

Alzheimer's Association Delaware Valley Chapter

FOUR-YEAR STRATEGIC PLAN 2007 – 2011

(Summary of plan approved by the chapter board
February 21, 2007)

VISION

Our vision is a world without Alzheimer's.

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.

CORE VALUES

Integrity

We seek and embrace the truth, and fulfill the trust others place in us.

Commitment of excellence

We lead through innovation and constant improvement in all we do.

Inclusiveness

We search out and welcome the power that comes from diversity.

Consumer focus

We seek always to understand, learn from and meet the needs of individuals with dementia, their families and caregivers.

Accountability

We keep our commitments and make measurable progress to achieve our mission.

GOALS

Advancing Research

Together we will accelerate the progress in Alzheimer's Research.

Providing and enhancing care and support

Together we will provide and promote quality Alzheimer's care, support and services, and empower consumers in diverse communities to access them.

Mobilizing public support

Together we will alert the public to the growing millions of people affected by Alzheimer's disease and the importance of brain health, and mobilize them to join our movement.

Building unity and capacity

Together we will build organizational unity and capacity to achieve our mission.