

Strategic Plan

2024-2029

Alzheimer *Society*
SOUTHWEST PARTNERS

VISION

No one
impacted by
dementia goes
unsupported

MISSION

We provide
community and
person-centered
support and
education to
those impacted
by dementia

VALUES

Collaboration
Excellence
Respect
Compassion
Belonging



Innovate service delivery models to effectively address current and anticipated future demands

- Toward increasing capacity and addressing wait list
- Focusing on prevention education
- Expanding our rural reach and engaging diverse communities



Strengthen partnerships to expand the reach of dementia prevention, education, and care toward Dementia Friendly Communities

Including:

- Persons living with dementia, care partners, volunteers, donors
- Organizations that serve diverse communities
- Health and community service organizations
- Dementia partners and government



Elevate organizational and staff well-being and vitality toward excellence in all that we do

- Implement a comprehensive HR plan that focuses on recruitment, retention, and staff wellness
- Enhance organizational culture, and communication
- Implement a comprehensive Diversity, Equity and Inclusion Plan that supports Health Equity
- Strengthen operational effectiveness



Establish a viable financial plan to sustain and support growth

- Leverage federation partnerships
- Stabilize and grow current revenue sources
- Build new donor relationships in rural and diverse communities
- Advocate for increased base funding