

STRATEGIC PLAN 2022-23



Our vision

Our vision is a world without Alzheimer’s disease and other dementias, and that world begins with a more dementia-friendly society, where people affected by dementia are acknowledged, supported and included.

Our mission

We ensure people affected by dementia are not alone, by educating and mobilizing a broader community of care around them, and supporting valuable research into the disease and people living with it.

What
we’re here
to do



CHANGE THE CONVERSATION about dementia, to foster a deeper awareness and understanding of dementia and people affected by it, to reduce the stigma and sense of futility surrounding the disease, and to encourage people to take concrete action to make their communities dementia friendly.



CHANGE THE EXPERIENCE of people affected by dementia, so that anyone affected by dementia can be connected to First Link® to access the information, education and support they need to have the confidence and skills to live as well as possible.



CHANGE THE PRACTICE of working with and caring for people affected by dementia, by educating staff and volunteers in municipalities, businesses and health-care settings so they have the skills to include and support everyone affected by dementia in their work.



CHANGE THE POLICY related to dementia, by championing the voices of people affected by dementia to ensure they are heard at the municipal and provincial levels to influence decision makers.



CHANGE THE FUTURE for people affected by dementia, by supporting research to seek the cause and cure for dementia and to gain insight to improve care and quality of life, as well as connecting research to more people and resources.



ACCOUNTABILITY AND
TRANSPARENCY

We measure our performance, continually improve and are accountable for our actions.



COLLABORATION

We are dedicated to collaborating across our communities and amplifying the voices of lived experience to maximize our impact.



COMPASSION

We provide caring and supportive assistance to the people we support.

Our
values



COURAGE

We care deeply about our mission and the families we support, motivating us to educate, advocate and inspire others to share their stories and bring dementia out into the open.



INTEGRITY AND RESPECT

We are committed to creating an inclusive, barrier-free environment for our staff, volunteers and the families we support, respecting their diverse backgrounds and meeting them where they are.

Strategic
goals 2022-
2023

Pillar
1

Champion change

Change is the cornerstone of our work. We will change how society views dementia, and how we collectively support and engage people living with dementia and their families.

1. Partner with people affected by dementia to advocate for government and the health-care system to develop person-centred and dementia-friendly policies, programming and legislation.
2. Influence and work with local government, organizations, businesses, not-for-profits and the health-care sector to ensure people affected by dementia are cared for and live in communities where they are welcomed, acknowledged and included, with their rights recognized and honoured.
3. Drive ongoing shifts in how research is conducted and shared, ensuring the voices of people with lived experience guide the process. This includes applying an equity, diversity and inclusion lens to dementia-related research.
4. Through the power of partnerships with Alzheimer Societies across the Federation, influence change at the federal level to enhance the quality of life of people affected by dementia.



Pillar
2

Drive a broad community of support

We all have a role to play in creating welcoming, inclusive and supportive communities for people living with dementia and their families. We will drive a broad community of support to ensure people affected by dementia are supported to live well.

1. Deliver accessible, culturally-relevant programs and services to help people living with dementia and their families develop the confidence and skills they need to have the best quality of life possible at every stage of the journey, no matter where they are in B.C.
2. Use the power of partnerships to further our reach and ensure people affected by dementia can access the culturally-relevant supports they need, when they need them.
3. Inspire British Columbians to be leaders in developing communities with a culture of inclusion, acknowledgement and care for people affected by dementia.
4. Contribute and invest in meaningful, diverse ways to the research landscape in B.C. and across Canada to ensure a better future for people living with dementia and their families.



Pillar
3

Ensure mission excellence

We will ensure mission excellence by being nimble, responsive and building on our solid foundation. That means building on our strengths – including how we invest in our people and our infrastructure, and how we engage the people we serve and those who support us. It also means adding to our toolbox, like how we use data and technology to deliver on our mission.

1. Support the development of high-performing teams within our organization, focusing on investing in, coaching, and leading staff and volunteers so they can help us shape our future.
2. Build on what enables the Society to anticipate and respond to emerging needs and/or opportunities related to people affected by dementia. This includes further embedding a data-driven approach to our decision-making.
3. Bring an equity, diversity and inclusion lens to our work and our culture to ensure the communities we serve are represented and engaged in our mission.
4. Create systems and leverage technology to ensure our initiatives have the capacity to scale and reflect how people learn, work and engage.
5. Steward our mission by upholding the highest standards of transparency and accountability. This includes strategically using our financial and human resources, evolving how we engage our donors and growing diversified revenue streams.

