



SPRINGBOARD TO GROWTH



2024-2026

STRATEGIC PLAN

A PEOPLE-CENTRIC LENS

Special Olympics Northern California programs provide athletes and students opportunities to improve their health and wellness.

In addition, athletes and students, along with the greater Special Olympics community (families, guardians, staff, board members, volunteers, and community partners), will have opportunities to:

- Forge meaningful, supportive connections and relationships
- Achieve new heights of personal and professional success
- Advocate for a society more inclusive of people with intellectual disabilities





THE NEXT 30 YEARS

Special Olympics Northern California's

30-YEAR AUDACIOUS GOAL:

to expand access and grow engagement in every school and community through inclusive sports, education, health, and leadership activities.

Special Olympics NorCal is configuring the 41 counties we serve into four Regions, each with an office and staff to more fully support the local communities.

Over the next 30 years, Special Olympics NorCal will strive to serve 25% of children and adults with Intellectual Disabilities (ID) in all service areas.

ABOUT SPECIAL OLYMPICS NORTHERN CALIFORNIA

MISSION STATEMENT

The mission of Special Olympics Northern California is to create an inclusive community where people with and without disabilities can make connections, develop healthy lifestyles, achieve success, and experience the joy of sports.

VISION STATEMENT

Through the contributions and leadership of people with and without intellectual disabilities, Special Olympics Northern California will foster inclusive communities for all, to live active, healthy, and fulfilling lives, through the power of sport.



31K+
TOTAL PROGRAM PARTICIPANTS



133K+
STUDENTS IMPACTED



1.3K+
HEALTH SCREENINGS



41
COUNTIES WITH ACTIVE PROGRAMS



20K+
VOLUNTEERS & COACHES

2024-2026 STRATEGIC PRIORITIES

GOAL

01

Increase

both the number of athletes and student-athletes by 21%, while strengthening the quality and impact of programs across all regions.



GOAL

02

Invest

in people who help us create impact and make our programs happen.

GOAL

03

Ignite

support to enhance our mission, deepen our IMPACT and build for our future.



2024-2026 STRATEGIC PRIORITIES

STRATEGIC GOAL #1:

Increase

both the number of athletes and student-athletes by 21%, while strengthening the quality and impact of programs across all regions.

HIGHLIGHTED STRATEGIES:

- Maintain a focus on specific counties to generate growth while continuing to expand the reach of our current programs, giving more people with and without ID opportunities to experience the benefits of Special Olympics NorCal
- Increase participation and long-term engagement for all stakeholders
- Identify and build collaborative strategic program partnerships



Grow the number of athletes & unified partners by an additional **6K+** by 2026



Increase volunteer base by **825+** coaches by 2026



Increase the number of total students impacted, and grow the number of student-athletes by **30K+** by 2026



Expand the reach and impact of the health and wellness program, including **5%** annual growth in screenings and volunteer trainings



2024-2026 STRATEGIC PRIORITIES

STRATEGIC GOAL #2:

Invest In People who help us create impact and make our programs happen.

HIGHLIGHTED STRATEGIES:

- Fortify our volunteer infrastructure to identify, recruit, train, and plan for succession of volunteer leaders
- Prioritize professional development and leadership training for staff, athlete leaders, Regional Impact Councils, and Board of Directors
- Build systems to promote cross-functional collaboration (within each region, across all regions, and between state-wide office and regions), including technological solutions to improve onboarding and communication with coaches, athletes, and other stakeholders
- Plan for the strategic expansion of Special Olympics NorCal staff in each region



Build regional staff structure and identify region-based and headquarter leadership needs starting in 2024



By 2026, reduce athlete, family and coach barriers for participation around registration, applications, and training opportunities by 40%



By 2026, increase number of fitness opportunities for athletes, family members, Unified Partners, and Coaches by 15%



Ensure all 11 sports offered have a coaching curriculum and training opportunity to increase 25% of our coaches in their sports knowledge

2024-2026 STRATEGIC PRIORITIES

STRATEGIC GOAL #3:

Ignite Support

to enhance our mission, deepen our IMPACT and build for our future.

HIGHLIGHTED STRATEGIES:

- Increase and strengthen scalable revenue to support the organization’s sustainability and growth
- Participate in strategic community collaboration and partnerships in each region
- Empower athletes and stakeholders to drive change and advocate for a more inclusive society for people with intellectual disabilities by sharing their stories with the public, media, donors, corporate partners, and government officials
- Build Regional Impact Councils to identify new opportunities and financial resources within each of the four identified regions
- Invest in technology-driven innovations to leverage human resources, improve improve communications, and increase visibility of the Special Olympics NorCal brand



Invest in development partnerships in the form of joint marketing programs that align mission, enhance visibility and drive new consumer facing campaigns annually



Double donor-engagement marketing efforts each year



Align with donors who support our mission of inclusion, resulting in greater individual gifts and doubling planned giving commitments by 2026



Special Olympics
Northern California

Playing today for a more inclusive tomorrow

#OneNorCal

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