AREA AGENCY ON AGING PASCO-PINELLAS

# 2027 - 2029 STRATEGIC PLAN OVERVIEW

**MISSION** A trusted resource to advocate, educate, and empower seniors, adults with disabilities, and caregivers which promotes independence, in partnership with the community

**VISION** Our community will provide older adults, people with disabilities, and caregivers with the resources and services needed to maintain independence, promote healthy aging, and live an optimal quality of life

**VALUES** The Area Agency on Aging of Pasco-Pinellas regards all seniors and persons with disabilities as valued members of our community who merit dignity, respect, and the resources for optimal quality of life

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| **GOALS** | Build the capacity for revenue generation, operational and programmatic innovation, and mission-driven impact<br>Increase the community role and response in delivering high-quality services in Pasco and Pinellas Counties | | | |
| **PRIORITY AREAS** | Funding & Financial Sustainability | Organizational Capacity Building | Workforce Investment | Community Responsiveness |
| **OBJECTIVES** | Diversify revenue to advance agency operations, resilience, and growth | Strengthen agency operational infrastructure for mission fulfillment | Develop the agency workforce for organizational sustainability | Expand community access to aging-in-place supports |
| **STRATEGIES** | - Annual fundraising plan<br>- Ambassador initiative<br>- Social media presence<br>- Planned giving<br>- Grants acquisition<br>- Board give and get | - Technology assessment and deployment<br>- Business development and community relations position<br>- Community collaboration<br>- Volunteers/interns' recruitment and management<br>- Board professional development | - Staffing and compensation analysis<br>- Agency succession planning<br>- Team member professional development and support<br>- Team lead positions | - Board of Directors' Speakers bureau<br>- Collaborative marketing and partnership<br>- Housing initiative and advocacy<br>- In-home care and caregiver services |