

# Strategic Plan 2019-22



Alzheimer Society  
TORONTO

# Future Vision

In five years, a revolution in the care and supports available to people living with dementia and their care partner has begun to transform the health system. There are engaging, personally tailored services for clients everywhere you look, with an enhanced end-to-end experience across the life course of the disease, including a seamless care partner experience within an integrated health system.

We see welcoming spaces and places emerging throughout Toronto, as we foster the development of vibrant communities free of stigma and fostering inclusion of people living with dementia, their families, neighbours, coworkers and care partners. We are relentlessly available to clients in need, always, everywhere in the city, and leverage leading-edge technology to do it. Our online, social and other digital channels are relevant to clients, and help navigate the dementia journey, support care and connect people.

In 2024, we will have realized audacious scale through impactful partnerships and world-class fundraising, reinforced a supportive and resilient work culture and become known as a leading regional organization. We've attracted significant sustainable community driven government funding. Our people are out front, in the media, in the public discourse, mobilizing a network of partners to confront Alzheimer's disease and other dementias.

The foundation of all our success has been in the cultivation of strategic partnerships with government, other health service providers, business, the research community and individuals. We stand strong as a collaborative partner within the Alzheimer Society family, united in purpose and clear on role.

**We are building a road map for renewal and growth. It will prepare us for the growing numbers of people living with Alzheimer's and other dementias.**



# Strategy at a Glance

## Acronyms:

CP – care partners

PLWD – people living with dementia

HSP – health service provider(s)

WHAT IS  
OUR WINNING  
ASPIRATION?

WHERE WILL  
WE PLAY?

HOW WILL  
WE WIN?

WHAT  
CAPABILITIES  
MUST WE  
HAVE?

WHAT  
MANAGEMENT  
SYSTEMS DO  
WE NEED?

## WHAT IS OUR WINNING ASPIRATION?

To become a nationally recognized leader, innovator, and sought-after partner who enables people to live well at home and anywhere in the community throughout their dementia journey.

## WHERE WILL WE PLAY?

In Toronto, as well as across Ontario as part of the Alzheimer Society Federation.

*Pursuing  
critical shared  
interests.*

- Connect 2,000 CP and PLWD to (non-AST) support services in the community each year.
- Reach 10,000 unique clients through all programs each year.
- Provide information to CP, PLWD, and HSP, as well as referrals to services available to them 24/7.

## HOW WILL WE WIN?

By extending the reach of our services and enabling Toronto's diverse cultural communities to enhance the delivery of their services.

*Expanding  
services for CP  
and PLWD.*

- Create a first-of-its-kind hub that unites services and programs delivered by professionals, CP, community partners, and cause- and health-related partners.

## WHAT CAPABILITIES MUST WE HAVE?

Ones that allow us to scale up our capacity to meet demands that the health system will face (e.g. by integrating with other agencies or Societies) and grow sustainable sources of operating revenue (including base funding from government or HSP).

*Inspiring  
hope, meaning,  
and action.*

- Grow annual operating budget from \$6 – \$12 million.
- Increase revenues from government and/or HSP from 30 per cent to 40 per cent.

## WHAT MANAGEMENT SYSTEMS DO WE NEED?

Greater investments and expertise in technology.

*Focusing  
on purpose,  
people, and  
passion.*

- Develop a framework for developing partnerships that attract investments in impact-driven clients services.

*Alzheimer Society*  
TORONTO

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