



Inclusion in Action

Strategic Plan 2021 - 2027

Special Olympics
Great Britain





98% of those aware of
Special Olympics GB
think that it is an
inspirational
organisation.

Sections

Introduction	04
United Nations Sustainable Development Goals	08
01 We are Special Olympics GB	09
Our values	10
Our purpose	11
Our vision of success	12
02 Our objectives	13
Objective 1 - Enhance our delivery model	14
Objective 2 - Grow participation to record GB levels	23
Objective 3 - Athlete-led storytelling	31
Objective 4 - Generate sustainable and diverse investment streams	39



Introduction

We are delighted to present our new Strategic Plan 2021-2027 which sets out our roadmap over the next six years. Special Olympics GB is united with our Special Olympics International colleagues in our vision for an inclusive world for all, created by the power of sport, through which people with intellectual disabilities live an active, healthy and fulfilling life.

We have all lived through an extraordinary period of time with the COVID-19 pandemic which has changed life for all of us. This has had a devastating impact on our athletes who have been disproportionately negatively affected and has meant the fundraising landscape has changed for charities. Our Strategic Plan is responsive to the environment we are now operating within and sets a trail for recovery and growth. The pandemic has allowed us to accelerate our use of technology and will merge the benefits of virtual working along with the essential in-person activity which is such an important part of Special Olympics.

Our partner Two Circles carried out some research and found that 36% of adults have a connection to or are aware of someone with an intellectual disability – which equates to almost 19 million people in Great Britain – far higher than was previously estimated. We have such an important role to play in transforming the lives of people who live with an intellectual disability through sport, and we aim to be the leading organisation for sporting opportunity for those with an intellectual disability and no longer the best kept secret in Great Britain. Our Strategic Plan sets the roadmap for achieving this by 2027.



By focussing on strengthening and building our infrastructure of clubs, coaches and volunteers, we will be in a much stronger position to accelerate growth in participation from 2027 onwards. We have been undergoing a significant period of organisational transformation since mid-2018 which has included the appointment of a new Chair, Paul Richardson and new Trustees, and development of a new Advisory Board which is focussed on driving income and awareness. We have been strengthening our governance, finance and operating systems and re-engaging key stakeholders. The Covid-19 pandemic has meant we have had to look at our operating model in more detail and identify areas to adapt, improve and rebuild. Recent world events, broader societal changes regarding inclusion and diversity, and the rapid pace of change that technology is having on the world around us means we need to explore all possible options in reaching more of the 1.5 million people who live with an intellectual disability and engaging more of the 19 million people who have a direct connection to someone with an intellectual disability.

Special Olympics activity is run by an army of dedicated volunteers and the Strategic Plan ensures that the recruitment, retention, and development of a diverse group of volunteers is a key focus over the next six years as part of our commitment to enhance and strengthen our delivery model.

We will only achieve true inclusion when we listen to the voices of our athletes. There are no better advocates of the difference that Special Olympics makes in peoples lives, than our athletes. Our role is to create environments and platforms where our athletes can share their inspiring and courageous stories. We are committed to athlete-led storytelling and believe that by using the power of sport, we can be the leading force of inspiration for people with intellectual disabilities. We believe that developing our Athlete Leadership programme and launching athlete-led projects which promote inclusivity, leadership, and entrepreneurship, alongside the development of a Social Enterprise, will help showcase the employability skills of our athletes and start to change the staggering statistic that 94% of people with an intellectual disability are unemployed.



None of these changes can be made without significant investment and a dedicated resource of staff to support, develop, and implement the Strategic Plan. We are committed to diversifying our investment streams through purpose-led partnerships, aligning fundraising strategies, social enterprise development and researching the financial benefit and impact that major events can bring. We are committed to advocating for our Special Olympics athletes, so they are treated fairly, and we believe bidding to host a World Games would ensure that our athletes are treated with the same level of importance of their Olympic and Paralympics counterparts. Great Britain has hosted a large number of major world sporting events, and if we are truly committed to levelling up and being truly inclusive as a society, then surely it makes sense for government to back national and world events which are focussed on people with an intellectual disability? That would demonstrate Inclusion in Action.

The next six years is an extremely exciting and important period for Special Olympics in Great Britain. Building a really strong foundation for growth and ensuring our athletes are at the heart of our leadership teams will mean that we can dramatically increase participation numbers from 2027 onwards.

Thank you to all of those who have contributed to the development of this Strategic Plan through an extensive consultation period. We are excited about our journey ahead and the transformation we can continue to make through sport, with joy, friendship, laughter, fun and kindness at the heart of everything we do.

This is Special Olympics Great Britain. This is Inclusion in Action.



A handwritten signature in white ink, appearing to read 'Paul Richardson'.

Paul Richardson, Chair

The Special Olympics GB Board of Trustees approved 'Inclusion in Action – Strategic Plan 2021-27' in May 2021 and are committed to continuing to be responsive to the environment we are operating in and continuing to hear the voices of our athletes, volunteers and families

A black and white portrait of Eunice Kennedy Shriver, founder of Special Olympics. She is shown from the chest up, looking slightly off-camera with a thoughtful expression. Her hair is voluminous and styled in waves. The background is softly blurred, showing what appears to be a bookshelf.

“You are the stars
and the world is
watching you.”

Eunice Kennedy Shriver
Founder, Special Olympics

Since it's founding in 1968, Special Olympics has grown from a competition involving 1,000 athletes to a worldwide movement with nearly seven million athletes. Even as we grow in numbers, our story still centers on brave individuals who achieve great things together.

We are part of a global movement of people creating a new world of inclusion and community, where every single person is accepted and welcomed, regardless of ability or disability. We are helping to make the world a better, healthier and more joyful place - one athlete, one volunteer, one family member at a time.

United Nations Sustainable Development Goals

The Special Olympics movement globally will focus on creating sustainable sports and inclusion opportunities. Special Olympics GB will support the international movements drive to contribute to the United Nations Sustainable Development Goals (SDG's). These goals help protect the planet and make sure that people are treated fairly and equally. As we are an inclusive and equality focussed organisation it is important that our strategic plan contributes to these goals. The United Nations want to achieve the Sustainable Development Goals by the year 2030.

The SDG's that are present throughout the Special Olympics GB Strategic Plan are 3, 4, 5, 10, 11, 16 and 17.

SUSTAINABLE DEVELOPMENT GOALS



We are
Special
Olympics GB

01

Our values

We are a values led organisation. We are authentic. We act with honesty, integrity and respect. We are creative and innovative. We love to embrace difference and doing things differently. We are brave, courageous, resilient and determined. We listen and are led by the voice of our athletes. We are always kind. We are inclusion in action.

We are Special Olympics GB

We laugh
and have fun!

We are confident
and brave!

We have integrity and
choose to include!

We are kind
and respectful!



Strategic framework

Our purpose

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

We will be a thriving, financially sustainable organisation that is at the forefront of innovation within the Special Olympics movement and recognised as a leader in driving societal change and inclusion through the power of sport for people with an intellectual disability in Great Britain.

Our Roadmap



Our objectives

01

Enhance our delivery model

02

Grow participation to record GB levels

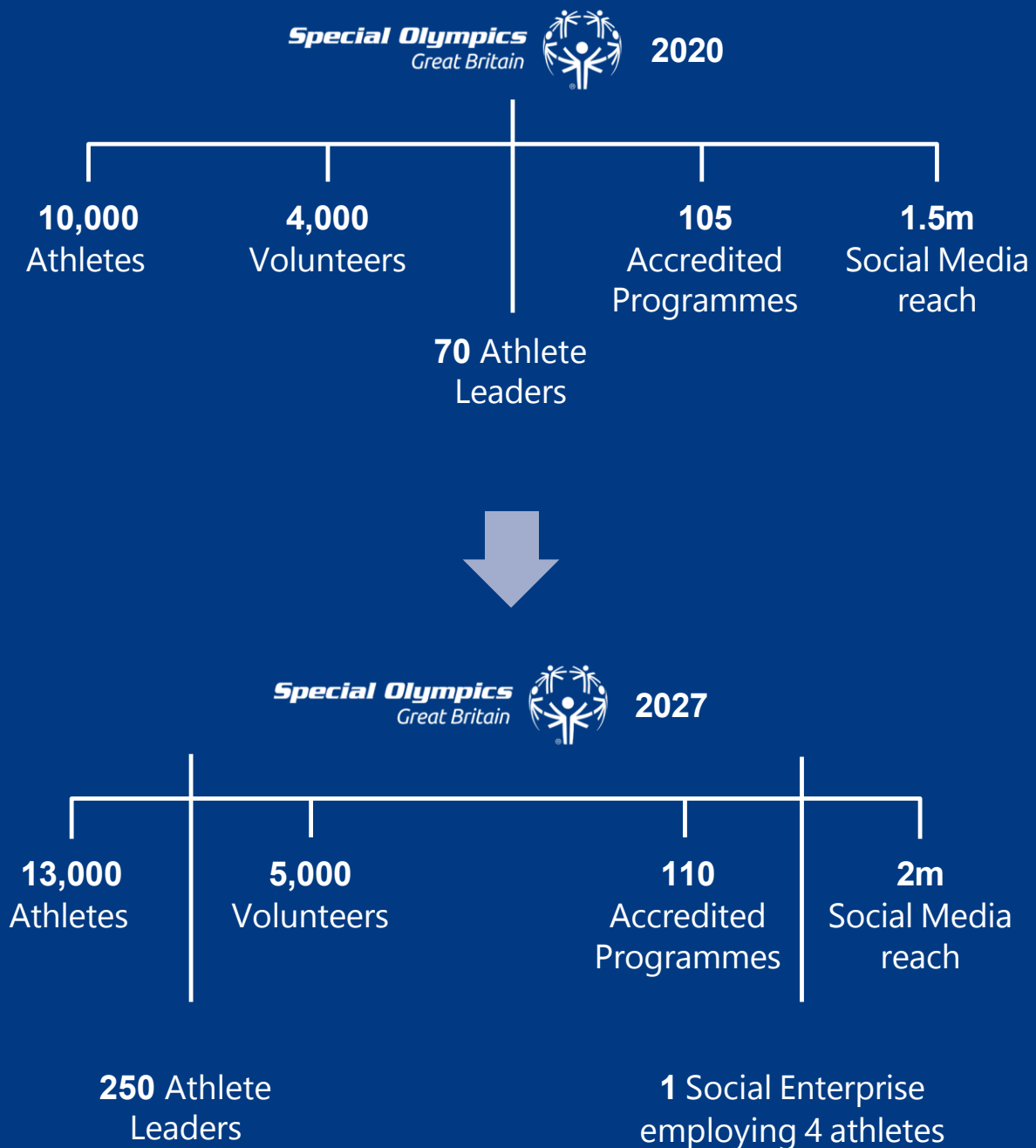
03

Drive engagement through athlete-led storytelling

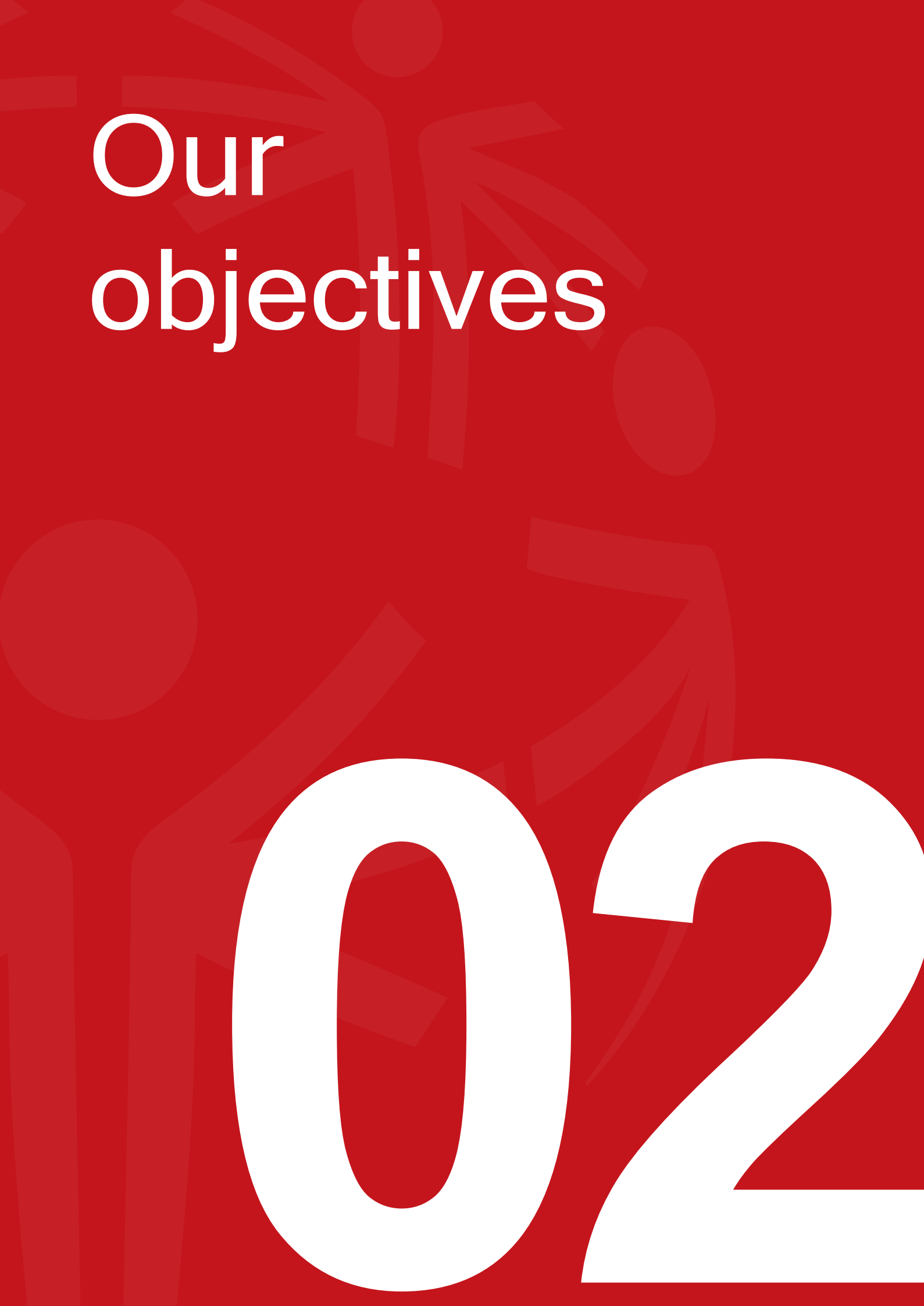
04

Generate sustainable and diverse fundraising

Our vision of success



By 2027, we will have a strong and high quality delivery infrastructure across GB. We will have participation opportunities in 90% of regions across the country. We will have a thriving community of athletes who are transforming their lives through sport. We will have a world leading Athlete Leadership programme. We will have developed an innovative Social Enterprise which showcases the entrepreneurship skills of our athletes. We will have a thriving, vibrant and diverse workforce which is representative of the communities we serve. We will have hosted a truly unique and impactful National Summer Games. We will have

The background of the slide is a solid red color. Overlaid on this background are several faint, stylized human figures in a lighter shade of red. These figures are arranged in a way that suggests movement or a group of people, with some figures appearing to be in the foreground and others slightly behind, creating a sense of depth. The figures are composed of simple geometric shapes like circles for heads and rectangles for bodies and limbs.

Our
objectives

02

Objective 1



1 in 3 are interested
in supporting the
Special Olympics GB
mission through
donations, pledges,
volunteering etc.

Enhance our delivery model

Why?

We need a foundation of operational excellence to allow our organisation to thrive.

What?

Through building a strong and sustainable delivery model we can support our athletes, volunteers and families.

How?

- Strengthen our delivery model
- Develop unique partnerships
- Enhance volunteer development opportunities
- Improve Membership Management

This objective will contribute to these Sustainable Development Goals



Infrastructure Development

Strengthen our delivery model

Develop a strong scalable delivery model which encourages growth in participation, investment and engagement.

01

Engage with our accredited programmes to understand operations to guide the strengthening of our delivery.

02

Work collaboratively to develop a stronger and more sustainable delivery model.

03

Ensure our delivery model is compliant across all aspects through minimum operating standards.



Infrastructure Development

Develop unique partnerships

Within the Special Olympics GB volunteer workforce, 39% also volunteer with other organisations. We want to amplify this impact by creating relationships where clear benefits of volunteering exist.

01

Understand the true value that our volunteers bring to their peers, our athletes and the organisation.

02

Work collaboratively with other organisations to develop volunteer pathways for qualified coaches.

03

Lead research to gather insights on recruiting, retaining, developing and rewarding volunteers.



Infrastructure Development

Enhance volunteer development opportunities

Approximately two thirds of our volunteer workforce are eager for more cross collaboration with other clubs, while many are looking for more opportunities for coaching qualifications, learning resources and developing new skills.

01

Create new learning and development opportunities to retain existing volunteers and promote the benefits of becoming a volunteer.

02

Create different volunteer pathways for those wanting to support in different ways.

03

Work closely with volunteers to develop tailored leadership and wellbeing training programmes which can be delivered locally and virtually.



Infrastructure Development

Improve Membership Management

Implement new systems and processes to drive operational efficiency in governance and communications to enable more dialogue across the Special Olympics GB community.

01

Implement new membership management system to improve membership processes, enable greater communications and support with safeguarding, training and other key volunteer initiatives.

02

Develop opportunities for our membership voices to be heard.

03

Ensure new membership management processes are capturing sport delivered through Special Olympics GB, ensuring insights are used to support competition and participation structures.



Infrastructure Development

Roadmap

	People	Systems	Processes
2021	✓ Review current delivery model and identify the need for development ✓ Engage with our registered volunteers to understand the intricacies of why our volunteers support us	✓ Develop online capability to support member management ✓ Develop future delivery model ✓ Refine Minimum Operating Standards	✓ Develop governance to achieve Code for Sports Governance Tier 3 level ✓ Ensure the voice of the membership is heard effectively ✓ Review and refresh safeguarding framework
2023	✓ Develop Volunteer Benefits package ✓ Establish and launch volunteer strategy ✓ Establish diversity baseline across our workforce	✓ Implement online efficiencies across our organisation ✓ Encourage learning and development through Special Olympics International Online Platform	✓ Complete audit of delivery compliance
2025	✓ Establish volunteer pathway from local to international level ✓ Develop Employee Engagement framework ✓ Develop framework for volunteers from diverse communities	✓ Support accredited programmes to utilise technology effectively ✓ Implement volunteer training strategy	✓ Automate all current administrative processes relating to delivery
2027	✓ Implement Employee Engagement framework ✓ Establish Club Champion framework		

Infrastructure Development

What does success look like?

Strategy

Strengthen our delivery model

Develop unique partnerships

Enhance volunteer development opportunities

Improve Membership Management



Quantity

- ✓ Develop our organisational governance
- ✓ Creation of delivery model Minimum Operating Standards
- ✓ Volunteer Strategy in place
- ✓ 5,000 volunteers
- ✓ Established baseline of volunteers from diverse communities
- ✓ 20 Volunteer Development Opportunities
- ✓ 75% volunteer satisfaction
- ✓ 100% safeguarding compliance standards
- ✓ Automation of 5 member facing processes
- ✓ 3 Home Countries delivering to aligned model
- ✓ 5 developed partnerships to strengthen our delivery network
- ✓ Recruitment of 4 Home Country focused Development staff
- ✓ Established membership voice structure

This means



**Stronger
clubs**



**More volunteers
with more skills**



**Faster
processes**



**More National
Office support**



Objective 2



Only 44% of disabled people feel they are given the opportunity to be as active as they would like to be.

Grow participation to record GB levels

Why?

We know Special Olympics GB changes peoples lives, yet we are still Great Britain's best kept secret!

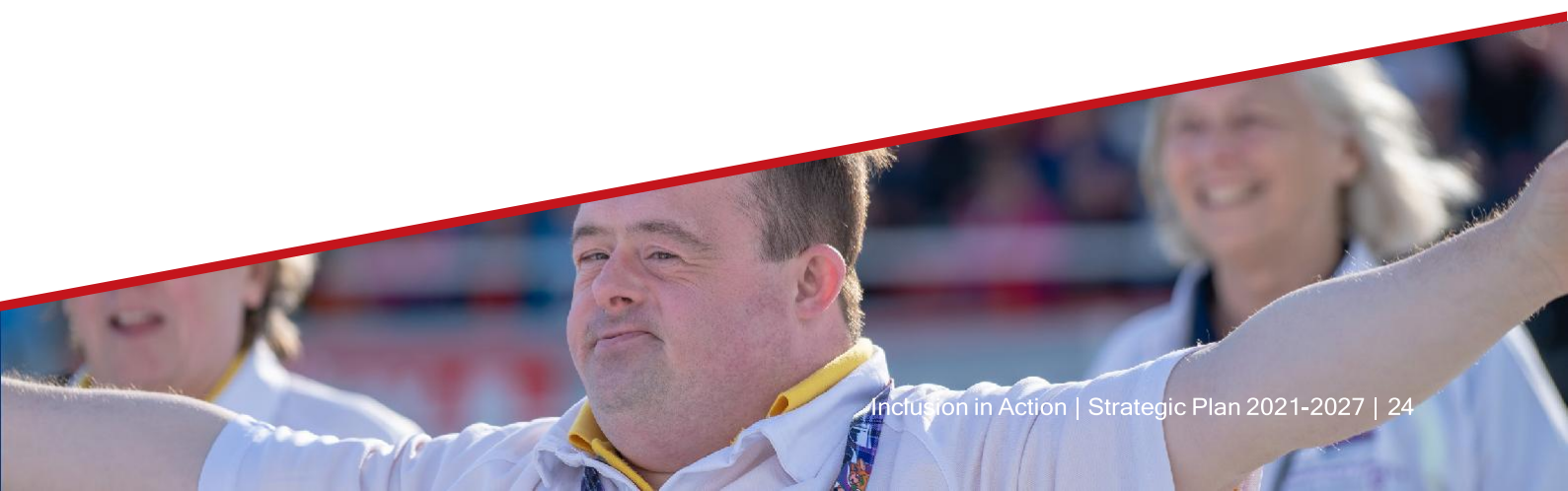
What?

We will support athletes in new ways with the huge challenge of Covid-19 and look to grow participation from 10,379 to 13,000 by 2027.

How?

- Evolve Sport and Competition Framework
- Launch programmes to support those most vulnerable
- Develop Athlete Leaders and support inclusivity

This objective will contribute to these Sustainable Development Goals



Participation Growth

Evolve Sport and Competition Framework

Develop a competition and sport framework that is unified and can support athletes through Covid-19, while in parallel ensuring our competition structures support all levels.

01

Focus on post Covid-19 recovery to support our accredited programmes to get back to activity.

02

Prioritise and collaborate with youth and education providers to promote benefits of participation within Special Olympics GB.

03

Create and share resources to support accredited programmes launch new sports clubs and organise local events.



Participation Growth

Launch initiatives to support the most vulnerable

For potential members from disadvantaged backgrounds or marginalised communities, Special Olympics GB presents accessibility challenges. New initiatives will be created to ensure we support our mission of being inclusive, accessible, diverse, unified and create a sense of belonging.

01

Undertake research to understand current challenges that athletes and families face in regards to accessing Special Olympics GB.

02

Launch pilot initiatives in local areas to promote benefits of Special Olympics GB accredited programmes, participation and competitions.

03

Work closely with organisations across all Home Countries such as Sport England, Mencap, Youth Sport Trust, Scottish Disability Sport, Activity Alliance, Disability Sport Wales, DS Active, NHS and others to co-create new opportunities to potential members.



Participation Growth

Develop Athlete Leaders and support inclusivity

Develop Athlete Leadership opportunities that are Unified to inspire change in communities and foster inclusive practices.

01

Expand Unified Leadership and sport opportunities from local to national levels both through Special Olympics GB community and external organisations.

02

Launch projects which promote inclusivity and leadership. These include the potential to showcase the entrepreneurship skills of our athletes through a network of social enterprises.

03

Support Athlete Leaders in sharing their experiences with government and external organisations who wish to be truly inclusive, in addition to inspiring new waves of potential Athlete Leaders.



Participation Growth

Roadmap

	 People	 Systems	 Processes
2021	✓ Evaluate expansion plans for Athlete Leadership Team ✓ Develop at least 1 new partnership to drive participation growth ✓ Establish Athlete Leadership Strategy	✓ Provide a Covid-19 friendly activity offer for our membership ✓ Successful launch of "The Friendship Games" which combines virtual and live sports	✓ Align with Special Olympics International to understand SO Connect capability ✓ Build requirements for new membership platform ✓ Collect critical feedback following accreditation process
2023	✓ Launch Special Olympics GB athlete social enterprise ✓ Secure and develop at least 2 more partnerships ✓ Deliver enhanced National Summer Games experience ✓ Attend 2022 World Winter Games in Kazan	✓ Review and establish stronger and flexible Competition Framework ✓ Aligned reporting against key strategic and funding partners	✓ Provide more resources for clubs and volunteers to manage member processes ✓ Develop and implement full Safeguarding framework
2025	✓ Develop training tools for National Office staff, coaches and volunteers on creating inclusive environments ✓ Prepare for and attend 2023 World Summer Games in Berlin ✓ Focus on National Governing Body relationships	✓ Develop new reporting tools to track and act on participation insights	✓ Simplify all member facing processes ✓ All sports to have development plans in place
2027	✓ Deliver enhanced 2024 National Winter Games ✓ Development of coach development framework in line with National Governing Bodies	✓ Take a lead role in sourcing and sharing insights on disability in sport	

Participation Growth

What does success look like?

Strategy

Evolve Competition and Sport Framework

Launch programmes to support those most vulnerable

Develop Athlete Leaders and support inclusivity



Quantity

- ✓ 13,000 Special Olympics GB Participants
- ✓ Partnerships with relevant organisations to diversify our athlete growth
- ✓ 250 Athlete Leaders developed
- ✓ 180 competitive opportunities annually
- ✓ 5 participation showcase events
- ✓ 2 National events delivered (Summer and Winter)
- ✓ Attendance at 2 World Games (Winter and Summer)
- ✓ 5 National Virtual engagement opportunities
- ✓ 27 Sports with Sports Development Plans established
- ✓ 4 participation programmes developed
- ✓ Coach Qualification standards developed
- ✓ 10 meaningful relationships with National Governing Bodies
- ✓ 5 sport development related partnerships established
- ✓ 1 Special Olympics GB Social Enterprise developed employing 4 athletes
- ✓ Competition Pathway strengthened

This means



**Athlete-led
organisation**



**More sport and
competition
opportunities**



**Inclusive and
accessible sport
and competition
opportunities**



**Showcase the
entrepreneurship
of our athletes**



**Local to international
opportunities**



Objective 3

A photograph of two women with Down syndrome, both wearing red Special Olympics GB t-shirts and glasses. They are both giving thumbs up. The woman in the foreground is smiling and has her right arm raised. The woman behind her is also smiling and giving a thumbs up with her right hand. The background is a blurred indoor setting.

More than a quarter
of British adults
have heard of
Special Olympics GB.

Athlete-led storytelling

Why?

Through the power of sport, we can be the leading force of inspiration for people with intellectual disabilities.

What?

We will grow our engagement levels across all channels.

How?

- Grow member and supporter relationships
- Tell more stories
- Tackle inactivity

This objective will contribute to these Sustainable Development Goals



Engagement Growth

Grow member and supporter relations

Grow our database and implement new communication tools to ensure athletes and volunteers receive all key information through the channel that they prefer.

01

Develop more personalised communications to all members, families and supporters to ensure increase in awareness.

02

Develop partnerships with marketing and media organisations to ensure content can be created and delivered in new ways to increase general public awareness.

03

Increase our database to deliver bespoke communications to all members, families and supporters



Engagement Growth

Tell more stories

Identify future leaders and heroes across the Special Olympic GB accredited programmes to share stories across digital channels and media outlets.

01

Develop closer working relationships across our delivery model to highlight and share athlete, family and volunteer stories through local and national media outlets.

02

Launch new website which is more visual and can support more tailored communication which is fit for our audiences.

03

Launch new communication tools to enable accredited programmes to showcase local hero stories.



Engagement Growth

Tackle inactivity

Tackling inactivity will be a key challenge, especially in the coming years with Covid-19 restrictions on accredited programmes. We will utilise our digital channels to drive measurable increases in tackling inactivity for people with intellectual disabilities.

01

Use digital channels to increase awareness of how to participate more frequently at home during and post Covid-19.

02

Evolve content to showcase the benefits of being active to families, athletes and volunteers.

03

Become the digital hub for sport activity for people with intellectual disabilities.



Engagement Growth

Roadmap

	 People	 Systems	 Processes
2021	✓ Develop content highlighting the benefits of becoming active through sport ✓ Create a library of member stories ✓ Develop webinar series for our accredited programmes ✓ Increase coverage of Special Olympics GB team attending Kazan 2022	✓ Work with major UK publishers to showcase at least 3 athlete stories ✓ Review and refresh our website ✓ Establish our brand	✓ Ensure new user journeys are setup for new members and supporters to support activity donations and volunteering
2023	✓ Establish our family programme and engagement ✓ Ensure consistent brand feel throughout ✓ Develop strategy for Athlete led marketing campaigns	✓ Develop more data capture capability on our website ✓ Deliver highest engagement on our platforms ever surrounding the National Games	✓ Understand our digital channels and their audiences
2025	✓ Raise awareness in our brand ✓ Deliver 1 athlete led marketing campaign ✓ Increase coverage of Special Olympics GB team attending Berlin 2023	✓ Establish digital hub for activity resources ✓ Develop Media strategy for the purposes of generating a media partner	✓ Develop a digital channel strategy ✓ Establish process for the generation of athlete led stories
2027	✓ Deliver 1 athlete led marketing campaign	✓ Review easy read requirements and software	✓ Co-create content series with corporate partners to showcase the benefits

Engagement Growth

What does success look like?

Strategy

Grow member and supporter relationships

Tell more stories

Tackle inactivity



Quantity

- ✓ Facebook - 2,000,000 annual reach
- ✓ Twitter – 16,500 followers
- ✓ Instagram – 6,000 followers
- ✓ LinkedIn – 3,500 followers
- ✓ YouTube – 1,000 subscribers
- ✓ Annual 20% increase to database
- ✓ New accessible website designed and implemented
- ✓ Development of the Special Olympics GB brand
- ✓ 2 Athlete led marketing Campaigns
- ✓ 1 media partnership
- ✓ 4 National TV segments annually
- ✓ 15 Regional press articles annually
- ✓ 4 engagement surveys delivered
- ✓ 10 'hero' athlete stories developed annually
- ✓ Accessible/easy read communication distributed

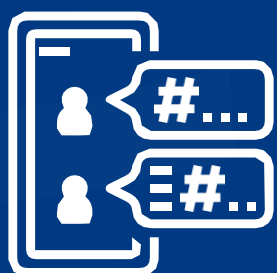
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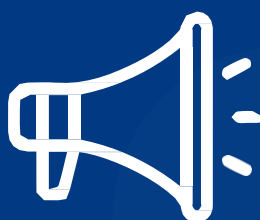
More content
created



More stories
shared



More digital
engagement



More awareness
of Special
Olympics GB



Objective 4

35% of the population are more likely to purchase a brand or service knowing that they support Special Olympics GB.

Generate sustainable and diverse investment streams

Why?

It is imperative that we create a sustainable financial model to support the operations and future growth of our movement.

What?

We will work together to redefine our value and support each other with fundraising efforts.

How?

- Purpose-led partnerships
- Aligned fundraising and financial strategies
- World Games Impact Study

This objective will contribute to these Sustainable Development Goals



Investment Growth

Purpose-led partnerships

Redefined purpose-led partnership propositions that focus on our strategic objectives, engagement opportunities and measurable impact.

01

Develop new value proposition which highlights the benefits of engaging with Special Olympics GB at all levels.

02

Launch new initiatives to support fundraising efforts, including building up supporter database for grassroots fundraising.

03

Create new reporting capability to showcase to existing and potential new partners the commercial benefits of investing in Special Olympics GB.



Investment Growth

Aligned fundraising and financial strategies

Alignment with key stakeholders including UK Government, Special Olympics International and key investors on fundraising strategy and financial reporting to ensure financial compliance and sustainability.

01

Share new financial guidelines, tools and resources that will allow accredited programmes to fundraise and promote benefits of the movement in local areas.

02

Develop financial and operating model which ensures longer term security for Special Olympics GB relating to hosting of a National Summer Games.

03

Improved approach to good governance and compliance across the Special Olympics GB community. Managing cash reserves, financial and reporting processes and ensuring legal compliance throughout the organisation for long-term sustainability.



Investment Growth

Bidding for World Games

Research and analysis will be conducted in order to align with the UK Government on a potential bid for a future Special Olympics World Games.

01

Additional research will need to be conducted to understand the potential appetite and impact of a World Games in Great Britain.

02

Dependent on the research, consultation with the UK Government will be required to scope out any potential future bids.

03

Work collaboratively with the UK Government, Special Olympics International and key stakeholders to understand economic, societal and environmental impact of hosting a World Games.



Investment Growth

Roadmap

	 People	 Systems	 Processes
2021	✓ Deliver min. 1 event focused on high-net-worth partners / individuals ✓ Strengthen relationships with Home Country Sporting Bodies, UK Sport and UK Government	✓ Engage in Social Return of Investment study ✓ Strengthen financial compliance and use of National Charity number	✓ Set at least 1 key objective and deliver at least 1 unique engagement with each corporate partner ✓ Establish better year-end and audit processes
2023	✓ Develop resource to support fundraising activities ✓ Deliver min. 2 events focused on high-net-worth partners / individuals ✓ Establish support from key stakeholders to engage in World Summer Games bid	✓ Launch new reporting capability to existing corporate partners ✓ Deliver Social Return of Investment Impact Report ✓ Secure core UK Government funding	✓ Implement strengthened financial controls across organisation ✓ Establish and implement process for local raising funds
2025	✓ Establish the benefits of commercial partnerships ✓ Develop Major Donor Strategy ✓ Develop and deliver 1 digital campaign ✓ Leverage additional support around Berlin 2023	✓ Launch reporting dashboards for partners to access aligned impact with Special Olympics GB ✓ Lead the insight to a National Representative survey ✓ Deliver Social Return of Investment Impact Report	✓ Implement new processes for partnership workshops ✓ Establish long-term sponsorship plan
2027	✓ Develop Individual Giving Strategy ✓ Deliver major fundraising campaign	✓ Develop impact report indicating societal impact on investment for corporate partners and major donors ✓ Review brand awareness levels	

Investment Growth

What does success look like?

Strategy

Purpose-led partnerships

Aligned fundraising and financial strategies

World Games Impact Study



Quantity

- ✓ £5million Income generated by end 2027
- ✓ 4 new Corporate Partners engaged
- ✓ £2million Government funding by 2027
- ✓ 50% of all income to be unrestricted
- ✓ 2 national fundraising events/campaigns delivered annually
- ✓ 1 high net worth event annually
- ✓ 200 regular giving supporters on database
- ✓ 10% uplift from corporate partner employee fundraising and engagement
- ✓ Develop fundraising guidelines/toolkit for accredited programmes
- ✓ 100% financial governance compliance
- ✓ Aligned financial processes
- ✓ Establish financial reserves and route back from Covid-19
- ✓ Fundraising team in place covering: Trusts & Foundations; Major Donors; Corporate Partnerships; Individual Giving/Events; SOI/SOEE partnership activations/grants

This means



More money
and resource
to support
grassroots
development



Strong
sustainable
financial
foundations



Potential
World Summer
Games bid



More meaningful
partnerships



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

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