



## Our Strategic Intent

Provide access to Special Olympics programming for all Albertans with intellectual disabilities, inclusive of location, background, and identity.

## Our Strategic Imperatives

1. Embrace and strengthen our grassroots programs and show up as one team.
2. Protect and enhance the physical and mental well-being of our athletes.
3. Raise public awareness of the benefits and impact of our programs.
3. Invest in our people, empowering their leadership and development.
4. Unify and increase revenue generation through alignment with our mission.
5. Integrate quality research and evaluation to measure progress towards our vision.



*Let me win. But if I cannot win, let me be brave in the attempt.*  
- Athlete Oath

## Our Mission

Our mission is 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

Our vision is an inclusive world for all, driven by the power of sport, through which people with intellectual disabilities live active, healthy, and fulfilling lives.

## Our Values

*The SOA team EXCELS together,  
and our actions reflect our values.*

**E**mpowerment  
**E**Xcellence  
**R**espe**C**t  
**D**iv**E**rsity  
**I**nc**L**usion



## Our Strategic Priorities

1. **Co-create** with Affiliates a centralized support system, to alleviate administrative pressures on community volunteers.
2. **Partner** with other organizations to provide greater sport opportunities for Albertans with intellectual disabilities, inclusive of location, background, and identity.
3. **Integrate** SafeSport training across the organization, leading the country in setting a higher standard for athlete safety and protection
4. **Develop and implement** a cohesive provincial and local fundraising effort that builds on our strengths and generates increased, sustainable, and impactful revenue.
5. **Engage** in research opportunities to provide evidence-based outcomes, that will drive quality improvement and lead the country in showing the long-term results of our work.
6. **Cultivate** a positive and supportive workplace that fosters inclusiveness, continuous development and excellent communication.
7. **Elevate** our athletes' voice in all aspects of Special Olympics Alberta.
8. **Prioritize** the mental and physical health of our athletes to enhance their performance and well-being.

## Our Impact



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