



GOLDEN AGE SOCIETY
Strategic Plan 2020 – 2025
“Enriching the Lives of Yukon Seniors”

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WHY A STRATEGIC PLAN?

The Golden Age Society (GAS) believes that every Yukon Senior (55+) has the fundamental right to access opportunities for enrichment, fulfilment, well-being and improved quality of life through participation in a broad variety of social and recreational activities.

With the 55+ demographic growing significantly in our Territory and the abundance of research demonstrating the positive impact social connections and recreation have on aging, it is essential to plan for the future so that the Golden Age Society can significantly and effectively contribute to the well-being of Yukon Seniors (55+).

ABOUT the GOLDEN AGE SOCIETY

A SHORT HISTORY by Corinne Cyr

The Golden Age Society was organized in 1976 to provide a drop-in centre for Yukon Seniors and any visiting seniors. The group rented a building on Wood Street for 18 years, paying the operating and maintenance costs through many fundraising events. In 1996, they bought into the Sport Yukon Building on 4th Avenue and now own 1/3 of the footage of the building, known as the “Golden Age Society - Seniors Complex”. (Source: GAS Newsletter Archives)



This non-profit Society is governed by a volunteer Board of Directors. A part-time Manager supports the Board and the general operations of the facility. Many social and recreational programs and services are provided for 10 months of the year (closed July and August).

WHY DOES THE GOLDEN AGE SOCIETY MATTER?

The Golden Age Society matters because it offers opportunities for Yukon Seniors (55+) to socialize, stay active and participate in meaningful gatherings and recreational activities. These opportunities help seniors maintain and develop new relationships & connections, stay healthy, stay cognitively/mentally alert, continue to be involved in the community and be happy!

- ✓ The GAS is a safe and respectful place to go and assists in preventing isolation.
- ✓ The GAS promotes recreational, social and healthy lifestyles to Yukon Seniors (55+).
- ✓ The GAS promotes social interaction and provides opportunities to become engaged in community.
- ✓ The GAS provides opportunities for companionship, physical and mental stimulation and FUN!
- ✓ The GAS provides opportunities for Yukon Seniors (55+) to try something new.
- ✓ The GAS provides opportunities for volunteer involvement and engagement.



OUR VISION

We envision that the programs and services of the Golden Age Society will contribute to the well-being of Yukon Seniors (55+) and enhance the quality of life of the Yukon Seniors community.

OUR MANDATE & MISSION

The purpose of the Golden Age Society is to encourage Yukon Seniors fifty-five (55) years of age and older to participate in social and recreational activities with other Yukon Seniors, in a safe and respectful environment, at the Golden Age Centre in Whitehorse. (Source: GAS Constitution/Bylaws)

Our Mission is to enrich the lives and contribute to the well-being of Yukon Seniors (55+) by providing a safe, inclusive, respectful and positive environment for social connection and recreational activities.



OUR VALUES AND GUIDING PRINCIPLES

Safe and Respectful Environment: We believe that all Yukon Seniors (55+) involved in our organization should feel safe and respected while participating in, or volunteering for, any of our programs and services.

Diversity: We believe that the programs and services we provide should be available to ALL Yukon Seniors (55+).

Inclusivity: We believe in the importance of creating an environment in which everyone feels included.

Accessibility: We believe that, at the core of what we do, all Yukon Seniors (55+) should have access to our programs and services.



Providing a Social Setting: We believe that providing opportunities for Yukon Seniors (55+) to participate in social and recreational activities contributes significantly to reducing social isolation that can be experienced by Yukoners as they age.

Fairness: We believe in fairness, characterized by equity, integrity, trust and respect.

Accountability: We believe that the Golden Age Society must strive to be accountable and responsive to the needs of members, partners and stakeholders and we must deliver on what we say.



THERE ARE FOUR PATHS THAT WE PLAN TO FOLLOW TO ENRICH THE LIVES OF YUKON SENIORS, AS SHOWN BELOW:



Path #1: Provide quality programs and services to encourage and support life-long participation. *(We will provide an array of diverse opportunities for participation and will set a high standard for the delivery of these programs and services.)*



Path #2: Promote the programs and services provided by the Golden Age Society. *(We will our message out across the Territory, to increase participation & engagement of Yukon Seniors.)*



Path #3: Enhance and safeguard the integrity and future of the Golden Age Society. *(We will build capacity and implement policies and practices to ensure sustainability and encourage effective succession of the organization, in order to continue to offer quality programs and services.)*



Path #4: In the longer term, explore an “Under One Roof, One-Stop Shop for Yukon Seniors” concept. *(We will collaborate with other similar organizations to determine the feasibility of combining resources for the good of the Yukon Seniors’ community.)*

***Enhanced quality of life
for Yukon Seniors***

Golden Age Society 2020-2025 Strategic Plan

PATH #1: PROVIDE QUALITY PROGRAMS AND SERVICES TO ENCOURAGE & SUPPORT LIFE-LONG PARTICIPATION.

INTENDED IMPACTS	<ul style="list-style-type: none"> ✓ Yukon Seniors (55+) will want to participate in GAS programs. ✓ Increase in participants; participants will stay involved in programs. ✓ Yukon Seniors will feel less isolated and will be engaged in a broad range of social and recreational activities. ✓ Programs will attract an increasing number of younger Yukon Seniors.
STRATEGIES	ACTIONS to SUPPPORT STRATEGIES
Review current programs and services	<ol style="list-style-type: none"> 1. Create an ongoing monitoring/indicator system (i.e. # members; # activities; # participants, # rentals). 2. Determine if current programs and services are well subscribed. 3. Determine if current programs and services provide value for the cost.
Consider new programs and services	<ol style="list-style-type: none"> 1. Conduct an Environmental Scan to see what other Senior Organizations in Canada are providing. 2. Research trends in the aging population. 3. Investigate the “BLUE ZONE” concept: Where can this be integrated into the organization? 4. Invite Yukon Seniors from rural communities to participate in programs, or special events. 5. Reach out to younger Yukon Seniors to see what programs would encourage participation.
PROGRESS INDICATORS AND MILESTONES: <ol style="list-style-type: none"> 1. # of new members; # of activities/programs; # of participants; # of rentals; # of new younger Seniors. 2. Survey participants to rate level of satisfaction with programs and services. 3. Environmental Scan/Trends research completed. Notes: <ol style="list-style-type: none"> 1. Quantitative and qualitative measures should be used and documented monthly. 2. Measures used should reflect the intended goal or impact. 	

PATH #2: PROMOTE THE PROGRAMS AND SERVICES PROVIDED BY THE GOLDEN AGE SOCIETY.

INTENDED IMPACTS	<ul style="list-style-type: none"> ✓ More Yukon Seniors (55+) will know about GAS programs and services. ✓ Increase in participation in programs and services. ✓ Participants/Members will encourage others to join. ✓ Programs will attract younger Yukon Seniors. ✓ Promotion will draw in volunteers.
STRATEGIES	ACTIONS TO SUPPORT STRATEGIES
Develop GAS Brand/Image “Look & Feel”	<ol style="list-style-type: none"> 1. Apply to the Community Development Fund (CDF) to hire a professional to develop brand/image “look and feel” and create a promotion plan for the Golden Age Society. 2. Change name & logo to identify targeted age demographic (all ages 55+).
Utilize promotional techniques	<ol style="list-style-type: none"> 1. Explore social media options (Start a face book page – teach face book to seniors). 2. Review website & determine effectiveness; continue to provide newsletter. 3. Promote the benefits of membership. 4. Promote the rental space more broadly in community. 5. Provide incentives for members to bring in new members (Buddy Membership).
Develop promotional materials	<ol style="list-style-type: none"> 1. Develop brochure & other materials with new branding (part of CDF application). 2. Develop a short, standard presentation for potential sponsors, funders and supporters.
PROGRESS INDICATORS AND MILESTONES: <ol style="list-style-type: none"> 1. Branding is created; new logo created. 2. Promotion Plan and Branding completed. 3. Increased participation/membership; # of new younger Seniors. 4. Brochure and other promotional material developed. 	

PATH #3: ENHANCE AND SAFEGUARD THE INTEGRITY AND FUTURE OF THE GOLDEN AGE SOCIETY.

INTENDED IMPACTS	<ul style="list-style-type: none"> ✓ Organizational capacity grows. ✓ Financial stabilization – core operational funding secured. ✓ Volunteers will want to be involved in the GAS ✓ Easy transition/succession Board to Board and/or Staff to Staff (no disruption in services).
STRATEGIES	ACTIONS TO SUPPORT STRATEGIES
Establish financial stability	<ol style="list-style-type: none"> 1. Develop a Business Case (using linkages to YG plans for seniors) to request annual on-going core operational funding from Yukon Government (refer to Aging in Place concepts; Mental Health Strategy). 2. Monitor programs & services (maintain data) annually to develop business case for core funding (#participants, #members, #rentals etc.). 3. Seek out sponsorship once new “look & feel” branding is created.
Strengthen governance and capacity of Board of Directors leadership	<ol style="list-style-type: none"> 1. Ensure Constitution & Bylaws are up to date and understood by Board. 2. Provide Board Orientation to new Board Members re: Governance & roles/responsibilities (Apply to Volunteer Benevoles Yukon for NGO training for Board Development & capacity building). 3. Review/create inventory of job descriptions, policies, procedures, manuals & identify gaps and/or update.
Increase operational capacity	<ol style="list-style-type: none"> 1. Increase staff hours – longer term = full time manager (as resources permit). 2. Develop an Information Management system to keep track of indicators, aid funding requests. 3. Keep up with technology (sharepoint, google drive, dropbox, etc.) (provide training for staff & Board). 4. Develop an operations manual and timelines to ensure smooth transition staff to staff. 5. Set up information portal to house all GAS documents (plans, policies, etc.). 6. Collaborate with other NGO’s of similar nature. 7. Attract more volunteers.
Create a Volunteers Program	<ol style="list-style-type: none"> 1. Identify volunteer opportunities & create brief job descriptions. 2. Advertise volunteer opportunities with Volunteer Benevoles Yukon. 3. Collaborate with high schools for volunteers (volunteerism required for graduation). 4. Provide volunteer recognition.
PROGRESS INDICATORS AND MILESTONES:	
<ol style="list-style-type: none"> 1. Business Case developed; presentation to YG made. 2. Constitution/Bylaws are up to date. 3. All GAS documents secured. 4. Number of volunteers. 	

PATH #4: IN THE LONGER TERM, EXPLORE AN “Under one roof, One-stop shop for Yukon Seniors” CONCEPT.

<p>INTENDED IMPACTS</p>	<ul style="list-style-type: none"> ✓ In an inclusive and collaborative spirit, determine if this concept is feasible. ✓ If feasible, planning for implementation will begin. ✓ If not feasible, the process will have fostered increased collaboration & partnerships between similar organizations.
<p>STRATEGIES</p>	<p>ACTIONS TO SUPPORT STRATEGIES</p>
<p>Lead the way for a Feasibility Study</p>	<p>1. Apply for CDF funding to hire a Project Manager to guide process & deliver study (PHASE ONE):</p> <ul style="list-style-type: none"> • Establish a working group of representatives from all stakeholders. • Develop concept for “Service Centre for Yukon Seniors”. • Environment Scan - see what other senior groups have done. • Explore social enterprise model. • Create a model of governance that can merge the many organizations into a single entity: Which still allows for each to preserve its core values but concedes to central model for service delivery and administration. • Conduct the feasibility study (contractor).
<p>Review Feasibility Study and determine next steps</p>	<p>1. If Feasibility Study indicates concept can work; apply to CDF for Implementation (PHASE TWO):</p> <ul style="list-style-type: none"> • Develop implementation plan – secure stakeholders for this next stage. • Involve potential funders (ie. YG, etc.).
<p>PROGRESS INDICATORS AND MILESTONES:</p> <ol style="list-style-type: none"> 1. CDF Application for Feasibility Study successful. 2. Feasibility Study completed. 3. Next steps determined. 4. Collaborative spirit created between organizations. 	

(Photographs: Page 2 by Jan Trim; all others by Sue Meikle)