



*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.*

MISSION/PROGRAMMATIC GOALS



Provide better quality experiences for more athletes and volunteers



Create a more inclusive world through Unified Sports, Unified Champion Schools, and Unified Leadership



Improve overall health, fitness, and well-being of athletes

REVENUE
GOAL



Generate more resources to build organizational capacity

BRAND
GOAL



Build and strengthen the SOPA brand

OPERATIONAL
GOAL



Excel at managing all operational & administrative elements of our business



WHAT WILL SUCCESS LOOK LIKE AT THE END OF 2025?



Provide better quality experiences for more athletes and volunteers

- Enhanced programs/services portfolio yields improved customer satisfaction
- New digital solutions provide modernized, user-friendly experiences for stakeholders
- All 9 SOPA regions are fully operational serving more than 19,000 athletes
- 1,200 new coaches recruited and trained



Create a more inclusive world through Unified Sports, Unified Champion Schools (UCS), and Unified Leadership

- Comprehensive Unified Leadership strategy developed and implemented
- 550 Unified Champion Schools/SO College programs at 9 colleges/universities
- 30% of community training sites offer Unified Sports
- 1,000 certified Unified Sports coaches
- UCS, community, and health programs have greater impact in urban markets through Cities of Inclusion



Improve the overall health, fitness, and well-being of athletes

- At least 15% of athletes are involved in year-round fitness activities
- Active health partnerships in all 9 regions
- All SOPA athletes have access to health screenings and support in obtaining follow up care
- Demonstrate, via pilot tests and other initiatives, the ability to positively impact athletes' health and fitness



Generate more resources to build organizational capacity

- Overall revenue grows to at least \$14MM to ensure SOPA's regional structure is sustainable
- Robust LETR leadership structure in place statewide; LETR annual revenue of \$2.75MM
- At least 50 new corporate/foundation partnerships yielding \$2MM in revenue annually



Build and strengthen the SOPA brand

- Marketing campaigns drive measurable business outcomes tied to SOPA's annual priorities
- SOPA's brand and marks are used consistently and appropriately throughout the organization
- SOPA's digital presence produces quantifiable results that advance annual priorities



Excel at managing all operational and administrative elements of our business

- Strong analytics support all business decisions
- Projects deliver on time and on budget
- Employees consistently report high satisfaction, turnover <10% annually