



ST. AIDAN'S SOCIETY

2023-2027 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 providing a wide range of 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 and the establishment of numerous other important linkages and partnerships. Finally, St. Aidan's advertises for and sells tickets to community events as part of its innovative social procurement initiative.

STRATEGIC PLAN

The St. Aidan's Society Board of Directors, leadership, and staff crafted this strategic plan after holding multiple in-depth reflection and planning sessions in October 2022. St. Aidan's Society will implement initiatives between 2023 and 2027 to achieve the objectives and outcomes outlined in this plan.

KEY STAKEHOLDERS, VISION, MISSION, VALUES, AND BELIEFS

KEY STAKEHOLDERS

The term "key stakeholders" refers to the individuals and groups within the community that a social profit organization is accountable to serve and support.

St. Aidan's Society believes that its key stakeholders are as follows.

- All individuals 60 years of age or greater, including those with vulnerabilities
- Those who care for individuals 60 years of age or greater
- All individuals who seek to engage in Wood Buffalo region community activities
- Partner organizations in the social profit sector
- Funders, donors, and philanthropic investors
- Private businesses
- Volunteers
- Leaders and staff
- Board members and other volunteers

VISION

Older adults experience improved quality of life as they age.

MISSION

To ensure that older adults are valued, respected, and have opportunities to thrive in the community.

VALUES AND BELIEFS

St. Aidan's Society Board members, leadership, and staff share a core set values and beliefs. These values and beliefs guide all parties as they carry out the work of St. Aidan's Society. 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 skills that should used to help those in need achieve positive, meaningful, and sustainable change
- Board members, leadership, and staff are always accountable and must make decisions that are in the best interests of the people served
- Board members, leadership, and staff must always strive to improve the quality of the programs and services delivered and evaluate the impact that programs and services make on the people served and the community

STRATEGIC OBJECTIVES

St. Aidan's Society will achieve the following strategic objectives and outcomes between 2013 and 2027.

STRATEGIC OBJECTIVE #1

ENHANCE THE LEVEL OF KNOWLEDGE AND AWARENESS OF SENIORS NEEDS AND STRENGTHEN THE COMMITMENT TO BUILDING A COMMUNITY THAT IS INCLUSIVE AND SUPPORTIVE OF SENIORS.

ASSOCIATED OUTCOMES

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

- Increased awareness of the growing seniors population in the community
- Increased awareness of the need to build a community environment that is inclusive and supportive of seniors
- Increased awareness of the gaps in support that seniors face and how these gaps jeopardize seniors' quality of life and seniors' ability to age in place on their own terms
- Increased awareness of the risks that accompany seniors aging in place. These risks include, but are not limited to, social isolation, falls, and elder abuse
- Increased awareness of the issues and concerns that accompany the aging process

STRATEGIC OBJECTIVE #2

FOSTER RELATIONSHIPS AND BUILD THE KNOWLEDGE, SKILLS, AND EXPERIENCE OF INDIVIDUALS AND AGENCIES TO STRENGTHEN THE COMMUNITY'S OVERALL CAPACITY TO SUPPORT SENIORS.

ASSOCIATED OUTCOMES

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

- Increased capacity amongst individuals and agencies in the community to support seniors

- Increased collaboration amongst individuals and agencies in the community to support seniors
- Decreased competition for financial and human resources that could be dedicated to support seniors
- Decreased reliance on St. Aidan’s Society to be the sole supporter of seniors in the community
- Increased availability of programs and resources to support seniors available in the community

STRATEGIC OBJECTIVE #3

DEVELOP, DELIVER, AND EVALUATE INCLUSIVE PROGRAMS THAT HELP SENIORS AGE IN THE COMMUNITY WITH DIGNITY, RESPECT, AND A HIGH QUALITY OF LIFE.

ASSOCIATED OUTCOMES

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

- Increased access to programs and supports that address the most pressing needs that seniors experience
- Increased capacity for seniors to live as autonomously as desired
- Improved alignment between program offerings and seniors needs