

Special Olympics New York transforms the lives of 67,000 with intellectual disabilities, their families and communities every day through meaningful sports experiences, health promotion, leadership programs and expanded awareness building inclusive communities on and off the field.

Special
Olympics
New York



2019-2021 STRATEGIC PLAN

Our Goals

Improve Athlete Performance
Build Positive Attitudes
Build Capacity

Priorities

1. Improve sport quality
2. Expand Unified Sports
3. Improve athlete health
4. Raise awareness
5. Connect the movement
6. Increase impact of sporting events
7. Generate more resources
8. Strengthen leadership



This document was created before the outbreak of COVID- 19 which will have a significant impact on our priorities and timing in implementing the Strategic Plan.

SPECIAL OLYMPICS
PLAY UNIFIED
Unified Sports

Special
Olympics
New York
young
athletes

Inclusive
Health



FINISH

Go for
the Gold!

Be a
Fan!



IMPROVE ATHLETIC PERFORMANCE

Improve the Quality of Sports Programming

- Sports programming and coaching that will allow athletes to enhance their skills and reach their highest potential
- All athletes are afforded the same program opportunities
- Comprehensive infrastructure support for Special Olympics New York athletes, including access to state-of-the-art equipment and facilities

Increase Inclusion through Unified Sports and Young Athletes, particularly in schools, and through expanding to new areas

- Unified Sports and Unified Champion School programming in schools K-12, colleges, and communities throughout New York State.
- Young Athlete program in schools and communities across New York State.

Grow our Health Program to support athlete participation in sport and society

- Access to quality health care for individuals with Intellectual / Developmental Disabilities (I/DD).



CAPACITY BUILDING

Generate More Resources to build capacity

- Financial viability to support both existing programming and responsible growth

Strengthen Leadership including athlete leadership

- Special Olympics New York has strong leaders who foster a culture of innovation and excellence



BUILD POSITIVE ATTITUDES

Improve External Awareness through PR, ambassadors and government engagement

- Increased public awareness of Special Olympics to further Special Olympics New York's mission, increase revenue, and foster positive attitudes
- Special Olympics movement is well-known, respected and supported by the community and all levels of government.
- Special Olympics New York is a thought leader in the I/DD community

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

- The movement has power and speaks with a collective voice to improve the lives of people with Intellectual/ Developmental Disabilities
- Athletes, families, staff and stakeholders connect, share information, and speak with a strong voice communicating our value and impact

Maximize External Impact of Games and competitions to showcase athlete's abilities

- Games and competitions are exciting, joyful and uplifting experiences for participants and spectators
- Sensational pageantry at Games and competitions create positive attitudes among spectators

