* |  | * # of new Young Athletes |  | * # of new Young Athletes |  |
| *Target areas with low SO presence (e.g. cities)* |  | * # of new Athletes (traditional + Unified) * # of new Coaches (traditional + Unified) |  | * # of new Athletes (traditional + Unified) * # of new Coaches (traditional + Unified) |  |

1. **Strategy C: Grow our health program to support athlete participation in sport and society**

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| **Strategic Initiative** | **X-Year ACTIONS** | **X-Year Metrics & Targets** | **2019 ACTIONS** | **2019 Metrics & Targets** | **Owner** |
| *Expand Health Programs* |  | * # of Healthy Athletes exams * $ raised for health |  | * # of Healthy Athletes exams * $ raised for health |  |
| *Partner with Government/ NGOs and Universities* |  | * # of health partnerships in place |  | * # of health partnerships in place |  |
| *Support expansion of inclusive health programs* |  | * # of new healthcare professionals and students trained |  | * # of new healthcare professionals and students trained |  |
| *Raise awareness of health issues* |  | * # of athletes, families, and coaches educated on health needs of people with ID |  | * # of athletes, families, and coaches educated on health needs of people with ID |  |

1. **Strategy D: Improve external awareness through PR, celebrities and government engagement**

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| **Strategic Initiative** | **X-Year ACTIONS** | **X-Year Metrics & Targets** | **2019 ACTIONS** | **2019 Metrics & Targets** | **Owner** |
| *Use social and traditional media to get attention outside the Movement* |  | * # of people publicly demonstrating support for inclusion (through social media, signing a pledge or Unified Sports participation) * % change in awareness/attitudes following a campaign/event |  | * # of people publicly demonstrating support for inclusion (through social media, signing a pledge or Unified Sports participation) * % change in awareness/attitudes following a campaign/event |  |
| *Increase celebrity support* |  | * # of celebrities actively involved |  | * # of celebrities actively involved |  |
| *Target government to improve the lives of people with ID* |  | * New government support for people with ID obtained |  | * New government support for people with ID obtained |  |

1. **Strategy E: Connect the Movement so we harness our power and speak with a collective voice**

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| **Strategic Initiative** | **X-Year ACTIONS** | **X-Year Metrics & Targets** | **2019 ACTIONS** | **2019 Metrics & Targets** | **Owner** |
| *Implement a new digital system to collect people’s data and connect them* |  | * # of members (athletes, volunteers, families) and supporters (e.g. people who engage online, attend events) whose details are in new database |  | * # of members (athletes, volunteers, families) and supporters (e.g. people who engage online, attend events) whose details are in new database |  |
| *Use technology to make it easier to share ideas and best practices and speak with ‘one voice’* |  | * Content sharing system in place |  | * Content sharing system in place |  |

1. **Strategy F: Maximize external impact of Games and competitions to showcase athletes’ abilities**

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| **Strategic Initiative** | **X-Year ACTIONS** | **X-Year Metrics & Targets** | **2019 ACTIONS** | **2019 Metrics & Targets** | **Owner** |
| *Deliver higher quality Games and competitions that prioritize athletes* |  | * % of athletes and families having high-quality Games experience |  | * % of athletes and families having high-quality Games experience |  |
| *Use Games to increase awareness and attract new supporters* |  | * % increase in positive attitudes following State/National Games |  | * % increase in positive attitudes following State/National Games |  |
| *Attract larger attendances at Games* |  | * # of spectators for each athlete at State/National Games |  | * # of spectators for each athlete at State/National Games |  |
| *Improve fundraising for Games* |  | * $ revenue generated for competitions and Games |  | * $ revenue generated for competitions and Games |  |

1. **Support Goal: Build capacity through generating more Resources and strengthening Leadership, Including athlete leadership**
2. **Resources**

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| **Strategic Initiative** | **X-Year ACTIONS** | **X-Year Metrics & Targets** | **2019 ACTIONS** | **2019 Metrics & Targets** | **Owner** |
| *Collaborate with SOI/ Region to raise money* |  | * % increase in money raised * % increase in value in kind (VIK) |  | * % increase in money raised * % increase in value in kind (VIK) |  |
| *Expand and refine digital fundraising* |  | * % increase in money raised * % increase in VIK |  | * % increase in money raised * % increase in VIK |  |
| *Increase major donations from individuals* |  | * % increase in money raised * % increase in VIK |  | * % increase in money raised * % increase in VIK |  |
| *Increase corporate partnerships* |  | * % increase in money raised * % increase in VIK |  | * % increase in money raised * % increase in VIK |  |
| *Target government and development organizations* |  | * % increase in money raised * % increase in VIK |  | * % increase in money raised * % increase in VIK |  |
| *Other fundraising initiatives* |  | * % increase in money raised * % increase in VIK |  | * % increase in money raised * % increase in VIK |  |

1. **Leadership & Program Excellence**

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| **Strategic Initiative** | **X-Year ACTIONS** | **X-Year Metrics & Targets** | **2019 ACTIONS** | **2019 Metrics & Targets** | **Owner** |
| *Improve Program leader recruitment and talent development* |  | * Documented talent development/   succession plan |  | * Documented talent development/   succession plan |  |
| *Increase Program leader training & development* |  | * #of leaders trained |  | * #of leaders trained |  |
| *Drive Program Excellence using the Program Quality Standards* |  | * # of new Program quality standards achieved each year |  | * # of new Program quality standards achieved each year |  |
| *Improve Athlete and Youth Leadership training and activation* |  | * # of new athlete and youth leaders with active, meaningful leadership roles |  | * # of new athlete and youth leaders with active, meaningful leadership roles |  |
| *Improve governance, operational effectiveness and efficiency* |  | * To be determined with Regional support |  | * To be determined with Regional support |  |