



OUR 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.

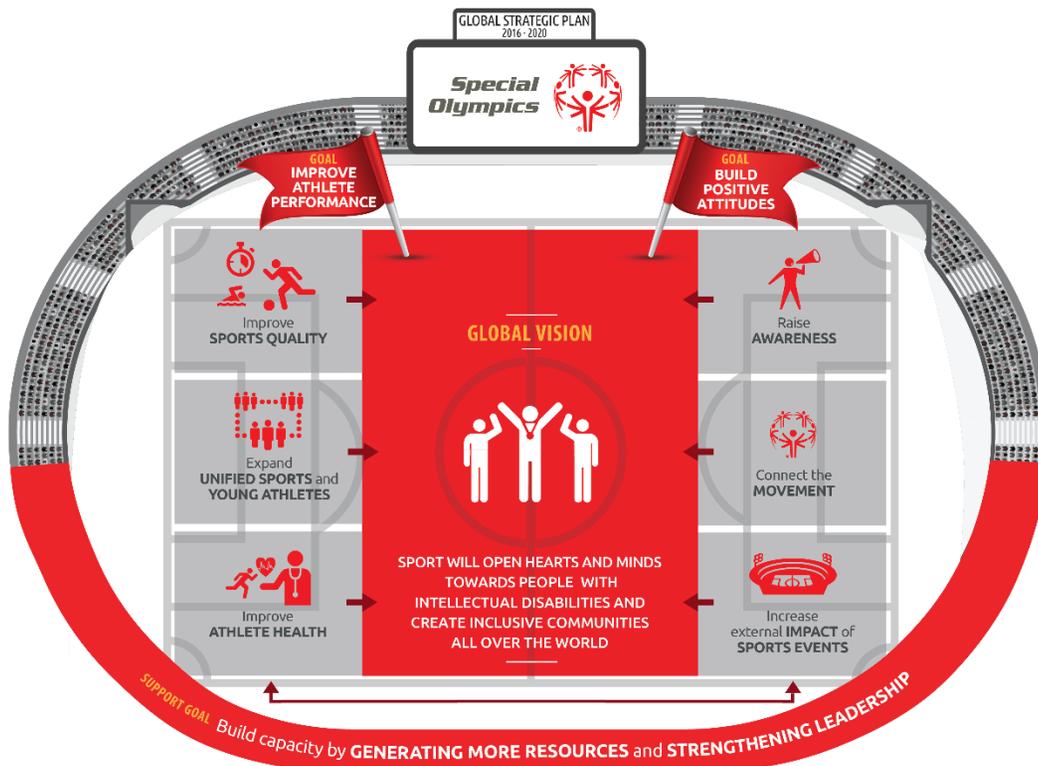
OUR VISION

Sport will open hearts and minds towards people with intellectual disabilities and create inclusive communities all over the world.

SPECIAL OLYMPICS' GLOBAL GOALS

- Goal 1: Improve opportunities for athletes to perform at their best
- Goal 2: Build positive attitudes towards people with Intellectual Disabilities
- Goal 3: Build capacity by improving resources and leadership

5 YEAR GLOBAL PLAN



SPECIAL OLYMPICS WISCONSIN 2017 STRATEGIC GOALS & OBJECTIVES

Goal 1: Improve opportunities for athletes to perform at their best

- Increase the number of Unified Sports opportunities between school programs, within the traditional program and the number of new Unified Champion Schools and SO College programs.
- Increase awareness of health programming and number of opportunities to participate (e.g. SO Fit and Healthy Habits events).
- Create a step by step succession plan to recruit Agency managers and games management team members.

GOAL 2: Build positive attitudes towards people with Intellectual Disabilities

- Highlight athletes' talents and use athlete leaders as the voice of our movement.
- Demonstrate the benefits of an inclusive society through Unified Sports/Recreation and Unified Champion Schools with 1,000 people publicly demonstrating support for inclusion.

Goal 3: Build Capacity by improving resources and leadership

- Increase revenue through Individual Giving, Corporate Sponsorships, Grants and Adopt An Athlete program.
- Maintain net revenue from special events (fundraising events).
- Enhance website experience for stakeholders and supporters to become further integrated in the mission.
- Provide formal Athlete Leadership (AL) training and practicum experience to a diverse group of athletes and/or youth partners in Global Messenger (GM), Athletes-As-Coaches (AAC) and Introduction to ALPs, Governance and Athlete Health Leader training.

Goal 4: Improve the Effectiveness and Efficiency of SOWI

- Improve greater Systems Perspective and Organizational Learning and Agility through improved work and systems processes.
- Meet the 2017 budgeted revenues and expenses.