

# Strategic Priorities and Directions Summary – 2023-2025

Approved April 25, 2022



## Practical Vision of Strathcona Place – What’s in place and happening in 2025

Strathcona Place Society (SPS) is a growing community hub, effectively reaching seniors with programs and services that strengthen relationships, contribute to individuals’ well-being and resilience, and support successful aging-in-place. Supported by:

## Strategic Priorities 2023-2025

1. Continued evaluation and shaping of programs and services to support aging-in-place
2. Broaden community reach and engagement
3. Significantly improve accessibility to and functionality of our facilities
4. Enhance long-term financial sustainability

**Strategic Priority 1** Continue evaluation and shaping of programs and services to support aging-in-place

### PRIMARY GOAL

Reach seniors with programs and services that strengthen relationships, contribute to individuals’ well-being and resilience, and support successful aging-in-place

### SECONDARY GOALS

- Research and respond to changing and emerging needs and desires for priority programs and services.
- Develop/modify programs and services to address the specific needs of ethnically diverse seniors.
- Expand outreach to seniors with limited community and social access.

**Strategic Priority 2** Broaden community reach and engagement

### PRIMARY GOAL

Provide benefits to a larger and more diverse cross-section of the communities we serve.

### SECONDARY GOALS

- Gain and maintain a comprehensive understanding of our community
- Engage directly with the community to raise awareness and understanding of SPS offerings
- Develop a marketing communications strategy supporting SPS’s strategic priorities and initiatives.
- Develop rewarding intergenerational volunteer opportunities to engage members and the community, and to support program/service delivery.

### Strategic Priority 3 Significantly improve accessibility to and functionality of our facilities

#### PRIMARY GOAL

**Update, renovate, or replace outdated and inoperable spaces, and to make all spaces accessible to seniors with mobility challenges.**

#### SECONDARY GOALS

- Explore all opportunities for funding of renovations and improvements, assess the feasibility of these opportunities, and develop a fund development/fundraising plan.
- Develop and execute an advocacy strategy to build understanding of the impact of SPS's programs and services, and the need for financial and partner support to improve SPS facilities.
- Work with the City of Edmonton to understand how it can assist in advancing building improvements.

### Strategic Priority 4 Enhance long-term financial stability

#### PRIMARY GOAL

**Increase both our stable and transitory funding sources and income.**

#### SECONDARY GOALS

- Research and consistently apply for a wide range of ongoing and short-term grants
- Explore the potential for mutually beneficial partnerships and collaborations that enhance program and service content, quality, and delivery.
- Explore partnerships and collaborations that offer gifts/services-in-kind to lessen financial burdens
- Seek and explore fund development opportunities and social enterprises t