

# VANTAGE Aging

## Strategic Plan 2020-2023



### Mission

Promoting a positive perspective on aging.

### Vision

Every older adult has the opportunity to live a healthy life and age with independence, purpose and dignity.

### Purpose

The purposes for which we are formed are:

1. To promote, provide and/or advocate programs and services that will enhance the quality of life of people as they age.
2. To assist persons in maintaining productive and self-sufficient lives as they age.
3. To help people avoid premature or inappropriate institutionalization as they age.
4. To promote independence of individuals as they age.
5. To help alleviate the problems of poverty among people as they age.
6. To develop additional services as needed to serve people as they age.

### Sustainability

We are good stewards, using our resources carefully to achieve mission results in the present, while developing capacity and self-reliance for long term success.

### Responsibility

We are accountable for fulfilling regulations, commitments and obligations. We hold ourselves to the highest standards of client confidentiality, operational transparency and sound fiscal management.

### Integrity

We are compassionate and empathetic to the needs of others. Regardless of difficulties or challenges, we see the person first and then determine the best way to help them.

### Adaptability

We stay on top of changing trends and participate in professional organizations. We continually assess our effectiveness and respond to those results. We are open to innovation, learning and change to stay relevant and resilient.

### Respect

We respect each other and the people we serve. We speak and act in ways that build trust and uphold the dignity and well-being of others.

## Strategic Goals & Objectives

1. Promote Positive Aging
  - a. Focus program outcomes on increased wellness and/or financial stability of our clients.
  - b. Promote evidence based practices that help people age well and fight ageism.
2. Advance Community Integration
  - a. Cultivate a community that cares about the needs of older adults through advocacy and education.
  - b. Utilize donor centered fundraising to create agency advocates through those who share their time, treasure and talent with us.
  - c. Leverage other community resources to supplement services to our clients and staff.
3. Optimize Business Operations
  - a. Utilize data and benchmarking to evaluate operational efficiencies.
  - b. Diversify funding in our current lines of business.
  - c. Embrace technology and education to allow our staff to give the best service.

## Executive Summary

VANTAGE Aging has a longstanding reputation as experts in the field of aging and our awareness of population trends and existing programming enables us to utilize our strengths to serve the needs of the whole person as they age.

In 2016, the Supplemental Poverty Measure showed a poverty level for persons age 65 and over 14.5% (more than 5 percentage points higher than the official rate of 9.3%) \*. This increase is mainly due to including medical out-of-pocket expenses in the poverty calculations\*.

Increasing the financial stability of older adults is important to society to avoid having this growing population falling on the Medicaid roles. Our strategy is to provide programs and services that either increase the income of older adults (i.e. SCSEP) or decrease expenses (i.e. Meals on Wheels).

Scripps Gerontology Center at Miami University projects that both the number of very old individuals (age 85+) and individuals with independent living difficulties or self-care difficulties, who are most likely to need long-term care services and living supports, are projected to grow by approximately 60% by 2030

Improving people's wellness also has an impact on increasing their financial stability. Wellness includes, but is not limited to, physical, mental and attitudinal wellness. Our strategy is to provide programs and services that promote wellness (i.e. Home Wellness Solutions, Meals on Wheels, Chronic Wellness Education), thereby impacting financial stability.

Successful collaboration is critical to the success of our aging population. The American Society on Aging talks about the 17 trillion-dollar opportunity to engage older adults in impacting our communities by using their time, treasure and talent. We will seek to harness that power in our services (i.e. RSVP, Encore Staffing Network, SCSEP).

We also recognize that there are many special needs related to older adults that may not fit into our current programs or services. Our strategy is to utilize collaboration and collaborate with other organizations that can "fill the gap" for the older adults we serve when appropriate. Only when no one is there to "fill the gap" will we look to Purpose 6 of our organization which is "To develop additional services as needed to serve people as they age".