

# 2024-2027 Strategic Plan

Version May 2025 (updated KPI's)

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

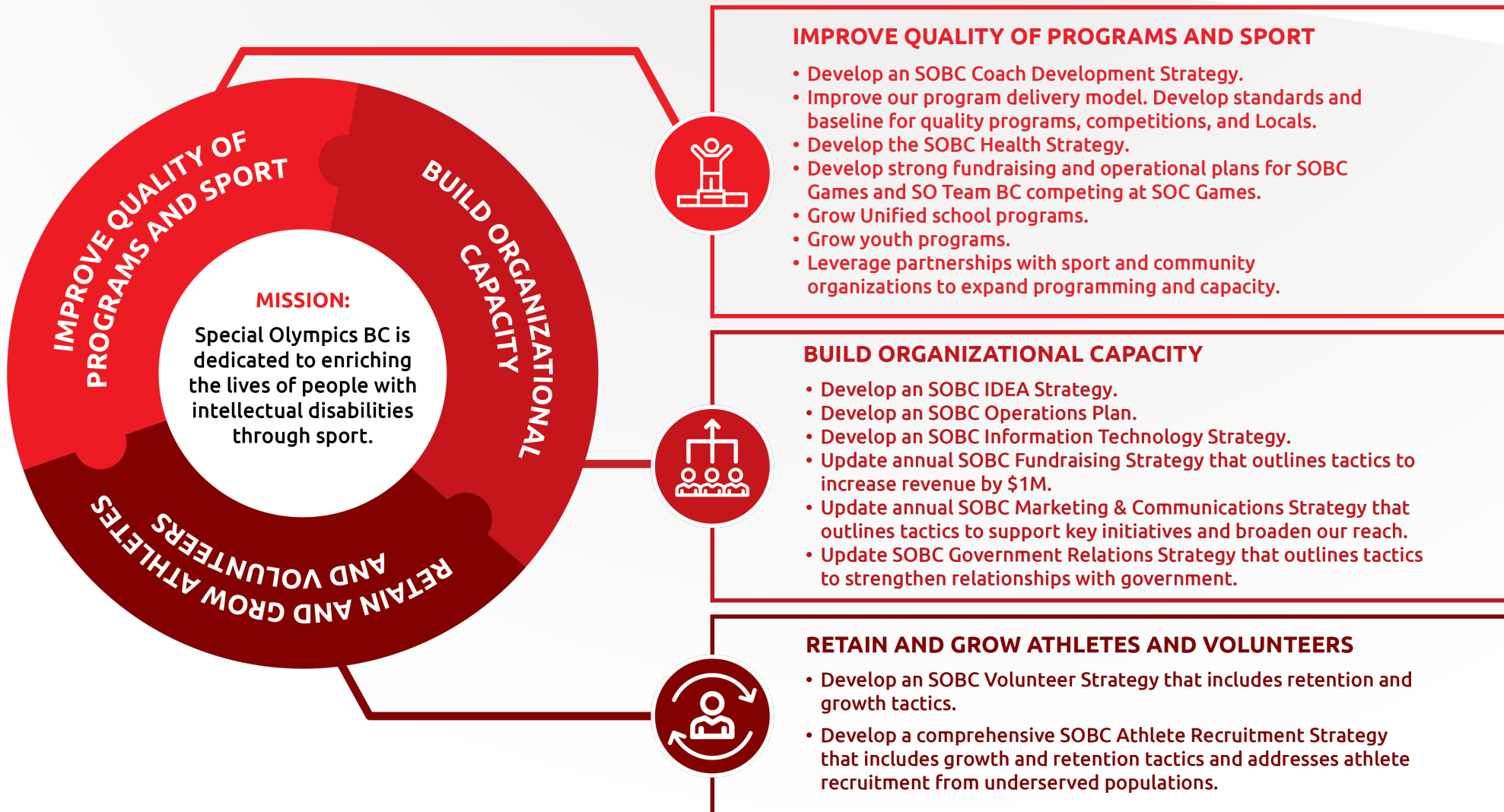




## Pan-Canadian Strategic Plan (2024-2027) | Overview



# SOBC Strategic Plan 24-27





# Pillar Outcomes

PILLAR	KPI (ACHIEVE IN 25/26)	KPI (ACHIEVE BY 26/27)
<b>RETAIN AND GROW ATHLETES AND VOLUNTEERS</b>	<ul style="list-style-type: none"><li>- 4,200 registered athletes</li><li>- 75% athlete retention rate</li><li>- 2,600 registered volunteers</li><li>- 70% volunteer retention rate</li><li>- 80 communities served</li><li>- 58 Local Committees</li></ul>	<ul style="list-style-type: none"><li>- 5,200 registered athletes</li><li>- 75% athlete retention rate</li><li>- 3,500 registered volunteers</li><li>- 70% volunteer retention rate</li><li>- 82 communities served</li><li>- 60 Local Committees</li></ul>



# Pillar Outcomes

PILLAR	KPI (ACHIEVE IN 25/26)	KPI (ACHIEVE BY 26/27)
<b>BUILD ORGANIZATIONAL CAPACITY</b>	<ul style="list-style-type: none"><li>- Raise \$4.1M</li><li>- 8% increase in donors.</li><li>- Enhanced use of MRMS to improve data reliability and SOBC's ability to make data driven decisions</li><li>- Participate in transition to updated/new Fundraising Database</li><li>- 40% self registration for volunteers.</li><li>• Enhance marketing and communications support of member recruitment and retention, including rollout of new website and new marketing templates for Locals.</li></ul>	<ul style="list-style-type: none"><li>- Raise \$4.5M</li><li>- Increase individual donor base by 20%.</li><li>- Update donor and member database.</li><li>- Expand reach through strategic marketing.</li><li>- Deliver powerful communications resources.</li><li>- Complete IDEA strategy with defined priorities.</li></ul>

# Pillar Outcomes



PILLAR	KPI (ACHIEVE IN 25/26)	KPI (ACHIEVE BY 2027)
<b>IMPROVE QUALITY OF PROGRAMS AND SPORT</b>	<ul style="list-style-type: none"> <li>• Deliver an in-person training workshop for each summer sport (10 total) and a virtual learning workshop for each winter sport (8 total).</li> <li>• Host 2 team leadership opportunities for SO Team BC 2026 mission staff and coaches.</li> <li>• Develop health strategy.</li> <li>• Capitalize on sport development opportunities as arising from provincial, national, and Local consultations.</li> <li>• Strengthen PSO relationships with focus on current SO winter sports (5 pin, alpine, cross country, curling, figure skating, speed skating).</li> <li>• Engage &amp; partner with CSI Pacific for SO Team BC sport training.</li> </ul>	<ul style="list-style-type: none"> <li>- Deliver one in-person and one virtual coach development opportunity per sport.</li> <li>- Successfully execute two Provincial Games (2025 summer, 2027 winter).</li> <li>- SO Team BC 2026 successfully competing at National Games</li> <li>- Define the baseline for health program metrics.</li> <li>- Increase sport and community partnerships.</li> </ul>



# Enabler Outcomes

## Diversify Funding

- Deliver an updated donor relations strategy that addresses growth in traditional fundraising strategies.
- Generate an updated annual case for support.
- Generate more revenue through grants and foundations
- Develop strong partnerships with corporate supporters and third-party fundraisers.
- Build strong fundraising programs for SOBC Games.

## Partnerships

- Enhance relationships with fundraising partners and all levels of government.
- Partner with ID-focused organizations including group homes, caregivers, self-advocate networks, and service providers.
- Work with school districts and higher education to expand and implement programming in the areas of Unified Sports and health.
- Expand partnerships with health practitioners.
- Partner with organizations that support underserved populations.

## Brand

- Execute 25-26 SOBC Marketing & Communications Strategy.
- Expand reach of recruitment marketing through tactic analysis, development of media strategy and partnerships, and process and resource enhancements.
- Strengthen member retention with communications tactics including increased engagement with internal communications program, enhanced IDEA storytelling program, resource development.
- Expand celebrity engagement program.



# Enabler Outcomes

## Technology

- Streamline volunteer and athlete interactions with technology.
- Enhance cyber-security awareness and safeguards.
- Further develop and enhance our capabilities with CrowdChange, fundraising database, and other software systems.
- Develop new policies to address changes in technology and its associated use

## Administration

- Refine operations, information technology, and HR strategies that enable organizational growth.
- Ensure strategic budget planning that addresses organizational needs and revenue to achieve goals.
- Participate in sharing lessons across Special Olympics Chapters to ensure more streamlined approaches.
- Increase Board of Directors engagement and participation.





# Enabler Outcomes

## IDEA

- Refine SOBC's IDEA strategy and identify focus areas/priorities
- Continue the work of SOBC's IDEA committee.
- Participate in a Pan-Canadian IDEA committee.
- Strengthen our recruitment and retention strategies for underserved populations.

## Safe Sport

- Refine the SOBC Safe Sport Strategy and identify priorities.
- Embed Safe Sport into SOBC volunteer and athlete culture.
- Ensure and execute efficient tracking of Safe Sport training.
- Define Safe Sport process for incident reporting, tracking, and knowledge transfer. Provide education and training to all stakeholders on processes.