

## **UNISON STRATEGIC PLAN**

2024-2026

**VISION** | A community of engaged older adults.

**MISSION** | To support older adults to live well in their community.

### **VALUES**

**EMPOWERMENT:** We create opportunities for older adults to enhance their quality of life.

**INCLUSIVITY:** We embrace the diversity of all people.

**COMPASSION:** We act with care and empathy, mindful of the unique nature of each person.

**AGING:** We champion aging as a journey of discovery.

**RESPECT:** We treat everyone with honesty and integrity.

**COLLABORATION:** We build connections and partnerships, working together with common purpose.

### **STRATEGIC DIRECTIONS AND GOALS**

#### **I. PROMOTE AGEING WELL FOR ALL OLDER ADULTS IN THEIR COMMUNITY.**

##### Goals

- Develop by December 2024, and implement by December 2026, a plan to serve community members in the 50 to 65 years old age bracket.
- Increase participation in and utilization of Unison programs and services by 20% year over year from January 2024 to December 2026.
- By December 2025, Unison's user base will be 10% more representative of the population in the community.



## **2. CONTINUE TO BUILD LEADERSHIP IN THE OLDER ADULT SERVING SECTOR.**

### Goals:

- Increase Unison's presence in the minds of Albertans by 20% per year after establishing a baseline by December 2024.
- By December 2026, Unison will be seen in the community as an expert on topics related to ageing well.

## **3. ENSURE UNISON'S OPERATIONS ARE ROBUST, RELEVANT, AND SUSTAINABLE.**

### Goals

- Increase Unison revenue by 10% year over year from January 2024 to December 2026.
- Develop by December 2024, and implement by December 2026, a plan for investment in Unison infrastructure.
- By December 2026, 85% of staff and volunteers feel supported in fulfilling their role.