



ELDERACTIVE
RECREATION
ASSOCIATION



2020 - 2023
STRATEGIC PLAN

Introduction

ElderActive Recreation Association (ERA) developed its first Strategic Plan in 2005. The current plan represents the fourth renewal.

The strategic planning process allows for a disciplined approach to making fundamental decisions and taking actions that shape and guide what ERA is, what it does and why it does it. It allows our organization to discern what is really important and what should be done about it.

The process undertaken by ERA allowed us to look at “the big picture”, but also led to specific, targeted actions. ERA’s strategic plan has identified three priority areas requiring attention over the life of this plan. These priority areas address fundamental challenges to ERA’s future and organizational effectiveness, but also great opportunities to grow this twenty year-old organization.

This document sets out the broad framework and major objectives for the creation of an action plan to address the specific strategic priorities. Progress on meeting these commitments will be reported on annually at the Annual General Meeting (AGM).



One of ERA's founding members, Bill Simpson



Sue Meikle, former YG Sport and Recreation consultant, was an instrumental part of ERA's growth

Background

ERA was initially formed in 2000 to enable Yukoners to participate in the Canada 55+ Games. It has evolved into an organization with a membership approaching 800 older adults, offering and supporting year-round programs to keep older Yukoners active across the territory.

These programs have included carpet bowling, floor shuffleboard, orienteering, yoga, nordic walking, snowshoeing, cross country skiing, bocce, glass blowing, pickleball ... the list expands each year. Many of these activities are offered in partnership with other organizations.

Facilitating Team Yukon's involvement in the Canada 55+ Games still remains a core element of ERA's planning and focus. Members have contributed thousands of volunteer hours fundraising to support Team Yukon to attend these games every two years.

VISION

All Yukon seniors have opportunities to be active in recreational activities that lead to an enhanced quality of life.





MISSION

To enhance the lives of all Yukon seniors through recreation designed to develop and maintain health and wellness in body, mind and spirit.

A photograph showing a group of people, likely seniors, sitting on the floor and playing bongo drums. The focus is on their hands and the drums. The background is slightly blurred, showing other people and a bright, indoor setting. A dark blue horizontal bar is overlaid on the top left of the image, containing the text 'OUR VALUES'.

OUR VALUES

INCLUSION

ERA is inclusive and welcomes seniors of all races, religions, genders, cultures, incomes and physical capabilities

A woman with white hair and glasses is working at a wooden table in a workshop. She is wearing a grey and white striped long-sleeved shirt and a purple watch. She is looking down at a small wooden object on the table. A blue pen and a red wallet are also on the table. In the background, there are wooden shelves and a person wearing blue jeans.

OUR VALUES

INTEGRITY

reflected through honesty, openness, accountability, cultural sensitivity, diversity, dignity, and transparency
in all that we do

OUR VALUES

A woman in a teal jacket is speaking to a group of people outdoors. She is holding a clipboard and pointing towards the group. The group consists of several people, mostly women, listening attentively. The setting is a paved area with a green trash bin and a bench in the background. There are trees and a hillside in the distance.

COMMUNITY ENGAGEMENT AND COLLABORATION

with members, with other organizations, with partners and with rural communities. We strive to continually increase positive social connection and engagement, and to collaborate with communities on program offerings and service provision



OUR VALUES

SUSTAINABILITY

It is important to build and protect the sustainability of ERA through planning that is timely, accountable, and evidence-based

OUR VALUES



RECONCILIATION

Building on our value of inclusion, we believe it is important to support the *Truth and Reconciliation Commission (TRC): Calls to Action* and support the cultural revitalization of all Yukon First Nations

Note: We will strive to understand how we can best live this value by discussing our role in reconciliation with Yukon First Nations. This will further develop what this value truly means

STRATEGIC PRIORITIES

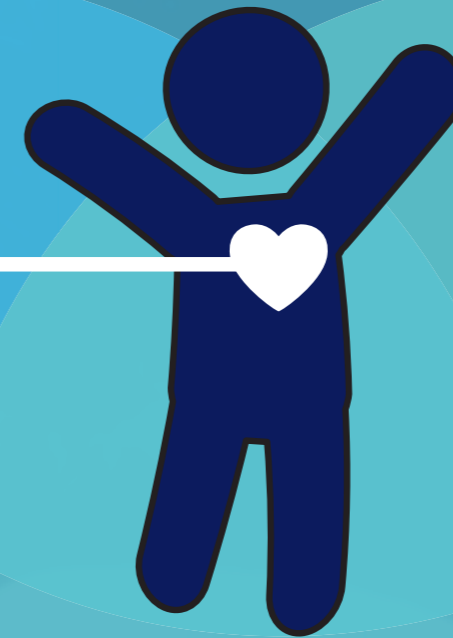
YUKON SENIORS

At the heart of everything we do.

SUSTAINABILITY
& CAPACITY

COMMUNITY
ENGAGEMENT

PROGRAMS
& SERVICES



STRATEGIC PRIORITIES

SUSTAINABILITY AND CAPACITY

We will increase the sustainability and capacity of ERA by:

1. establishing reserve funds greater than 6 months of fixed expenses
2. stabilizing and expanding operational/core funding to at least three major sources
3. clearly articulating a board governance structure/model
4. developing succession plans for all staff and board positions



STRATEGIC PRIORITIES

COMMUNITY ENGAGEMENT AND COLLABORATION

We will maintain and improve our community engagement and collaboration by:

1. increasing our check-ins with funders, partners, and community contacts to at least every quarter
2. increasing our associations with governments and with like-minded local businesses and organizations, either by way of Memorandums of Understanding or through established partnerships
3. establishing community development through individual and corporate direct contributions
4. advocating for seniors who wish to be active in recreational pursuits



STRATEGIC PRIORITIES

PROGRAMS AND SERVICES

We will ensure a diverse and inclusive range of programs and services by:

1. informing members of relevant opportunities, with the goal of retaining over 80% of members year to year
2. establishing at least 20% of all programming to be introductory in nature, which may include a buddy/mentorship program for new participants
3. incorporating membership input and participant evaluations on programs and services



SIGNATURE PAGE

The Strategic Plan was developed by the Strategic Planning Committee and elected Board of Directors of ERA. In consultation with its members and strategic partners, it is hereby approved and put into effect on the date noted below.



President Michael McCann

December 16, 2020

Date



Vice President David Knight



Treasurer Janet Mann



Secretary Michelle Vainio

DEFINITIONS

SENIORS

People that are 55 years of age or older. This term incorporates 'older adults', 'Yukoners 55+', and 'Elders'



RECREATION

the experience that results from freely chosen participation in physical, social, intellectual, creative and spiritual pursuits that enhance individual and community wellbeing (taken from the Framework for Recreation in Canada)

SUSTAINABILITY

maintain or improve positive quality of life (both in present and in the future) within the capacity of supporting systems (leaders [board/volunteers, staff and contractors], facilities, finances, equipment/technology). It is also important to maintain accountability and a “brand/image” throughout this process