



Vintage Strategic Framework

January 2022 – June 2024

Board Adopted: September 15, 2022

MISSION: To Improve and Influence the Experience of Aging in Our Community
VISION: Vintage will be a model center for senior health and wellness
As a Service of Familylinks Inc, Vintage will align with Familylinks' mission, vision and values

FINANCIAL SUSTAINABILITY	STRATEGIC GROWTH
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GOALS/OBJECTIVES	GOAL 1	GOAL 2
	<p>Maintain long-term financial sustainability through implementation of agency Business Plan</p> <p>1.A. Return to pre-COVID (2019) average daily participation of 120</p> <p>1.B. Achieve financial sustainability through revenue growth and dedicated investments</p> <p>1.C. Ensure stability and continuity of Board and executive leadership through transition planning</p> <p>1.D. Increase client engagement for programs and services</p>	<p>Maximize the reach of impact of services through strategic growth</p> <p>2.A. Build upon the existing culture of continuous improvement and innovation</p> <p>2.B. Build efficient pathways to use data to drive programmatic and operational improvements</p> <p>2.C. Develop and implement new programs and services in response to community needs.</p>

01.A

- Revise and implement the annual marketing plan to increase participants to 120 average daily participation (ADP)
Target: 6-30-2023
- Implement the Quality Improvement Plan for Fiscal Year 2022-2023
Target: 6-30-2023

01.B

- Develop plan to pursue private/philanthropic support for FY 2023-2024 program operations.
Target: 3-31-2023
- 50th Anniversary as fundraiser and friendraiser.
Target: 5-1-2023

01.C

- Recruit 1-2 new board members.
Target: 6-30-2023
- Support Board of Directors Officer transitions.
Target: 6-30-2023

01.D

- Complete analysis of client engagement for the period of July – December 2022.
Target: 3-31-2023
- Develop specific goals for FY24 based on the results of client engagement data analysis.
Target: 6-30-2023

02.A

- Develop a Quality Improvement Plan for Fiscal Year 2023-24.
Target: 6-30-2023

02.B

- Conduct 2 client surveys per fiscal year via Copilot.
Target: Fall and Spring
- Conduct internal demographic analysis to inform future programming (related to age, race, etc.).
Target: 6-30-2023

02.C

- Develop community partnerships to support seniors who are unseen and underserved in East Liberty and surrounding communities.
Target: 6-30-2023
- Continue/Expand community partnerships to provide education and vaccination clinics.
Target: Scheduled as needed
- Actively participate in local and regional meetings and associations to stay informed regarding emerging issues.
Target: Ongoing