

# Strategic Plan

2022 WORKING DOCUMENT

***Special Olympics***  
*Iowa*



# Mission Statement

*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 & friendship with their families, other Special Olympics athletes, and the community.*

**Special Olympics**  
Iowa



# Vision Statement

*Our vision is to increase public awareness, improve inclusion and empower individuals with intellectual disabilities.*

*We commit to providing unlimited opportunities for all to be part of the life-changing engagement that is Special Olympics Iowa.*

**Special Olympics**  
Iowa



# Diversity, Equity & Inclusion Statement

*Diversity, Equity and Inclusion are at the heart of all that we do at Special Olympics Iowa as we strive to promote unity and create a world where everyone belongs.*

*We value, celebrate and respect all differences, backgrounds and perspectives and understand that greater diversity and inclusion creates a stronger and more innovative organization that delivers better results as we work with athletes in all communities.*

**Special Olympics**  
Iowa



# Planning Roadmap



- **Identify needs**

- SOIA Staff input
- Survey of stakeholders

- **Review of Programming**

- Local/Area Competitions
- State Competitions
- Unified Sports
- Unified Champion Schools
- Healthy Athletes
- Athlete Leadership
- MATP (formerly Challenge Days)
- Young Athletes

# Planning Roadmap



- **Revenue Streams**
  - Statewide Sponsors
  - Corporate Donations
  - Individual Donations
  - Fundraising Events
  - IDMP (Profit Share)
  - Partners (LETR, Knights of Columbus)
  - Estates/Bequests

# Planning Roadmap



- **Recruit and Retain Stakeholders**
  - Athletes
  - Coaches
  - Volunteers
  - Board of Directors
  - Staff
  - Local/Government Agencies



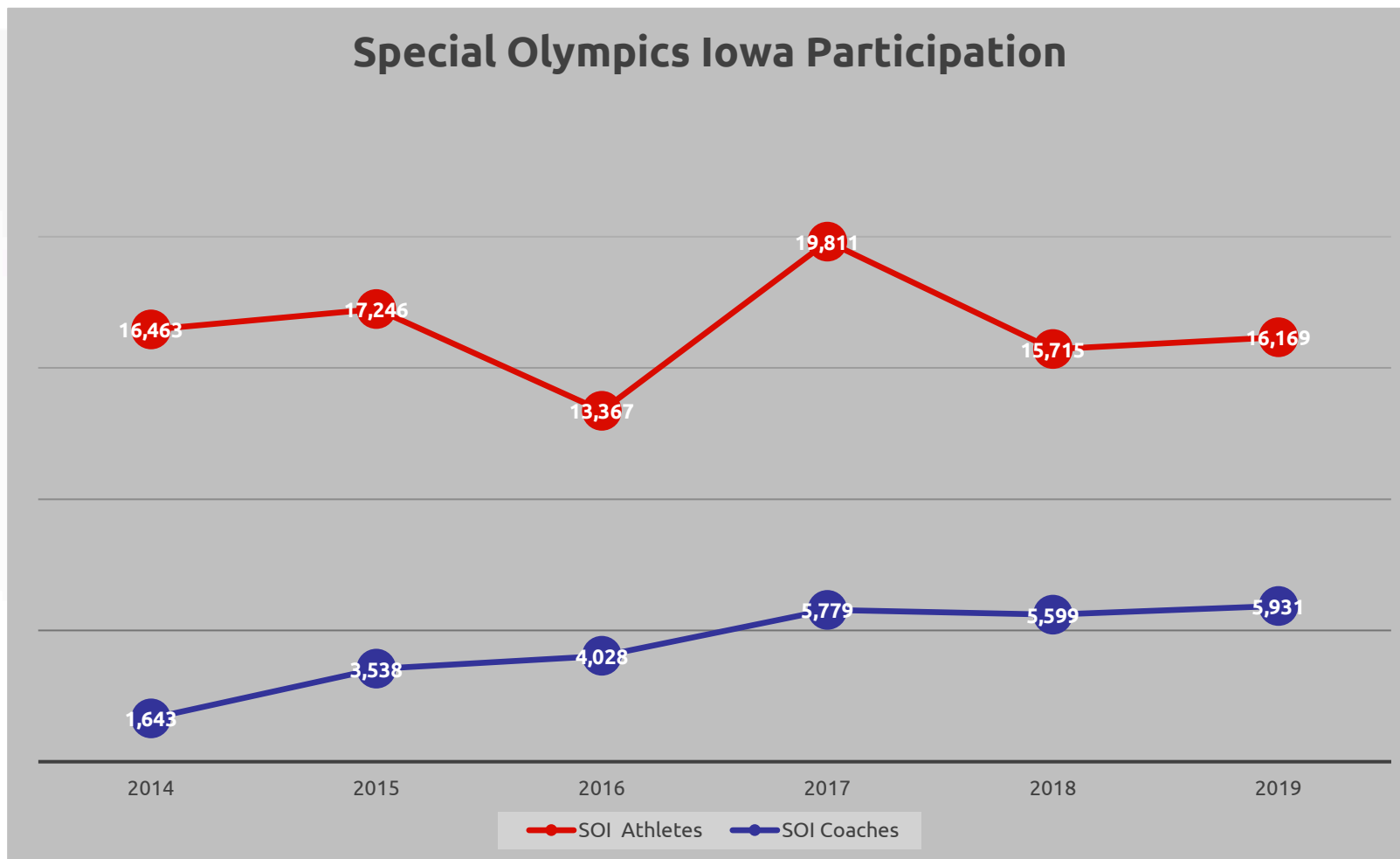
# Planning Roadmap

- **Short-term initiatives**
  - Goals for the next 12-18 months
  - Implementation of new branding for Spring Classic and Fall Classic
  - Addition of pickleball as a new sport in 2023
  - Office update in 2022; new paint, carpet and furniture
- **Long-term initiatives**
  - Planning 2-4 years outward
  - Financial review of investments and cash needs





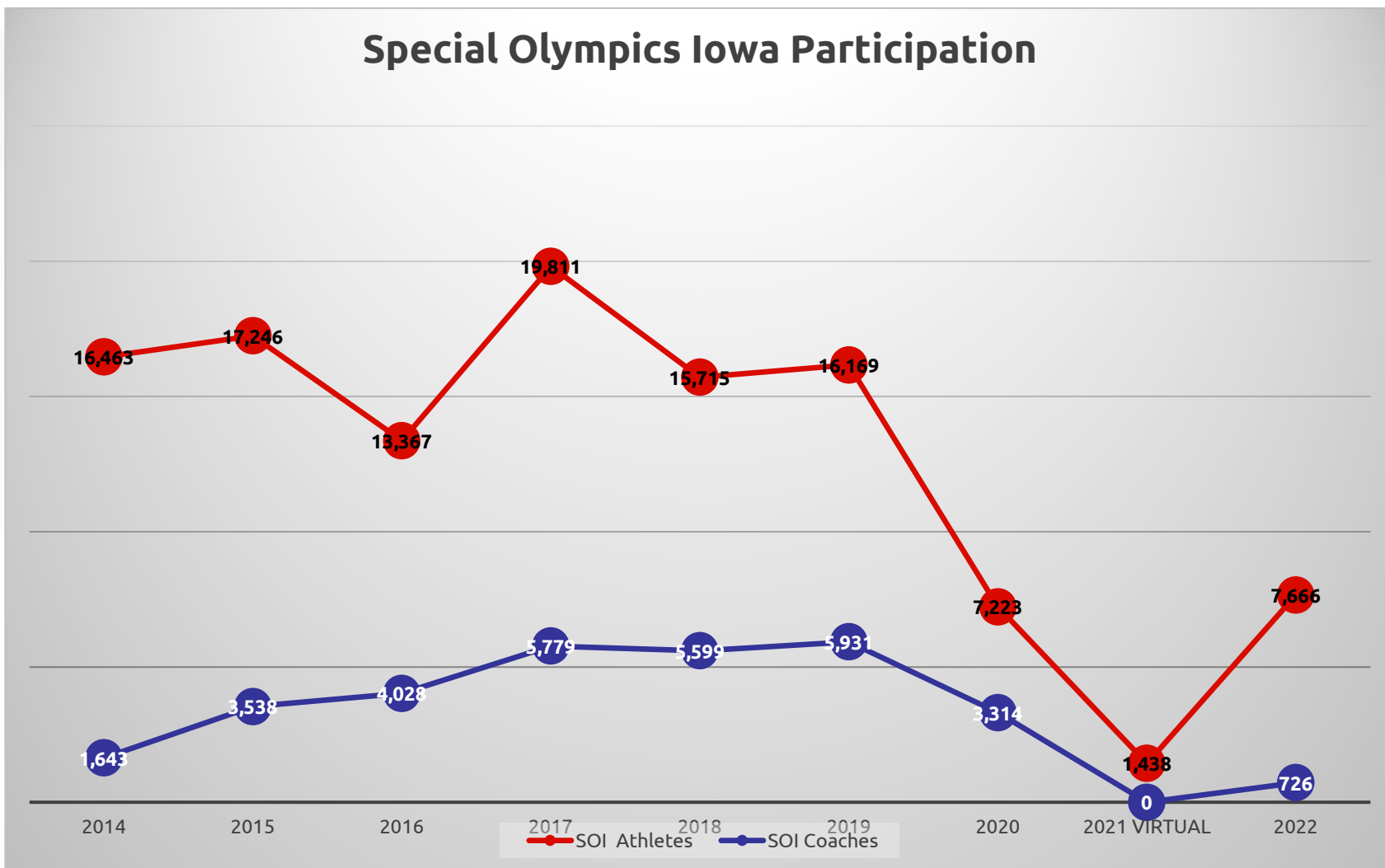
## Special Olympics Iowa Participation



Data based on Census data 2014-2019

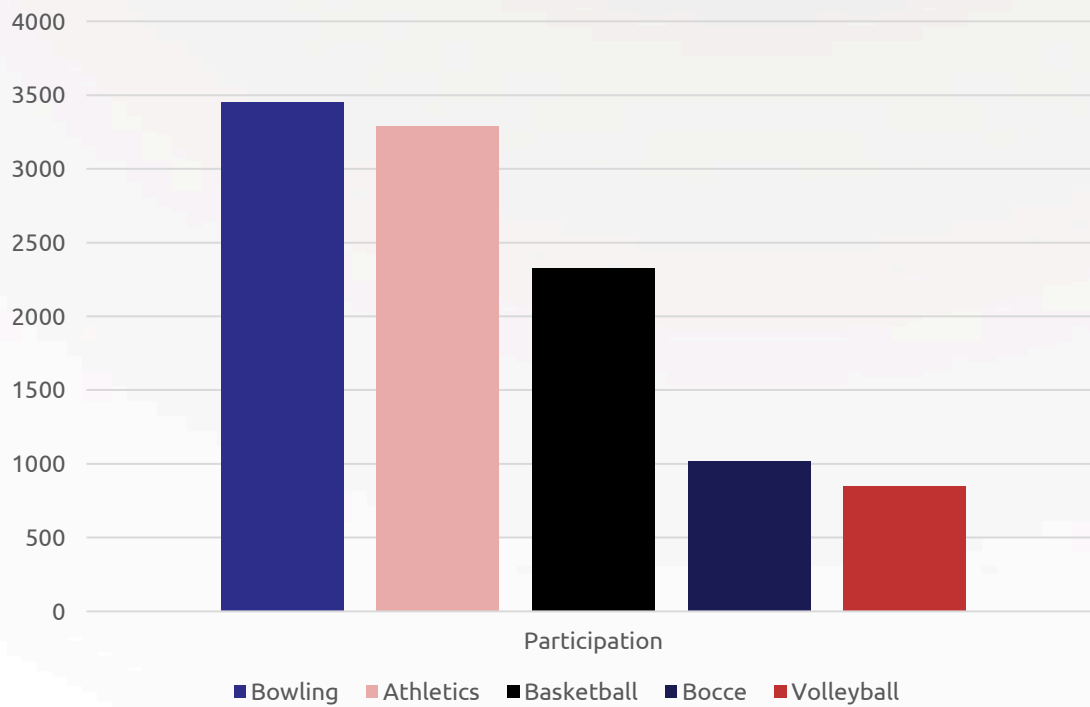


## Special Olympics Iowa Participation





### Top 5 Sports

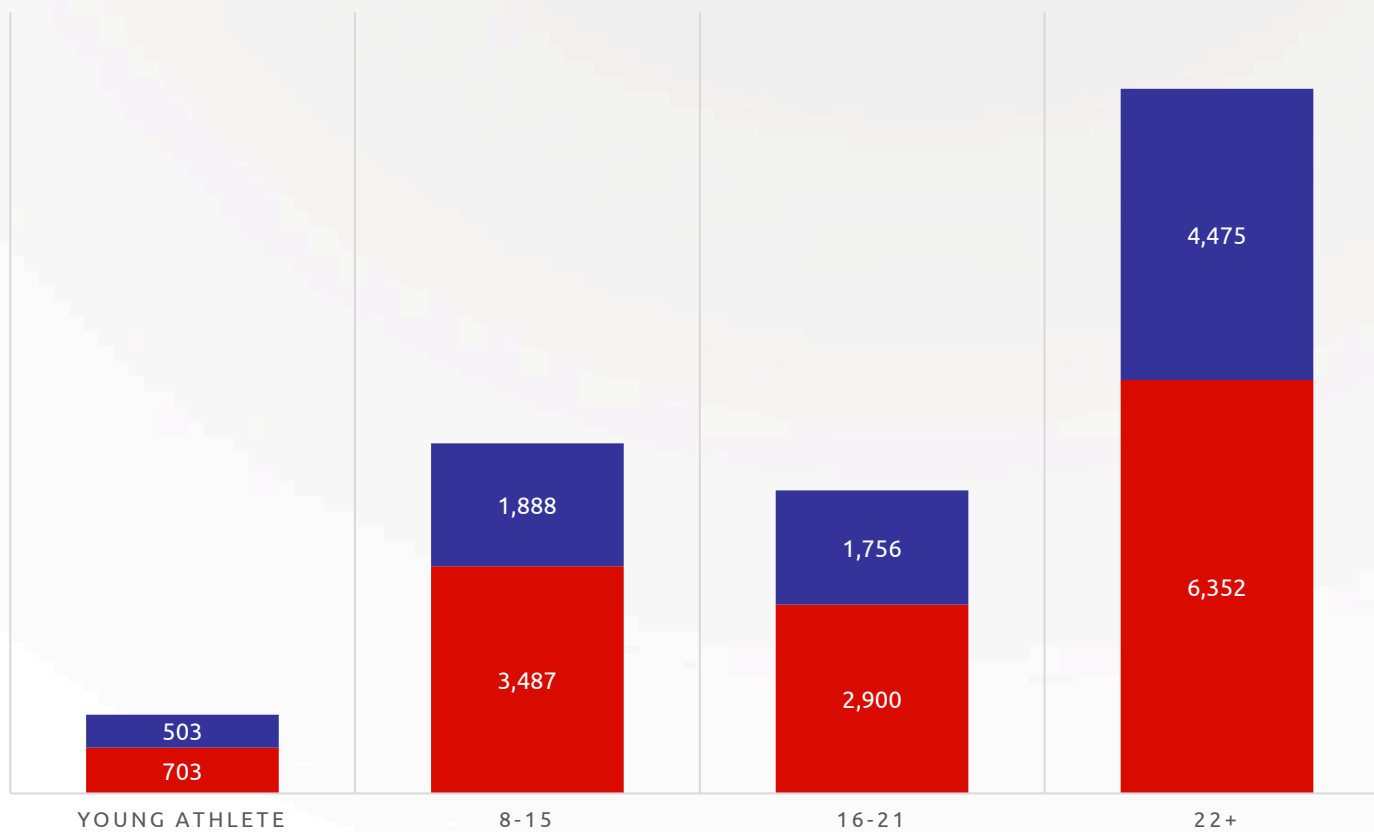


2019 Census data



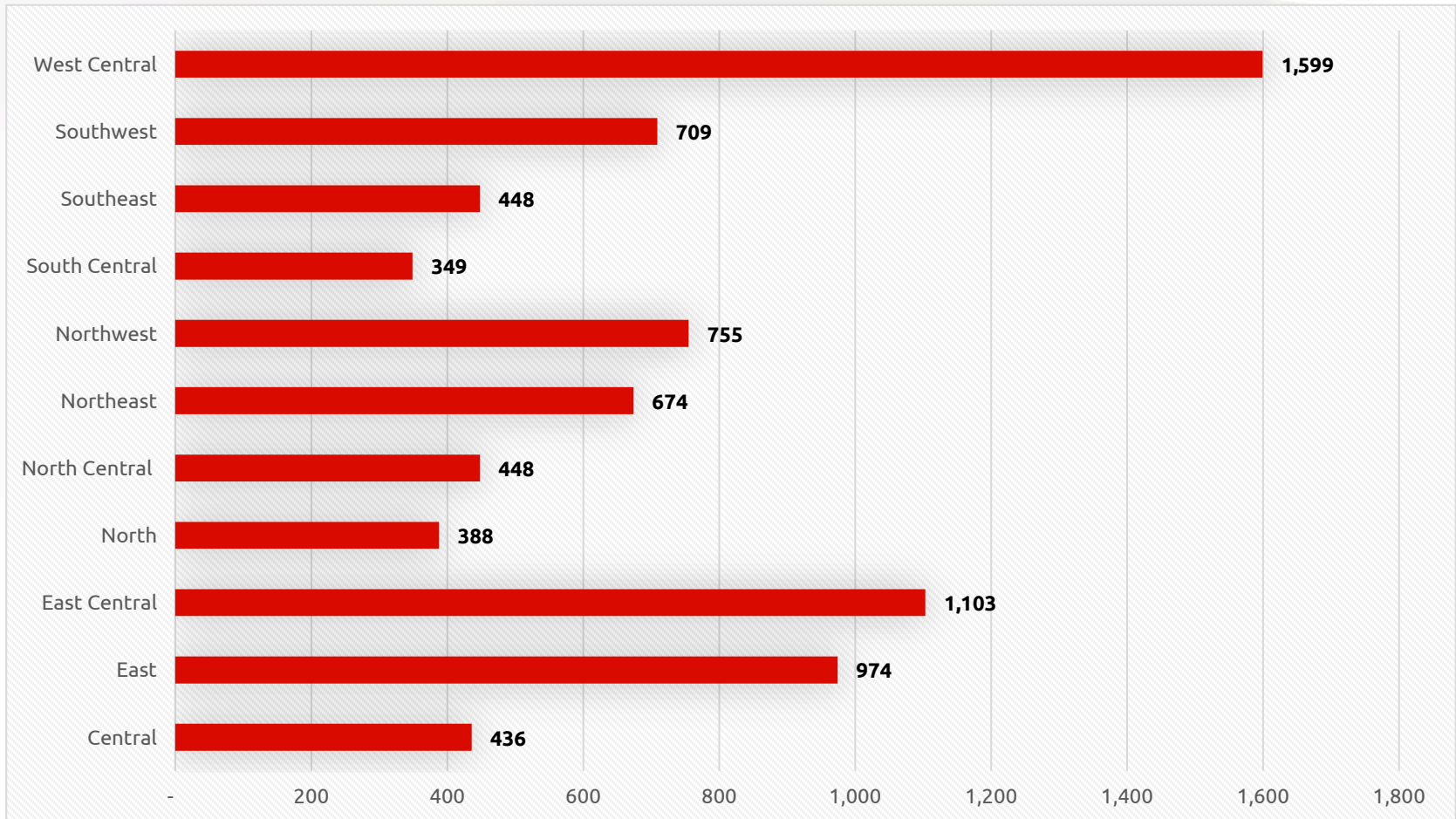
## ATHLETES BY AGE AND GENDER

■ Male ■ Female



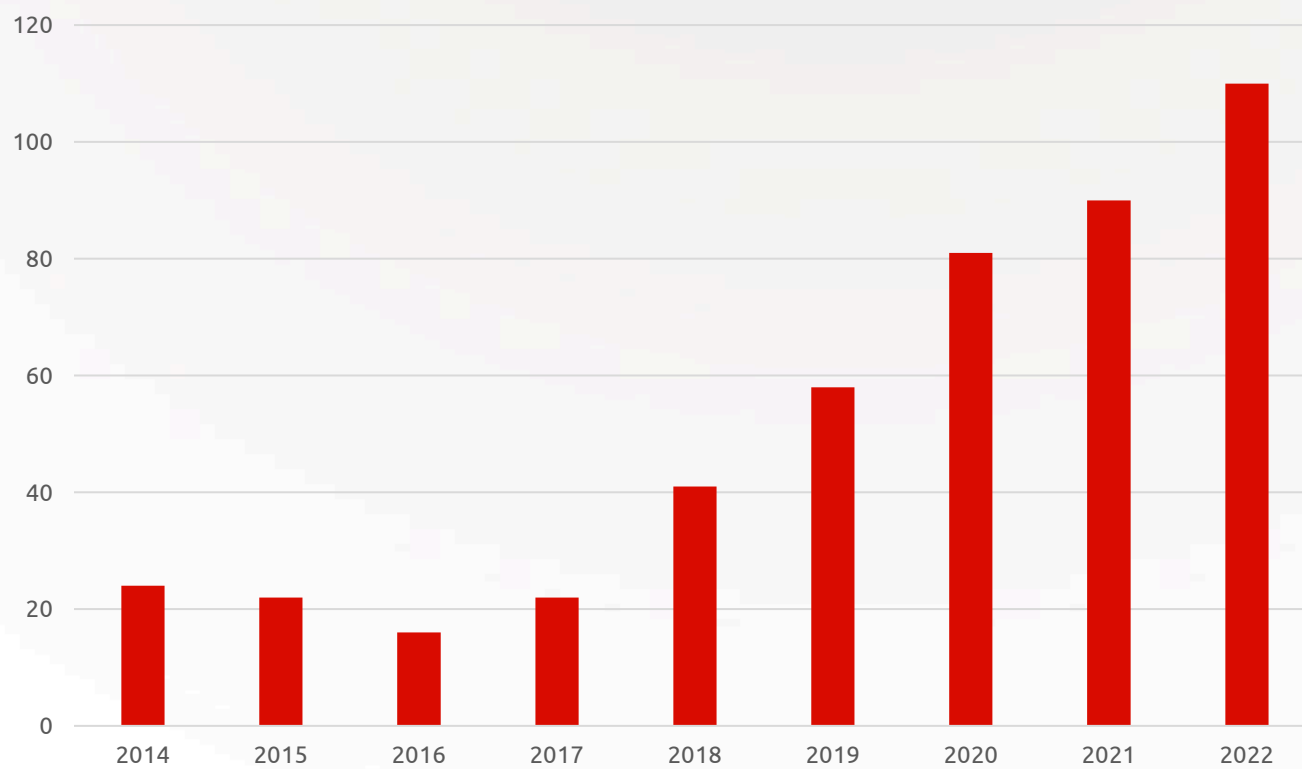
2019 Census data

# Athletes by Area





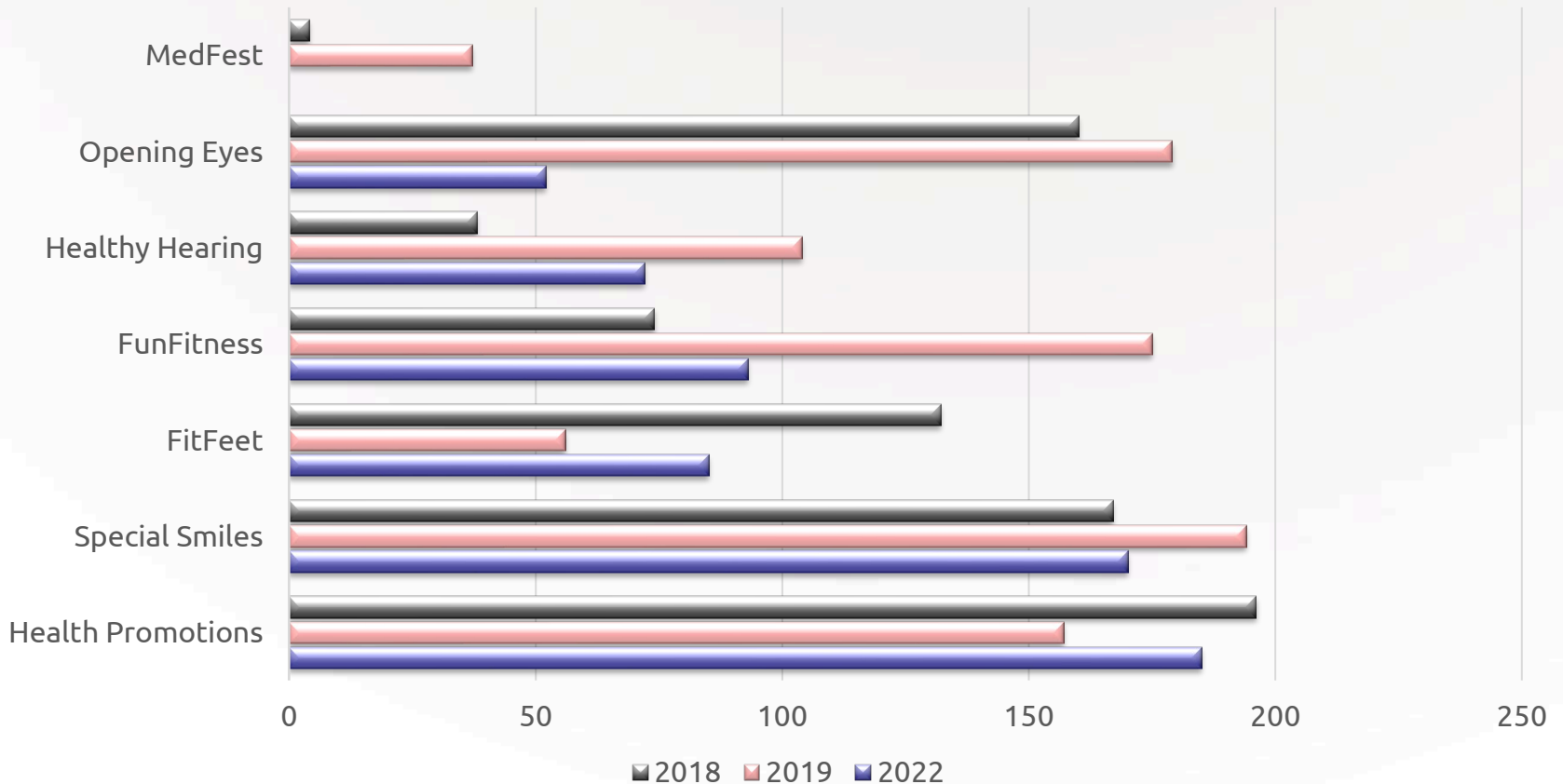
## Unified Champion Schools



# Healthy Athlete Grants



## Healthy Athlete Screenings



# Health Impact Grant - CDC



- Health Messengers – leadership opportunities for athletes to be advocates for healthy lifestyles
- Fitness
- Partnerships with agencies and healthcare organizations
- Health assessments and resource directory



# SWOT ANALYSIS

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# Strengths



- Statewide events
- Area events
- Staff
- Name and brand recognition
- Statewide partners
- IDMP
- Young Athlete Playdays



# Weaknesses

- **Government relations**
  - No lobbying except for State Appropriation
- **Athlete Recruitment and Retention**
- **Data Management**
  - Volunteer data management, Relationship management system
- **Donor Retention and Recruitment**
- **Consistent recreation programs**
  - Fitness, intramurals, trying new sports

# Opportunities



- **Public awareness and education**
  - e.g. the perception that Special Olympics' only event is Summer Games
- **Strategic partnerships**
- **Unified Champion Schools/Unified Sports**
- **Consistency with area competitions**
- **Health initiatives and ongoing fitness**

# Threats



- GMS – Database used by SONA for athlete management
- Fundraising events
- Volunteers – Key volunteers/Area Directors
- Other organizations with similar missions
- Transportation
- Centralized accounting
- Government grants

# STAKEHOLDER SURVEYS

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- Surveys were distributed to Athletes, Coaches and Volunteers
- Responses received from 10 athletes, 59 coaches, 22 volunteers and 6 LETR volunteers

# SPECIAL OLYMPICS GLOBAL STRATEGIES

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# Strategies Cascaded from SOI

- **Improve quality and reach of local programming**
  - Athlete retention and recruitment, training for coaches, quality of sports training, local partnerships
- **Empower athlete leaders and other change-makers**
  - Expand Unified Champion Schools, athletes as teachers of inclusion
- **Foster inclusive practices and settings**
  - Healthy athlete initiatives, public awareness and education, relationships with universities, corporations, health professionals and sports federations



# Next steps

- Apply cascaded strategies to the needs of Iowa's athletes ✓
- Identify main initiatives ✓
- Board involvement – establish ad-hoc committee
- Produce specific goals, actions, timelines and measurability
- Oversight and ongoing review