

Strategic Plan

October 2020 - September 2023

**Making a Difference in the Lives of Older Adults,
Supporting Caregivers and Strengthening Communities.**



CONTACT INFORMATION:

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Our Vision

"Seniors with improved quality of life"

Our Mission

"Empowering seniors to live with dignity and choice."

Senior Connections, The Capital Area Agency on Aging is the designated Area Agency on Aging for Planning District 15. The Planning District includes the City of Richmond and the Counties of Charles City, Chesterfield, Goochland, Hanover, Henrico, New Kent, and Powhatan.

We were established as the Capital Area Agency on Aging in 1973. Senior Connections is a private 501(c)(3) nonprofit organization that is governed by a Board of Directors and guided by an advisory council.

As the designated Area Agency on Aging, we continue to develop and enhance comprehensive, coordinated home and community-based services for older adults and caregivers. On behalf of older adults, caregivers, and adults with disabilities, the Agency serves as an advocate, information facilitator planning and services coordinator, needs assessor, and services provider. In addition, we collaborate with community partners to achieve our goals.

Programs and Services

- Adult Day Care** (*Partnership with local Adult Day Care Centers*)
- Benefits Enrollment Center** (*Benefits Enrollment Center - BEC Helping Medicare beneficiaries apply for other benefits*)
- Care Coordination** (*Assessment of Service Needs*)
- Care Transitions** (*Hospital-to-Home Partnership with Hospital Systems to Reduce Readmissions and Help Older Adults Connect with Community Resources*)
- Caregiver Counseling and Support** (*Information and Assistance to Help with Duties*)
- Chore Services** (*Heavy housework or yard work*)
- Communication, Referral, Information & Assistance** (CRIA)
- Congregate Meals and Activities** (*Friendship Cafés*)
- Emergency Services** (*Critical Needs: Help with Payments for Housing, Utilities, and Medications*)
- Employment and Training Assistance** (*Job Training and Referrals/Matches*)
- Health and Wellness Classes** (*Evidence-based for workshops on Chronic Disease Self-Management and Fall Prevention*)
- Home Delivered Meals** (*Meals on Wheels; Partnership with FeedMore, Inc.*)
- Legal Assistance** (*Partnership with Central VA Legal Aid and Senior Law Day*)
- Long-Term Care Ombudsman and Elder Abuse Prevention** (*Information & Complaint Resolution*)
- Money Management** (*Check Writing for Bills and Budget Management*)
- No Wrong Door** (*Virtual system and a statewide network of shared resources designed to streamline access to long term services and supports*)
- Nutrition Counseling Options Counseling** (*Choices for Service Selection*)
- Outreach & Public Information & Education** (*Presentations, Health/Resource Fairs, Newsletters, Publications, Press Releases, Advertising, Website*)
- Personal Care, Homemaker and Respite Services** (*Partnership with Home Care Providers and Direct Payments to Caregivers*)
- Public Guardian Program** (*Public Guardians respond to the critical unmet needs of adults with intellectual disabilities, mental illness, and cognitive impairments.*)
- Residential Repair and Renovation**
- Socialization & Recreation** (*Exercise, Arts, and Activities*)
- Telebridges Telephone Support** (*Volunteers Connect with Seniors*)
- Transportation and Mobility Management** (*Rides to and from Friendship Cafés and Ride Connection for Medical Appointments*)
- Virginia Insurance Counseling and Assistance Program/VICAP** (*Help with Medicare and Other Insurance*)
- Volunteer Opportunities** (*Engagement*)

Focus Areas, Goals and Objectives

Focus Area 1: Visibility and Marketing

Goal: Create a distinctive and recognizable public image of Senior Connections.

1. Increase the visibility of agency programs and local needs.
2. Develop events and activities to celebrate and publicize the 50th anniversary of the Agency.
3. Increase outreach to diverse communities.

Focus Area 2: Programs and Services

Goal: Increase development and delivery of comprehensive and collaborative programs using person-centered practices to address the short and long-term needs of older adults, adults with disabilities, and their caregivers.

1. Provide effective programs and services that respond to the current and changing needs of older adults, adults with disabilities, and their caregivers.
 - Develop a cohesive person-centered approach to housing needs.
 - Support and Advocate for Behavioral Health Needs of Older Adults.
 - Support Longevity Project Programs.
 - Enhance Advocacy and Support Programs.
2. Continue development and implementation of a coordinated regional network of transportation services to meet the needs of older adults, adults with disabilities, and their caregivers.
3. Collaborate with No Wrong Door (NWD) staff at the Virginia Department for Aging and Rehabilitative Services (DARS) to encourage and support Agency staff and community partners in using NWD service coordination software to more efficiently deliver services and facilitate ongoing communications.
4. Strengthen services and supports that encourage self-care for clients and caregivers, using evidence-based programs.

Focus Areas, Goals and Objectives- Continued

Focus Area 3: Funding and Resources

Goal: Develop diverse, sustainable funding sources while continuing strong stewardship of all resources.

1. Review and evaluate existing fundraising strategies.
2. Identify, assess, and prioritize fundraising strategies based on program needs.
3. Develop fundraising strategies to appeal to a diversity of donors.

Focus Area 4: Sustainability

Goal: Improve facility and implement other strategies to ensure sustainability of Senior Connections.

1. Implement Capital Campaign.
2. Address Facility Improvements to Enhance Building Safety and Accessibility.
3. Identify Strategy for Obtaining Public Input on 4-Year Area Plan.
4. Enhance Volunteer Recruitment and Retention.
5. Expand Offsite Services
6. Complete Resiliency Planning
7. Modern Technology Infrastructure

Focus Area 5: Measurement and Evaluation

Goal: Identify and implement performance measures and outcomes for selected programs and activities.

1. Use NWD Data as feasible for assessments, evaluation, and measuring program outcomes.
2. Identify and use other sources of available data.
3. Develop and finalize logic models.
4. Develop and implement tools to measure outcomes listed on program logic models.
5. Conduct surveys among community partners and the community.
6. Collect and share stories from program participants and community members.
7. Use data collected to evaluate and improve services.

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Our Core Values

- Approachable
- Collaborative
- Dependable
- Diverse
- Inclusive
- Innovative
- Knowledgable & Competent
- Private & Confidential
- Respectful, Empathic & Compassionate
- Trustworthy