



ST. AIDAN'S SOCIETY

2018-2023 STRATEGIC PLAN

INTRODUCTION

St. Aidan's Society is a Fort McMurray based social profit organization dedicated to serving, empowering, and unlocking the potential of seniors living in the Wood Buffalo Region. St. Aidan's accomplishes its goals through the delivery of programs and services specifically designed to meet the unique needs of seniors. In addition to programs and services for seniors, St. Aidan's Society also plays an important role in bringing other members of the community together by promoting community events and activities through the MAC Calendar, facilitation of interagency meetings, and the establishment of numerous other important linkages and partnerships.

STRATEGIC PLAN

The St. Aidan's Society Board of Directors and Executive Director crafted this strategic plan after extensive consultation with a diverse array of community stakeholders, including seniors and other residents, with a vested interest in the wellness and betterment of the Wood Buffalo Region. St. Aidan's Society will implement initiatives between 2018 and 2023 to achieve the objectives and outcomes outlined in this plan.

MISSION, VISION, VALUES, AND BELIEFS

MISSION

St. Aidan's Society's mission is to actively serve, empower, and unlock the potential of all people in the Wood Buffalo Region through timely and relevant program and service delivery and impactful community partnerships.

VISION

St. Aidan's Society's vision is to make a significant, positive contribution to the development of a community that is inclusive and responsive to the needs of all people.

VALUES AND BELIEFS

St. Aidan's Society staff share a core set values and beliefs. These values and beliefs guide staff as they deliver programs and services. These values and beliefs are as follows.

- All people have an inherent right to be free from neglect and abuse
- All people deserve compassion and support
- All people, regardless of age, gender, ethnicity, cultural background, religious affiliation, or socio-economic status must be treated with dignity and respect
- All people have strengths and existing skills and these strengths and skills should leveraged and used to help those in need achieve personally meaningful change that can be sustained over time
- Staff are always accountable to make decisions that are in the best interests of the people served
- Staff must continuously strive to improve the quality of the programs and services delivered
- Staff must measure and evaluate how successful their programs and services are at making a positive impact on the people served and the community

STRATEGIC OBJECTIVES AND ASSOCIATED OUTCOMES

St. Aidan's Society will achieve the following strategic objectives and outcomes between 2018 and 2023.

STRATEGIC OBJECTIVE #1

CULTIVATE SUPPORT FOR SENIORS IN THE WOOD BUFFALO REGION AND DELIVER INCLUSIVE PROGRAMS AND SERVICES THAT HELP THESE SENIORS AGE IN COMMUNITY WITH DIGNITY, RESPECT, AND A HIGH QUALITY OF LIFE.

ASSOCIATED OUTCOMES

Achievement of this strategic objective will result in the following outcomes.

- Improved access to programs and services for seniors living in the community
 - Seniors living in the Region will have improved access to the programs and services that they need to safely age in community. St. Aidan's Society will develop and deliver programs and services that are uniquely tailored to the needs of seniors. St. Aidan's Society will also enhance seniors' access to programs and services by actively linking them with resources developed by other organizations within the Wood Buffalo Region.
- Increased safety and security of seniors living in the community
 - Seniors living in the Wood Buffalo Region will be more safe and secure. St. Aidan's Society will raise awareness of the common safety and security risks that seniors face at a community level and intervene in circumstances where seniors are facing safety and security risks to minimize undue harm.
- Decreased social isolation for seniors living in the community
 - Seniors living in the Wood Buffalo Region will consistently be provided with authentic opportunities to participate in community life. St. Aidan's Society will offer professional and volunteer outreach services to ensure that seniors have adequate social support and are able to participate in common daily activities.

STRATEGIC OBJECTIVE #2

ACTIVELY ENGAGE AND COLLABORATE WITH THE WOOD BUFFALO REGION TO DEVELOP LOCAL ACCOUNTABILITY, SYSTEM CAPACITY, AND SUSTAINABLE SOLUTIONS TO IDENTIFIED HUMAN NEEDS.

ASSOCIATED OUTCOMES

Achievement of this strategic objective will result in the following outcomes.

- Improved local accountability for change and community-level improvement
 - St. Aidan's Society will enhance accountability at the local level by consistently creating opportunities for Wood Buffalo residents and other key stakeholders to connect and exchange knowledge and resources.
- Improved system capacity and sustainability
 - Communities are the best source of knowledge about their own needs and their own solutions. Therefore, St. Aidan's Society will draw on this knowledge and capacity, to identify needs and gaps, and help build sustainable, long-term wellness solutions.
- Improved focus on the unique needs of the people who use programs and services
 - All program and service discussions that St. Aidan's Society engages in will include the people who are most knowledgeable about their experiences and needs – Wood Buffalo residents themselves.

STRATEGIC OBJECTIVE #3

DEVELOP A LONG-TERM FINANCIAL STRATEGY THAT REFLECTS A SUSTAINABLE AND ACCOUNTABLE APPROACH TO THE MANAGEMENT OF FISCAL RESOURCES.

ASSOCIATED OUTCOMES

Achievement of this strategic objective will result in the following outcomes.

- Increased exploration of funding opportunities
 - St. Aidan's Society will continuously explore funding opportunities to generate reliable and sustainable funding. Through this work St. Aidan's Society will diversify and expand its fiscal resources. With more fiscal resources St. Aidan's Society will increase sustainability and the volume of services that it offers to the community.
- Improved financial planning and budgeting
 - Effective financial planning and budgeting play a key role in the operations of all organizations. St. Aidan's Society will endeavour to strengthen its capacity in both regards as it continues to pursue continuous organizational improvement.