

***Special  
Olympics***  
*British Columbia*



# **Special Olympics BC Strategic Plan 2023 - 2024**

June 2023

***Mission: Special Olympics British Columbia is dedicated to enriching the lives of individuals with intellectual disabilities through sport***

***Strategic priorities***

S1



**Grow athlete / volunteer base** by developing a post-COVID athlete and volunteer recruitment approach

S2



**Embed Safe Sport into SOBC's culture** through education and training of athletes, staff, volunteers, and board members

S3



**Improve quality of programming** by establishing a long-term sport development plan

S4



**Embed Health into SOBC's culture** through education and training of athletes, staff, volunteers, and through development of health-enhancing programs

## *Strategic enablers*

### **E1 | Digitize the Movement**

Improve **MRMS user experience**, further enhance **cybersecurity awareness and systems**, and establish roadmap of other **high-priority initiatives**

### **E2 | Build the Brand**

Continue to elevate Special Olympics in BC through **deepening the understanding of the brand**, and promoting **consistency of delivery** in all content

### **E3 | Grow and Diversify Revenues**

Grow **individual giving**, steward and increase **government and grant** funds, secure **new partners**, and optimize **event revenues**

### **E4 | Foster a diverse, equitable, and inclusive culture**

**Define** our equity, diversity, and inclusion **baseline and ambition**

Strategic priorities	Supporting actions
<b>S1 Re-engage previous / attract new athletes and volunteers</b>	<ul style="list-style-type: none"> <li>a. Develop and initiate a comprehensive volunteer recruitment and re-engagement plan to increase volunteer number from 1,450 to 2,500.</li> <li>b. Develop and initiate a comprehensive athlete recruitment and re-engagement approach to increase athlete base from 2,800 to 4,000.</li> </ul>
<b>S2 Create a Safe Sport environment</b>	<ul style="list-style-type: none"> <li>a. All relevant constituents including volunteers, staff, and board complete Safe Sport education requirements.</li> <li>b. Implement trainings/onboarding processes for coaches and volunteers to embed Safe Sport into the culture.</li> <li>c. Clearly define parameters of Safe Sport initiative.</li> </ul>
<b>S3 Improve quality of programming</b>	<ul style="list-style-type: none"> <li>a. Finalize 5-year sport development plan that incorporates program, sport, and competition development plans that will elevate the quality and quantity of opportunities including those for underserved populations.</li> <li>b. Develop and implement a long-term coach education and development plan.</li> <li>c. Develop and implement a long-term education and development plan for non-coaching volunteers.</li> <li>d. Strengthen Local Committees so that 90% have key committee positions filled and have the resources necessary to operate.</li> <li>e. Expand Special Olympics BC opportunities to three new communities.</li> </ul>
<b>S4 Improve health outcomes of individuals with ID</b>	<ul style="list-style-type: none"> <li>a. Develop and implement plan that will raise awareness inside Special Olympics BC of the health inequalities faced by individuals with intellectual disabilities and engage stakeholders and concerned parties to improve health outcomes.</li> <li>b. Develop and implement plan that will raise awareness outside Special Olympics BC of the health inequalities faced by individuals with intellectual disabilities and engage stakeholders and concerned parties to improve health outcomes.</li> </ul>



Strategic enablers	Supporting actions
<b>E1 Digitize the movement</b>	<ul style="list-style-type: none"><li>a. Enhance cyber security awareness and safeguards.</li><li>b. Review and update plan to move towards self-registration of athletes and volunteers so that 25% of registrations are self-registrations.</li><li>c. Develop three-year plan that addresses technology hardware, software, education, and operational needs and opportunities.</li><li>d. Further develop and enhance our capabilities with CrowdChange, fundraising database, and other software systems.</li></ul>
<b>E2 Grow and diversify revenue</b>	<ul style="list-style-type: none"><li>a. Implement an annual strategic revenue generation plan that defines 10% revenue growth in overall fundraising revenue through partnerships, government, grants, events, and peer-to-peer fundraising initiatives. Ensure alignment with sport and program funding needs.</li><li>b. Grow individual giving by 5% through strategic donor stewardship and build robust monthly giving, community champion and legacy giving programs.</li><li>c. Build a strategic fundraising program for the 2025 SOBC Summer Games.</li></ul>
<b>E3 Build the brand</b>	<ul style="list-style-type: none"><li>a. Build a strategic communications program that delivers consistent messaging and equity-oriented storytelling throughout all SOBC platforms and member communications and supports growth of athlete and volunteer base.</li><li>b. Enhance the effectiveness and reach of all SOBC marketing properties using data-informed analysis.</li></ul>
<b>E4 Define our equity, diversity, and inclusion baseline and ambition</b>	<ul style="list-style-type: none"><li>a. Review all policies and processes for bias or roadblocks to equity, diversity, and inclusion.</li><li>b. Define our equity, diversity and inclusion ambition and work to embed it within our culture and operations.</li></ul>