

# Strategic Plan 2022-2025

## VISION

A world without Alzheimer's disease and other dementias.

## MISSION

To alleviate the personal and social consequences of Alzheimer's disease and other dementias and to promote research.

### STRATEGIC DIRECTION

### STRATEGY

### OBJECTIVES

#### 1. TOWARD ENHANCED CAPACITY FOR CLIENT CENTRED CARE

This strategy ensures coordinated, flexible client-centred services and programs that deliver on the needs of the person living with dementia with the capacity for expansion through investment in services and technology. The approach helps deal with several human resource issues.

- Coordinate and unify flexible local delivery
- Integrate voices of people living with dementia into decisions
- Invest in technology for service delivery and internal work
- Expand client centred services and programs

- Core Service Standards established in all Local Societies
- Standard KPI and score cards used for core service evaluation
- Client advisory groups with high percentage of PLWD
- Local service assessment program and initial expansion set
- Set of new tools in place supporting sharing of information and delivery
- Continuous improvement plans are established

#### 2. TOWARD LEVERAGED STRATEGIC PARTNERSHIPS

This strategy delivers both local and provincial strategic partnerships. This approach helps move beyond some internal organizational issues.

- Focus on local partnerships
- Focus on province wide partnerships

- Digital strategy in place with OHT
- 10 partnership agreements with coordinated annual plan (OHT, HCCSS, voice of clients, primary care, regional geriatric care)
- Centralized access point for dementia-related services

#### 3. TOWARD BUILDING VISIBILITY

This strategy creates visibility through strong community ties and presence as charity of choice based on advocacy for dementia awareness while reflecting the values of the community (diversity and inclusivity). This will help build unity across all societies.

- Reflect the diversity and inclusion of communities
- Advocate for dementia friendly communities
- Become a charity of choice for career and volunteering

- Target service and program expansion to under-represented groups
- Flexible work environments and team building options are in place
- Seat at the leadership table of OHT subcommittees
- Formalized strong relationship in place with MOH/OH
- Boards, senior management, and staff appropriately reflect the diversity and inclusivity of the communities we serve
- Happy staff, happy life and organization indicators show this is the best place to work AND volunteer

#### 4. TOWARD TARGETED AWARENESS

Strategy delivers bold and impactful messaging and education that is relevant to all stakeholders at the local level and province-wide. This approach helps deal with the stigma that interferes with people accessing services.

- Reinforce cohesive communication plans
- Target education awareness to all stakeholders
- Showcase bold local narratives

- Targeted list of key stakeholders in place for an education program, from needs analysis and community engagement
- Survey completed to ID awareness of programs
- Enhanced programs rolled out
- Plan, Do, Study, Act completed to study stakeholder changes
- Toolkit of resources enhanced
- Government funding in place for targeted education program

#### 5. TOWARD INNOVATIVE REVENUE GENERATION

Strategy delivers sustained and reliable revenue based on diverse sources and partnerships. This approach helps the organization work through some current inequities.

- Diversify fund development initiatives
- Formalize joint practices
- Pursue innovative revenue ideas

- Monitoring process in place to track opportunities for funding
- Standardized Case for Support written for funding priorities
- Planned Giving strategy created with supports
- Provincial funding targets showing local impact, with implementing steps
- Funding diversification strategy and priorities evaluated and adjusted
- Targeted revenue increases named for each Fund Development initiative