

Strategic Plan July 1, 2009 – June 30, 2012

MISSION

To eliminate Alzheimer's disease through the advancement of research; to provide and enhance care and support for all affected; and to reduce the risk of dementia through the promotion of brain health.

VISION

A world without Alzheimer's disease.

LOCAL CHAPTER FOCUS

Expanding our reach to:

- Increase awareness about Alzheimer's disease and the chapter's services with emphasis on counties outside of Franklin County.
- Advocate to a larger number of elected and non-elected county officials and legislators.
- Increase education to health professionals those affected by Alzheimer's disease.
- Increase the delivery of disease support services to persons with Alzheimer's and their caregivers.
- Expand support group services to persons with early onset or early stage diagnoses.
- Increase collaboration to improve local research on Alzheimer's disease.
- Increase revenue and grow cash reserves to assure financial stability.

CORE VALUES

- Integrity
- Commitment to Excellence
- Inclusiveness
- Diversity
- Consumer Focus
- Accountability

Strategic Outcomes:

Currently, there are an estimated 24,000 people living with Alzheimer's disease in central Ohio. This number is expected to increase rapidly by mid-century. The potential of earlier diagnosis and the development of better medications and treatments may significantly change the experience of Alzheimer's for millions of people, including those here in central Ohio. These factors will provide unprecedented challenges and opportunities for the Association over the next three years.

GOAL 1: Increasing Concern and Awareness of the Disease and the Association

- A: Increase outreach by reaching 2,940 new people through the development of a Speaker's Bureau providing community presentations with key messages on risk factors, disease recognition and available resources.
- B: Increase outreach by reaching 250 new people through culturally competent community presentations within the minority community in Franklin County.
- C: Increase outreach by reaching 7,500 new people served by Health Fairs with key messages on risk factors, disease recognition and available resources.
- D: Increase website unique visitors to 2,000 per month with the use of social media tools, new and interesting content.

GOAL 2: Advancing Advocacy

Elevating Alzheimer's disease as a priority in Ohio

- A: Advocate the importance and urgency of specific Alzheimer's disease policy advancements and funding to non-elected community and business leaders.
- B: Advocate the importance and urgency of specific Alzheimer's disease policy advancements and funding among elected county officials and state legislators.

GOAL 3: Enhancing Care and Support

Develop and promote a full range of quality support, care, and service across diverse cultures and increase our capacity to serve more individuals and their caregivers in our fourteen county service area.

- A. Increase the number of new Helpline calls by 25% by utilizing trained volunteers and increasing the awareness of Helpline.
- B. Increase the number of new families served by 20% by using a volunteer registered nurse to make home visits and follow up calls to help handle the increased case load, develop a fee-based model for care consultations not covered by grants, establish bi-monthly clinic hours in Pickaway, Union, Delaware, Licking and Fairfield counties, establish quarterly clinic hours in Madison and Fayette counties, establish monthly clinic hours at five LifeCare Alliance Community Wellness Centers in Franklin County, and add an on-line caregiver coaching component to the Care Consultation Program.
- C. Increase the number of trained professionals and paraprofessionals working in the medical field and/or social service agencies and emergency first responders by 25%.
- D. Increase the number of new non-professional caregivers by 25% by providing trainings in underserved neighborhoods and offering caregiver education in new modalities.
- E. Establish six new support groups and increase the number of new support group attendees by 10% by establishing new groups for underserved populations and increasing support group leader's knowledge about Alzheimer's disease and community resources.

- F. Establish an early-stage support/education group in Franklin County and serve 75 new persons living with memory loss.

Goal 4: Accelerating Research

- A. Advance Alzheimer's disease treatment research through the promotion of clinical trials and the enhancement of the current partnership with the OSU Department of Neurology.
- B. Advance Alzheimer's disease caregiver research by inviting an OSU researcher to serve on the chapter's Medical Advisory Committee or Board of Directors.
- C. Increase to 25% the number of agency clients who receive information on clinical trial opportunities by including information on the chapter's website, in the newsletter and in clinical packets.

Goal 5: Growing Revenue Support of the Mission

Raise \$775,000 in new revenue by June 30, 2012.

- A. Increase the number of face-to-face prospect and donor meetings.
- B. Produce high-quality events offering value to our sponsors and recruit volunteers of significant influence to set meetings and solicit sponsorship.
- C. Be the organization of choice for individuals making decisions about memorial and tribute gifts.
- D. Increase Memory Walk revenue by implementing best practices, following the Steps to Success, operating from a position of influence, focusing on corporate involvement through sponsorship and teams, building walker recruitment structures within companies, and cultivating, engaging and training top walkers.
- E. Increase Third Party Event revenue by recruiting and equipping volunteers to host private fundraising functions.