

SMART GOALS

2019



PROGRAMS

Increase ADHC average daily attendance to 81. Increase program hours to 21,575/year. Increase encounters to 3,275/year.

- Increase transportation options for those who need it.
- Explore revenue-generating options for programs.
- Explore ways to increase staff satisfaction and capacity.



DEVELOPMENT

Increase the number of individual donors by 4% (30) each year.

- Increase the number of asks.
- Develop a planned giving program.
- Establish a Blackbaud system for collecting, analyzing and using valid donor data.



AWARENESS

Increase social media followers and web site hits by 10% per year. Increase outreach events to 708. Increase earned media by 10 in 2019.

- Redesign the AGE web site to be more user-based.
- Pursue a multi-media approach to marketing.



BOARD CAPACITY

Increase to 18 the number of Board members, with 100% of members meeting established Board expectations each year.

- Every Board member will bring a name to the Governance Committee more than once a year.
- The Governance Committee will meet monthly until there are 18 members.
- Clarify, update Board expectations & implement a process for accountability.



OUR SHARED VISION

To make aging a shared journey of strength and compassion

OUR MISSION

Tackling the challenges of aging with expert solutions. We are dedicated to older adults and those who care for them.