

# Special Olympics Global Strategic Plan 2016-2020

***Special Olympics***





## Our Mission

To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

# We can not wait.

People with Intellectual Disabilities face **societal, political and cultural discrimination**, range from misunderstanding and bullying to isolation and exclusion









## Our Vision

**Sport will open hearts and minds towards people with intellectual disabilities and create inclusive communities all over the world.**





Integrating *athletes, families and young people* in every aspect of this plan is key to our success



# Goals & Strategies





**GOAL**  
**IMPROVE**  
**ATHLETE**  
**PERFORMANCE**

**Goal 1**

**Improve opportunities for athletes  
to perform at their best**





STRATEGY A

Improve the quality of sports programming

## Improve the Quality of Sports Programming



- Create a **year-round**, lifelong approach to training
- Build comprehensive global **coach education**
- Target **different settings** – schools, disability services, Universities/colleges, local communities
- **More training and competition** opportunities
- **Focus on outcome** – improved performance
- Strengthen and grow **new partnerships**



# Strategy A Target.



**Double** the number of athletes with two high quality training opportunities a week



## STRATEGY B

**Increase inclusion through Unified Sports and Young Athletes, particularly in schools, and expand to new areas**





- Grow the **quality and reach** of Unified Sports, focusing on schools
- Expand the **scope and reach** of Young Athletes, including implementation models for home, school and community
- **Target places with low SO presence** such as cities and developing countries

# Strategy B Target.



- **10,000** Unified Schools
- **1 Million** new athletes





#### STRATEGY C

**Grow our health program to support athlete participation in sport and society**



- Equip athletes, families and coaches to improve athletes' **year-round fitness**
- **Engage key influencers** from Governments, non-Governmental organizations, Universities and the private sector
- Foster support from **professionals** to provide better healthcare for people with ID
- Activate athletes and families to **raise awareness** of healthcare needs



# Strategy C Target.



**100** Healthy  
Communities



**GOAL  
BUILD  
POSITIVE  
ATTITUDES**

**Goal 2**

**Build positive attitudes towards  
people with Intellectual Disabilities**





#### STRATEGY D

**Improve external awareness through PR, celebrities and government engagement**



- Work with **media, social media, governments, the international development community, and celebrities** to promote the Special Olympics mission
- Highlight athletes' talents, and use **athlete leaders as the voice** of our movement
- Make sure that far more people **hear about, take part in or watch** our activities from local communities to the global stage



# Strategy D Target.



**7 million** people  
publicly  
demonstrating  
support for inclusion



STRATEGY E

**Connect the Movement so we harness our power and speak with a collective voice**





- Use the latest technology to gather data on Special Olympics members so we can **improve communication and coordination**
- **Share messages** so that members can communicate externally in a consistent way
- Create opportunities for athletes and families to tell their stories and **challenge others** to see people with ID differently

# Strategy E Target.



**4 million** members  
and supporters  
connected





STRATEGY F

**Maximize external impact of Games and competitions to showcase athletes' abilities**



- Improve how Games and competitions are run to deliver a great **athlete experience**
- From world to local levels, use games and competitions as the primary Special Olympics vehicle to **develop positive attitudes**
- Attract **bigger live and virtual audiences** to witness and experience the power and joy of sport



# Strategy F Target.



At least 4 spectators  
for every athlete  
competing

Special Olympics

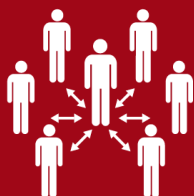
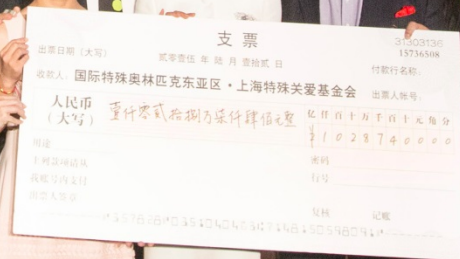
国际特殊奥林匹克



晚宴赞助及拍卖总额

Sponsorship and Auction Amount of the Gala

¥10,287,000.00



SUPPORT GOAL

Build capacity through generating  
more resources



## SUPPORT GOAL

### Generate More Resources

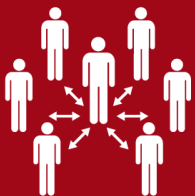


- Take a targeted approach to **collaborative fundraising** with Programs
- Refine and expand **digital fundraising**
- Increase support from **major individual donors**
- Increase **corporate** partnerships
- Enhance global development work with **Governments and partners**

# Support Goal Target.



**25% increase** in cash  
and in-kind revenue



**SUPPORT GOAL**

**Build capacity through  
strengthening leadership**



SUPPORT GOAL  
**Strengthen Leadership**



- Improve **collaboration** to recruit great leaders, and increase the number of paid leaders
- Provide **dedicated and inclusive** development opportunities for athlete, youth and Program leaders, expand the **Leadership Academy**
- Ensure athlete and youth leaders get **opportunities to lead** at every level
- Achieve Program **Quality Standards** each year

# Support Goal Target.



- **35 leaders** changed from voluntary to paid
- **140 Programs** achieving new quality standards

# 5 Year Global Plan – A Summary





Thank you.

***Special Olympics***

