

JUNE 15, 2022

GOLDEN & REGION SENIORS SOCIETY

STRATEGIC PLAN

2022 - 2027

Golden & Region Seniors Society

GOLDEN, BRITISH COLUMBIA

WHO WE ARE

In 1955, a visionary group of seniors conceived the idea of a Golden Seniors Club, recognizing that a gathering place was needed for seniors to come together with each other for socializing.

The Society became popular right from the start with organized card games, weekly teas, and crafts. There were group bus tours that took our members out of town to many different destinations. At Christmas there were tours of Christmas lights, often enjoyed by many who couldn't do this on their own.

In 1997, when our building was completed, we had room for banquets, tickets for the Christmas dinner were always sold out well in advance. Also added to the centre was a pool table and shuffleboard table, leading to many competitions amongst the seniors. This new building also provided a much-needed income form community events. Sadly, it is also a place to say goodbye to friends and loved ones. This is offset by weddings that can also take place in this building

Before we were shut down by COVID-19, our building was home to a very talented group of artists, crafters, bingo and card players, as well as semi-annual bake sales and teas. As the pandemic is receding, we are slowly reopening so that our members can once again mingle, and enjoy many more hours together as a group.

Source: GRSS website

MORE INFORMATION AT GOLDENSENIORS.CA

VISION

The place to enjoy, grow, learn and connect.

MISSION

To advance the physical and social well-being of all our community's seniors.



IN BRIEF

As part of wider work with Columbia Basin Trust's Non-Profit Advisors program, the Golden & Region Seniors Society engaged in an organizational assessment process, a membership and community consultation process, and a strategic planning process.

The scope of the work included:

- Analyzing strengths and challenges, and identifying specific areas of work that can be addressed in partnership with the Non-Profit Advisors program
- Developing a plan and acquiring assistance from Non-Profit Advisors program consultants
- Developing a vision for the society and crafting a mission statement
- Using the assessment and further guided conversation to establish a list of priority items to be included in the strategic plan
- Hosting opportunities for members of the society and the community to provide input into the direction the society
- Reviewing the existing membership model to ensure it meets the needs and mandate of the society
- Developing a system to encourage innovative programming that meets the needs of the region's seniors

RECEIVING INPUT INTO THE DIRECTION OF THE SOCIETY

In March 2022, members of the society and the wider community were asked to participate in two opportunities for input.

OPTION 1: QUESTIONNAIRE

Participants in this written open-format survey were asked 5 questions intended to elicit wide-ranging answers. Questions asked about why (or why not) people became members of the society, what are the barriers to participation at the Seniors Centre, and what is one thing people would change.

The most input came for this question:

FINISH THIS PHRASE: WOULDN'T IT BE FANTASTIC IF THE SENIORS' CENTRE...

More than 75 people (members and non-members, seniors as well as those under 50) responded with thoughtful and creative answers.

OPTION 2: STRATEGIC PLANNING INPUT SESSION, MARCH 30, 2022

Participants were asked to take part in a 4 hands-on activities:

1. **Paper chain poll:** What do you love about the Seniors Centre?
2. **WIFI (W**ouldn't **I**t be **F**antastic **I**f) Post-it Note Exercise
3. **Activity Sign-up** and **'If only it existed' Activity Sign-up**
4. **One Thing I Would Change** suggestion box

BIGGEST TAKEAWAY? THE GREATEST VALUE IN MEMBERSHIP IS COMPANIONSHIP & FRIENDSHIP

THE COMMUNITY IS LOOKING FOR...

MORE

Clearly, the Golden & Region Seniors Society, and the Golden Seniors Centre, are filling an important need in the community. But respondents want even more.

MORE...

- **OPTIONS, ACTIVITIES AND PROGRAMS**
- **ENGAGEMENT WITH THE SOCIETY, AND A GREATER SENSE OF OWNERSHIP**
- **ACCESS /OPTIONS FOR TRANSPORTATION**
- **ADVOCACY FOR SENIORS' ISSUES**

More services and programs require more access to funding, greater fundraising, more volunteers, and other resources to ensure that the Golden & Region Seniors Society is fulfilling its mission:

To advance the physical and social well-being of all our community's seniors

HOW DO WE GET THERE?

CHOOSE YOUR DESTINATION
GET A MAP, AND A COMPASS
TAKE THE MAP AND COMPASS WITH YOU
REMEMBER TO CELEBRATE WHEN YOU GET THERE

18 tasks that focus on governance, membership, fundraising and revenue generation, volunteer development, program development, and community partnerships.

The Golden & Region Seniors Society is a volunteer-driven, membership organization. Nothing happens without the efforts of those who are passionate about the work of the society.

WHAT ARE YOU GOING TO DO TO HELP ACCOMPLISH THESE TASKS?

ANALYZING STRENGTHS AND CHALLENGES

Twenty-two specific task areas were identified, with eighteen task areas targeted to be addressed within this 5-year strategic plan.

The Strategic Plan Working Group (made up of Board Members, past and present) then prioritized the task areas based on 4 lenses:

- Urgency
- Necessity
- Complexity
- Time

Using this matrix, decisions were made to craft a 5-year plan that was manageable and achievable, and included a mix of simple and complex, short-term and long-term, while addressing the most necessary and most urgent tasks at the outset of the plan.

Four tasks which were outside the scope of this 5-year cycle will remain on the back burner, and will be re-evaluated as time and resources allow.

A draft plan was provided to the Board of Directors on <INSERT DATE> and ratified by the Board of Directors on <INSERT DATE>.

GOVERNANCE

Develop new board member orientation, training and development process

Adopt a system of regular board performance self-evaluation

Develop system for written reports to the board

Board and volunteer recruitment and succession plan

Continue to develop higher levels of board knowledge and skill

Support socialization as a priority in decision-making as this is the highest priority of the membership

Develop volunteer orientation, training

Establish an assessment process for programs and plan outcomes

Complete work on policy and procedure update

PROGRAMMING

Focus on new program development

Increase use of the centre with longer open hours and access to the space that isn't event specific

Increase programming for younger seniors

Develop formalized method for members to champion specific activities and programs

MEMBERSHIPS & PARTNERSHIPS

Review membership structure, including benefits of membership

Continue to encourage positive 2-way communications between the board and membership

Continue to support and encourage external partnerships

Develop a fundraising plan

Continue to develop new ways of communicating with the community

CONSIDERATION FOR FUTURE YEARS

Broaden mandate/offerings to include activities/programs that are overseen by the society but do not occur in the building

Make the society/centre the hub for the majority of 55+ programming

Look for funding and opportunities for facility improvements to more fully meet the needs of user groups

Consider improved transportation options

This report was developed and written by:

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and

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