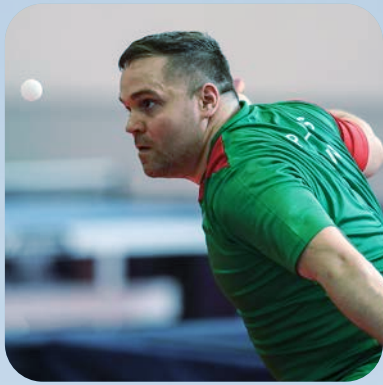
STRATEGIC PLAN 2025 – 2028

Accentuating Virtus Principles and Values













MEMBER OF THE
INTERNATIONAL
PARALYMPIC
COMMITTEE

From INAS 1986 – To VIRTUS 2020

Virtus is a founding member of the International Paralympic Committee.

Formed in 1986, Virtus (formerly INAS) has grown from 14 members to a membership of more 500,000 athletes from 88 member nations across the world in Europe, Africa, Asia, North and South America and Oceania. In 2020 the Virtus sports programme included some 15 annual events across both summer and winter sports and more than 4,500 athletes are registered to compete at an international level.

Virtus is the recognised International Organisation for Disability Sport (IOSD) with the responsibility and governance for managing the eligibility of athletes with an intellectual impairment. Over the next decade to 2030, Virtus is committed to advocating inclusion in sport and building elite pathways for more athletes with an intellectual impairment to compete at the highest levels of international sport.

Since the '1st World Games for Athletes with an Intellectual Disability' were held in 1989, Harnosand, Sweden, Virtus has supported the delivery of elite sport competitions for athletes with an intellectual impairment at regional, national and global levels. In September 1991 ahead of the Barcelona 1992 Olympic Games, the first Paralympic Games for 'Persons with mental handicap' were held in Madrid, at which 70 nations competed. In 1996, a small programme for athletes with an intellectual disability was included in the Paralympic Games in Atlanta before a larger programme including athletics, swimming and basketball was included in Sydney 2000. Since London in 2012, athletes with an intellectual impairment have been eligible to compete at the Paralympic Games in athletics, swimming and table tennis

Virtus, now has in its sight, more involvement in the Paralympic movement at LA2028, Brisbane 2032 and beyond, through the quadrennial Virtus Global Games held in the year prior to each Paralympic Games.

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VIRTUS PRESIDENT'S MESSAGE

Dear Virtus family and friends,

It is my great pleasure to showcase the Virtus Strategic Plan for 2021 – 2024. We will be embarking on the next four-year journey, taking us into our 35th year with a global brand reputation, a changed world of running and delivering events post-COVID, more strategic partnerships and a new outlook on increasing inclusion in sport for people with an intellectual impairment.

With your support, we will work together to deliver these three Strategic Priorities:
ONE: Deliver exceptional services
TWO: Maximise influence and reach
THREE: Strengthen organisational health

In 2020, we saw more member organisations than at any time in our past. We support more athletes, nations, sports, and we had the most extensive competition programme than ever before.

These past four years have been an incredible time for our family. Just as we see the performance of Virtus athletes increase year on year, behind the scenes, we continue to set new organisational records and standards.

We have comprehensive governance structures with up to date policies and procedures, active and relevant committee structures and a focussed team of staff and volunteers working at the heart of the organisation to support everything that we do.

We also have in place partnership agreements with International Federations of sports and many more of our competitions enjoy the formal sanction approval of our partner organisations. Additionally, this is backed by a sound financial base which has seen revenue grow year on year to an all-time high in 2019.

Such growth does not come easily and is only possible when we come together to work towards a common aim and with common purpose. The next four-year journey between 2021 and 2024 may be affected by the global COVID-19 situation. It is, therefore, critical that we each play a contributing role to meeting the needs of our athlete members and to actively support the delivery of these strategic priorities.

Our new plan has been developed through many months of consultation with all parts of the organisation and our partners. It will guide and inspire our work over the coming years as we strive for a more equitable world for people with an intellectual impairment.

I thank everyone involved for taking the time to be involved in this process. I am also grateful to our Members, who continue to help Virtus build and growth. I look forward to the next chapter in our development together.



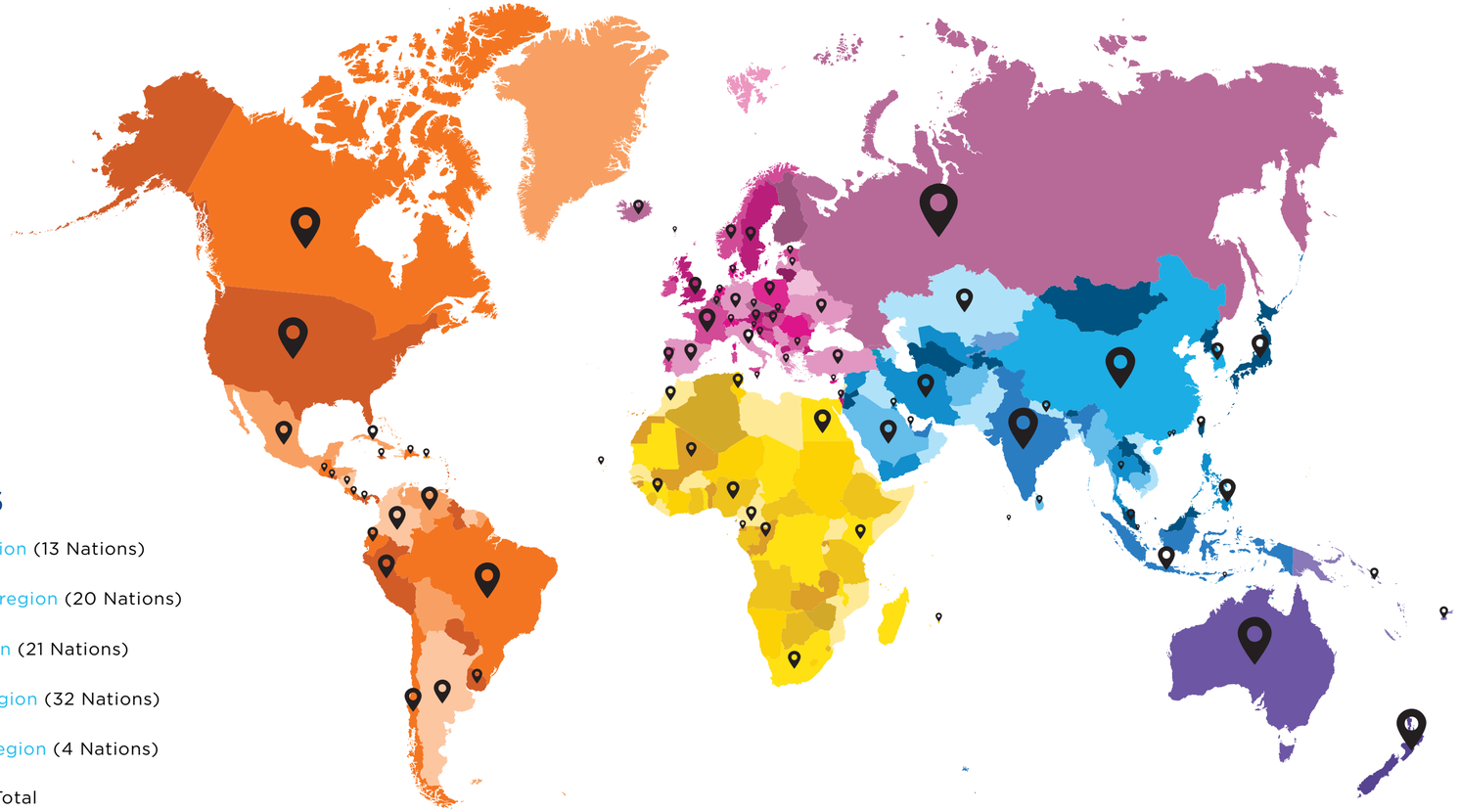
Marc Truffaut, President



President – Marc Truffaut (FRA)

Virtus National Member Organisations

National Member Organisations are the driving force behind Virtus. They lead the development of sport for people with an intellectual impairment across their country. Many are affiliated to their National Paralympic Committee, some are government organisations, but all share a vision of improving inclusion in sport for people with an intellectual impairment.



REGIONS

- Africa region (13 Nations)
- Americas region (20 Nations)
- Asia region (21 Nations)
- Europe region (32 Nations)
- Oceania region (4 Nations)

90 Nations in Total

REVIEWING OUR PROGRESS (2021-2024):

Between 2021 and 2024, we experienced a number of defining milestones as we dedicated ourselves to strengthening and expanding the organisation. Following the celebration of our 35th anniversary in 2021, our focus turned to preparing the organisation for the future—ensuring it was equipped to face emerging challenges and, above all, to fulfil our Vision.

Established Virtus Academy in 2021, as a global hub for research, training and education, to drive the development of elite sport for athletes with intellectual impairment.

Secured Erasmus funding to deliver the IDEAL 1.0 and IDEAL 2.0 projects, promoting equitable and inclusive access to sport and physical activity for young people with Intellectual Disability (ID) and Autism Spectrum Disorder (ASD).

Successfully delivered the largest Virtus Global Games in history (Vichy 2023), featuring 13 sports and providing an enhanced elite competition platform for athletes with intellectual impairment.

Pioneered inclusion with the historic introduction of the II3 eligibility group for athletes with Autism as a full competition class at the 2023 Virtus Global Games, marking a world-first in sport.



Expanded global reach with new member nations joining Virtus, increasing total membership to 90 countries worldwide.



Strengthened international partnerships, with five major International Federations signing Memoranda of Understanding (MOUs) with Virtus.

Grew athlete participation, surpassing 9,000 athletes registered on the Virtus Master List.



Launched the #AthleteFirst campaign to raise global awareness of intellectual impairment, Virtus eligibility classes, and pathways to elite sport.





3x3 Basketball demonstration at the Paris 2024 Paralympic Games, spotlighting athletes with intellectual impairment and supporting Virtus' Paralympic reinclusion campaign for 3x3 Basketball.

A full overview of our activities and achievements can be found in Appendix 1.

BRAND STORY

To people who know us, formerly as INAS - the International Federation for Athletes with Intellectual Impairments - know that Virtus athletes are elite performers in their chosen sports.

As an organisation with members worldwide, Virtus is the global body that **Governs**, **Advocates**, **Organises** and **Promotes** elite Sport for Athletes with an Intellectual Impairment.

The aim of the re-brand is to help us make the invisible, visible. The Virtus brand is fresh, exciting and has a modern look, which above all else places the talent and ability of athletes at its core.

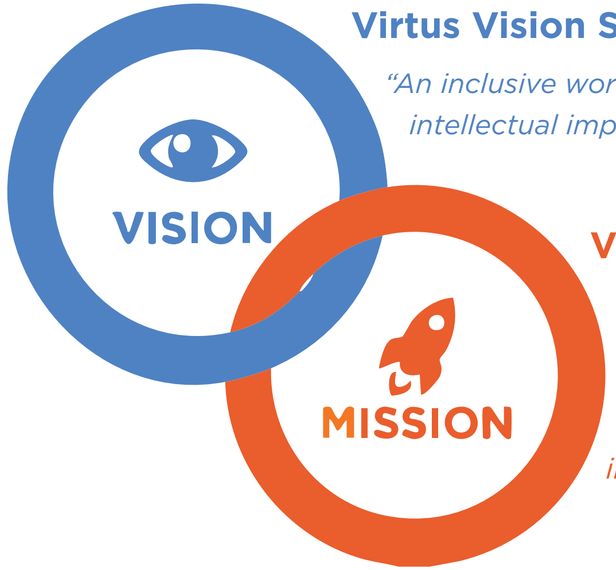
Our key audiences are athletes, fans, our members, the Para-sport family and the media. We are working hard to increase awareness across the wider public and other International Federations of sport.

*There are approximately 178-256 million people in the world with an intellectual impairment. We are looking to attract global partners who will stand with us and help bring sport inclusion to the world stage.

Source: World Health Organisation (WHO) Report on Disability 2011.

DEFINING OUR PURPOSE

The Virtus vision defines our common goal – it connects every part of our family whilst our mission defines how we will achieve it. The governing board have redefined both elements to ensure clarity.



Virtus Vision Statement

"An inclusive world for people with an intellectual impairment"

Virtus Mission Statement

"Driving the development of elite sport worldwide for athletes with an intellectual impairment"





THE VIRTUS EMBLEM

The Virtus emblem comprises eight elements:

Representing the characteristics of Virtus athletes and our organisational values.

Integrity
through fair play.

Courage
in effort.

Excellence
through performance in sport and competition.

Strength of
Character
on and off the field of play.

Representing our organisational role purpose.

Promote
high standard sporting achievement of Virtus athletes globally.

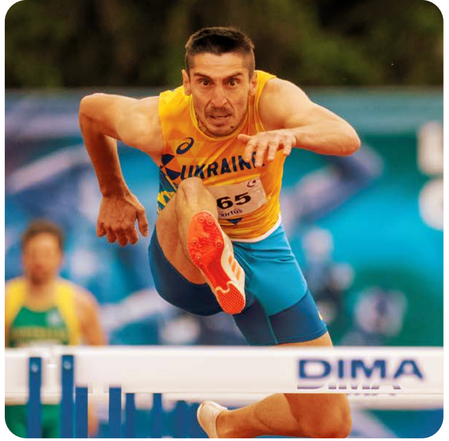
Advocate
for equity and opportunity within sport.

Govern
sport globally for elite athletes with an intellectual impairment.

Organise
professional competitions and member services.


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FIDELIDADE




UKRAINE
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DIMA




GBR





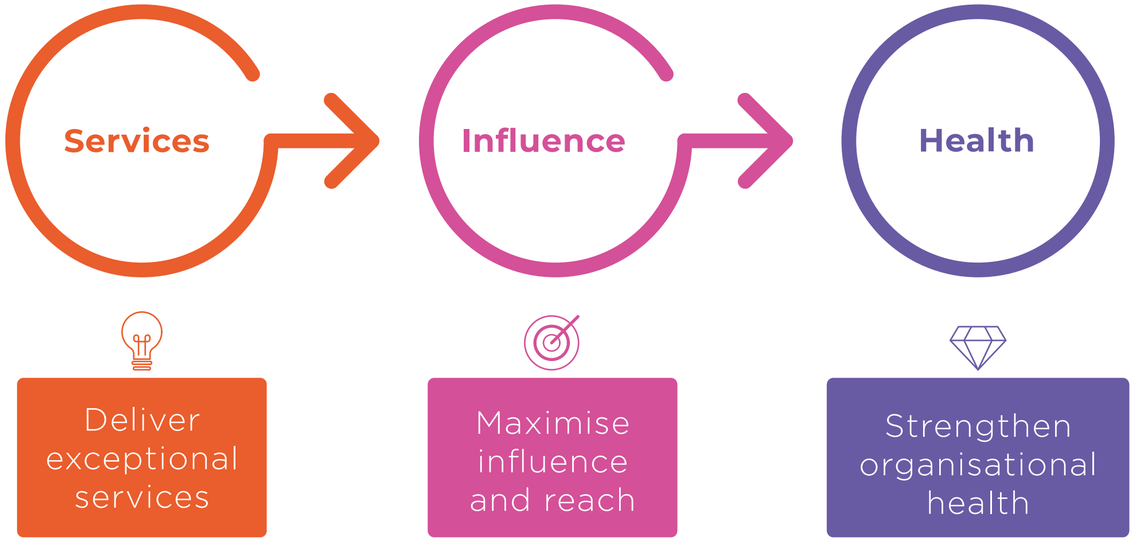

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STRATEGIC PRIORITIES 2025 - 2028

Virtus has identified three priorities that are central to our work and critical to successfully delivering our Mission.

They will guide our work and drive our organisation in the next phase of our growth.

"Ensure all Virtus activities, services and business processes reflect and enhance Virtus fundamental mission and values."





STRATEGIC PRIORITY 1

DELIVER EXCEPTIONAL SERVICES

As the world governing body of sport for athletes with an intellectual impairment, we will champion best practice, deliver projects to create lasting change and promote world-leading sport and competition.

Objectives:

- Enhance and deliver robust member services
- Increase participation of members and athletes
- Ensure the highest standards and best practice for the delivery of Virtus events
- Deliver the 2027 Global Games to the highest standards
- Grow II2 and II3 across the competitive program
- Drive and educate on accessible communication
- Increase Virtus member nations organisational capacity
- Deliver eligibility (Underlying Health Condition) confirmation to member nations and IFs
- Develop processes/structures to be the preferred eligibility (UHC assessor) for IFs, whilst maintaining the integrity of our member organisations
- Ensure integrity and safeguarding principles are embedded acorss the organisation



STRATEGIC PRIORITY 2

MAXIMISE INFLUENCE AND REACH

We will substantially grow the Virtus brand, extend membership and maximise strategic partnerships to ensure sport is inclusive of people with an intellectual impairment.

Objectives:

- Grow the membership base
- Reinvigorate national member organisations with low engagement levels
- Expand and embed the reach of the Virtus brand at the global, regional and national levels
- Maximise inclusion and opportunity in non-paralympian games sport
- Increase representation of Virtus athletes at the Paralympic Games and IPC competitions.
- Promotional video and presentation library
- Enhance classification opportunities in both events and including classifer training
- Create relationships with global autism organizations to increase II3 athlete numbers and to bring more specific knowledge and expertise in autism into Virtus



STRATEGIC PRIORITY 3

STRENGTHEN ORGANISATIONAL HEALTH

We will strengthen the organisation to ensure it can globally drive effective and lasting positive change for athletes with an intellectual impairment.

Objectives:

- Increase the Virtus team
- Strengthen governance principles and policies
- Drive the most appropriate Regional structures to deliver our mission
- Virtus GB "Listening and Learning Tour"
- Foster gender equity and global representation
- Ensure greater athlete engagement
- Increase and diversify revenue streams
- Use new technologies to maximize efficiency, effectiveness and safety
- Aquire a CRM to deliver eligibility, event registration and member services in a unified web-based system

GOALS

Through these strategic priorities, objectives and continuous evaluation of delivery, Virtus will achieve the following goals in pursuit of our Vision and Mission.



MEMBER OF THE
INTERNATIONAL
PARALYMPIC
COMMITTEE

Virtus is a founding member of the International Paralympic Committee.
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