

# STRATEGIC PLAN

2024 - 2027

Alzheimer  
*Society*

HURON PERTH





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# Organizational Overview



The Alzheimer Society Huron Perth actively supports families and individuals affected by Alzheimer's disease and other dementias by advocating for and providing support services, education, and funding for research.

The Alzheimer Society Huron Perth was founded on April 1, 2022, unifying the former Alzheimer Society Huron County and the Alzheimer Society Perth County. It is a non-profit corporation and a registered charity, governed by a volunteer Board of Directors elected at the Annual General Meeting.

## Quick Facts about The Alzheimer Society Huron Perth

- Serves all of Huron and Perth Counties with a population of 138,162
- Has eleven members that sit on the board
- Has over 250 volunteers who assist with many aspects of the organization, including board governance, programs, fund development, and awareness as well as office assistance

### Vision

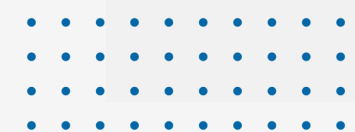
A world without Alzheimer's disease and other dementias.

### Mission

To alleviate the personal and social consequences of Alzheimer's disease and other dementias and to promote research.

### Values

Collaboration  
Accountability  
Respect  
Empowerment  
Excellence.



## *Serving Huron and Perth Counties*

Charitable Registration No. 13150-3138-RR0001



# Our Affiliates and Funding

## **Our Affiliates**

The Alzheimer Society Huron Perth is affiliated with the Alzheimer Society of Ontario and the Alzheimer Society of Canada. In addition to providing programs to the community, we also support research through the Alzheimer Society of Canada as well as the Centre for Research in Neurodegenerative Diseases.

As one of 26 Societies that make up the network of Alzheimer Societies in Ontario, we provide programs, services, and education to persons with Alzheimer's disease and other dementias and their care partners.

The Alzheimer Society Huron Perth serves residents of Huron and Perth Counties, with offices in Clinton and Stratford, and satellite offices in Listowel, St. Marys, Wingham, and Zurich.

## **Our Funding**

The Alzheimer Society Huron Perth is a non-profit charitable organization and depends on charitable donations and special events fundraising for the financial support required to continue our work.

The Society is supported by individual and community service sector donations, special events fundraising and also receives funding from Ontario Health West to support our education, counseling, and First Link® programs.



# Strategic Directions

<b>Enhance Capacity for Client-Centred Care</b>	<b>Strengthen Community Partnerships</b>	<b>Foster Healthy Organizational Culture &amp; Staff Well-being</b>	<b>Focus on Prevention Awareness</b>	<b>Bolster our Sustainability</b>
<ul style="list-style-type: none"><li>• Reimagine our service delivery to increase capacity</li><li>• Strengthen volunteer base to serve more clients</li><li>• Connect, understand, and support diverse communities</li><li>• Embed research and treatment practices as appropriate</li></ul>	<ul style="list-style-type: none"><li>• Develop stronger pathways toward improved access and coordinated care</li></ul>	<ul style="list-style-type: none"><li>• Advance our unified culture</li><li>• Implement a human resource plan focused on staff well-being, recruitment, retention, leadership development, and succession</li></ul>	<ul style="list-style-type: none"><li>• Deepen public education on brain health</li></ul>	<ul style="list-style-type: none"><li>• Actively pursue increased government funding</li><li>• Enhance fund development efforts</li></ul>

# Priority: Enhance Capacity for Client-Centred Care

## Activities to achieve this priority:

- **Reimagine our service delivery to increase capacity**
  - Increase the number of people we serve
  - Increase the focus on a younger population
  - Increase in the number of groups offered beyond 1:1 offerings
- **Strengthen volunteer base to serve more clients**
  - Increase in the number of volunteers
  - Increase capacity to support and manage volunteers
  - Increase in diverse and skill-specific volunteers
  - Increase in retention of volunteers
  - Increase in the number of roles that volunteers can play
- **Connect, understand, and support diverse communities**
  - Increase our cultural competence training/awareness
  - Increase the number of connections with diverse populations
  - Increase the number of people we serve that are part of diverse communities
- **Embed research and treatment practices as appropriate**
  - Stronger connections with research are in place
  - Research and treatment practices are promoted, shared, disseminated, and woven into our programs and services



# Priority:

# Strengthen Community Partnerships

## Activities to achieve this priority:

- **Develop stronger pathways toward improved access and coordinated care**
  - A stronger and sustainable network is created among our current and new partners that improves access and creates a more seamless coordinated care experience



# Priority: Foster Healthy Organizational Culture & Staff Well-Being

## Activities to achieve this priority:

- **Advance our unified culture**
  - Our identity as Huron Perth Society is stronger both internally and externally
  - Our focus moves from us/them to 'we'
  - We serve clients collectively

- **Implement a human resource plan focused on staff well-being, recruitment, retention, leadership development, and succession**
  - Full staff complement
  - Increase well-being opportunities for staff
  - Increase in leadership opportunities for staff and leaders
  - Succession plans in place



# Priority:

## Focus on Prevention Awareness

### Activities to achieve this priority:

- **Deepen public education on brain health**
  - Increase public education forums and opportunities related to brain health amongst all age groups
  - Dementia friendly communities are advanced





# Priority: Bolster our Sustainability

## Activities to achieve this priority:

- **Actively pursue increased government funding**
  - Increase in base funding
- **Enhance fund development efforts**
  - Increase in fund development dollars





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