



EAST VALLEY ADULT RESOURCES

STRATEGIC PLAN 2017-2020

As adopted by the Board of Directors on June 22, 2017

OUR VISION

Our vision is for East Valley Adult Resources to be a leader in providing direct services and mobilizing resources that support the changing needs of our older adult population.

OUR MISSION

Our mission is to empower and support East Valley older adults and their families to remain independent and engaged in our communities.

OUR GUIDING PRINCIPLES

- **Diversity and Inclusion** – We value and respect the individuality of the people and communities we serve and seek to be inclusive in all aspects of our work.
- **Collaboration and Community Engagement** – We embrace partnership to maximize our effectiveness and to ensure that older adults have a full continuum of resources to address needs.
- **Multi-generational** – We welcome opportunities for multi-generational involvement.
- **Innovation** – We seek novel solutions to meet the changing needs of the people we serve.
- **Customer Service** - We treat the people we serve, and each other, with dignity, respect, and fairness, providing an open and welcoming environment.
- **Participation** – We invite participation and feedback from the people we serve and our community stakeholders.
- **Honor** – We value the contributions of dedicated volunteers and staff.
- **Stewardship** – We are accountable for the resources entrusted to us.
- **Integrity and Transparency** – We are committed to the highest level of ethical conduct.

OUR OVERARCHING RESULTS

We are committed to positively impacting the lives of older adults and their families, and assist them in:

- ◆ Maintaining independence and preserving dignity
- ◆ Achieving or maintaining optimal health and well being
- ◆ Increasing social engagement and reducing feelings of isolation
- ◆ Increasing access to food and nutrition resources
- ◆ Increasing access to essential community resources
- ◆ Enhancing feelings of self-worth
- ◆ Increasing effectiveness in self-advocacy as health care consumers
- ◆ Maintaining personal care needs
- ◆ Increasing safety
- ◆ Reducing caregiver burden and stress

LONG-RANGE GOALS AND PRIORITIES

GOAL: Enhance Program and Services

Priorities:

- Strengthen the Outreach / Social Services Core Program to enhance information and referral services, consumer empowerment education, and resource connections.
- Enhance the range of activities within the Center-Based Services Core Program to best serve changing needs and preferences of active older adults.
- Explore new opportunities to address emerging needs of older adults and families.
- Develop measures to ensure program accountability, including service effectiveness, quality control, participant feedback mechanisms, and consistent reporting.

GOAL: Develop Brand identity and Build Community Awareness

Priorities:

- Update the agency's brand identity and develop needed brand components, including clear messaging to be used through various delivery methods.
- Develop, implement and evaluate benchmarks of a targeted marketing and outreach plan.

GOAL: Strengthen Organizational Capacity

Priorities:

- Develop our volunteer program to foster greater community engagement and enhance recruitment, training, retention and recognition.
- Enhance our personnel practices and capacities to ensure the necessary professional staffing for the agency.
- Evaluate the governance practices of our Board of Directors to address the strategic and policy level needs of the agency.
- Upgrade technology and related training of staff to enhance our effectiveness.

GOAL: Increase Financial Stability to Support our Mission

Priorities:

- Expand and diversify our funding streams to reduce reliance on traditional sources of support.
- Enhance Board engagement opportunities in fund development.
- Strengthen and maintain internal controls regarding the agency's finances and reporting accountability.

Please note: The sequence in which the Goals and their Priorities are displayed do not reflect order of importance.