



2018-2021 Strategic Plan

Vision: A Vancouver community that supports and empowers older adults to live involved, healthy and fulfilling lives.

Mission: To enhance the quality of life of older adults by providing social, recreational, educational and supportive programs and services that foster connection and inclusion in the broader community.

Strategic Priorities:

1. Strengthen our brand and communication.

- Establish and implement a communication strategy that reflects unique aspects of our organization.
- Define our partnerships and formalize our commitment from our partners.
- Establish a process and priorities for advocacy.

2. Enhance programs, services and events to reflect growing and changing community of older adults.

- Develop, evaluate and make evidence-based decisions about our programs, services and events.
- Provide programs, services and volunteer opportunities relevant to 'younger' older adults (55-70 years of age) and find ways to involve them in the long term.
- Assess role of WESN in providing programs and services to isolated older adults and those at risk for isolation.
- Determine feasibility of expanding our geographic reach to include surrounding neighbourhoods.

3. Become the “go-to” agency in the West End to support older adults to navigate housing options.

- Enhance our ability to provide information, referrals, education, and individual support for navigating housing system.

4. Enhance internal infrastructure and financial sustainability.

- Develop immediate and long-term plans to understand and address current and future space needs.
- Increase overall revenue.
- Enhance governance and process for Board of Directors.