

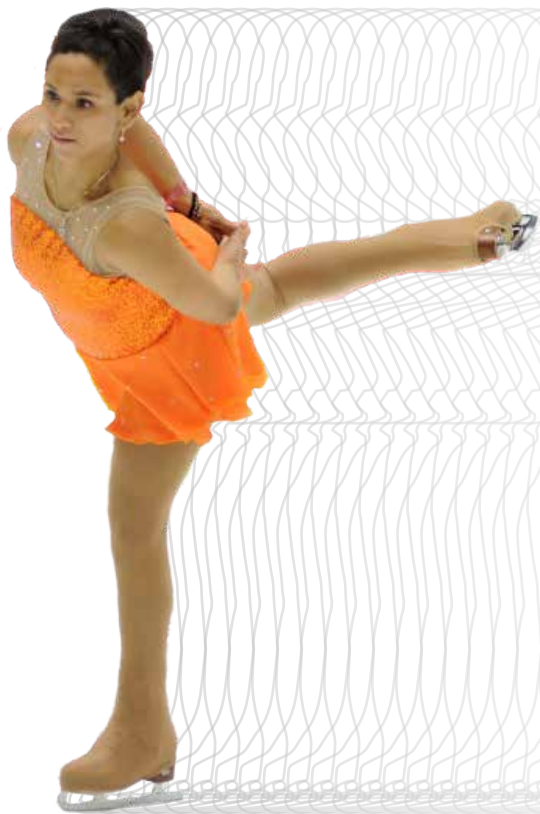


Special Olympics
New York

Strategic Plan

Growing an Inclusive New York

2025–2030



Strategic Plan 2025–2030:

Growing an Inclusive New York

Special Olympics New York is proud to have achieved meaningful progress through the last iteration of its Strategic Plan, which spanned 2022–2025. We expanded our reach, deepened our partnerships, and strengthened our ability to inspire inclusion throughout New York communities, workplaces and schools.

Strategic Plan 2025–2030: Growing an Inclusive New York is both a continuation and an evolution of our work. It remains grounded in three strategic goals—**Enhance**, **Expand**, and **Empower**. Each goal has been refined by our experiences and strengthened by clear objectives, measurable Key Performance Indicators (KPIs), and thoughtful cost projections to guide our work.

Perhaps the most powerful lesson we learned over the last three years is that achieving our goals will require more than funding. It will require innovative new models for partnership. As demonstrated in our work with New York City Public Schools, progress happens when investment is mutual. In the years ahead, we will prioritize the needs of our partners, adapting our delivery to meet them where they are. This will make our programs more accessible, our services more effective, and our mission more impactful.

At the heart of our plan are two guiding forces: an internal statement of Core Values and an external vision for an inclusive New York—one where Special Olympics programs are reasonably accessible from every home, where Unified Sports and inclusive activities are embedded in every school and community, and where every New Yorker understands the life-changing impact of Special Olympics.

We envision a time when every family blessed with a newborn who has an intellectual difference is immediately made aware of the opportunities for inclusion and support accessible to them, opportunities that are equal to— if not in excess of — those available to all youth.

This is more than our vision; it is our responsibility. Through continuous improvement and disciplined focus, we aim not only to grow an inclusive New York—but to sustain it for generations to come.



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. We are committed to enhancing their Special Olympics New York experience.

We will ...

- 1** Provide enhanced and expanded opportunities 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 add new training clubs where they are needed most
- 3 Recruit the next generation of coaches
- 4 Increase community engagement and responsiveness



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** Increase and diversify revenue streams to support organizational growth
- 2** Collect and utilize data to develop objectives and drive outcomes
- 3** Leverage advanced technology for greater efficiency and collaboration
- 4** Special Olympics will prioritize professional development and leadership training for staff.
- 5** Support our mission and core values
- 6** 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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