



Kerby Centre



# KERBY CENTRE STRATEGIC PLAN

2021-2023

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## VISION & MISSION

### **Vision:**

A community of engaged older adults.

### **Mission:**

To support older adults to live well in their community.

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## 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.

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## STRATEGIC DIRECTIONS AND GOALS

### **Programs and Services**

Ensure that our programs and services are continually evolving to meet the needs of older adults.

#### **Goals:**

1. Kerby Centre programs and their delivery mechanisms reflect the changing needs and diversity of all older adults.
2. Increase the participation in and utilization of Kerby Centre programs and services.

### **Partnerships and Collaborations**

Ensure strategic partnerships and collaborations are in place to strengthen our reach, reputation, programs and services.

#### **Goals:**

1. Develop capacity to build and participate in partnerships.
2. Explore and respond to partnership and collaboration opportunities.
3. Pilot at least two strategic partnerships.

### **Sustainability**

Ensure Kerby Centre operations are robust, relevant and sustainable.

#### **Goals:**

1. Ensure Kerby Centre has appropriate facilities, technologies and human resources to deliver our service and program objectives.
2. Diversify and increase funding to support programs, services, and operations