



MISSION

We champion athletes to
ACHIEVE their **DREAMS**
in a fair and healthy way and to
INSPIRE the **WORLD**

VALUES

We hold ourselves to the same
HIGH STANDARDS of
EXCELLENCE
exhibited by athletes who fully
embrace true sport



VALUES

LEAD WITH COURAGE

We boldly accept our duty and do what is necessary to protect clean athletes and the integrity of sport even when difficult or unpopular.



VALUES

PROMOTE INTEGRITY

Ethics and honesty are the foundation for every decision and action. We preserve and enhance the value of sport through prevention, detection, deterrence, and seeking justice for athletes harmed by unfair practices.



VALUES



PRIORITIZE TRUST and TEAMWORK

We are consistent, reliable, and unwavering in our commitment to a fair and transparent sport culture, fostering a community working in partnership to ensure a level playing field for all.



VALUES

INSPIRE
RESPECT and
RESPONSIBILITY

Cultivate passion for fairness, justice, and respect for one another and the rules of the game. Enthusiastically serve others and ourselves in a spirit of cooperation, collaboration, and accountability.



CORE PRINCIPLES

We continually and consistently

PROMOTE and

ADVANCE

the following core principles

ADVOCACY & LEADERSHIP

We play a powerful role in supporting U.S. and international athletes in the effort to ensure the global anti-doping system is fair and effective.

- **ADVOCATE WITHOUT FEAR OR FAVOR ON BEHALF OF ALL ATHLETES**, both nationally and internationally, and across all influential governing bodies and government partners.
- Ensure a safe and supportive environment for athletes and others to speak up when they encounter threats to the **INTEGRITY OF SPORT**.
- Amplify the voices of clean athletes around the world to **CELEBRATE THEIR EFFORTS** and accomplishments.
- Continually identify and pursue **STRATEGIES TO IMPROVE** the U.S. and global anti-doping system.



PREVENTION

Foster a culture of clean and healthy competition within sport.

- Deploy a wide range of resources to guide **ETHICAL DECISION MAKING** and inspire every generation of clean athletes.
- Actively listen and **ENGAGE ATHLETES**, support personnel, and stakeholders to maximize awareness of, and access to, USADA and TrueSport programs and services.



SCIENCE & INNOVATION



Be an independent, evidence-based, collaborative, and innovative leader in anti-doping detection and deterrence with a focus on research and technology.

- Maintain highly effective selection, collection, and **TESTING CAPABILITIES** and services.
- Advance best practices rooted in the latest scientific research and technological innovations to support **ACCURACY, INTEGRITY, AND AN ENHANCED ATHLETE EXPERIENCE.**
- Conduct fair investigations and just sanctioning to ensure process integrity and the **HEALTH AND SECURITY** of all involved.



ORGANIZATIONAL EXCELLENCE

Employ the highest leadership standards and ethics while fostering a culture that energizes, inspires, and retains the top, diverse talent needed to best serve clean athletes.

- Nurture an inclusive and open-minded environment that **PROMOTES CULTURAL AWARENESS** and continuous learning.
- Prioritize team member growth, development, and **CONNECTION TO THE MISSION**.
- Utilize technology to maximize organizational efficiency and **ENHANCE THE EXPERIENCE** for athletes and team members.
- Strategically generate and allocate funds to **BEST SUPPORT ATHLETES** while also ensuring **LONG-TERM ORGANIZATIONAL SUSTAINABILITY**.
- Evolve performance metrics to ensure the quality and **CONTINUED IMPROVEMENT** of programs and services.

PRIORITY GOALS & STRATEGIES

2025
to
2029

Broadening Reach and
INCREASING
IMPACT
to Serve Clean Athletes



GOAL 1



ATHLETE ADVOCACY AND JUSTICE

Stand up for all athletes' right to healthy, fair competition.

» **INTEGRITY ACTIVISM**

Champion athletes, their voice, and fair play beyond anti-doping.

» **ATHLETE COMMUNITY OUTREACH & ENGAGEMENT**

Increase awareness and access to TrueSport education and USADA programs (e.g., for youth, student-athletes, parents, coaches, etc.).

» **WHISTLEBLOWER AND RADA SUPPORT**

Continually prioritize active advocacy and partnership to advance whistleblower protection and Rodchenkov Anti-Doping Act effectiveness.

» **ATHLETE HEALTH FOCUS**

Across all USADA operations and communications, continually expand and promote an understanding of, and appreciation for, athletes' well-being (mental, physical, etc.) in support of their right to clean and fair competition.

» **CLEAN SPORT MOVEMENT EFFECTIVENESS**

Seek to strengthen the World Anti-Doping Agency and the global network of anti-doping organizations as trustworthy stewards of clean and fair sport for all athletes.

LA28 AND OTHER MAJOR EVENT EXCELLENCE

Take action to ensure athletes have access to a level playing field and the most athlete-centric clean sport protocols and processes at major elite competitions held in the United States.

» **EDUCATION**

Provide opportunities through USADA and TrueSport resources to reinforce clean sport standards, responsibilities, and values for athletes competing in the LA 2028 Games and other international elite sport events occurring in the U.S.

» **TESTING & RESULTS**

Partner with stakeholders to deliver a gold standard anti-doping program at the LA 2028 Games and other major elite events in the U.S.

» **CLEAN SPORT ADVOCACY**

Leverage the LA 2028 Games opportunity to inspire greater appreciation for the power of sport and fair play through expanded storytelling and engagement efforts.



GOAL 2

SERVICE AND SYSTEM **EXCELLENCE**

GOAL 3

Pursue state-of-the-art technologies and leverage data, scientific principles, and industry best practices to best serve athletes, team members, and stakeholders with the highest quality, effectiveness, and efficiency.

» **CAPABILITY & CAPACITY GROWTH**

Continually evolve and adapt USADA systems to account for industry changes and scientific advancements to best meet needs and enhance the user experience.

» **SCIENCE & RESEARCH ADVANCEMENT**

Facilitate the global adoption of cutting-edge technologies and evidence-based methods and outcomes into anti-doping detection and deterrence practices and policies.





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