

# SPECIAL OLYMPICS BELGIUM – ACTIVITY PLAN 2019

## I. Mission of Special Olympics Belgium

To promote sustainable inclusion of people with intellectual disabilities through sport.

## II. Objective of Special Olympics Belgium

- 1) To reach 20,000 athletes by 2020 thanks to Play Unified.
- 2) To organize fantastic grassroots events to promote the Special Olympics.
- 3) To help break the taboo around intellectual disability.

## III. The four pillars approach of Special Olympics Belgium



4 pillars	Definition	Aim
SPORT	Organize and/or participate in National, Regional or World Games and competitions	Improve the quality of the Games at all levels for "Customer experience"
FUNDRAISING	Original fundraising events	Engage new and more sustainable partners & sponsors
PLAY UNIFIED	Unified Sports model in regular sport clubs	Reach new athletes with ID (60% growth by 2020)
HEALTHY ATHLETES	Free health screening	Offer more educational health support & guidance to coaches, parents & athletes

## IV. Team

### Sports :

Eddy Beckers  
Virginie Verhiest  
Florian Descamps  
Ana Hapca  
Hayate Kadduri  
Arno Roesems

### Healthy Athletes & Non Sports

Annelies Matthé

### Ops-Logistics:

Aloïs Lasanté  
Hendrik Desmet  
Michèle Vander Elst

### Maintenance

M'Hamed Karroum

### Events:

Arne Reynaert

### HR:

Bernadette Chatelle

### Finances

Ibrahima Diallo  
Chantal Ndayigendako

### Communication, PR, Media

Inge De Rouck

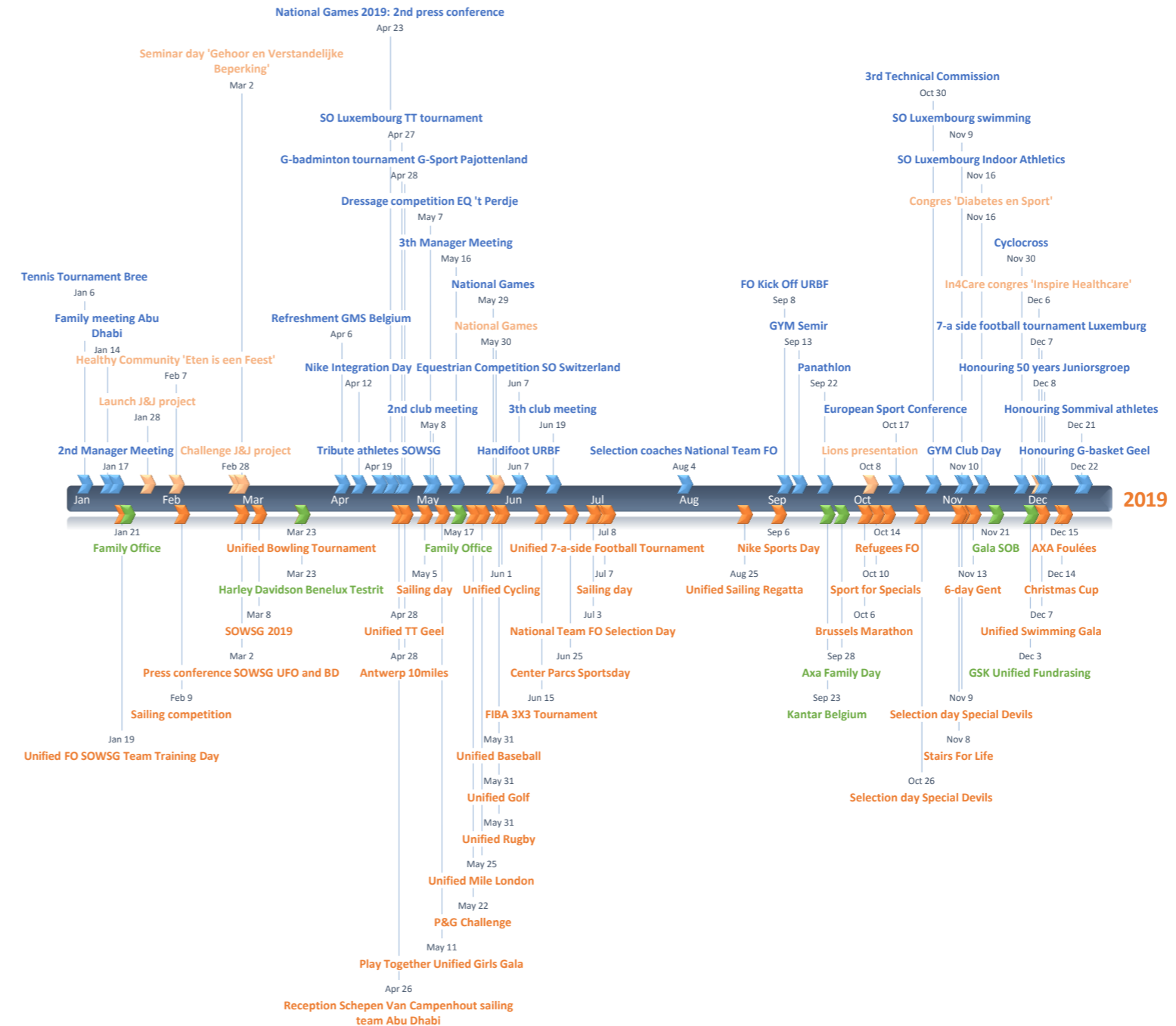
### Sponsoring Assistent

Véronique Falque  
Michaël Michiels

### CEO

Zehra Sayin

## V. CALENDAR OF EVENTS 2019



## VI. Priorities for 2020

SPORT	- Prepare the Belgian delegation and ensure their participation to the World Winter Games (PreGames in January 2020) - Organize fantastic National Games in Antwerp for 3,400 athletes in 20 sports.
FUNDRAISING	- Organize a 3 days fundraising event (theater) as alternative to the European Gala Evening (March 2020) - Find 5 new Families and Partners to organize a fundraising event.
PLAY UNIFIED	- Find 3 big sports events to promote Play Unified with sport elites. - Sign a charter with 20 new cities & towns as Unified partners to further develop the local impact & growth.
HEALTHY ATHLETES	- Collaborate with the government to facilitate the healthcare possibilities for people with ID. - Create a Health Summit to inform and mobilize big actors in the health sector. - Organise the first Health Congress in collaboration with SONL

