



**Special  
Olympics**  
Virginia

2021 – 2023  
STRATEGIC PLAN

Our vision is an inclusive world  
for all, created by the  
power of sport

**CORE VALUES**

Respect, Inclusion, Unity

**ORGANIZATIONAL  
GOALS:**

Improve athlete  
performance and  
wellbeing

Harness digital technology  
to expand programs

Increase capacity  
to match growth

Promote diversity  
and inclusion

**SPORTS, HEALTH & FITNESS: RAISING THE BAR**



Work with schools, local programs and community partners to improve athlete performance and increase interactions between people with and without intellectual disabilities in an accessible and safe environment

Outcomes: Increased physical activity; increased wellbeing and healthy habits; improved performance; improved quality of life; welcoming attitudes

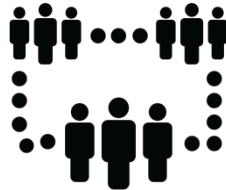
**EDUCATION: CHOOSE TO INCLUDE**

Maintain quality of Unified Champion Schools (UCS) and continue to expand in schools across Virginia.



Outcomes: More inclusive school environments; more collaborative fundraising; more UCS schools engaging in all three UCS components; more UCS banner schools

**COMMUNITY: LEVERAGE ASSETS TO INCREASE REVENUE**



Expand collaborative fundraising among schools and local programs; grow key assets (Polar Plunge, Plane Pull, Torch Run); increase community partnerships

Outcomes: More fund raisers; more fundraising teams; more collaborative fundraising; greater program capacity

**LEADERSHIP: RECRUIT, TRAIN & RETAIN NEXT GENERATION**

Ensure Special Olympics Virginia's organizational structure aligns with our strategy and responds to internal and external changes and opportunities.

Outcomes: Athletes, volunteers and staff trained and working to implement strategies and priorities; increased bench strength at all levels of the organization

