



Special Olympics
New York

Strategic Plan

Growing an Inclusive New York
2022-2025



Special Olympics New York is proud to present its 2022–2025 Strategic Plan: **Growing an Inclusive New York**

This plan is the result of what we have learned about New Yorkers with intellectual differences (ID) in the 50 years since our founding. This plan is about who they are and who they can be.

Special Olympics New York changes lives for people with ID. Children, youth and adults who never dreamed they could play a sport, be part of a team or compete – truly compete – are given the chance through our programs. With our help and the support of our many partners, our athletes discover and unleash the champion within. In doing so over time, they have become the leaders of an Inclusion Revolution in New York’s schools, workplaces and communities.

It is with equal parts optimism and urgency that we put this plan into action. With more than 31,000 athletes registered in 2021, we are serving about 1 in every 20 of the estimated 550,000 New Yorkers eligible for participation in Special Olympics, a nearly 6% saturation rate.

This plan sets an ambitious goal of more than doubling participation over the next three years, reaching at least 13% of eligible New Yorkers with ID – or 71,000 athletes – with our programs by 2025. Expanding our presence in New York City, where the need for our program and our movement is most urgent, will account for significant growth across all metrics identified within the plan.



OUR THREE GOALS



ENHANCE

Increase depth of participation and quality opportunities for existing athletes and stakeholders



EXPAND

Recruit the next generation of athletes, coaches and partners



EMPOWER

Achieve organizational excellence that is core to enhancing our mission and securing our future



GOAL 1

ENHANCE



Increase depth of participation & quality opportunities for existing athletes and stakeholders

This goal focuses squarely on our existing Special Olympics New York community: athletes, coaches, volunteers, staff and external partners. Over the next three years, we are committed to enhancing their Special Olympics New York experience.

This goal also captures our plan to reconnect with those who were actively engaged with us prior but not during the COVID-19 pandemic.

We will ...

- 1** Provide enhanced and expanded opportunities for sports and inclusion in every region for sports and inclusion in every region
- 2** Ensure every athlete has access to health and fitness programming to improve overall well-being
- 3** Increase participation & expand engagement for all stakeholders



GOAL 2

EXPAND



Recruit the next generation of athletes, coaches and partners

Our second goal is to grow. We are committed to reaching more athletes and providing more opportunities in every region, with added emphasis on New York City and urban communities throughout the state where the need is most urgent.

We must inspire participation among athletes who have yet to experience the benefits of Special Olympics, particularly in diverse, underserved communities.

We will ...

- 1** Expand the reach of our programs so that more people with intellectual disabilities have an opportunity to experience the benefits of Special Olympics New York
- 2** Recruit new athletes, coaches, and volunteers within marginalized populations
- 3** Recruit the next generation of coaches
- 4** Increase community engagement and responsiveness
- 5** Increase and diversify revenue streams to support organization growth



GOAL 3

EMPOWER



Achieve organizational excellence that is core to enhancing our mission and securing our future

Our third goal is to achieve sustained organizational excellence. We are good – extremely good – but we cannot afford to stand still. People with ID need us perhaps more than ever before.

We will consistently seek opportunities to improve our infrastructure, enhance our service to all stakeholders, develop our professionals and attract additional support.

We will ...

- 1** Collect and utilize data to develop objectives and drive outcomes
- 2** Leverage advanced technology for greater efficiency and collaboration
- 3** Special Olympics will prioritize professional development and leadership training for staff.
- 4** Develop policies and procedures that increase diversity and inclusion across all ranks, resulting in greater equity
- 5** Increase awareness and understanding of Special Olympics New York



DIVERSITY EQUITY INCLUSION

Diversity, Equity and Inclusion helps us promote unity among all people.

It goes without saying that inclusion is at the heart of all that we do. Every day, we work to promote unity and create a community that embraces and includes people with intellectual disabilities.

People look to us for leadership in this area, as they should. That is why our core values of diversity, equity and inclusion are woven throughout our plan to grow a more inclusive New York: because it is imperative that Special Olympics New York employs, serves and partners with a population that is as diverse as the state's communities.

We are proud to be an organization that prioritizes, celebrates and respects people of all backgrounds and perspectives.



di·ver·si·ty

The practice of including people from a range of social and ethnic backgrounds and other differences.

eq·ui·ty

Just and fair inclusion where all can participate and prosper.

in·clu·sion

Creating equal opportunities for people with and without intellectual disabilities to learn from and empower one another.

**Let me win.
But if I cannot win,
let me be brave
in the attempt**

**Special
Olympics**
New York



YOU are an important part
of this strategic plan.

Your stories and experiences with Special Olympics New York are important to share.

YOUR leadership across the movement will support our program goals and bring the power of Special Olympics to more people who need it.

**Let's inspire others to help
create an inclusive world for all.**

Join the movement: Special Olympics New York
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