YUKON COUNCIL ON AGING - STRATEGIC PLAN

"Our Path Forward - 2026 and Onwards"

This **Strategic Plan** was adopted by the Yukon Council on Aging (YCOA) in 2026. It describes the vision, mission and values that guide YCOA's operations and activities. In charting the path forward, it identifies YCOA's three key goals: (1) maintaining existing programs and services; (2) extending our reach beyond Whitehorse; and (3) advocacy on behalf of Yukoners 55+.

Rather than applying only for a stated period, this is a living document that can be adapted as needed in response to changing circumstances and opportunities. To that end, it will be reviewed by YCOA's board of directors annually, with any revision presented to members at YCOA's annual general meeting. Members with comments and suggestions for the Strategic Plan are encouraged to contact the board.

Based on the Strategic Plan, an **Implementation Workplan** (not included here) sets out concrete action items. As a working-level document for YCOA's board and staff, it is intended to be flexible and is updated on an ongoing basis.

WHO WE ARE

Founded in 1978, we are a non-partisan, not-for-profit organization, led by a volunteer Board of Directors elected from our membership. Through a variety of programs, services and advocacy, we work to provide a significant and positive contribution to the well-being of Yukoners 55+, ensuring that our services remain relevant to the evolving opportunities and challenges of aging in the North.

OUR VISION

Yukoners 55+ are able to thrive as they age, living on their own terms with dignity and belonging.

OUR MISSION

To enhance the quality of life of Yukoners 55+ with

- programs and services that help navigate aging;
- An accessible information and resource hub;
- Opportunities to gather and connect for lifelong learning.

Recognizing the harms of ageism, we affirm the contributions that Yukoners 55+ make to our communities and we advocate on their behalf.

OUR GUIDING VALUES

- ***Respect, Kindness, Diversity, Inclusivity***
  We welcome everyone equally and we want the people we serve to feel comfortable.

- ***Collaboration***
  We recognize that by working with others, we multiply our impact.

- ***Innovation & Responsiveness***
  We meet new challenges, ensuring that we remain flexible and forward-thinking in our response to the evolving needs of those we serve.

OUR PATH FORWARD

Goal #1: Maintain and enhance programs and services

We will maintain and enhance our existing programs and services, to ensure relevance and impact. We will do this by:

(a) Connecting with our clients

We will engage with Yukoners 55+ to ensure that our programs and services are maximally effective.

(b) Diversifying delivery

We will modernize our service delivery by optimizing our digital presence and improving online accessibility and communication. We will work towards offering bilingual services in French and implementing language translation support.

(c) Improving delivery capacity

We will invest in technological capacity and professional development while also working towards a more spacious and welcoming physical space with longer open hours for our clients.

Goal #2: Extend our connections and activities outside Whitehorse

We will seek to better serve rural Yukon communities. We will do this by:

(a) Learning about needs and resources

We will reach out to Yukoners 55+ who live elsewhere in Yukon, learning about their communities' needs and resources and seeking their input on how we can deliver more value.

(b) Using appropriate technological tools

We will acquire and, with local partners, make effective use of communication technologies to maximize the availability of our programs and services in the communities.

(c) Applying a whole-of-Yukon lens

In planning new or expanded programs and services, we will prioritize opportunities to improve delivery to clients everywhere in the Yukon.

Goal #3: Advocacy through representation, collaboration and cooperation

We will advocate through education, representation, and by collaborating and cooperating with others. We will do this by:

(a) Addressing ageism in the Yukon:

We will work to provide education and awareness and to influence policy locally and federally. We will base our efforts in the recognition that older people in the Yukon have much to contribute to their communities, and that these contributions matter.

(b) Helping Yukoners to age in place

We will support the independence of Yukoners 55+ by advocating for measures such as reliable transportation solutions that ensure access to essential services. We will ensure that decision-makers appreciate the benefits of helping individuals age safely and comfortably in their own homes and communities.

(c) Advocating for a Yukon Seniors Centre

We will advocate for a Seniors Centre, located in Whitehorse with reliable broadband connections to every other Yukon community. As a central hub for programs, services and activities for Yukoners 55+, the Seniors Centre will foster a sense of meaning and belonging, combat social isolation and help all Yukoners 55+ feel that they truly matter within our communities.