

ElderActive Recreation Association

2014 - 2019 Strategic Plan



Who is the ElderActive Recreation Association?

The ElderActive Recreation Association is a not-for-profit society registered under the *Societies Act* (Yukon). The Association, grounded in an active living philosophy, seeks to enhance the lives of all senior/elder Yukoners through events, programs and education designed to develop and maintain health and wellness in body, mind and spirit.

The Association:

Encourages physical, social and creative achievements through participation and friendly activities;

Is the organization that organizes and promotes the Yukon 55+ Games;

Is the governing body for those Yukoners 55 years of age and older wishing to participate in the Canada 55+ Games; and

Partners with other organization to engender a sense of community spirit by providing the opportunity and being a catalyst for bringing older adults, their families and the community at large together to become involved in living actively.

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Mandate

The objects and purposes of the Association, as defined in its Bylaws, are:

1. To demonstrate the values and abilities of persons 55 years of age and over and create an awareness of their contribution to the Canadian lifestyle;
2. To encourage physical, social and creative achievements through participation and friendly activities;
3. To engender a sense of community spirit by providing the opportunity and catalyst for bring elders, their families and the community-at-large together to become involved in active living;
4. To promote active participation in sport, recreation, cultural, educational and creative activities;
5. To acquire funds, whether through gifts or otherwise, to assist ElderActive with its objects and purposes;
6. To acquire and hold lands and real and personal property and to sell, lease or otherwise dispose of same as ElderActive shall from time to time see fit, with power to mortgage or otherwise encumber the same in such way or subject to such conditions, covenants, powers of sale or otherwise as ElderActive deems requisite;
7. To hire or otherwise employ persons to assist ElderActive in the fulfillment of its other objects and purposes;
8. To enter into any arrangements with any governmental authority, municipality, local or otherwise, that may seem conducive to ElderActive's objects, or any of them, and to obtain from any such governmental authority any rights, privileges or concessions which ElderActive may think it desirable to obtains, and to carry out, exercise and comply with any such arrangements, rights, privileges and concessions;
9. To apply for, secure, acquire by grant or legislative enactment, carry out and enjoy any charter, license, power, authority, franchise, concession, right or privilege which any government or authority of any company or other public body may be empowered to grant, and to pay for, aid in and contribute toward carrying the same into effect;

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10. To borrow money on credit of ElderActive and to limit and increase the amount borrowed, to issue bonds, debentures or other securities of ElderActive, and pledge or sell the same for such sums and at such prices as may be deemed expedient; to mortgage or pledge the common properties and facilities, including both the realty and the personality or both, to secure any bonds or debentures, any other securities and any money borrowed for the purposes of ElderActive; and
11. To do all such other acts or things as are incidental or conducive to the attainment of the object and to exercise all and every power as may be set forth in the *Societies Act*, SY 1987, c.32.

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Mission

The Mission of the ElderActive Recreation Association is:

To enhance the quality of life of Yukon seniors/elders by providing leadership and support to assist them in living healthy lives with independence and dignity;

To include all seniors/elders who share the desire for an active lifestyle, regardless of any perceived limitations;

To develop activity and information-rich Yukon communities where seniors/elders can access and assess lifestyle choices, exchange wisdom and connect with other in friendship, recreation and creativity;

To be dedicated to the concept of seniors/elders helping seniors/elders to help themselves to live fuller and more active and healthy lives; and

To pursue any other purposes that enriches the lives of all seniors/elders.

Motto

“Seniors helping seniors to be active in body, mind and spirit.”

Vision

The Vision of the ElderActive Recreation Association is that all Yukon seniors have opportunities to live actively in ways that are appropriate to each person’s capabilities and that lead to an enhanced quality of life – physically, mentally, emotionally and spiritually. The association provides relevant, responsive programs and services, as well as effective partnerships with other organizations and agencies, and strives to be a leader that provides a valued contribution to the community.



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Guiding Principles

(Adapted from *Moving Through the Years – A Blueprint for Action for Active Living and Older Adults*, Active Living Coalition for Older Adults, 1999.)\

1. It is recognized that active living is essential for daily living and is a cornerstone of health and quality of life.
2. There is a need for more positive attitudes toward aging, with realistic images that depict older adults as respected, valued and physically active members of society.
3. Older adults should be encouraged to participate in decision-making and leadership positions in all phases of the program and service development and delivery.
4. Through coordination and collaboration, consistent messages and programs pertaining to active living can have a significant impact on society and lead to long-term, positive change.
5. Issues, interests and needs of older adults in their community must be identified; and accessible, affordable active living activities and programs must be designed to meet those needs.
6. While it is recognized that aging and learning are both life-long processes, it is appreciated that, for some, pre-retirement years may be the key time to refocus on active living and wellbeing.
7. The Yukon is a society for all ages; therefore, programs and services should be developed which accommodate older adults' choices to be with others.
8. There is a need to identify, support and share research priorities that apply to active living and aging.
9. There is a need for education and promotion of the health benefits of active living as a way of life for older adults.



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SNAPSHOT:

Strategic Area #1: Membership and Member Services

- 1.1 Increase and/or maintain membership.
- 1.2 Broaden the membership base in rural communities.
- 1.3 Retain members by providing value.

Strategic Area #2: Programs, Events and Services

- 2.1 Be a catalyst for active living opportunities for Yukon seniors/55+.
- 2.2 Develop and deliver programs, events and services.
- 2.3 Deliver effective Community and Partner outreach.

Strategic Area #3: Education, Awareness and Promotion

- 3.1 Promote & advertise programs, events and services.
- 3.2 Increase and improve knowledge of active lifestyles for Yukon seniors/55+.
- 3.3 Promote wellness and ERA's role.

Strategic Area #4: Organizational Development and Operations

- 4.1 Develop governance capacity.
- 4.2 Update and maintain the ongoing planning and monitoring process.
- 4.3 Evaluate staffing needs.
- 4.4 Deliver and promote effective volunteer management.
- 4.5 Maintain ERA office functions.
- 4.6 Provide leadership development opportunities.

Strategic Area #5: Funding and Fundraising

- 5.1 Establish consistent, dependable funding.
- 5.2 Increase revenue from programs, events and services.



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Strategies: The 2014-2019 Strategies of the Association are:

Strategic Area	Strategic Goal	Strategic Action
1. Membership and Member Services	1.1 Increase and/or maintain membership.	1.1.1 Review and assess all membership categories and revise ERA Bylaws to reflect changes.
		1.1.2 Continue to promote the benefits of Membership.
		1.1.3 Develop a membership recruitment and benefits promotion process.
	1.2 Broaden the membership base in rural communities.	1.2.1 Establish member services and partnership strategies that meet the needs in the communities.
	1.3 Retain members by providing value.	1.3.1 Monitor and evaluate member services.
		1.3.2 Promote and engage member involvement in ERA activities.
		1.3.3 Update the survey of member interests and use the results to develop a membership profile to plan programs and activities.
		1.3.4 Maintain an informative website for members, partners and sponsors; include links to other information sites and sources.



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Strategic Area	Strategic Goal	Strategic Action
2. Programs, Events and Services	2.1 Be a catalyst for active living opportunities for Yukon seniors/55+	2.1.1 Assess existing active living programs offered by others; support and promote those that are consistent with the goals of ERA through collaborative partnerships.
	2.2 Develop and deliver programs, events and services.	2.2.1 Develop and deliver new and/or existing programs, events and services for Yukon seniors/55+ to be active together.
		2.2.2 Continue to facilitate the annual Spring & Fall Gatherings and Annual Winter Competition at CGC.
		2.2.3 Continue to facilitate the formation of Team Yukon for each Canada 55+ Games, and provide regular and ongoing support between Games.
		2.2.4 Continue to actively participate on the Canada 55+ Games Association Board of Directors.
		2.2.5 Provide peer-based training and development of program/activity leaders for older adults.
	2.3 Deliver effective Community and Partner outreach.	2.3.1 Identify and develop partnership opportunities with like-minded organizations and provide goodwill services & value to those partners.



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Strategic Area	Strategic Goal	Strategic Action
		2.3.2 Develop a plan for outreach & programs in rural communities using current inventory/profile of existing activities for seniors/55+ in communities.
		2.3.3 Collaborate with First Nations groups to enhance opportunities for mutual engagement and involvement of Elders/55+.
		2.3.4 Engage and partner with cultural groups and organizations.
		2.3.5 Engage and partner with related NGOs and with government to establish networks, relationships and partnerships in the communities.
3. Education, Awareness and Promotion	3.1 Promote & advertise programs, events and services.	3.1.1 Continue to promote the benefits of active living for seniors/55+ ; collaborate with partners in awareness and promotion.
	3.2 Increase and improve knowledge of active lifestyles for Yukon seniors/55+.	3.2.1 Provide easily accessible resources and links to active living information, services and programs.(website, newsletters, other programs etc.)
		3.2.2 Develop a collaborative information package with other partners.



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Strategic Area	Strategic Goal	Strategic Action
	3.3 Promote wellness and ERA's role.	3.3.1 Identify opportunities to represent ERA at appropriate forums and events.
		3.3.2 Develop and implement an annual media relations plan.
4. Organizational Development and Operations	4.1 Develop governance capacity.	4.1.1 Provide an annual Board Orientation training session and other training as needed; conduct an annual Board assessment.
		4.1.2 Maintain the Board of Directors orientation, policies and procedures manual .
		4.1.3 Identify and establish appropriate standing committees of the Board of Directors.
		4.1.4 Review and update the constitution/bylaws as required.
	4.2 Update and maintain the ongoing planning and monitoring process.	4.2.1 Update and maintain the process for monitoring and evaluating progress against the Strategic Plan; assign Board Members to monitor & report results to the membership.
	4.3 Evaluate Staffing Needs.	4.3.1 Identify staffing needs and options given the increase in membership, programs, events and services.



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Strategic Area	Strategic Goal	Strategic Action
	4.4 Deliver and promote effective volunteer management.	4.4.1 Update and maintain processes to recruit, train, assign, recognize and retain volunteers; maintain list of volunteers & skillsets.
	4.5 Maintain ERA Office Functions.	4.5.1 Continue office functions; monitor potential need for larger space as membership/services grows.
	4.6 Provide leadership development opportunities.	4.6.1 Support and assist Directors in being organizational leaders; identify and develop future leadership.
5. Funding and Fundraising	5.1 Establish consistent, dependable funding.	5.1.1 Develop a sponsorship package which provides and demonstrates value to sponsors.
		5.1.2 Update and maintain a formalized fundraising process, including a campaign for core funding.
	5.2 Increase revenue from programs, events and services.	5.2.1 Research opportunities to deliver some services for a fee; develop a framework & fee schedule for the pricing of programs and services.
		5.2.2 Secure funding for specific programs within partnerships.