

# alzheimer's association desert southwest chapter

## LONG RANGE STRATEGIC PLAN 2006-2009

As approved by the Board of Directors on September 23, 2005

**Please Note:** The Chapter is updating the Strategic Plan during FY-2009. The final version of the FY-2010 Annual Plan is expected to include the new Strategic Plan for 2010-2013.

### **NATIONAL VISION**

A world without Alzheimer's disease.

### **NATIONAL 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 National Mission,*

To equip, energize and ultimately empower individuals, families and communities to provide compassionate and effective dementia care and support 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 innovative solutions to meet the changing needs of our communities.
- Diversity** • We value and respect the diversity of the people and communities we serve.
- Collaboration** • We embrace collaboration as a vital component of our work.
- Honor** • We honor 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 and families who are at risk for or affected by Alzheimer's disease and related disorders. The specific results include:

- ◆ People build useable skills, have increased awareness and knowledge of Alzheimer's disease and related disorders and the resources available to them.
- ◆ People are empowered to better cope with and plan for memory loss and disease progression.
- ◆ Individuals with Alzheimer's disease and related disorders and their caregivers experience enhanced quality of life.
- ◆ Family caregivers experience reduced isolation and increased social support throughout the course of disease progression.
- ◆ People become more aware of and involved in research activities.
- ◆ People become more aware of personal choices to promote healthy aging.
- ◆ Resources are mobilized to advocate on behalf of underserved populations.
- ◆ Our volunteers and staff understand their vital roles, know they are valued and are aware of their significant impact on meeting the Chapter's Mission.

## LONG-RANGE GOALS

*"If the chapter purpose is our destination,  
then the long-range goals are the **fuel**, the **map** and the **vehicle** to get us there."  
Dave Pile, Self-Assessment Team Member*

**The Fuel:** Strengthen our Chapter's capacity through people (volunteers and staff), diversified fund development, and financial stewardship.

**The Map:** Maximize our resources through integrated collaboration, cultural sensitivity and competency, and customer research.

**The Vehicle:** Increase the effectiveness and scope of our programs, services, advocacy and public awareness.

## STRATEGIC DIRECTIONS & PRIORITIES FOR ACTION

**The Fuel:** Strengthen our Chapter's capacity.

Priorities:

- Diversify and expand our funding base.
- Recruit, train, nurture and retain volunteers.
- Employ, develop, and appropriately compensate staff.
- Increase financial stability by improving stewardship and accountability.

**The Map:** Maximize our resources.

Priorities:

- Build strong alliances and collaborations.
- Develop and strengthen cultural sensitivity and competency.
- Develop and implement an external and internal communications plan.

**The Vehicle:** Increase the effectiveness and scope of our programs, advocacy and public awareness.

Priorities:

- Enhance the quality and consistency of core programs.
- Expand the scope and impact of programs to underserved and unaware populations, including rural and diverse communities.
- Strengthen and increase advocacy efforts.

Please note the following:

- Customer research is a vital component of this plan. We will conduct and analyze customer research on an ongoing basis.
- Ongoing efforts to increase cultural sensitivity and competence will be woven into all aspects of the planning process.