



2009 – 2014 Strategic Plan

What is the ElderActive Recreation Association?

The ElderActive Recreation Association is a not-for-profit society registered under the *Societies Act* (Yukon). The Association, grounded in an active living philosophy, seeks to enhance the lives of all senior/elder Yukoners through events, programs and education designed to develop and maintain health and wellness in body, mind and spirit.

The Association:

- Encourages physical, social and creative achievements through participation and friendly activities;
- Is the organization that organizes and promotes the Yukon 55+ Games;
- Is the governing body for those Yukoners 55 years of age and older wishing to participate in the Canada 55+ Games; and
- Partners with other organization to engender a sense of community spirit by providing the opportunity and being a catalyst for bringing older adults, their families and the community at large together to become involved in living actively.



2009 – 2014 Strategic Plan

Mandate

The objects and purposes of the Association, as defined in its Bylaws, are:

1. To demonstrate the values and abilities of persons 55 years of age and over and create an awareness of their contribution to the Canadian lifestyle;
2. To encourage physical, social and creative achievements through participation and friendly activities;
3. To engender a sense of community spirit by providing the opportunity and catalyst for bring elders, their families and the community-at-large together to become involved in active living;
4. To promote active participation in sport, recreation, cultural, educational and creative activities;
5. To acquire funds, whether through gifts or otherwise, to assist ElderActive with its objects and purposes;
6. To acquire and hold lands and real and personal property and to sell, lease or otherwise dispose of same as ElderActive shall from time to time see fit, with power to mortgage or otherwise encumber the same in such way or subject to such conditions, covenants, powers of sale or otherwise as ElderActive deems requisite;
7. To hire or otherwise employ persons to assist ElderActive in the fulfillment of its other objects and purposes;
8. To enter into any arrangements with any governmental authority, municipality, local or otherwise, that may seem conducive to ElderActive's objects, or any of them, and to obtain from any such governmental authority any rights, privileges or concessions which ElderActive may think it desirable to obtains, and to carry out, exercise and comply with any such arrangements, rights, privileges and concessions;
9. To apply for, secure, acquire by grant or legislative enactment, carry out and enjoy any charter, licence, power, authority, franchise, concession, right or privilege which any government or authority of any company or other public body may be empowered to grant, and to pay for, aid in and contribute toward carrying the same into effect;



2009 – 2014 Strategic Plan

10. To borrow money on credit of ElderActive and to limit and increase the amount borrowed, to issue bonds, debentures or other securities of ElderActive, and pledge or sell the same for such sums and at such prices as may be deemed expedient; to mortgage or pledge the common properties and facilities, including both the realty and the personality or both, to secure any bonds or debentures, any other securities and any money borrowed for the purposes of ElderActive; and
11. To do all such other acts or things as are incidental or conducive to the attainment of the object and to exercise all and every power as may be set forth in the *Societies Act*, SY 1987, c.32.



2009 – 2014 Strategic Plan

Mission

The Mission of the ElderActive Recreation Association is:

- To enhance the quality of life of Yukon seniors/elders by providing leadership and support to assist them in living healthy lives with independence and dignity;
- To include all seniors/elders who share the desire for an active lifestyle, regardless of any perceived limitations;
- To develop activity and information-rich Yukon communities where seniors/elders can access and assess lifestyle choices, exchange wisdom and connect with other in friendship, recreation and creativity;
- To be dedicated to the concept of seniors/elders helping seniors/elders to help themselves to live fuller and more active and healthy lives; and
- To pursue any other purposes that enrich the lives of all seniors/elders.

Motto

“Seniors helping seniors to be active in body, mind and spirit.”

Vision

The Vision of the ElderActive Recreation Association is that all Yukon seniors have opportunities to live actively in ways that are appropriate to each person’s capabilities and that lead to an enhanced quality of life – physically, mentally, emotionally and spiritually. The association provides relevant, responsive programs and services, as well as effective partnerships with other organizations and agencies, and strives to be a leader that provides a valued contribution to the community.



2009 – 2014 Strategic Plan

Guiding Principles

(Adapted from *Moving Through the Years – A Blueprint for Action for Active Living and Older Adults*, Active Living Coalition for Older Adults, 1999.)\

1. It is recognized that active living is essential for daily living and is a cornerstone of health and quality of life.
2. There is a need for more positive attitudes toward aging, with realistic images that depict older adults as respected, valued and physically active members of society.
3. Older adults should be encouraged to participate in decision-making and leadership positions in all phases of the program and service development and delivery.
4. Through coordination and collaboration, consistent messages and programs pertaining to active living can have a significant impact on society and lead to long-term, positive change.
5. Issues, interests and needs of older adults in their community must be identified; and accessible, affordable active living activities and programs must be designed to meet those needs.
6. While it is recognized that aging and learning are both life-long processes, it is appreciated that, for some, pre-retirement years may be the key time to refocus on active living and wellbeing.
7. The Yukon is a society for all ages; therefore, programs and services should be developed which accommodate older adults' choices to be with others.
8. There is a need to identify, support and share research priorities that apply to active living and aging.
9. There is a need for education and promotion of the health benefits of active living as a way of life for older adults.



2009 – 2014 Strategic Plan

Strategies: The 2009 – 2014 Strategies of the Association are:

Strategic Area	Strategic Goal	Strategic Action
1. Membership and Member Services	1.1 Increase membership.	1.1.1 Review and assess all membership categories.
		1.1.2 Assess and potentially create a corporate membership category.
		1.1.3 Clarify and promote the benefits of membership.
		1.1.4 Develop a membership recruitment and benefits promotion process.
	1.2 Broaden the membership base in the rural communities.	1.2.1 Establish member services and partnership strategies that meet the needs in the communities.
	1.3 Retain members by providing value.	1.3.1 Monitor and evaluate member services.



2009 – 2014 Strategic Plan

Strategic Area	Strategic Goal	Strategic Action
		1.3.2 Promote and engage member involvement in ERA activities.
		1.3.3 Hold more frequent general meetings.
		1.3.4 Update the survey of member interests and use the results to develop a membership profile and plan programs and activities.
		1.3.5 Maintain an informative website for members, partners and sponsors that supplements other methods of marketing and promotion, and that provides links to other information sites and sources.
2. Programs and Events	2.1 Be a catalyst for active living opportunities for Yukon seniors.	2.1.1 Review and assess existing active living programs offered by others, supporting and promoting those that are consistent with the goals of ERA through collaborative partnerships.



2009 – 2014 Strategic Plan

Strategic Area	Strategic Goal	Strategic Action
	2.2 Develop and deliver programs and services.	2.2.1 Develop and deliver new programs for seniors to be active together.
		2.2.2 Facilitate the annual Yukon 55+ Games and increase participation rates.
		2.2.3 Facilitate the formation of a Yukon team for the biennial Canada 55+ Games, focusing on providing regular and ongoing support between Games.
		2.2.4 Actively participate on the Canada 55+ Games Association Board of Directors.
		2.2.5 Provide peer-based training and development of program/activity leaders for older adults.
	2.3 Effective Community and Partner outreach.	2.3.1 Identify and develop partnership opportunities with organizations and agencies interested in achieving common goals.



2009 – 2014 Strategic Plan

Strategic Area	Strategic Goal	Strategic Action
		2.3.2 Identify, encourage and support interaction with communities with potential outreach programs supported by community-based hosting.
		2.3.3 Update the inventory and profile of existing community activities for seniors.
		2.3.4 Collaborate with First Nations groups to enhance opportunities for mutual engagement and involvement of Elders/Seniors.
		2.3.5 Engage and partner with cultural groups and organizations.
		2.3.6 Engage and partner with related NGOs and with government to establish networks, relationships and partnerships in the communities.
		2.3.7 Provide goodwill services and value to partners.



2009 – 2014 Strategic Plan

Strategic Area	Strategic Goal	Strategic Action
3. Education, Awareness and Promotion	3.1 Successful advertising and marketing of programs and services.	3.1.1 Develop and implement a public awareness campaign on the benefits of active living for seniors.
		3.1.2 Identify and collaborate with potential partners in public awareness campaigns.
	3.2 Increased and improved knowledge of active lifestyles and options for seniors.	3.2.1 Maintain an easily accessible library of educational brochures and links to other information sources.
		3.2.2 Maintain access to and promote active living resources and services.
		3.2.3 Develop a collaborative information package with other partners.



2009 – 2014 Strategic Plan

Strategic Area	Strategic Goal	Strategic Action
		3.2.4 Develop a plan and process for effectively disseminating educational information.
		3.2.5 Provide peer-based training and development of fitness leaders for older adults.
	3.3 Promote wellness, shifting attitudes and behaviours, and ERA's role.	3.3.1 Identify opportunities to represent ERA at appropriate forums and events.
		3.3.2 Conduct regular visits to relevant governmental and non-governmental stakeholders.
		3.3.3 Develop and implement a media relations policy and program.
		3.3.4 Promote the ERA Strategic Plan.



2009 – 2014 Strategic Plan

Strategic Area	Strategic Goal	Strategic Action
4. Organizational Development and Operations	4.1 Develop governance capacity.	4.1.1 Develop a Board of Directors training program.
		4.1.2 Maintain the Board of Directors orientation manual and procedure.
		4.1.3 Recruit potential Board of Directors members to match the needs and skills identified during planning.
		4.1.4 Develop a Board of Directors self-assessment and performance measurement process.
		4.1.5 Identify and establish appropriate standing committees of the Board of Directors.
		4.1.6 Maintain and update the policy manual.



2009 – 2014 Strategic Plan

Strategic Area	Strategic Goal	Strategic Action
		4.1.7 Review and update the constitution/bylaws.
	4.2 Update and maintain the ongoing planning and monitoring process.	4.2.1 Update and maintain the process for monitoring and evaluating progress against the Strategic Plan and report the results to the membership.
	4.3 Hire an executive director.	4.3.1 Identify needs and options.
	4.4 Effective volunteer management.	4.4.1 Update and maintain processes to recruit, train, assign, recognize and retain volunteers.
		4.4.2 Identify and recruit volunteers, using the membership first, to meet identified needs.
		4.4.3 Update and maintain a volunteer/member list that identifies skills and interests.



2009 – 2014 Strategic Plan

Strategic Area	Strategic Goal	Strategic Action
		4.4.4 Identify opportunities to use volunteers/members.
	4.5 Establish an ERA office.	4.5.1 Identify and assess options.
	4.6 Leadership development.	4.6.1 Support and assist Directors in being organizational leaders.
		4.6.2 Ensure leadership backup at all levels.
		4.6.3 Identify and develop future leadership.



2009 – 2014 Strategic Plan

Strategic Area	Strategic Goal	Strategic Action
5. Funding and Fundraising	5.1 Establish consistent, dependable funding.	5.1.1 Update the sponsorship plan and policy.
		5.1.2 Develop and implement a sponsorship program that provides and demonstrates value to sponsors.
		5.1.3 Develop a policy for assisting other senior groups. .
		5.1.4 Campaign for core funding.
		5.1.5 Update and maintain a formalized fundraising process.
	5.2 Increase revenue from programs and services.	5.2.1 Research opportunities to deliver services for a fee.
		5.2.2 Secure funding for specific programs within partnerships.

ELDERACTIVE RECREATION ASSOCIATION



2009 – 2014 Strategic Plan

Strategic Area	Strategic Goal	Strategic Action
		5.2.3. Develop a framework for the pricing of programs and services.