



STRATEGIC PLAN 2022–2025





Healthy aging is a community priority.

THE POWER OF HEALTHY AGING FOR ALL

The Center is a nationally-accredited nonprofit that has long been recognized as a model resource for senior health and independence. With generous community support, we recently built The Center at Belvedere to serve a growing population and address the challenges and opportunities of aging. Older adults who maintain active lifestyles and social connections live more years in good health and incur lower health care costs, support family members as caregivers, and give back to community as volunteers. Offering the spaces and experiences that promote these activities contributes significantly to community health strategies.

RESPONDING TO COMMUNITY NEED

Building on the principles and vision that got us to Belvedere, this three-year strategic plan considers our identity within the community and how we can transition to maximize our impact on community health. We have set our sights on becoming a more vibrant and inclusive contributor, aligning our racial equity action plan with this strategic plan to advance a community health priority—increasing well-being across the lifespan.

A VISION FOR THE FUTURE

Guided by this plan, we will pursue four outcomes: propelling healthy aging to the forefront of community priorities; leveraging an award-winning center to achieve greater health gains through collaboration, exploration, advocacy, access, outreach, and partnerships; providing a place for people from all walks of life to age to the best of their potential; and fortifying the resources needed to achieve this vision.





All members of the older adult community have a place to belong.

The aging of the U.S. population is one of the major public health challenges we face in the 21st century. As such, it demands a coordinated response to community priorities that can promote health, safety, and independence in age-friendly environments. The Center will work to increase understanding of aging issues and promote changes in attitudes, policies, and actions.

To promote healthy aging and be a steadfast supporter of older adults in the region, we will:

- > Activate the power of The Center for advocacy of age-friendly initiatives.
- > Engage older adults in community work on transit, aging, community planning, and equity to ensure its efficacy.
- > Collaborate with other older adult-focused organizations to develop strong networks and community messaging.



“I WANT TO THANK YOU FOR OFFERING THE CENTER SERIES ON RACE AND EQUITY. I HAVE ATTENDED OR LATER WATCHED ALL THE SESSIONS THUS FAR AND HAVE FOUND EACH ONE VERY VALUABLE.” —Kathy

We will be a welcoming and inclusive space for ALL of the region’s older adults by:

- > Embedding access and belonging in all aspects of The Center’s programs and operations.
- > Developing meaningful and collaborative relationships with other stakeholders who work with underrepresented communities.
- > Continuing to work for better transportation options for people in the community to get to The Center and other health promotion sites.
- > Following The Center’s Racial Equity Action Plan.



A healthy aging hub with opportunities that radiate throughout the community.

The Center at Belvedere is our community's most comprehensive resource for healthy aging. Along with on-site programs that are attractive and relevant to all older adults, we will develop strong partnerships within the community to enhance outreach and program delivery. Working to serve groups that are underrepresented across programs, participation, staffing, and leadership, we will create an environment that reflects our community.

We will expand programs and services beyond the building to reach more people by:

- > Cultivating new relationships with older adults in the community, seeking their guidance on programs and services.
- > Working with other organizations to increase equity and inclusion, and prevent discrimination in the community.
- > Developing community-based programs.
- > Partnering with a broad spectrum of organizations to help older adults connect with The Center.
- > Making sure that all Center experiences are true to our values.

**"I'M JUST WRITING
TO SAY HOW
INSPIRED I AM BY
YOUR PROGRAM
OFFERINGS. REALLY
A CREATIVE AND
DIVERSE SET OF
OFFERINGS." —JACK**

**"SO FANTASTIC TO SEE SENIORS
BEING VALUED!" —Christine**



We will use a building recognized as a new model for senior centers to reimagine a community resource by:

- > Making sure our programs align with community need and appeal to diverse interests and abilities.
- > Expanding hours and programming to make it easier for people to participate.
- > Working with other mission-aligned organizations to take advantage of the space, offering more in-demand programs to more people.



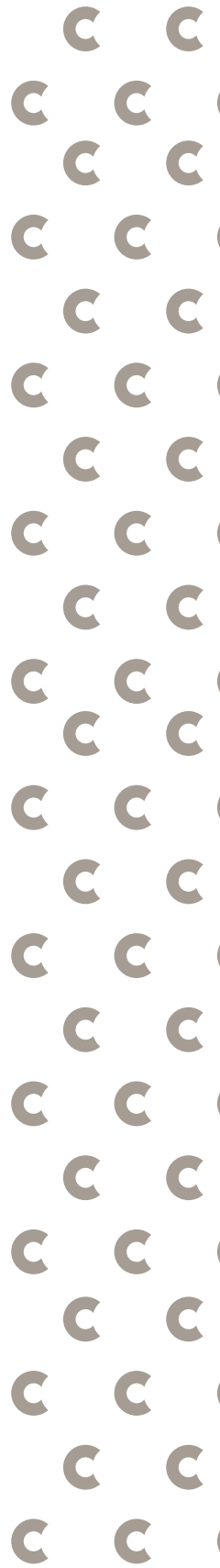
Expanded resources to realize the vision of healthy aging for all.

Achieving the outcomes identified in the strategic plan will require capacity building, adaptive strategies, measurement of internal effectiveness and external impact, and the cultivation of strategic relationships. Investment in these initiatives will ensure that every older adult in our community has the opportunity to live more years in good health.



To strengthen infrastructure and systems to better serve a diverse and growing population, we will:

- > Pursue strategies to ensure financial sustainability.
- > Intensify our work and commitment to diversity, equity, and inclusion.
- > Ensure that The Center is adequately staffed and that staff has what they need to succeed.
- > Connect with the community through enhanced communications and story-telling.
- > Build the Board's governance capabilities through board development best practices.
- > Enhance data collection to inform decision-making at all levels.





OUR VALUES

Healthy Aging for All

Community Impact

Holistic Wellness

Industry Leadership

Excellence

Fiscal Responsibility

OUR VISION

To be a community that understands and embraces the power of healthy aging to positively transform lives.

OUR MISSION

To positively impact our community by creating opportunities for healthy aging for all through social engagement, physical well-being, civic involvement, creativity, and lifelong learning.

“I AM NOT A PARTICULARLY OUTGOING PERSON AND JOINED BECAUSE I KNEW OTHERWISE I WOULD NOT MAKE AN EFFORT TO GET OUT AND MEET PEOPLE. NO MATTER WHAT PROGRAM I’VE BEEN TO AT THE CENTER, I HAVE NEVER FELT AWKWARD OR THAT I DIDN’T BELONG ... AND ALWAYS LEAVE FEELING SO THANKFUL FOR WHAT YOU GIVE TO US OLDER FOLKS.” —Sara

YOUR SUPPORT

The Center is working to propel healthy aging to the forefront of our community’s consciousness and ensure that every older adult in our area is able to pursue opportunities to live more years in good health. We invite you to join us on the journey of redefining what it means to grow old.

CONTACT:

Melanie Benjamin, Philanthropy Director
434.220.9744 | melanie@thecentercville.org

