

Project Management tracking tool for use by Aging Together Board.

Goals and Strategies from the Strategic Plan

ADVANCEMENT COMMITTEE Workplan

On schedule Status Legend

Attention Needed

Behind Schedule

 Complete

**AGING TOGETHER MISSION:** Aging Together through partnerships connects people to communities and resources to improve quality of life as we age

**AGING TOGETHER VISION:** Age friendly communities that actively engage, value and support older adults

**STRATEGIC GOALS:**

1. TO SUPPORT HEALTH, SAFETY, AND QUALITY OF LIFE FOR OLDER ADULTS AND THEIR FAMILIES
2. TO PROMOTE THE VALUE THAT OLDER ADULTS BRING TO THE COMMUNITY AND TO CREATE OPPORTUNITIES FOR FULL ENGAGMENT WITH ALL AGES
3. TO CHAMPION COMMUNITY RESPONSE TO THE CHALLENGES FACING OLDER ADULTS
4. ASSURE SUSTAINABLITY OF AGING TOGETHER AS A VALUED COMMUNITY RESOURCE

**STRATEGIC GOALS –** Those highlighted pertain to Advancement Committee

**Goal 1**: **SUPPORT HEALTH, SAFETY AND QUALITY OF LIFE FOR OLDER ADULTS AND THEIR FAMILIES**

**Strategy 1.1**: Support age friendly communities throughout the region through the gathering of information on existing models.

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status**  Thank you Sharon!  With regard to language surrounding older adults, there has been much research done in the past few years about what older adults prefer to be called. I know, for example, that VCU has done much work in this area, and that the terms ultimately used are based on extensive interviews with older adults. I hope this helps in your quest! |
| * + 1. Explore the feasibility of “neighbor helping neighbor model” through CLAC (or other collaboration) | On-going | Executive Director / PPA | Exploring area-focused initiatives such as Social Isolation task force or home care companion; explore home visitation with Reformation Lutheran and Culpeper Baptist |  |

**Strategy 1.2**: Serve as a catalyst to strengthen community-based supports that enhance choice and quality of life for older adults and care givers

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 1.2.1 Engage partners in Aging Together Regional Coalition | Ongoing | PPA / ED | Attendance continues at approx.. 25 with good feedback on presentations |  |

**Strategy 1.2**: Serve as a catalyst to strengthen community-based supports that enhance choice and quality of life for older adults and care givers

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 1.2.2 Collaborate with community partners | Ongoing | ED / PPA | Expanded partnership with RTC; Alzheimer’s Association; local chruches |  |

**Strategy 1.2**: Serve as a catalyst to strengthen community-based supports that enhance choice and quality of life for older adults and care givers

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 1.2.3 Facilitate Senior Services Collaborative through PATH | Ongoing | Executive Director / PPA | Updated 3-year strategic plan with PATH; narrow focus; look to replicate successful initiatives – Presented to group at large October, 2022 |  |

**Strategy 1.3**: Explore feasibility of Adult Day Program (Culpeper)

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 1.3.1 Serve on Adult Day Intergenerational Center Culpeper -task force | Ongoing | Task force – plus ED / PPA | Completed. | COMPLETE  Checkmark |

**Strategy 1.4**: Raise awareness of dementia

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 1.4.1 Roll out Dementia Friends throughout the region | Quarterly | ED / PPA | Quarterly sessions offered. 15 – 25 attendees. In person in July. |  |
| 1.4.2 Collaborate with Piedmont Dementia Education Group | On-going | Executive Director | Annual Dementia Ed. Conference Oct. 20th at Wayland Blueridge Baptist Center |  |

**Strategy 1.5**: Connect older adults and caregivers to needed resources and information – including informational programs

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 1.5.1. Develop a Regional Resource Directory for older adults | March | Outreach Director / Executive Director | New edition to be published by end of year/ PATH and NPCF to fund |  |
| 1.5.2 Provide Educational programs to older adults and caregivers | Monthly | Executive Director / County Resource Specialist | \*\*\*see PDEC – quarterly webinars |  |
| 1.5.3 Address social isolation | Ongoing | Executive Director / SOCIAL ISOALTION TASK FORCE | Social Isolation Task Force – RRCS rural mobile outreach collaboration; |  |

**Strategy 1.6**: Support Food Groups and Mobile Food Pantries

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 1.6.1 Provide support for accessing food. | Ongoing | Executive Director and staff | Food Access initiative – FISH, Fauquier DSS, PATH – serving approx. 36 persons per month. Madison United; PACH - Culpeper group |  |

**Goal 2: PROMOTE THE VALUE THAT OLDER ADULTS BRING TO THE COMMUNITY AND CREATE OPPORTUNITIES FOR FULL ENGAGEMENT WITH ALL AGES**

**Strategy 2.1**: Continue to work closely with County Teams in addressing the issues raised through the community assessments

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 2.1.1 Develop Team Charter and Team Lead job description | Dec. 2020 | PPA | BOD approved team charter. |  |

**Strategy 2.2**: Encourage older adults to participate in County Teams

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 2.2.1 Develop outreach and awareness plan about County Teams | Ongoing | PPA | County Resource specialist working with team leads to make the most of team meetings and outreach to new members. Beginning to discuss community conversations. |  |

**Strategy 2.3**: Explore and expand the role of County Teams toward our vision for age-friendly communities

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 2.3.1 Develop County Team Charter |  |  | \*\*\*see above |  |

**Strategy 2.4**: Continue to offer Community Conversations

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 2.4.1 Plan for next round of Community Conversations in preparation for next Strategic Planning process | January 2021 and ongoing | PPA Committee | \*\*\*See PPA Committee report |  |

Aging Together Work Plan

Goal 3 Progress Report

**Goal 3: CHAMPION COMMUNITY RESPONSE TO THE CHALLENGES FACING OLDER ADULTS**

**Strategy 3.1**: Develop an advocacy group to address legislative issues related to aging issues

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 3.1.1 Identify and support volunteer advocacy coordinator | Ongoing | PPA COMMITTEE / ED | Collaborating with RRCS and State Ombudsman on legislative bullet points for visit to local legislators |  |

**Strategy 3.2**: Develop outreach marketing, branding and messaging

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 3.2.1 Convert to CRM System |  | Outreach Director | Flipcause purchased and in use | Checkmark |
| 3.2.2. **Expand CRM to increase functionality as both a record of donors and resource for future marketing / outreach** | Ongoing | Outreach Direct. /Advancement | Database has increased from 900 with former system (2019), to over 4000 (2022) through program and event registration process. |  |
| 3.2.3 Expand and improve website | Ongoing | Outreach Director | Ongoing |  |
| 3.2.4 Expand Media connections | Ongoing | Outreach Director / ED | Ongoing |  |

Aging Together Work Plan

Goal 4 Progress Report

**Goal 4: ASSURE SUSTAINABILITY OF AGING TOGETHER AS A VALUED COMMUNITY RESOURCE**

**Strategy 4.1:** Increase collaboration with Rapp At Home, LowLinc, Rapp CE, RRCS Roundtable, Regional Commission, FAMS, PATH Foundation, Senior Services Collaborative, Faith Communities and others as appropriate

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 4.1.1 Engage in meetings and networking opportunities, and, outreach to faith communities | On-going | Executive Director /  / PPA Committee | Newly formed collaborations with Wayland Blueridge Baptist Association. Conference to be held there. |  |

**Strategy 4.2**: Continue to seek grant funding

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 4.2.1 Pursue continuation grant funding as defined in Sections 1 and 2 of development Plan  Suggestion from Ellen: Consider wording change to, “explore new funding opportunities ……..” |  |  |  |  |
| 4.2.2 Culpeper County-Submit annual funding request SUBMIT FUNDING REQUESTS TO LOCAL MUNICIPALITIES | Winter 2021 | Executive Director | Agreed on increase to $5000 – received $4000 |  |
| 4.2.3 Orange County-Submit annual funding request | Winter 2021 | Executive Director | 2023 app submitted | Checkmark |
| 4.2.4 Madison County Submit annual funding request | Winter 2021 | Executive Director | 2023 Application submitted | Checkmark |
| 4.2.5 Fauquier County – Submit annual funding request | Winter 2021 | Executive Director | 2023 request submitted |  |
| 4.2.6 Rappahannock County submit annual request | Winter 2021 | Executive Director | 2023 request submitted | Checkmark |
| 4.2.7 Town of Warrenton-Submit funding request |  | Executive Director | Submitted 2023 request |  |
| 4.2.8. Seek grant from GTE |  | Executive Director | Application submitted for 2023 |  |
| 4.2.9 Seek funds from Culpeper Wellness |  | Executive Director | Received $5000 for Conference |  |
| 4.2.10 Seek Culpeper Cares Funds | 2021 | Executive Director | Completed rec’d round 1 and round 2 | Checkmark |
| 4.2.11 Partnership with RTC | 2022 | Executive Director | AT hosting 2 staffing positions in partnership with Regional Transportation Collaborative. |  |

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| **Five over Fifty** -Plan and complete  This was moved to program committee | Event May 2021 | Committee / Program | Positive feedback for hybrid model of fb live and watch parties. |  |

**Strategy 4.4**: Recruitment strategy for Board of Directors

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 4.4.1 Amend Bylaws to allow for additional members and to increase the cap |  | Governance | Bylaws approved by BOD at October 2020 meeting | Checkmark |
| 4.4.2 Using board member matrix and job description, appoint board or ad-hoc committee to begin recruitment |  | Governance | \*\*\*See Governance Committee Report |  |
| 4.4.3 Governance Health Check of Agency | 2021 | Governance | \*\*Completed |  |
| 4.4.3 Plan for Strategic Plan Process 2024-2027 | Begin to plan 2021 | Governance? | Begin conversations with Governance Committee – invite other board members to engage |  |

**NEW STRATEGY:**

**Strategy 4.5 Develop an annual development plan (campaigns, sponsorships, major gifts, events, etc) to expand community awareness of Aging Together and to identify sufficient resources to meet service goals**

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| **Action Step** | **Time Frame** | **Responsible committee/person** | **Status Update** | **Status** |
| 4.5.1 Initiate draft of development plan that reflects strategic plan priorities provided by the board. | Jan 9 |  | Clarification of steps; input required; will solicit more specific service goals at Dec. 9 board retreat |  |
| **4.5.2.** Quantify resources for current and desired level of service | Jan 2023 | Ellen |  |  |
| **4.5.3**  Advancement Committee to provide list to Caroline on what to look for in terms of relevant data on current donors and donor history | Jan 2023 |  | Currently collected: #s attendees and $ for each event and funding campaign. #s for donors and dollars of Annual Appeals. Various tagged groups. |  |
| **4.5.4**  Receive staff summary of current funding streams; identify potential funding streams already known; research additional funding opportunities; and evaluate for compatibility with AT mission / vision |  | Ellen / Caroline |  |  |
| **4.5.5**  Assess community awareness of Aging Together |  |  | **Current outreach initiatives include**: additional part time outreach assistant; Revamped and Updated Website; Rack Card, Social Media Campaign, Resource Guide delivery outreach; weekly article in Culp. Times; AgeWise Bulletin; Integrated Database; Radio interviews reaching 5 counties; Media partnerships; Health fairs; Art of Aging Expos; 5 Over 50 in each county; Annual Dementia Conference; Dementia Friendly Initiative; iPads; for Seniors; Companion Pets; At representation on PATH Advisory Committee; Culpeper Chamber BOD; Healthy Culpeper; Regular press releases to media and contact to media for special initiatives; Annual Report; Annual Appeal; shared outreach partnership with RTC; Annual meeting; Ads in newspapers; Outreach through partner programs (i.e.Thriving Together 6/22); PATH volunteer Hub; YouTube Channel and recorded programs; Regional Coalition |  |
| **4.5.6** Develop specific action items for priority funding opportunities | April – May 2023 |  |  |  |
| **4.5.7** Present draft fundraising plan to board | June 2023 |  |  |  |