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

Global Vision

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

Support Goal
Build capacity by generating more resources and strengthening leadership.

Goals & Strategies

GLOBAL STRATEGIC PLAN
2016 - 2020

GOAL IMPROVE ATHLETE PERFORMANCE

Improve sports quality

Expand unified sports and young athletes

Improve athlete health

GLOBAL VISION

GOAL BUILD POSITIVE ATTITUDES

Raise awareness

Connect the movement

Increase external impact of sports events

Special Olympics
Goal 1

Improve opportunities for athletes to perform at their best.
STRATEGY A

Improve the quality of sports programming
STRATEGY A
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.
STRATEGY B
Increase Inclusion

• 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
STRATEGY C
Improve Athlete Health and Fitness

• 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 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
Strategic E: Connect the Movement

- 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.
SUPPORT GOAL
Build capacity through generating 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
• 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

GLOBAL VISION

SPORT WILL OPEN HEARTS AND MINDS TOWARDS PEOPLE WITH INTELLECTUAL DISABILITIES AND CREATE INCLUSIVE COMMUNITIES ALL OVER THE WORLD

- Improve SPORTS QUALITY
- Expand UNIFIED SPORTS and YOUNG ATHLETES
- Improve ATHLETE HEALTH
- Raise AWARENESS
- Connect the MOVEMENT
- Increase external IMPACT of SPORTS EVENTS

SUPPORT GOAL: Build capacity by GENERATING MORE RESOURCES and STRENGTHENING LEADERSHIP

GOAL IMPROVE ATHLETE PERFORMANCE

GOAL BUILD POSITIVE ATTITUDES

GLOBAL STRATEGIC PLAN 2016 - 2020

Special Olympics
Thank you.