

# alzheimer's association desert southwest chapter STRATEGIC PLAN 2010-2013

*As adopted by the Board of Directors on June 26, 2009*

**NATIONWIDE VISION** A world without Alzheimer's disease.

**NATIONWIDE 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.

**CHAPTER PURPOSE** *In alignment with our Nationwide Mission,*  
To empower and support individuals, families, care partners and communities affected by dementia in Arizona and Southern Nevada.

## **GUIDING PRINCIPLES**

- Respect** • We treat the people we serve, and each other, with dignity, respect, and fairness.
- Integrity** • We are committed to the highest level of ethical conduct and professionalism.
- Innovation** • We seek novel solutions to meet the changing needs of our communities.
- Diversity** • We value and respect the individuality of the people and communities we serve.
- Collaboration** • We embrace partnership as a vital component of our work.
- Honor** • We respect the contributions of dedicated volunteers and staff.
- Stewardship** • We are accountable for the resources entrusted to us.
- Participation** • We seek to be inclusive and invite ongoing feedback from the people we serve.

## **OVERARCHING RESULTS**

We are committed to positively impacting the lives of individuals, families and care partners who are affected by or at risk for Alzheimer's disease and related disorders. The specific results in terms of changed lives for the people we serve include:

- ◆ Building useable skills to increase awareness and knowledge of Alzheimer's disease and related disorders and the resources available to them.
- ◆ Empowering to plan for and better cope with memory loss and disease progression.
- ◆ Experiencing enhanced quality of life.
- ◆ Experiencing reduced isolation and increased social support throughout the course of disease progression.
- ◆ Becoming more aware of and involved in research activities.
- ◆ Becoming more aware of personal choices to promote healthy aging.

## **GOALS**

- Enhance Programs, Services and Resources
- Build Awareness
- Advance Advocacy
- Promote Research
- Expand Diversity and Inclusiveness
- Strengthen Organizational Capacity

## **GOALS, PRIORITIES AND STRATEGIES**

### **Goal: Enhance Programs, Services and Resources**

**Priority:** Increase Chapter emphasis on Early Stage Programming.

**Strategies:**

- Create a sixth Core Program related to Early Stage, designed to empower individuals through resources, increased knowledge and opportunities.
- Engage individuals in the Early Stage in all aspects of program development.
- Infuse Early Stage inclusiveness throughout all activities within the Chapter.

**Priority:** Identify and deliver programs and resources that are valued by persons with Alzheimer's disease and related disorders, their families and care partners, and persons and communities at risk.

**Strategies:**

- Evaluate and identify ways to enhance opportunities, experiences and access to services.
- Explore evidence-based practices and implement new service delivery innovations.

### **Goal: Build Awareness**

**Priority:** Increase public concern and awareness about Alzheimer's disease, the Chapter and its services.

**Strategies:**

- Establish and implement a Chapter-wide communications plan with measurable benchmarks to raising awareness.
- Develop clear and effective messages that are consistently utilized through various delivery methods.

### **Goal: Advance Advocacy**

**Priority:** Enhance our capacity to influence systems change needed by current and future people who are affected by Alzheimer's disease and related disorders.

**Strategies:**

- Define issues that the Chapter considers and acts upon through the development of multi-year state plans.
- Expand our active volunteer advocacy base.
- Support nationwide federal initiatives.

### **Goal: Promote Research**

**Priority:** Increase awareness of and access to information about research and clinical trials to prevent and treat Alzheimer's disease in our communities.

**Strategies:**

- Promote opportunities for participation in clinical trials and related research.
- Work with our local research community to identify collaborative opportunities.

## **GOALS, PRIORITIES AND STRATEGIES - CONTINUED**

### **Goal: Expand Diversity and Inclusiveness**

**Priority:** Enhance access to our programs, resources and internal operations within our diverse populations, including but not limited to ethnic, cultural and rural communities.

#### **Strategies:**

- Expand program outreach efforts for underserved communities in a manner that ensures appropriate messaging and service delivery methods for diverse populations.
- Develop a plan to infuse diversity and inclusiveness in all aspects of our Chapter, including volunteerism, communications and fund development.

### **Goal: Strengthen Organizational Capacity**

**Priority:** **Fund Development** - Increase and diversify our revenues to further our Mission.

#### **Strategies:**

- Continue to develop volunteer leadership in fund development.
- Strengthen special events for both revenue generation and relationship building.
- Cultivate relationships with corporations, foundations and government entities.
- Enhance our individual giving activities, including donor cultivation and stewardship, memorial and tribute opportunities, major gifts and planned giving.

**Priority:** **Collaboration** - Explore, expand, strengthen and create relationships that further our Mission.

#### **Strategies:**

- Develop principles and guidelines for collaboration and partnership that include clarifying our values, ethics and standards.
- Identify the assets we may bring to partners and the benefits we seek.
- Proactively identify and reach out to potential partners.
- Evaluate existing partnerships to maximize opportunities and benefit for the people we serve.

**Priority:** **Leadership, Volunteerism and Human Resources** - Enhance our volunteer program and human resource capacities to best utilize the time and talents of people to further our Mission.

#### **Strategies:**

- Evaluate and develop the governance practices of our Board of Directors to address the strategic and policy level needs of the Chapter.
- Evaluate and develop our volunteer program to enhance recruitment, training, retention and recognition.
- Evaluate and develop our personnel practices and capacities to ensure the necessary professional staffing of the Chapter.

*Note: The Goals, Priorities and Strategies are not listed in priority order. Objectives and action plans for the strategies presented will be developed by staff in collaboration with appropriate committees and volunteers.*