

GLOBAL STRATEGIC PLAN 2016-2020



Special Olympics aims to combine high quality sports with a wide audience, and be a driving force for social inclusion of people with intellectual disabilities (ID). For us, this means people with ID of all abilities are welcomed in their communities and join with others to learn, work, compete and play with the same rights and opportunities as others.

GOAL 1

IMPROVE OPPORTUNITIES FOR ATHLETES TO PERFORM AT THEIR BEST

Special Olympics wants people with ID to be fit and healthy, master skills, build confidence and self-reliance, and perform at their best on and off the field. Athletes will have increased, high quality opportunities to participate throughout the year.

GOAL 2

BUILD POSITIVE ATTITUDES TOWARDS PEOPLE WITH INTELLECTUAL DISABILITIES

Special Olympics wants everyone to see our athletes competing and leading the way to inclusion in communities. We will create change through people engaging with and witnessing our athletes as they participate in sports.

STRATEGIES TO IMPROVE ATHLETE PERFORMANCE

A Improve SPORTS QUALITY through coaching, programming and partnerships

- Refine and expand coach education
- Target different settings - schools, disability services, universities/colleges, local communities
- Develop fit, skillful athletes who are focused on improving performance
- Promote a year-round approach that includes more training and local competitions
- Establish partnerships at all levels to support sports programming

B Expand UNIFIED SPORTS and YOUNG ATHLETES to increase inclusion, particularly in schools

- Increase access to Unified Sports for all age groups but especially in schools
- Create flexible ways to expand our Special Olympics Young Athletes program for 2 - 7 year olds
- Continue to grow, especially in developing countries where access to programs is low

C Improve ATHLETE HEALTH to support participation in sport and society

- Help athletes, families and coaches to improve athletes' fitness and general health through expansion of our Healthy Athletes and Healthy Communities initiatives
- Work with governments, non-governmental organizations, universities and the private sector to encourage them to provide better healthcare for people with ID

STRATEGIES TO BUILD POSITIVE ATTITUDES

D Raise AWARENESS through PR, celebrities and government engagement

- Work with key influencers to promote the Special Olympics mission
- Highlight athletes' talents, and use athlete leaders as the voice of our movement
- Ensure that far more people hear about, take part in or watch our activities from local communities to the global stage

E Connect the MOVEMENT so we harness our power and speak with a collective voice

- Gather data on Special Olympics members – athletes, families, volunteers, etc. – so we can improve communication and coordination
- Share messages to communicate externally in a consistent way
- Create opportunities for athletes and families to tell their stories and challenge their communities to see people with ID differently

F Increase 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, promote Games and competitions as the primary Special Olympics vehicle to develop positive attitudes
- Attract live and virtual audiences to witness and experience the power and joy of sport



SUPPORT GOAL: BUILD CAPACITY

GENERATE MORE RESOURCES

- Increase corporate partnerships, refine and expand digital fundraising, and enhance our global development work, in particular through partnerships
- Improve collaborative fundraising between partners, Special Olympics Programs (countries/States) and Special Olympics International

STRENGTHENING LEADERSHIP, including athlete leadership

- Continue to enhance leadership through better succession planning, training and development opportunities
- Ensure athlete and youth leaders get opportunities to lead at every level
- Improve Program quality, including at the local level