



# STRATEGIC PLAN

*Leading with Compassion: Building a Dementia-Friendly Toronto Together*

2026 - 2030

Alzheimer Society of Toronto 20 Eglinton Avenue West, 16th Floor Toronto ON M4R 1K8

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Charitable Business Number: 10670 5262 RR0001

# Executive Summary

At the Alzheimer Society of Toronto (AST), we are proud to be a leading authority for dementia support in Toronto. Our team of compassionate staff are trusted experts dedicated to empowering care partners and individuals living with dementia. Our commitment to client-centred care is embedded in every program, every interaction, and every decision we make.

Rooted in research and evidence, this Strategic Plan reflects the shifting realities of dementia care in Toronto and the impact this has on care givers. As AST evolves, we will continue to draw on emerging data, technology, and innovation to inform decisions to close service gaps. AST will advance a sustainable, evidence-based approach to supporting all those impacted by dementia, including supports tailored to care partners of individuals living with dementia.

As the prevalence of dementia continues to grow, so must our readiness to respond. Over the next several years, AST will advance an ambitious plan that strengthens our foundation and expands our impact. We will entrench a renewed approach to staff training and development, ensuring continuous renewal through annual measurement and accountability. We will embrace organizational efficiencies and ethical use of technology, including automation and AI, to maximize our resources and honour the principle that time is money.

To grow sustainably, AST will diversify its funding model — expanding philanthropic engagement, pursuing grant opportunities, and expanding our education and training model. We will develop a comprehensive measurement framework to evaluate performance across all initiatives, ensuring transparent and evidence-based decision-making.

We will strategically select partnerships that align with our values and amplify impact — always guided by the voices of those with the lived experience of dementia. Their insights will be embedded across our organization, including in our education curriculum, to ensure our services are informed by the realities of those we serve.

Together — with our community, our partners, our supporters, and most importantly, people impacted by dementia — we remain steadfast in our commitment to build a more compassionate, inclusive, and dementia-friendly Toronto.



Hilary Partner, Board Chair



Dave Spedding, CEO





## Our Vision:

We envision a Toronto where every person impacted by dementia lives with dignity, purpose and connection.



## Our Mission:

To alleviate the personal and social consequences of Alzheimer's disease and other dementias and to promote research.



## Our Values:

### Collaboration

We work together, and with partners, to fulfill our mission and achieve our goal which is to ensure clients receive personal and responsive services throughout their dementia journey.

### Accountability

We measure our performance and follow a process of continuous improvement. We are wholly accountable for our actions and must account to our stakeholders for our use of the financial and human resources available to us.

### Respect

We set for ourselves the highest standards of honesty, trustworthiness and professional integrity in all aspects of our organization and carry out our work with the utmost respect for the dignity and the rights of the people we serve.

### Excellence

We strive to engage stakeholders in meaningful ways. To inform, listen and be attentive to those we work with: people living with dementia, families, community partners, donors, volunteers and staff members.

# Strategic Priorities

## TRUST

Be the trusted source of support, information, programs and resources for individuals impacted by dementia in Toronto.

1

## IMPACT

Grow the reach and impact of AST's offerings through advocacy and the promotion of dementia-friendly communities.

2

## INCLUSION

Advance equity and inclusion in dementia care by meaningfully engaging diverse and underserved communities.

3

## EDUCATION

Be the education and dementia-care training leader in Toronto for care partners and health care professionals.

4

# Cross-Cutting Enablers

**Voice of Lived Experience** – ensure the experience of those living with the impact of dementia is embedded across the organization.

**Funding Sustainability** – diversify funding sources and strengthen financial foundations.

## Strategic Priorities

**Organizational Capacity** – build capacity through skills development, staff retention, targeted partnerships, and streamlined processes that enhance efficiency and impact.

**Diversity, Equity and Inclusion** – embed DEI practices across our operations and strategic priorities.