

# YUKON COUNCIL ON AGING



## **DRAFT STRATEGIC PLAN 2018-2022**

*“Helping all Yukon Seniors (55+)  
flourish and thrive as they age!”*



# Message from the President

To be inserted after Elections  
at April 20, 2018  
Annual General Meeting

**PHOTO OF  
NEW  
PRESIDENT  
HERE**

**Name,  
President, YCOA  
May XXXX, 2018**

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**For more information, or to volunteer to help us reach our goals,  
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# YUKON COUNCIL ON AGING

## STRATEGIC PLAN 2018-2022

*“Helping all Yukon Seniors (55+) to flourish & thrive as they age!”*

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### INTRODUCTION

The Yukon Council on Aging (YCOA) is a volunteer organization of Yukon Seniors (55+) administered by a Board of Directors elected from its membership.

As a **not-for-profit, non-partisan**, voluntary organization, YCOA is concerned with the needs and rights of, and opportunities for, all Yukon Seniors (55+).

Since its founding meeting in October 1978, the purpose of YCOA has been to help Seniors in our territory to flourish & thrive as they age and to age in place for as long as possible.

We do this through programs and services operated out of our Seniors Information Centre and Home and Yard Maintenance Program Offices, which are located in the Sport Yukon building in Whitehorse. Most of our programs and services are provided via funding from the Yukon Government Department of Health & Social Services and Yukon Housing Corporation.

The Sourdough Chronicle, our quarterly newsletter, continues to inform and entertain YCOA Members and website viewers. The Yukon Order of Pioneers (YOOP) help to support the territory-wide distribution of these newsletters to our membership, seniors housing locations, rural community Health Centers and now on the YCOA website ([www.ycoayukon.com](http://www.ycoayukon.com)).

YCOA'S “*Learning for Life*” program is partially funded by the YG Department Health & Social Services, and also supported by the generous contributions of corporate sponsors, local businesses, and individual & in-kind donations.

## OUR VISION

Our vision is that all Yukon Seniors (55+) can flourish and thrive as they age, and age in place for as long as possible.



## OUR MISSION

- To promote respect for the contributions of Yukon Seniors (55+).
- To facilitate collaboration and partnership with other groups related to issues relevant to Seniors such as pensions, housing, quality health care, aging in place, access to recreational, social, educational & spiritual resources.
- To offer YCOA programs and services that will benefit Yukon Seniors territory-wide and provide relevant information on other programs & services.
- To advocate for Yukon Seniors by ensuring YCOA representation on relevant entities and by using a collaborative approach with Governments.

## OUR MANDATE

The objects of the Council are to:

1. Enhance the quality of life of Yukon Seniors (55+);
2. Encourage the continuing social/physical independence of Yukon Seniors;
3. Provide ready access to information relevant to Yukon Seniors;
4. Promote respect for the contributions, past present and future, and an understanding of the aspirations and issues of concern in their lives;
5. Promote the initiation and growth of Seniors' groups with similar objectives throughout the Yukon;
6. Encourage cooperation and information sharing between Seniors' groups;
7. Provide information on resources available for Senior citizens; and
8. Carry on the Council's activities without personal financial gain for its members and to use any profit or other gains to the Council to promote its programs and services.

## OUR VALUES & GUIDING PRINCIPLES:

For the purposes of our Society, “Seniors” are Yukoners 55+ in age. Our organization is guided by the following values and principles:

- a) We believe in the concept of “PERMA”, the 5 pillars of “Flourishing”.
  - P** = Positive Emotion
  - E** = Engagement
  - R** = Relationships
  - M** = Meaning
  - A** = Accomplishment
- b) We want to be a pro-active entity in Yukon, providing programs and services and advocating for all Yukon Seniors.
- c) We want to understand and keep current on the barriers and issues that have an impact on Yukoners aging well;
- d) We value and nurture partnerships and collaboration with all sectors of our community, and see this as essential to reaching our goals;
- e) We conduct our business in a respectful and inclusive way;
- f) We consider “lifelong learning” an essential component of aging well;



## YCOA STRATEGIC PLAN (May 2018 to March 2022)

<b>GOAL #1</b>	<b>BUILD &amp; PRESERVE YCOA ORGANIZATIONAL STRENGTH &amp; STABILITY</b>
	This goal is about continuing to build a solid foundation that will carry YCOA into future years with minimal disruption. It's about getting and staying current in order to keep up with trends and serve younger and older Seniors in Yukon.
<b>A</b>	<p><b>BOARD OF DIRECTORS, STAFF and VOLUNTEERS</b></p> <ul style="list-style-type: none"> <li>a) Ensure good governance, office procedures &amp; current job descriptions for Board and Staff.</li> <li>b) Explore extra hours in office for administrative/board support work.</li> <li>c) When resources permit, provide professional development opportunities for staff.</li> <li>d) Ensure good recognition of staff and volunteers.</li> </ul>
<b>B</b>	<p><b>FINANCIAL STABILITY</b></p> <ul style="list-style-type: none"> <li>a) Continue transparency to membership related to budget, financial reports.</li> <li>b) Create an annual fundraising event to secure revenue for future expenditures not covered by Yukon Government Transfer Payment Agreements (ie. computers, etc.)</li> <li>c) Look for sponsorship/support for YCOA similar to L4L sponsorship/support concept.</li> </ul>
<b>C</b>	<p><b>PROMOTION OF YCOA TO YUKON SENIORS</b></p> <ul style="list-style-type: none"> <li>a) Marketing: Enhance our presence so Yukoners understand what we do.</li> <li>b) Create consistent messaging regarding YCOA's role, programs &amp; services.</li> <li>c) Create and distribute YCOA Brochure and business cards.</li> </ul>
<b>D</b>	<p><b>COMMUNICATION AND KEEPING PACE WITH TRENDS</b></p> <ul style="list-style-type: none"> <li>a) Bring YCOA's communications up to a certain standard (website; emails to members; etc.).</li> <li>b) Keep current with technology (Chronicle on website; future facebook page etc.).</li> <li>c) Ensure office systems are keeping up to pace.</li> </ul>
<b>GOAL #2</b>	<b>DEVELOP &amp; IMPLEMENT A PLAN for RURAL COMMUNITY OUTREACH</b>
	This goal is about figuring out how YCOA can expand its services to rural Yukon communities in a meaningful way, when and where resources permit.
<b>A</b>	<p><b>"YCOA COMMUNITY OUTREACH COORDINATOR"</b></p> <ul style="list-style-type: none"> <li>a) Determine feasibility of hiring part-time coordinator in a contract capacity.</li> <li>b) Develop a job description for contact position.</li> </ul>
<b>B</b>	<p><b>YCOA SERVICES IN RURAL COMMUNITIES</b></p> <ul style="list-style-type: none"> <li>a) Continue to distribute Sourdough Chronicle to rural communities.</li> <li>b) Invite community members to become a Director on the YCOA Board of Directors.</li> <li>c) Expand the Learning for Life Program into rural communities.</li> <li>d) Use technology to reach rural Yukon (i.e. tele-con; website; skype; facebook, webinars).</li> </ul>

<b>GOAL #3</b>	<b>PROVIDE QUALITY PROGRAMS AND SERVICES</b>
	This goal is about continuing to provide quality programs and services, and to review these on an on-going basis to determine where improvements can be made.
<b>A</b>	<b>MEMBERSHIP BENEFITS &amp; SERVICES</b> a) Create new & renewed membership packages (card, letter, Info Please, Discount List, brochure and most recent Chronicle). b) Explore concept of incentives to join YCOA (i.e. discounts, etc.). c) Promote membership to rural communities.
<b>B</b>	<b>SENIORS INFORMATION CENTER</b> a) Continue to provide current services; promote services. b) Determine which services/programs should be taken to rural communities and how.
<b>C</b>	<b>“LEARNING FOR LIFE” PROGRAM</b> a) When resources permit, expand program to rural Yukon communities. b) Explore potential venues for L4L that could be provided “in-kind”.
<b>D</b>	<b>HOME &amp; YARD MAINTENANCE PROGRAM</b> a) Continue service as funding permits. b) Advertise when tradespeople are going to rural communities.
<b>E</b>	<b>WEBSITE &amp; PUBLICATIONS</b> a) Keep YCOA website up to date; include a comments section for feedback purposes. b) Continue publications including, but not limited to: Sourdough Chronicle, Senior Discount List, Information Please Booklet, etc.

<b>GOAL #4</b>	<b>PROVIDE ADVOCACY SUPPORT &amp; COLLABORATE/BUILD PARTNERSHIPS to BETTER SERVE YUKON SENIORS (55+)</b>
	This goal is about connecting and collaborating with other groups and entities to provide good services to Yukon Seniors. It’s about advocating for Yukon Seniors on issues important to aging.
<b>A</b>	<b>ADVOCACY</b> a) Advocate for seniors via Committees of the Board and YCOA representation on Boards, Committees and/or groups outside of YCOA (related to Seniors issues – ie. SAY). b) Develop a clear policy on YCOA advocacy principles and practices.
	<b>COLLABORATION &amp; PARTNERSHIPS</b> a) Work with other organizations with overlapping goals to make better use of resources and strengthen programs and services. b) Ensure there is YCOA representation on appropriate boards/committees in Yukon. c) Participate in potential special projects with a focus on benefits to Yukon Seniors.