





Project Management tracking tool for use by Aging Together Board.

Goals and Strategies from the Strategic Plan

ADVANCEMENT COMMITTEE WORKPLAN

Status Legend	
	On schedule
	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 ENGAGEMENT WITH ALL AGES
3. TO CHAMPION COMMUNITY RESPONSE TO THE CHALLENGES FACING OLDER ADULTS
4. ASSURE SUSTAINABILITY 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.


Action Step	Time Frame	Responsible committee/person	Status Update	Status
1.1.1 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

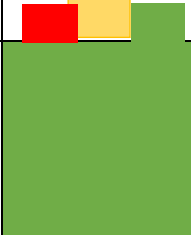
Action Step	Time Frame	Responsible committee/person	Status Update	Status
1.2.1 Engage partners in Aging Together Regional Coalition	Ongoing	PPA / ED	Attendance continues at approx.. 25 with good feedback on presentations	

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


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 churches	
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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

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)

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 

Strategy 1.4: Raise awareness of dementia

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. 20 th at Wayland Blueridge Baptist Center	

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

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

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

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

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

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

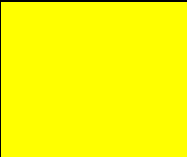
Strategy 2.4: Continue to offer Community Conversations

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	

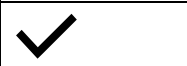
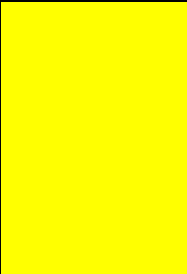


Aging Together Work Plan
Goal 3 Progress Report

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

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	


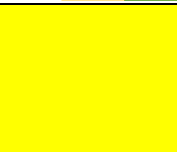
Strategy 3.2: Develop outreach marketing, branding and messaging

Action Step	Time Frame	Responsible committee/person	Status Update	Status
3.2.1 Convert to CRM System		Outreach Director	Flipcause purchased and in use	
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

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

Action Step	Time Frame	Responsible committee/person	Status Update	Status 
<p>4.2.1 Pursue continuation grant funding as defined in Sections 1 and 2 of development Plan</p> <p>Suggestion from Ellen: Consider wording change to, “explore new funding opportunities”</p>				

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	✓
4.2.4 Madison County Submit annual funding request	Winter 2021	Executive Director	2023 Application submitted	✓
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	✓
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	✓
4.2.11 Partnership with RTC	2022	Executive Director	AT hosting 2 staffing positions in partnership with Regional Transportation Collaborative.	

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

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	✓
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

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	Jan 2023		Currently collected: #s attendees and \$ for each event and funding campaign. #s for donors and	

for in terms of relevant data on current donors and donor history			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			