

MILESTONES 2004-2007

- ◆ Completed a successful 3.5 million dollar capital campaign and built a new **Meals on Wheels** Kitchen and office building, creating a COA campus.
- ◆ Installed a back-up generator to become the first and only emergency disaster Kitchen in the County, and formed a partnership with the American Red Cross.
- ◆ Increased our endowment to over 3 million dollars.
- ◆ Provided leadership for an Elder Abuse Protection Conference with the District Attorney and Adult Protective Services.
- ◆ Received *The Press Democrat* Legacy Award from Business Partners and the Helping Hand Fund for 2005 holiday season.
- ◆ Worked with the City of Santa Rosa to update their ADA Plan.
- ◆ Developed a Mayor's Advisory Committee for Seniors and the Disabled with the City of Santa Rosa.
- ◆ Received approval from the California Superior Court to manage conservatorships and trusts for seniors in need.
- ◆ Received first Advocacy Impact Award from United Way of Sonoma-Mendocino-Lake.
- ◆ Created, organized and planned "Take Back the Streets March and Rally" to provide increased awareness for pedestrian and bicyclist safety.
- ◆ Received a grant of \$100,000 through the Mental Health Services Act which funded a new Peer Supporter program.
- ◆ Provided major sponsorship and coordination for a seminar at Sonoma State University on "Universal Design, Building for Aging in Place."



COUNCIL ON AGING
SERVICES FOR SENIORS

BOARD OF DIRECTORS

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Bonnie Burrell, Vice President
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Mare O'Connell, Chief Financial Officer
Connie Aust, Social & Financial Services
Jane Doroff, Senior Nutrition
Michele Leonard, Volunteer Services
Marrienne McBride, Development
Barbara J. Swary, Legal Services

CONSULTANT

Dr. Catherine Dodd

The number of seniors living in Sonoma County will *double* by 2030, and Council on Aging will need to expand all of its services accordingly.

For more information visit our website at
www.councilonaging.com.



COUNCIL ON AGING
SERVICES FOR SENIORS

Strategic Plan 2008-2012



Serving Sonoma County Seniors Since 1966

Council on Aging
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MISSION

To provide services that support the independence and well-being of older adults in Sonoma County, and to be a strong advocate for the quality of life of elders locally and nationally.

STRATEGIC INITIATIVES

Policy & Advocacy

- ◆ Create a Senior Citizen Advocacy Academy to empower seniors on their own behalf.
- ◆ Create agency wide policy guidelines to assist in determining issues and activities to support.
- ◆ Create an annual action plan that reflects priorities of senior/disabled healthcare, housing, transportation, Medicare and Social Security.



Governance

- ◆ Target and recruit board members with fundraising abilities.
- ◆ Create an influential board of trustees.
- ◆ Establish an annual event for staff appreciation.
- ◆ Implement Strategic Plan with Board of Directors.

Marketing & Public Relations

- ◆ Target Baby Boomers for education and outreach.
- ◆ Target underserved areas of the county and underserved populations.
- ◆ Update all literature and look of agency.
- ◆ Maximize use of website.
- ◆ Market Council on Aging as the hub for premier senior services.
- ◆ Emphasize a positive philosophy and attitude on aging that can be communicated widely throughout the community in materials, trainings and events.



Development & Endowment

- ◆ Create an annual donor recognition program that encourages donors to increase their investment and to stay connected to the agency mission and services.
- ◆ Build on existing corporate sponsorships and identify new corporate sponsors who will provide both volunteers and funding.
- ◆ Build our endowment to 5 million dollars through bequests and Charitable Remainder Trusts.
- ◆ Create a portfolio of philanthropic investments to match donor interests with needs of the senior population.

Human Resources

- ◆ Conduct an annual review of personnel policies, policy and procedure manual and union contract.
- ◆ Redesign and restructure the existing volunteer program to create additional volunteer internships.
- ◆ Create a sustainable internship program through major educational institutions that would provide support for all of our programs.
- ◆ Continue to invest in staff development.



Programs & Services

- ◆ Create and implement a specific disaster plan for the agency and in conjunction with Sonoma County Disaster Services.
- ◆ Design interactive surveys on the website.
- ◆ Develop fee-for-service programs to maintain financial sustainability.
- ◆ Develop and establish collaborations with community-based organizations that care for Latino and LGBT communities.
- ◆ Develop ways that we can become more “green,” such as hybrid vans, cars and installing solar panels.

CORE VALUES

Compassion ◆ Hope ◆ Dignity
Independence ◆ Diversity ◆ Empowerment