

# RTOERO Foundation Strategic Plan 2025



# Vision

We envision a society in which all seniors live with dignity and respect.





# Mission

We invest in programs, research and training to support healthy active aging for all Canadians. Our activities aim to improve seniors' health care, end social isolation and combat ageism.

# Values

Value	Why It's Important for the RTOERO Foundation	What It Looks Like in Action
<b>Accountability</b>	 Open and transparent information builds trust in our work and shows the impact our donors are making	<ul style="list-style-type: none"><li>Funding of programs and research based on our strategic goals</li></ul>
<b>Community Connection</b>	 The strength of the RTOERO member community represents the core of our success	<ul style="list-style-type: none"><li>Advocacy</li><li>Social engagement</li></ul>
<b>Giving Back/ Making a Difference</b>	 Represents the reason the Foundation was created	<ul style="list-style-type: none"><li>Leading programs and training based on our mandate</li><li>Research grants</li></ul>
<b>Inclusion</b>	 We ensure that older adults feel they belong, are valued and cared for	<ul style="list-style-type: none"><li>Programming and research to raise awareness about and to combat ageism</li></ul>
<b>Leadership/ Vision</b>	 Strong leadership helps us achieve our shared vision for the future	<ul style="list-style-type: none"><li>Strong future focused governance and leadership to ensure we are a high performing association</li></ul>
<b>Service</b>	 We exist to be of service and benefit to Canadian society.	<ul style="list-style-type: none"><li>Innovative programs that enhance the lives of older adults in Canada</li></ul>
<b>Well-being</b>	 It is our mandate to enhance the well-being of older adults.	<ul style="list-style-type: none"><li>Knowledge transformation, based on our programs and research</li></ul>

## **Strategic goal:**

Be the trusted voice for older adults in Canada

We are one of the only charitable foundations in Canada focused on the health and well-being of older adults. Since our inception in 2011, we have funded significant research, training and programs.

## **Our focus in the next 5 years:**

We intend to become the recognized voice advocating for older adults. Our granting program will focus on innovative programs and action research to improve seniors health care, build social engagement and combat ageism. We will engage in knowledge transformation, to deliver actionable information to governments, health care and social service sectors and education institutions grounded in the research-based programs we have funded. We will launch innovative new programs to support our vision.

# Focus areas

## Granting program

Refocus our granting program on action research for which we are the main funder. Focus on programs and research in the following areas:

- seniors' health and well-being
- social isolation in older adults
- ageism

## Knowledge transformation

Transform findings from the research we fund into actionable knowledge that can be used to improve the lives of RTOERO members and all older Canadians.

## Thought leadership

Extend the reach of our authority and expertise, especially based on our action research and knowledge transformation.

## Advocacy

Use program and research findings to add authority to RTOERO's advocacy and to inform the work of government policy-makers, health care and social service providers and educators on issues of ageism and the health and well-being of older adults.

## Where we'll be in 2025

**70% of RTOERO members and stakeholders view the RTOERO Foundation as a national authority on the issue of ageism and on healthy aging and social inclusion for older adults.**



## **Strategic goal:**

Improve the lives of RTOERO members and older Canadians

70% of RTOERO members agree that the Foundation provides research and programs that will benefit them as they get older. We believe we possess the potential to make a difference for our members and many other Canadian seniors. We aim to bring the needs of older adults to the forefront.

## **Our focus in the next 5 years:**

We intend to create significant, meaningful, lasting impact. Based on our action-research and knowledge transformation, we will initiate programs that add value to the lives of RTOERO members and older adults across Canada, supporting their dignity as they age.

# Focus areas

## Good governance

Review our governance practices to ensure we are using the principles of good governance. Through board training and evaluation, build our capacity as a high performing organization. Explore ways to fully align and integrate with RTOERO structures and activities.

## Programs that benefit older adults

Initiate research-based programs that improve the lives of older adults by enhancing geriatric health care, reducing social isolation and combatting ageism. Expand the successful webinar program to extend its reach and impact.



## Where we'll be in 2025

**100% of RTOERO members are aware of the Foundation and 90% rate the Foundation programs and research as important.**

## **Strategic goal:** Broaden our donor base

Our current donors are loyal and generous RTOERO members who view financial support for the Foundation as an essential part of their member experience. Awareness about the Foundation is growing rapidly among RTOERO members. We are integral to the RTOERO brand and a source of pride for the organization.

### **Our focus in the next 5 years:**

We see the potential and the need for significant growth to our donor base and fundraising capacity, to make sure we can fulfil our mission and vision. We will continue to align and integrate our activities within the RTOERO brand. We will connect with new donors to engage them in our work, while continuing to strengthen our relationships with current donors. Through creative and engaging new fundraising channels, we will harness the power of the RTOERO community to significantly increase annual donation revenue and granting.

# Focus areas

## **Build the brand**

Build awareness of the Foundation through continued implementation of our new brand.

## **Fundraising campaigns and activities**

Build on the success of current fundraising activities. Develop unique, compelling and cost-effective new fundraising initiatives to significantly expand the number of RTOERO members, vendors, stakeholders and partners who donate to the Foundation. Build a strategy to reach beyond the RTOERO membership for future donors.

## **Donor relationships**

Enhance donor loyalty and activate current donors to be effective brand ambassadors through stewardship, recognition and relationship-building activities and initiatives.

## **Communication excellence**

Build on our communication strengths with compelling and impactful communication activities and channels to share our story and attract new supporters and donors.

**Where we'll be in 2025**

**Annual revenue of \$2 million.**



## For more information:

- Visit [rtoerofoundation.ca](http://rtoerofoundation.ca)
- Donate online at [rtoero.ca/donate](http://rtoero.ca/donate)
- Call 1-800-361-9888
- Email [foundation@rtoero.ca](mailto:foundation@rtoero.ca)

