



2024 – 2026 Strategic Plan

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Mission

To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes, and the community.

Vision

To promote acceptance, inclusion, and well-being for people with intellectual disabilities through sports.

Diversity Vision Statement

SOSC prides itself as a diverse, inclusive, and anti-racist organization that practices equity, promotes unity, and respects all voices to ensure everyone within our communities achieves their full potential.



Goals: Let's ENGAGE

Enhance Quality, Reach, and Equity of Programming

Goal Sponsor: Laura Mayo

Outcomes

1. Create more community Local Programs and Unified Champion Schools that reach new athletes, Unified Partners, and communities we underserve. Ensure existing Local Programs are sustainable.
2. Evaluate current sports offered and seasons to ensure that athletes and Unified Partners of all ages and abilities will have access to increased year-round sports training and competition opportunities.
3. Offer a comprehensive Coaches Education Plan that is accessible to all communities and meets the coaches' needs.
4. Provide more opportunities for Athletes and Unified Partners to participate in Healthy Athletes, MedFests, and other health initiatives to help meet unmet health needs.

2024 Priorities

- Increase the number of Local Programs, with a focus on Los Angeles.
- Evaluate the sports seasons and sports we offer.
- Increase participation in Unified Sports.
- Grow coaches' education opportunities in communities.
- Increase the number of Healthy Athletes events.

Nurture a Culture of Growth, Collaboration, and Inclusion

Goal Sponsor: Laura Mayo

Outcomes

1. Create and implement a plan to become a leader in diversity, equity, and inclusion.
2. Set SOSC staff and Board up for success, and provide continuous opportunities for growth.
3. Create a "one team" growth mindset, and establish streamlined channels for collaboration.

2024 Priorities

- Ensure we proactively integrate the diversity, equity, and inclusion goals and practices into SOSC's plans and operations.
- Create a customized and comprehensive Staff and Board Onboarding System with learning modules.
- Roll out a Leadership Development Training Program.
- Define and share trainings and standard operating procedures for use of Microsoft Teams as a collaboration tool.



Grow & Diversify Revenue

Goal Sponsor: Brandon Tanner

Outcomes

1. Build new revenue streams.
2. Partner with the Law Enforcement Torch Run to support their strategic pillars and generate maximum financial resources to support athletes and programs.
3. Build a plan to leverage professional sports teams and organizations within the sports industry.
4. Ensure donors and sponsors are acknowledged and engaged in a timely and meaningful way.

2024 Priorities

- Develop a 3-year fundraising plan.
- Create new cause marketing campaigns.
- Launch SOSOC's signature campaign or event.
- Partner with a champion(s) connected to the 2028 Olympics in Los Angeles.
- Launch an advisory council to partner with professional sports teams and organizations.
- Create a plan to increase monthly donors.

Advance Technology

Goal Sponsor: Janet Rose

Outcomes

1. Create easy-to-use online registration systems for athletes, coaches, and volunteers.
2. Develop a research and development plan to maintain and improve SOSOC's technology systems and processes.
3. Utilize analytics to maximize how we best serve the athletes, coaches, volunteers, and donors.
4. Create a Technology Committee to guide processes and advancements.
5. Support other goals with their technology needs.

2024 Priorities

- Establish the Board Technology Committee.
- Complete an assessment of our current technological status.
- Ensure we maximize our current software's capabilities.
- Work with constituent groups to understand the current hurdles with the registration and application process.



Generate Greater Brand Awareness and Engagement

Goal Sponsor: Allyson Laughlin

Outcomes

1. Build a Brand Ambassador Program to spread the message of inclusion in Southern California.
2. SOSC will demystify common misconceptions through stakeholder storytelling and impact statements and ensure the community knows the full scope of SOSC's impact and how to get involved.
3. New markets will receive targeted communications that expand SOSC's reach for recruitment and retention.
4. More people in Southern California will know about SOSC's programming and impact.
5. Improve internal communications that will align staff with organizational priorities and create a process for staff feedback.
6. Support other goals with their marketing and communications needs.

2024 Priorities

- Create a Did You Know Campaign to dispel myths and generate awareness.
- Train spokespeople in each community to increase local media opportunities and storytelling.
- Create a marketing plan for entering new markets.
- Test new marketing and advertising strategies.

Empower Athletes, Unified Partners, and Volunteers

Goal Sponsor: Brian Richter

Outcomes

1. People with intellectual disabilities will work side-by-side with staff and volunteers, take on leadership roles, and have a voice at SOSC.
2. More athletes will have access to and participate in high-caliber Athlete Leadership training.
3. Volunteers will receive first-rate experiences with SOSC.

2024 Priorities

- Offer more Athlete Leadership Training opportunities.
- Expand the types of Athlete Leadership roles.
- Include Unified Pairs on Athlete Leadership Councils and leadership opportunities.
- Recruit more volunteers.
- Collect volunteer input to ensure a high-quality experience.