

*25 Years of Providing Help and Promoting Hope*

alzheimer's   
association®  
Greater Cincinnati Chapter



# *Strategic Plan*

*FY 2009-2011*

## **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**

To serve as the primary and authoritative source of information, education and support for those affected by Alzheimer's disease and related dementias in Greater Cincinnati.



## **Goal #1:** *Advance Revenue Support of the Association's Mission*

### **Objectives**

- 1. Increase chapter revenue to adequately fund the needed expansion of chapter programs and services by FY 2011 while maintaining operational reserves in accordance with Association standards.**
  - Expand development department resources
  - Focus on increasing revenue through Annual Fund/Memory Walk/Major donors in all geographic regions of chapter service area
  - Increase number of grant applications
  - Improve all agency staff retention
  - Utilize board of directors, leadership and professional advisory councils to establish larger network of corporate and donor contacts
  - Maintain current level of state/federal funding
  - Utilize resources of National to enhance overall revenue generation
- 2. Foster stronger relationships with current donors, volunteers and advocates while expanding overall network of supporters.**
  - Utilize technology to develop more consistent communication with chapter clients, donors and advocates
  - Recruit and establish stronger volunteer committees to assist with the planning and implementation of special events
  - Improve marketing of chapter programs, educational resources and fundraising opportunities to general public
  - Enhance outreach to minority populations
  - Identify and establish mutually beneficial partnerships with corporate community

## **Goal #2:** *Advance the Association's Continuum of Care and Support*

### **Objectives**

- 1. Enhance capacity while ensuring quality of chapter programs and services to accommodate the future needs of a growing affected population in Greater Cincinnati.**
  - Increase the number of chapter program and administrative staff
  - Expand educational opportunities and learning models for families, caregivers and affected individuals
  - Develop new and innovative programming for chapter constituencies
  - Explore and pursue potential collaborative opportunities to enhance educational objectives for area health agencies, community organizations, law enforcement, emergency response units and long-term care facilities
- 2. Assist and promote the Association's advocacy, research and public awareness efforts.**
  - Strengthen relationship with local/regional Alzheimer research community to benefit our constituents and families
  - Utilize new technologies to enhance recruitment of volunteers and advocates
  - Provide appropriate chapter resources to adequately support local, statewide and federal Public Policy initiatives
  - Increase opportunities for media coverage of chapter programs/events through special media partnerships
  - Expand chapter speakers bureau
  - Enhance marketing efforts to minority/underserved communities