



**Special
Olympics
Virginia**

*2018 – 2020
STRATEGIC PLAN*

VISION

To inspire an inclusion revolution in every school and every community.

KEY MESSAGE

We transform lives through the joy of sports.

CORE VALUES

Respect, Inclusion, Unity

ORGANIZATIONAL GOALS:

Improve athlete performance.

Increase revenue to match explosive growth.

Build positive attitudes.

SPORT, FITNESS & HEALTH: RAISING THE BAR



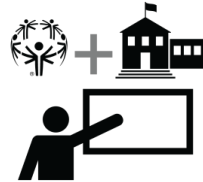
Continue to work with SOI, school partners and community-based programs to integrate health and fitness into weekly sports practices and SOVA offices.

Inputs: Get SO Fit, Healthy Athletes®, High Performance, Unified Sports®
Desired Outcomes: More HASA's, personal bests, improved quality of life, increased wellness and healthy habits among athletes, volunteers and staff

EDUCATION: #CHOOSE2INCLUDE

2017 – 2018 WIG 1: Standardize quality across PK-12 school based program network.
LAG A: Number of K-12 school partners to meet UCS criteria (280 goal)
LAG B: Number of K-12 school partners offering unified sports (350 goal)

Inputs: School outreach, Unified Sports®, Unified Champion School resources
Desired Outcomes: More inclusive school environments



COMMUNITY: LEVERAGE KEY ASSETS TO SUPPORT GROWTH



2017 – 2018 WIG 2: Increase Polar Plunge Revenue.
LAG A: Number of 2018 Plunge Teams (500 team goal)
LAG B: 2018 Plunge Revenue (\$1,396,000 goal)

Inputs: People, Technology (Classy, BSD, Cervis, Twilio), Data, Improved Timing
Desired Outcomes: More Plunge teams and more public involvement in Torch Runs to increase unrestricted P2P funds raised

LEADERSHIP: RECRUIT, TRAIN & RETAIN NEXT GENERATION

Ensure SOVA's organizational structure/capacity aligns with strategy and responds quickly to internal and external changes/opportunities.

Inputs: ALPs, Volunteers, LETR agencies, Doctors, Teachers, BOD, YPB & Staff
Desired Outcome: Bench strength at all levels of the organization

