



Bowmanville  
Older Adult  
Association



---

**2024 - 2027**

# **STRATEGIC PLAN**

**APPROVED BY: THE  
BOARD OF DIRECTORS  
APRIL 25, 2024**

# EXECUTIVE STATEMENT

DAVID PENNEY, BOARD PRESIDENT



BOAA continues to serve our community and thrive. I recently heard members who are new to the BOAA community say that there was “nothing like this where we came from”. That is because BOAA is about people. Wellness, fitness, support, community, diversity, inclusion, friends, and learning are all words that describe BOAA. The secret sauce is the professionalism, caring, and commitment of the staff team and the many BOAA volunteers who contribute to and support the team and each other. The 2024 Strategic Plan is about continuity and direction. Please read the Plan and resolve to engage and contribute where and as much as you can.

# MISSION AND VISION

## Mission

Promoting the health and happiness of older adults by enhancing their quality of life in a welcoming and inclusive environment



## Vision

Inspire our members to be independent, active, healthy, empowered and socially connected.

# VALUES



## Values

Accessible: To create an organization that is inclusive and affordable; we will identify and address potential barriers, and create opportunities for members, potential members, and guests.

Caring: To be known as a friendly and welcoming organization where members, guests, and visitors can feel safe, respected, and welcome

Community Focused: To be part of and contribute to the broader community; we aspire to be a cooperative, collaborative, and respectful partner

# VALUES



## Values

Fiscally Responsible: To efficiently operate and achieve our goals in a manner that is both financially prudent and accountable to our members and partners

Member Focused: To ensure that the needs of our members are reflected in what we do today and in our future priorities

Quality Programs: to be known for excellent programs that meet the diverse needs of our members; our programs will promote social, educational, and physical well-being.

Bowmanville  
Older Adult  
Association



# WHO WE ARE

---

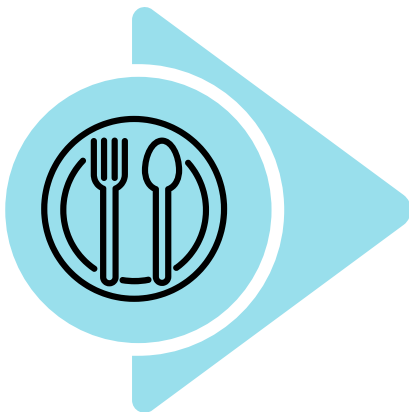


Bowmanville Older Adult Association is located in the heart of historic Bowmanville, with over 1500 active members. We aim to foster the well-being of older adults by enriching their quality of life within a welcoming and inclusive setting. Every season, we provide an extensive array of more than 150 programs, ranging from art workshops to fitness sessions to cooking classes. A diverse variety of events and dining options are readily accessible. BOAA is renowned for its inviting community atmosphere and comfortable, homelike environment.

# GOALS



**Transportation** - Our goal is to enhance physical access to BOAA by identifying and addressing barriers and promoting inclusion by bolstering accessibility initiatives such as Wheels in Action. Additionally, we aim to support innovative enhancements that improve access to BOAA for all individuals. Accomplishing this goal will result in fewer parking challenges, inventive ways to address parking, and improved and increased utilization of Wheels in Action. Through this goal, we will be accessible and member-focused while providing quality programs.

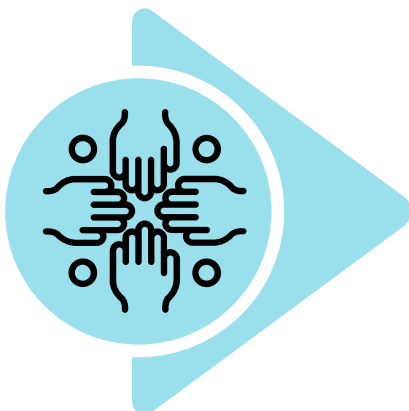


**Food Strategy** - Our goal is to improve, increase, support, refer and promote good food health amongst older adults accessing BOAA. Accomplishing this goal will result in improved, affordable, supported and holistic food programs at BOAA. Through this goal we will remain accessible, caring, and member-focused.

# GOALS



**Technology** - Our goal is to assist older adults in maintaining or enhancing their technology skills, adapting to advancements in technology, and facilitating their connections through the use of technology. Achieving this goal will lead to older adults improving their technology proficiency, ensuring BOAA's technology remains current, enabling seniors to stay connected with others through technology, and equipping older adults with enhanced skills to safeguard against technology-related fraud. Through this goal, we will ensure quality programs, member focus and accessibility.



**Community Outreach/Involvement** - Our goal is to fortify BOAA's ties with the community by fostering additional and existing partnerships, expanding our volunteer network, and elevating BOAA's visibility and presence within the community. Achieving this goal will yield new donors, forge stronger connections within the community, establish a comprehensive volunteer strategy, and enhance awareness in the community regarding BOAA's pivotal role. Through this goal, we will be community focused.



# GOAL & STRATEGIES

---

## Transportation



1.

Maintain, improve and increase Wheels in Action Program through purchase of new vehicle, improving supports and developing enhanced systems for the program.

2.

Increase and encourage the use of Wheels in Action in creative ways through campaigns, education, incentives and using innovative means.

3.

Develop, utilize and explore inventive ways to reduce parking congestion to ensure an improved experience for members.

# GOAL & STRATEGIES

---

## Food Strategy



1.

Enhance the food programs for older adults at BOAA by creating a more efficient and expanded system for frozen and prepared meals, and guarantee support for these systems.

2.

To enhance the affordability and nutrition for older adults, we aim to expand collaborations, provide food resources and referrals to members, broaden the range of nutritious choices, conduct seminars on healthy eating, and innovate methods to make nutritious meals on site both accessible and affordable.

3.

To facilitate communal dining experiences for older adults, we will explore methods to stabilize costs, secure feasible funds, and identify opportunities to increase the availability of such dining options.

# GOAL & STRATEGIES

---

## Technology



1.

To increase, improve and provide low cost technology programs that meet the needs of the BOAA community.

2.

To provide increased, improved, and varied fraud prevention programs and seminars for older adults, and to look for opportunities to partner accordingly.

3.

To assess and update BOAA's technology and systems appropriately.

# GOAL & STRATEGIES

---

## Community Outreach/Involvement



1.

To amplify BOAA's presence in the community through inventive approaches such as active engagement on social media platforms, involvement in community events and festivals, establishing connections with potential funders and orchestrating fundraising initiatives.

2.

To actively seek opportunities to fortify and establish partnerships with local businesses, other nonprofit organizations, funders, educational institutions, and various community organizations.

3.

To expand and enhance our volunteer network, we will develop a comprehensive volunteer strategy encompassing outreach efforts, retention initiatives, and meaningful recognition programs for our volunteers.



## **DEVELOPMENT & IMPLEMENTATION**

### **Development of Strategic Plan**

The Strategic Plan was crafted through collaboration involving the Board, staff, and membership. A staff survey conducted from November 3 to November 13, 2023, garnered responses from 10 individuals. Additionally, a membership survey conducted from January 22 to February 2, 2024, received feedback from 195 respondents. Brainstorming sessions, numerous meetings, and presentations were held throughout the planning process, with active participation from the Strategic Planning Committee and the Board of Directors.

### **Implementation**

The management and staff team at BOAA will employ the Strategic Plan to formulate a detailed Work Plan and put it into action. Like all Strategic Plans, we will continuously refine and enhance this plan, ensuring accountability by reporting to the Board of Directors. Plans, by nature, are subject to change, adaptation, and evolution in response to shifting circumstances, and we will adjust this plan accordingly as needed.