



Inclusion in Action

Strategic Plan 2021 - 2027



Easy read

Special Olympics
Great Britain



We are delighted to present our new Strategic Plan for 2021-2027 which sets out our plan for the next six years.

We will talk about the good changes that we hope will happen over the next four years.

Our strategy



A strategy is a set of plans which happen over a long period of time.



Our strategy is for the years 2021, 2022, 2023, 2024, 2025, 2026 and 2027 and is called “Inclusion in Action”.



We asked our athletes, families and volunteers what you would like to happen and we listened.

Our purpose

Our purpose is what Special Olympics GB aims to deliver.



Help children and adults living with an intellectual disability to play sport.



To provide sports training and competitions in a number of sports.



Help athletes and their families feel part of the Special Olympics family.



Develop fitness, demonstrate courage and experience joy.

Our values

Our values are how we should behave so that we can make Special Olympics GB unique and a nice place to play sport.

**We laugh
and have fun!**

**We are confident
and brave!**

**We have integrity
and choose to include!**

**We are kind
and respectful!**



Our priorities

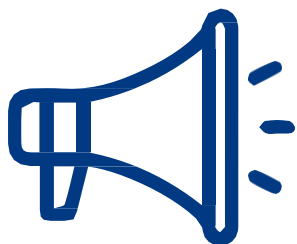
Our priorities are what we will do to make Special Olympics GB bigger, better and stronger. We have four priorities.



1. Stronger sports clubs



2. Grow the number of athletes, volunteers and sport opportunities



3. Raise awareness of Special Olympics GB



4. Raise more money for Special Olympics GB

1. Stronger sports clubs

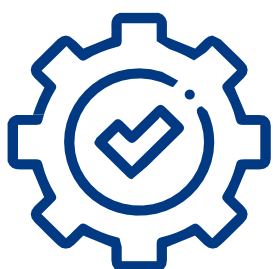
Below is what we aim to do between 2021-2027.



Stronger clubs



More volunteers with more skills



Do things quicker



More National Office support



2. Grow the number of athletes, volunteers and sport opportunities

Below is what we aim to do between 2021-2027.



Athlete-led organisation



More sports and competitions



Sport for everyone



Support our athletes work and business's



Local to international competitions and events



3. Raise awareness of Special Olympics GB

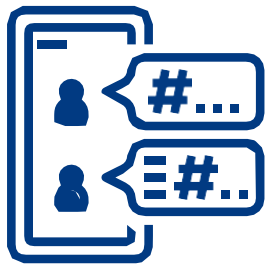
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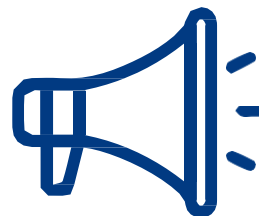
**More social
media content**



**Share more
athlete, volunteer
and family stories**



**More digital
engagement**



**Tell everyone about
Special Olympics GB**



4. Raise more money for Special Olympics GB

Below is what we aim to do between 2021-2027.



More investment in local to national sport



Strong financial foundations



Potentially bid to host a World Summer Games



Work more with our partners



For more information

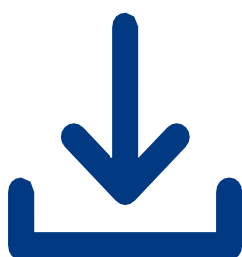


Visit our website

www.specialolympicsgb.org.uk



Email us on info@sogb.org.uk



You can download the full strategy, summary, easy-read and video versions on our website at www.specialolympicsgb.org.uk/inclusion-in-action



Let me win.
But if I cannot win,
let me be brave
in the attempt.
- Special Olympics athlete oath

For more information and to get involved:
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