Alzheimer Society Waterloo Wellington
2025 - 2030 Strategic Plan

Société Alzheimer Society
WATERLOO WELLINGTON

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

Introduction:

The Alzheimer Society of Waterloo Wellington's (ASWW's) strategic priorities for 2025 – 2030 were determined through a planning and feedback process that engaged board members, clients, staff, volunteers, donors, and community partners. We took stock of the current health care system, political environment, and the growing prevalence of dementia in our community. We gathered insights, considered service trends in the health care environment, organizational strengths, and challenges, and defined the key strategic issues before our organization.

Our Path Forward:

Having identified the strategic issues facing the organization, ASWW will continue to provide and expand upon exceptional dementia care services to support people living with dementia, their care partners, and the community. We will evolve to better engage our donors and community partners and better serve equity deserving groups, underserved populations, the rural community, LGBTQ+, and racialized communities across our region.

We will expand programming to support those most vulnerable and will seek to meet the changing needs of the community. This work and progress is underpinned by a capable and representative team of employees and volunteers, community partnerships and an internal culture of strength and resilience.

Cross Cutting Enablers:

Digital Transformation
Policy and Advocacy – align efforts with ASiO
Improve standardization in Governance and Operations

1. **Expand programs for People Living With Dementia and Care Partners**
2. **Build Resilient Staff Teams**
3. **Enhance Funding Sustainability**
4. **Strengthen Collaboration with Health and Social Systems**
5. **Enhance Public Awareness**
6. **Integrate Equity into all aspects of the Operation**