

Bruce Peninsula Seniors Connect

Strategic Plan

August 2006

Bruce Peninsula Seniors Connect Inc.
Strategic Plan
Table of Contents

Bruce Peninsula Seniors Connect (BPSC) – History & Facts Page 1

BPSC Strategic Plan – Purpose 3

Seniors Consultation Outcomes 4

- Activities 5
- Information Workshops & Services 6

Agency Consultation Outcomes 8

Funding & Fundraising Options 9

Strategic Plan and Priorities 11

BPSC Sustainability 13

Summary 14

Appendices:

1. Activity, Workshop, Services and Sustainability Monthly Chart
2. Year One Action Plan
 - Activities
 - Workshops
 - Services
 - Sustainability



*Created, Governed
and Responsive to
area seniors.*

*Success comes
from creativity,
persistence and
partnership.*

*Not for profits
need volunteers
and funding – to
do their work.*

BPSC HISTORY

Bruce Peninsula Seniors Connect (BPSC) was initiated in 2003 by a volunteer group of area seniors. The need for a dedicated seniors resource centre was identified as a priority through a 2002 community economic development strategic planning process.

It is the only volunteer-driven seniors centre in the Bruce Peninsula, offering information, networking and activities to support the needs of seniors.

Bruce Peninsula Seniors Connect (BPSC) incorporated as a not for profit organization in 2005. Application for designation as a “charity” is in process.

During the past couple of years, BPSC has recorded several successes, including:

- ▶ Recruiting area seniors to guide the development of the organization
- ▶ Setting up office facilities
- ▶ Launching a website and developing a regular newsletter
- ▶ Creating a volunteer management database
- ▶ Initiating a BPSC awareness strategy with seniors and area agencies serving seniors
- ▶ Establishing an information resource centre of programs and services for seniors
- ▶ Offering a series of activities of interest to seniors, and
- ▶ Preparing successful funding applications

During the developmental stages of the organization assistance was provided by:

- ▶ Municipality of Northern Bruce Peninsula – continues to provide free office space and other in-kind support to Bruce Peninsula Seniors Connect
- ▶ Service Canada – providing staff wages for project work through the Job Creation Program (JCP)
- ▶ Bruce Community Futures Development Corporation (Bruce CFDC) – providing bridge financing and organizational development support.

BPSC is proud of the achievements to date. It is recognized, however, that looking forward BPSC must:

- Expand its volunteer base to help with BOSC activities
- Identify future activities and services based on interests and needs identified by seniors, and agencies that serve seniors
- Undertake a fundraising and financing strategy that contributes to core operating costs – reducing the reliance on government programs that are project based



Bruce Peninsula senior population is more than double the provincial average.

BRUCE PENINSULA SENIORS FACTS

Seniors represent a significant and growing demographic in both the Municipality of Northern Bruce Peninsula and the Town of South Bruce Peninsula.

2001 Census	Age 65 +	% Total Population	Ontario % of age 65 +	Median Age	Ont. Median Age
South Bruce Peninsula	1900	23.48%	12.73%	47.3	37.2
Northern Bruce Peninsula	960	26.66%	12.73%	51.7	37.2

** This does not reflect the large number of seasonal households/residents who for census purposes are not included in these population numbers.

The Bruce Peninsula remains as one of Ontario's high growth centres for seniors and retirees.

Seniors are active participants in the area. Seniors influence local decisions, spend millions of dollars on the purchase of goods and services each year, and offer expertise to an array of local groups.

Seniors want to remain connected – to each other, area resources and their community.

Challenges are presented by having a small population in a large geographic area. This is compounded by lack of public transportation and limited public Internet access.

2001 Census permanent population of 12,000, in over 15 towns, villages or hamlets.

It covers 1,314 square kilometres.

Drive time north to south is approximately 2 hours.

Strategic Planning – deciding what to accomplish, and how to make it happen.



BPSC STRATEGIC PLAN

The Ontario Trillium Foundation approved funding for an organizational strategic and sustainability plan, to help guide future BPSC activities. In March 2006 a consultant was retained to facilitate the development of this plan.

Between March and August 2006, BPSC completed a strategic plan to:

- i. Identify the focus of BPSC future efforts, based on input received from seniors, stakeholders representing agencies that serve seniors, as well as BPSC Board members
- ii. Define the role (niche) BPSC should play in meeting the needs of seniors
- iii. Recommend a three (3) year plan reflecting priorities and activities achievable within a recommended resource (financial and human) base
- iv. Explore ways of increasing senior's access to programs and supports
- v. Develop and recommend a “sustainability” plan that outlines realistic financing strategies and volunteer/staff resources

The following document is the outcome of this process.

Over the next three years, the BPSC Board of Directors will be working to implement the strategies and action plans identified in this report, within the resources available.



*Effective planning
does not happen in
isolation.*

*Seniors were vocal
advocates for their
interests and
needs.*

SENIORS CONSULTATION

One of the guiding principles of the strategic planning process was to engage seniors, and the agencies seniors. BPSC undertook a comprehensive communications strategy to share the purpose of the strategic plan, and invite seniors to participate at one of three community consultations. This strategy included:

- Over 100 posters in high traffic areas (grocery stores, pharmacies, etc.)
- Letters to the editor in the two local papers
- News releases in local papers
- Website information posted on the BPSC site
- Contact with 44 area groups asking them to invite their members
- Phone calls to leaders in the senior community

Three community consultation sessions were held between May 23 – June 7, 2006. These were located in the north, central and southern areas of the Bruce Peninsula, to reduce travel burdens. All sessions were held between 11 a.m. – 3 p.m., with lunches donated by area grocers.

Attendance at these meetings met or exceeded expectations:

- North (Tobermory location) – 32 participants
- Central (Northern Bruce Peninsula centre) – 32 participants
- South (Wiaraton location) – 10 participants

The following chart summarizes activities identified as being desired, including the top five (5) priorities. It is noted that from the perspective of area seniors, the majority of secondary activity priorities are either not available or are very limited.

Seniors are seeking new and diverse activities in which to participate.

The consistency in responses between the three groups in terms of identifying the top five (5) priority activities validates the process used and the lack of access to a range of senior identified needs.

DESIRED ACTIVITIES	North	Central	South	Not Now Available
TOP 5 Priorities				
1) Internet/Email training	*	*	*	*
2) Fun Days/Drop In Centre (chess, checkers, crokinole, cards, games, carpet bowling, etc.)	*	*	*	*
3) Newcomer/Welcome Teas	*	*	*	*
4) Swimming/Water Aerobics (indoor)	*	*	*	*
5) Day Trips (theatre, events, etc.)	*	*	*	*
6) Coping with Loos/Informal Chat Session				
Secondary Priorities (in no specific order and mostly no available)				
Travel the World (slide shows)				
Book Club				
Gardening Club				
Cooking for 1 or 2				
Indoor Walking Group				
Square Dancing				
Yoga				
Writers/Language course				
Crafts (knitting/sewing)				
Outdoor (skiing, cycling, etc.)				
Photography/Birdwatching				
Music Jam Sessions				
Low Impact exercise group				

The consultation process also explored with seniors what information; workshop topics or services would contribute to their independence and healthy living.

Based on the range and depth of information and service gaps identified, BPSC will be challenged to meet these needs over the next few years.

Seniors need and want information on a broad range of topics.

Northern and Central seniors workshop priorities are: surviving power outages, policing & home protection, fire safety and water/well testing.

Southern seniors priorities are: safe medication, medical home support services and phone/Internet fraud.

The need for a volunteer matching service was a service identified as needed by all three areas.

Seniors identified nineteen (19) information or workshop topics, as well as three (3) services to help seniors live independently.

INFORMATION & WORKSHOPS TOPICS	North	Central	South
House Fire Safety (smoke alarms, chimney & fireplace maintenance, etc.)	✓	✓	✓
Power outage survival tactics	✓	✓	✓
Policing & Home protection	✓	✓	✓
Water & Well testing	✓	✓	✓
Use/operation of generators			✓
Nutrition, food handling & freezer inventory			✓
Safe medication, including herbal products	✓		✓
Fraud protection (phone & internet)	✓		✓
Elder Abuse	✓		✓
Respite Care			✓
Home (medical) supports & services		✓	✓
Financial & Estate Planning	✓		✓
Government benefit programs for seniors (including veterans)			✓
Special care programs/supports for disabled seniors (e.g. Assistive Devices Program)	✓	✓	
Emergency help for injured or incapacitated seniors	✓		
Large Print phone books	✓		
Energy audits	✓		
Palliative Care supports		✓	
DNR Bracelets		✓	
SERVICES SENIORS NEED			
Volunteer matching service – those who need help with volunteers who can help for no or low cost (e.g. grass cutting, spring cleaning)	✓	✓	✓
Transportation Assistance		✓	
Buddy program – to check up on isolated seniors			✓



There are real barriers to senior's participation.

A strategy to connect with seniors more effectively is needed.

A "champion" organization is needed.

When asked what obstacles prevent senior's participation in area activities or events, a range of issues emerged:

- Inadequate programs or supports that focus on issues of particular interest to seniors
- No lead organization to develop, organize, communicate and deliver activities and workshops for seniors
- Distance and Transportation barriers – no public transportation
- Cost – seniors often on fixed incomes
- Weather – winter conditions
- Health, mobility and disability factors
- Lack of communication about area activities, services and resources
- Until this BPSC process, seniors have not been encouraged to identify interests and needs

Of these, two factors were noted as being perhaps the most significant barriers to participation:

a) The lack of communication strategy about activities or workshops of particular interest to seniors. Participants reported that their most common information sources were:

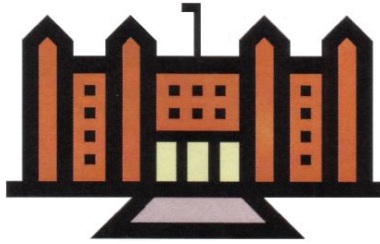
- Word of Mouth
- Newspaper Ads/Articles
- Posters
- Church Bulletins or Bulletin Boards
- Family, other groups and Seniors Connect were noted but not as common information sources.

Based on these responses, future communication strategies should build on these sources. It was cautioned that use of emails or website, although not to be ignored, should not be the primary strategy for connecting with seniors in the area.

One strategy suggested was to dedicate in each town or village a high traffic location (e.g. Post Office or Grocery Store) to post notices of upcoming activities and workshops.

b) The absence of a lead seniors organization to develop, organize, communicate and deliver activities and workshops for seniors. Participants reported that historically there has not been an organization that works to co-ordinate information, activities, workshops and services from a uniquely Bruce Peninsula seniors perspective.

This observation verifies the purpose for which Bruce Peninsula Seniors Connect (BPSC) was established. It is a role that will continue to mature, based on the three-year strategic plan.



AGENCIES THAT SERVE SENIORS – CONSULTATION

BPSC recognizes the important role that formal community agencies, municipalities and federal/provincial government offices play in the lives of seniors.

As part of the consultation process area agency and government representatives were asked for their ideas and input. This was achieved through:

- Questionnaires to over twenty-five (25) area agencies – of which seven (7) responded;
- Ten (10) agencies attended a roundtable discussion held June 6, 2006.

Input was received from agencies including:

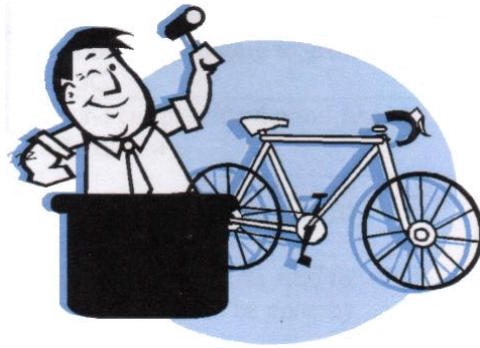
- Bruce County
- Community Care Access Centre
- Home support delivery agents
- Salvation Army
- Nursing Home
- Ontario Provincial Police
- Public Health
- Municipalities
- Provincial Government

Input from these organizations confirmed:

- BPSC is playing a needed role in the community
- Agencies need more information about what BPSC does and can do to add value to existing agency activities
- There is strong interest from agencies to be guest speakers at seniors functions
- Interest in partnering with BPSC to host a “Seniors Resource Fair” to profile area programs and services for seniors
- Area agencies do not sub-contract work, so no opportunity for BPSC to generate revenue

Area agencies offer programs and services ranging from housing to health to safety to income and benefit supports.

Area organizations confirm interest in partnering with BPSC.



BPSC FUNDING & FUNDRAISING OPPORTUNITIES

Every organization needs funding to operate effectively.

As customers and clients of BPSC, seniors and area agencies were asked for their ideas to generate revenues needed to cover operating costs of Bruce Peninsula Seniors Connect in the future.

A range of suggestions emerged, with discussion as to the positive and negative aspects of some of the ideas generated. Clearly, some approaches would require significant time to develop, some have in the past or are currently contributing, while others can be implemented within a relatively short period of time.

The following Funding & Fundraising chart offers a review of some of the comments received from the seniors consultation meetings, agency meetings as well as factors considered by the BPSC Board of Directors and feedback from area residents familiar with not for profit funding and fundraising strategies.

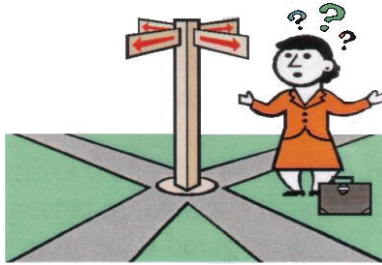
This is not an exhaustive list, but reflects those that have been considered to date.

All ideas have been considered when building the sustainability component of this strategic plan.

For non-profit organizations, a fundraising program is an ongoing activity.

Bruce Peninsula Seniors Connect
Strategic Plan – August 2006

FUNDING & FUNDRAISING	Positive Aspects	Negative Aspects
Client/Customer Options		
Membership Fees	Seniors contributing to growth of BPSC	Seniors hesitant about a membership fee
Cost recovery registration fee for activities (e.g. workshop lunches, day trips, etc.)	User-Fees provide flexibility and affordability.	May prevent low income seniors from participating
Seniors volunteer time in BPSC office.	Engages seniors in direct BPSC activities. Reduces reliance on staff for office duties that could be done by volunteers.	May be difficult to get the number of volunteers needed to commit time.
Explore “Planned Giving” or “Bequest” opportunities.	Some seniors may consider this.	Difficult to develop or predict.
Fundraising dinners.	Revenues can be generated providing the cost is reasonable.	Seniors predicted this to fail if too expensive.
Special fundraisinf events (e.g. Oktoberfest)	New event to draw general public interest possible.	Need to avoid competing with other organizations.
Business/Labour & Service Club contributions		
Approach area business for small 3-5 year annual contribution.	Would be good advertising for businesses.	Small businesses tired of number of requests from groups.
Ask Service Clubs for similar multi-year commitment.	Many service clubs members are also seniors.	
Request support from unions or retired members (e.g. Retired Teachers Association, Power Workers, Bank Employees.)		
Approach Banks, Insurance Companies	Some banks have local donation funds that can be accessed.	
Walmart and larger retailers.		
Government		
Federal programs (e.g. Service Canada, Social Development (New Horizons) Provincial programs (e.g. Trillium)	BPSC has accessed Service Canada programs Trillium funding support secured for Strategic Plan development.	Staff hired to do projects require significant orientation and supervision. Government programs are very good to help with specific projects – but not general operating costs. Time consuming to prepare applications. Some programs take a long time before knowing if approved or not.
Municipal contributions	BPSC continues to receive free office space from Northern Bruce Peninsula. Request to South Bruce Peninsula should be made once again.	



BPSC STRATEGIC PLAN

Strategic planning is about making decisions. A “Strategic Plan” explains what steps will be taken to address the priorities decided upon. It reflects what can be achieved within realistic resource assumptions (funding and staff).

The scope of the strategic planning process review what role BPSC has been playing in the community as well as current activities and the services offered. This was put in the context of what the consultation process identified. Further, the strategic planning process also addresses the need and requirements toward financial sustainability.

The findings from the consultation process concluded:

- Bruce Peninsula Seniors Connect (BPSC) has defined a niche role over the past couple of years – as the local seniors organization that connects seniors with each other, information and community resources.
- BPSC activities, although constrained by resources, are filling a void
- With proper support BPSC has the capacity to do much more
- Many of the activities and information workshops identified can be organized with minimum funding or staff
- BPSC may face challenges in meeting increasing demand for activities, workshops and services as they expand their programs and extend the communication network with seniors and agencies that serve seniors
- Financial sustainability for BPSC is achievable based on part-time staff, continued in-kind donation of office space and moderate overhead costs. Sustainability requires BPSC to actively engage businesses in a BPSC support campaign as well as host a couple of annual fundraising events.

The following Bruce Peninsula Seniors Connect (BPSC) plan provided a road map. It outlines what priorities BPSC will focus on, and the actions that will be taken within funding and staffing resources.

This roadmap has been created to reflect the needs, desires and opportunities identifies through the senior’s consultation process. It reflects the commitment of the BPSC Board of Directors and provides the flexibility top manage activity levels within budget availability.

STRATEGIC PLAN PRIORITIES

Four (4) priority areas were defined, through the strategic planning process. An action plan for each of these four (4) areas is included as part of this strategic plan, to guide BPSC initiatives over the next year.

Each planning chart identifies the lead person, timeframes, resources required, potential partners and expected outcomes – those being measurable standards by which to determine what progress is being made.

i. Seniors ACTIVITIES (recreational, social events):

Of the eighteen (18) activities seniors identified as desired, there was strong agreement on the highest demand activities. Based on this input, the first year action plan reflects the nature of steps needed to address high demand activities.

Based on the feedback received during the first year, the planning chart template can be updated to guide subsequent year initiatives.

ii. Seniors INFORMATION & WORKSHOPS:

Nineteen (19) information and workshop sessions were identified. The scope and depth of these will require several years to address. Again, there was strong consistency in those determined to be the highest priority. As such, the first year planning chart details the first five (5) information workshops to be provided.

Again, the second and third year planning charts can be developed once feedback is received as to which sessions should be duplicated versus new topics to be covered.

iii. SERVICES to support seniors:

Seniors are looking for an agency such as Bruce Peninsula Seniors Connect to play a key role in helping them stay connected. The consultation process identified the following areas that should be continued or developed:

- Volunteer Database – expand the existing database that matches seniors who need assistance with those that can offer help at low or no cost (e.g. lawn care, minor repairs, house-watch while away, etc.)
- Newsletter – continue the newsletter as a communication piece to seniors and look at new ways to let seniors know about BPSC.
- Transportation – develop a strategy that provides occasional and affordable transportation to other centres such as Owen Sound.
- Buddy System – initiate a system to link seniors with mobility and/or isolation issues to other seniors
- Welcome Program – develop a process whereby new seniors to the area can be introduced to other seniors in their community, as well as BPSC initiatives.

These requested services are consistent with, and builds upon, the initiatives of BPSC over the past couple of years. It is recognized that development of new and continuation of existing services will take time and volunteer resources.

BPSC recognizes the important role volunteers will play in contributing to the success of this plan. This is evidenced by the emphasis put on attracting seniors to volunteer for not only many of the services – but the activities and workshops as well.

iv. BPSC SUSTAINABILITY – Funding & Operations

Bruce Peninsula Seniors Connect (BPSC) recognizes the flexibility and independence that comes with being self-sustaining. Whereas government programs and (and have) helped with project based funding support, there is increasing need to develop financial autonomy. The attached business plan summarizes the assumptions and strategies decided upon by the BPSC Board of Directors, to advance the agenda of connecting seniors.

Care was taken to balance the workplan (as outlined in the four planning charts) with the staffing and financial resources needed to operate. Flexibility exists to accelerate or decelerate the activities, information workshops or services action plan, based on the fundraising levels achieved.

The attached business plan is based on a set of assumptions, as discussed and directed by the BPSC Board of Directors:

- Year round operations (versus seasonal)
- Modest overhead expenses
- Part-time staff based on three days per week (3 days/wk) with ability to reduce to one day per week if fundraising falls below targets. Potential to increase staff also exists should fundraising targets be exceeded
- Volunteer coverage of the office to be extended as required
- Board sub-committees to be created to assist the BPSC initiatives – as required
- Continued donation of office space
- Implementation of a multi-year business donation program
- Expansion of volunteer recruitment program to augment office support and other initiatives
- Year one fundraising target of \$25,000 – which the Board is confident can be achieved

Emphasis on fundraising strategies must be sustained. Several strategies have been identified to help BPSC secure the funding needed to operate. From these, the first year plan calls for a business sponsorship program and a few fundraising events to be implemented. It is noted that as a value-add to this contract, the consultant has already started implementation of the business sponsorship program.

Flexibility exists to initiate other fundraising strategies, from the list outlined earlier in the report. This could either replace or augment the business sponsorship program and/or the fundraising events.

SUMMARY:

Bruce Peninsula Seniors Connect (BPSC) has completed a process of consultation that reaffirms their role as an organization that helps connect seniors with each other, information and community resources.

This strategic plan clarifies the specific initiatives and services that seniors are requesting. Further, it provides a workplan to guide the organization in addressing priority activities, information workshops and BPSC services.

The sustainability plan sets out fundraising targets and strategies to support what the BPSC Board has endorsed as an achievable and manageable budget. It balances the resource requirements of the organization with the variety and scope of initiatives to be supported. It offers flexibility to adjust initiative implementation to correspond with fundraising levels.

It is a plan that provides action-planning charts as a tool to help the Board and staff deliver on priority activities, information workshops and services.

It is a plan that recognizes the importance of continuing feedback and adjustment to reflect changing needs and circumstances.

It is a plan that recognizes the needs of seniors, while also recognizing the skills and expertise seniors have to contribute to helping address these needs.

Attached are the following:

1. Activity, Workshop, Services and Sustainability Monthly Chart
2. Year One Action Plan
 - Activities
 - Workshops
 - Services
 - Sustainability

YEAR ONE ACTION PLAN: ACTIVITIES

ACTIVITY STRATEGY: To develop a series of activities that contributes to keeping seniors connected, based on interest and priorities identifies through the consultation process.	Person(s) Responsible	Expected Outcomes	Time-Frames	Resources Required	Potential Partners
ACTION STEPS:					
Continue with existing activity program (coffee club & rug hooking).	Staff Volunteers	Minimum of 8 seniors attending per activity session.	Oct 2007		
Prepare detailed (implementation & communication) plans for any new activity – see ‘Activity, Workshop, Services and Sustainability’ schedule.	Staff prepares. Board reviews.	<ul style="list-style-type: none"> ■ Activity details (location, times, equipment, meal arrangements, cost, etc.) Developed well in advance of activity date. ■ Communication to seniors is included in newsletter/website etc. no less than 2 months in advance of activity. ■ Plans include location considerations for 3 areas – Northern, Central and Southern. 	Two months in advance of activity.	Possible funding for lunches and/or location.	<ul style="list-style-type: none"> ■ Seniors to lead activities as volunteers. ■ Municipalities may provide some equipment/space if needed. ■ Private sector partners if applicable (e.g. seniors swim rate to be negotiated with motel/hotels with swimming facilities)
Deliver activities as outlined in ‘Activity, Workshop, Services and Sustainability’ schedule. Conduct a post-activity evaluation of those attending.	Staff – to deliver activity and complete evaluation.	<ul style="list-style-type: none"> ■ Minimum of four new activity programs within first year – number of activity sessions to exceed 4 but number of new activity programs not to be less than 4. ■ Minimum of 60 new participants being repeat seniors = total target 150. ■ 70% response rate by seniors to activity evaluation. ■ 75% satisfaction or higher rating with activity function. ■ Strategy to improve activities based on responses. 	Oct. – Internet Nov – Apr = Swimming Jan – Fun Day Feb – Travel the World Slide/Movie shows. May – Day trip Within two weeks of activity date.	Computers with Internet. Indoor pool. Games for Fun Day. TV and/or projector equipment.	High School computer lab. Motel/Hotel for swimming. Municipalities and/or social clubs. Senior to host Travel the World session.

Continue with annual Christmas celebration for seniors, on cost recovery basis.	Board & volunteer driven.	Coordinate and offer Christmas celebration with over 50 seniors attending.	Nov – Dec/06		
Propose Year 2 activity schedule and begin planning.	Staff to develop. Board to approve.	Year 2 activity schedule and preliminary plan.	Sep 07	TBD To be determined.	TBD To be determined.

YEAR ONE ACTION PLAN: WORKSHOPS

ACTIVITY STRATEGY: To develop, and deliver a workshop series that help connect seniors with area resources, based on identified interests and priorities.	Person(s) Responsible	Expected Outcomes	Time-Frames	Resources Required	Potential Partners
ACTION STEPS:					
Prepare detailed (implementation & communication) plans for any new information workshops – see ‘Activity, Workshop, Services and Sustainability’ schedule.	Staff prepares. Board reviews.	<ul style="list-style-type: none"> ■ Information Workshop implementation plan to include details (location, times, equipment, meal arrangements, costs, etc.) Developed well in advance of activity date. ■ Communication to seniors is included in newsletter/website etc. no less than 2 months in advance of activity. ■ Plans include location considerations for 3 areas – Northern, Central and Southern. 	Two months in advance of activity.	Possible funding for lunches and/or location.	<ul style="list-style-type: none"> ■ Speakers (free) from area agencies.
<p>Deliver Information Workshops as outlined in ‘Activity, Workshop, Services and Sustainability’ schedule.</p> <p>Conduct with seniors participating a post-activity evaluation of those attending.</p>	<p>Staff – to deliver activity and complete evaluation.</p> <p>Board to review evaluations.</p>	<ul style="list-style-type: none"> ■ Minimum of four workshops (possibly combined with activity days). ■ Minimum of 100 new participants over the year, with another 500 being repeat seniors = total target 150. ■ 70% response rate by seniors to information/workshop evaluation. ■ 75% satisfaction or higher rating with activity function. ■ Strategy to improve activities based on responses. ■ Strategy to improve activities based on responses. 	<p>Oct. – Home & Fire Safety AND Surviving Power Outages & Generators.</p> <p>Jan – Nutrition, Food Handling and Freezer Tips.</p> <p>Feb – Policing and Home Protection AND Water/Well testing.</p> <p>Apr – Safe Medications & Respite Care.</p>	<p>Verify with speakers what equipment, supports or aids are needed and make arrangements.</p>	<p>Speakers from:</p> <ul style="list-style-type: none"> ■ Fire ■ OPP ■ Well testing ■ Nutritionist (public health)

Review evaluations and propose Year 2 schedule of workshops – building on repeat requests as well as other areas of interest identified from listing in this plan.	Staff – provide next year proposed schedule. Board to review and approve.	Year 2 workshop schedule and preliminary plan.	September 2007	TBD	To be determined (TBD)
--	--	--	----------------	-----	------------------------

YEAR ONE ACTION PLAN: SERVICES

ACTIVITY STRATEGY: Maintain and enhance Bruce Peninsula Seniors Connect services that support seniors in connecting to each other, area resources and the community.	Person(s) Responsible	Expected Outcomes	Time-Frames	Resources Required	Potential Partners
ACTION STEPS:					
<p>Continue to build and use the volunteer database, to:</p> <ul style="list-style-type: none"> i. Link volunteers able to provide free or low cost services to seniors. ii. Build the volunteer base for BPSC and their initiatives. iii. Inventory seniors willing to volunteer for community projects and link them with other agencies. 	<p>Staff to manage and update database information & security.</p> <p>Board to monitor database development and ensure security.</p>	<ul style="list-style-type: none"> i. Minimum of 30 volunteers to be helped through volunteer to senior matching service. ii. Add a minimum of 20 BPSC volunteers. iii. Link minimum of five (5) volunteers to other community projects. 	<p>To be accomplished by Aug/07.</p>	<p>New computer with increased capacity.</p> <p>Budget for technical support.</p>	<p>Highschool volunteer student may help with technical support.</p>
<p>Review newsletter frequency, content and costs including distribution costs and methods to recover mailing expenses:</p> <ul style="list-style-type: none"> ■ Frequency – Recommend - monthly newsletter during first year. ■ Content – Recommend including articles from seniors; notice of upcoming BPSC activities, workshops and services – as well as other community events and projects. ■ Distribution costs – Recommend free email of newsletters but cost recovery for those mailed and/or seek business sponsorship for newsletter related costs. 	<ul style="list-style-type: none"> ■ Staff to support. ■ BPSC committee to develop newsletters . ■ Board to develop cost-recovery policy. 	<ul style="list-style-type: none"> ■ Twelve newsletters per year. ■ Provides seniors with needed information and local contacts on range of topics. ■ Updates seniors on upcoming BPSC and community serices. ■ Reduces BPSC costs for distribution through a cost recovery strategy. 	<p>Monthly</p>		<p>Local agencies may have existing articles of interest.</p>

<p>Investigate potential and prepare cost-recovery plan to arrange regular (monthly) transportation service to take seniors to Owen Sound or other locations – using small rental passenger van (12 people).</p> <p>Canvass area seniors to identify seniors wanting to use service, identify pickup points and destination points.</p> <p>Initiate transportation service (cost-recovery) and monitor progress.</p>	<p>Staff</p>	<p>Cost-recovery plan developed with recommendations to proceed, including confirming insurance requirements are satisfied, van rental options and volunteer driver availability, etc.</p> <p>Sufficient numbers of seniors to warrant proceeding.</p>	<p>Oct/06 Nov/06 Dec/06</p>	<p>Access to passenger van and driver.</p> <p>May require up front cash flow to confirm van & driver.</p>	<p>Senior(s) to volunteer as driver.</p>
<p>Develop a ‘buddy program’ with seniors willing to provide support and friendship to seniors who are limited in terms of mobility and/or live alone.</p>	<p>Staff & Volunteers</p>	<p>Initiate limited buddy program before winter, including an orientation workshop with volunteer buddies to clarify expectations, etc.</p> <p>Monitor activity and grow program to having minimum 10 volunteer buddies.</p>	<p>Dec/06</p> <p>Mar/07</p>		
<p>Coordinate a welcome process to introduce seniors and BPSC to new seniors to the communities.</p>	<p>Staff</p>	<p>Identify 1-2 seniors in each community to inform BPSC of new seniors in the area.</p> <p>Connect with minimum of 10 new seniors to the area by year-end – providing them with information about BPSC and inviting them to attend activities.</p>	<p>Apr/07</p> <p>Aug/07</p>	<p>Seniors in communities to introduce BPSC to new residents.</p>	<p>Municipalities may be able to include introduction to BPSC into tax assessment mailing.</p>

YEAR ONE ACTION PLAN: SUSTAINABILITY

ACTIVITY STRATEGY: To develop and maintain an effective fundraising and funding strategy to cover core-operating costs, including part-time staff.	Person(s) Responsible	Expected Outcomes	Time-Frames	Resources Required	Potential Partners
ACTION STEPS:					
Business multi-year donation program launched in July 06. Personal follow up with business to be maintained to solicit participation.	Staff	Minimum of 225 business donations at average \$100 = \$22,500.	Oct/06 to Dec/06.		
Development of two special events to raise \$4,500.	Staff prepares & implements event plans, including volunteers to help. Board reviews and approves event plans.	Fish Dinner event (April) plan and cost/benefit – due to Board Feb/07 Golf event plan and cost/benefit – due to Board for approval Feb/07	Fish Dinner held Apr/07 Golf Tournament held Jun/07	Location with required facilities to host – to low or no cost. Golf location. May require cash flow to secure location rental down payments, etc.	<ul style="list-style-type: none"> ■ Seniors to help with Fish Dinner arrangements, serving and cleanup. ■ Senior musicians to volunteer entertainment music. ■ Seniors to volunteer time to coordinate teams, tee offs, etc. ■ Businesses to sponsor prizes (e.g. hole in one, longest drive, etc.)
Monitor and submit project-funding applications as may be appropriate (e.g. Service Canada, New Horizons, etc.)	Staff – to prepare applications based on Board direction.	One project application submitted in support of advancing BPSC initiatives.	Apr/07		

Access other revenue generating options for years 2 & 3 based on year 1 realities.	Board of Directors	Review and make policy decisions related to: <ul style="list-style-type: none"> ■ Access or membership fee ■ Activity/Workshop registration fees ■ Cost-recovery strategies ■ Expanding donation program ■ Increasing fundraising efforts 	By May/07 or before depending on business donation progress.		
Monthly review of BPSC progress against plan and budget – based on 3 days/wk staff option.	Board of Directors – with reports from staff.	Board aware of activities of staff in relation to the strategic plan. Board updated on financial status and progress of BPSC – making decisions as needed.	Monthly		
Recruit, familiarize and schedule volunteers for office assignments.	Staff	Minimum of thirty volunteers familiar with office policies and procedures. Commitment from twenty volunteers to assist in office – one per working day.	Starting Jan/07		

FOR MORE INFORMATION OR TO CONTACT

BRUCE PENINSULA SENIORS CONNECT

90 Main Street, P.O. Box 902 – Lion's Head

ONTARIO, N0H 1W0

519-793-3781

Fax: 519-793-4761

Email: seniorsconnect@amtelecom.net

Website address: www.bpseniorsconnect.com

