

2018-2022 STRATEGIC PLAN

OUR MISSION

The mission of the Alzheimer Society is to alleviate the personal and social consequences of Alzheimer's disease and other dementias and to promote research.

OUR VALUES

Collaboration, accountability, respect and excellence.

KEY STRATEGIES

MARKETING & FUNDRAISING EXCELLENCE

Drive an audacious 5- year fundraising growth plan against the Research and Cure messages \$8 million to \$40 million in 5 years (TBC)

ADVOCACY AND INFLUENCE EXCELLENCE

Develop Alzheimer Society position as the "go to organization" with unmatched impact in eyes of persons with dementia, care partners,

MISSION PROGRAM EXCELLENCE

Create acute program focus to ensure excellence in programs and delivery

FEDERATION EXCELLENCE

Lead support for the effective and efficient operation of ASiO to enhance the focus and

KEY INITIATIVES TO ACHIEVE ABOVE

Create/invest in the following fund development programs to ensure revenues grow substantially by 2020 (government/public) with research and a cure being the key mission message to be fundraised against.

These centralized programs will be high priority for ASO and align with ASC and the Federation agreement:

- Direct Marketing
- Planning Giving and Major Gifts
- Government, Institutional Partnerships, and Grants
- Ontario Corporations
- Research and Development of next generation opportunities

Alzheimer Society to claim leadership in three key areas:

- Best place to invest for the most promising dementia research and a cure
- Alzheimer Society is here to help every Ontarian living with dementia and their care partners access timely support, information and services:
 - First Link
 - Day Programs
 - Education
- Most influential and trusted voice in advocating for change to improve quality of life for Ontario families impacted by dementia:
 - Issue awareness
 - Community engagement
 - Ontario Dementia Strategy funding and long-term commitment
 - Public Policy change

Mission program priorities for Ontario-wide excellence:

- Grow reach and impact of First Link:
 - Dementia Strategy roll-out
 - Standardization
 - Referral growth
 - Evaluation
- Grow access to high quality dementia day programming:
 - Develop model options to address key gaps/barriers
 - Develop/share programming best practices
 - Build partnerships and funding opportunities to enable delivery
- Grow awareness and adoption of Dementia Friendly Communities:
 - Community training
 - Community mobilization
- Leverage technology to grow accessibility and efficiency of program/ service delivery
- Ensure delivery and accountability for core services to ensure access through all Local Alzheimer Societies

Federation initiatives will focus on:

- Maintaining a viable and relevant Federation Agreement
- Enhancing and protecting the Alzheimer Society brand in Ontario
- Ensuring the effective and accountable operation of the Shared Service model for ASiO
- Keeping diversity and inclusion at the forefront of all Federation activities
- Driving the Quality and Standardization agenda through accreditation and sharing of best practices
- Increasing capacity to manage grants including procurement, relationships and accountability
- Developing a mutually agreeable Fund Development Strategy for ASiO