



## ***Strategic Plan: 2023-2025***

### **MISSION STATEMENT**

**Empowering the Ages strengthens social-emotional well-being, provides life skills, and creates connections across generations to provide older and younger people with a sense of belonging and purpose.**

#### **Specifically -**

We work in the Greater Washington DC area in the critical spaces of school readiness, civic engagement, and workforce development through developing mutually beneficial connections between children, youth, families, and older adults.

### **VISION**

Communities where people from all generations contribute to each other's well-being, feel connected and are valued for their unique skills and perspectives.

### **VALUES**

- **Community** – We know that communities are stronger when all people are valued for their strengths, abilities and contributions.
- **Relationships** – We believe mutually beneficial relationships empower all generations.
- **Innovation** – We look for ways to be nimble and evolve in order to best meet the needs of all generations in often fragile and changing conditions.
- **Partnerships** – We work with individuals and groups to address problems using creative solutions.
- **Inclusion, Diversity, and Equity** – We believe that being inclusive and consciously committed to equity and diversity is essential to communities and individuals reaching their full potential.

### **OUR METHOD**

1. Identify a well-documented challenge in the community.
2. Address the challenge through creation of affordable, pivotal, and empowering programming.
3. Train and mobilize volunteers to increase impact and make programs economically viable.
4. Nurture on-going, transformational relationships and connections across generations.
5. Evaluate to systematically assess how well we are achieving our goals.

## **GOALS & OBJECTIVES**

**GOAL 1. Children/youth and their families will have new opportunities to engage with volunteers aged 50 and older through school engagement, civic engagement, and workforce development programming.**

### ***Measurable Objectives:***

Objective 1: Develop and implement intergenerational programming and/or facilitate cross-generational communication (including virtual) in collaboration with individuals, nonprofit organizations, government agencies, school systems and senior living communities.

Objective 2: Build trust and effective communication strategies with partners.

Objective 3: Provide fee-for-service resources and program development for ongoing intergenerational initiatives, as requested.

Objective 4: Collect annual participation data to assess program value and impact.

**GOAL 2. Individuals aged 50 and older will have new volunteer opportunities to use their knowledge and skills to support children/youth and their families in the community.**

### ***Measurable Objectives:***

Objective 1: Create a system to recruit, on-board, train and nurture volunteers. Facilitate programs to engage the volunteers in their community.

Objective 2: Expand the diversity of our volunteers through their racial, cultural and lingual backgrounds and experiences.

Objective 3: Utilize effective communication and retention strategies with volunteers throughout their engagement with ETA

Objective 4: Provide fee-for-service resources and program development for ongoing intergenerational initiatives, as requested.

Objective 5: Measure volunteer satisfaction annually.

**GOAL 3. Educate individuals, organizations, and government on the critical importance of utilizing an intergenerational strategy to solve community challenges.**

### ***Measurable Objectives:***

Objective 1: Become known in the Greater Washington community through on-going relationship building and participation on multiple community committees related to older and/or younger individuals.

Objective 2: Partner with multiple organizations that are addressing the needs of older and/or younger individuals through developing opportunities for sustained, on-going programming between the generations.

Objective 3: Present at least annually to Montgomery County Public Schools Board of Education and at least one Montgomery County Council Committee.

Objective 4: Share ETA's annual organizational summary with local and national stakeholders.

**GOAL 4. ETA will be well-funded and function organizationally with the highest standards of skill, transparency, and accountability.**

***Measurable Objectives:***

Objective 1: Expand and diversify revenue streams to ensure ETA's sustainability through developing an annual and a 3-year fundraising plan.

Objective 2: Match identified strengths (based on SWOT analysis) and programs to current community needs on an on-going basis.

Objective 3: Develop consistent data collection strategies to identify and track progress across all areas.

Objective 4: Recruit, hire and retain, best-qualified staff to implement financial and programmatic goals.

Objective 5: Continue focus on recruiting Board of Director members with skills and diversity to support ETA at each stage of growth.