



# Thrive Together:

**A People-First  
Strategy for Vibrant  
Aging**

2025  
to  
2027



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# Introduction

CALGARY SENIORS IS ALL ABOUT SPARKING JOY AND CONNECTION IN THE COMMUNITY. THE VISION? TO CREATE A WORLD WHERE PEOPLE OF ALL AGES UNITE TO BUILD VIBRANT, SUPPORTIVE ENVIRONMENTS THAT HELP EVERYONE THRIVE. THE MISSION IS TO DELIVER TOP-NOTCH, PERSONALIZED SUPPORT, EMPOWERING OLDER ADULTS TO NAVIGATE THEIR AGING JOURNEY WITH CONFIDENCE AND A BIG SMILE.

**Our social workers** act as personal GPS systems for navigating the aging maze, offering essential information, connecting seniors to fantastic programs, and providing lifesaving resources like emergency food and medical supplies.

**The focus:** empowering individuals to handle life’s challenges with grace and dignity, always putting worth front and center.

**Our superstar volunteers** are the secret sauce behind many of our social prescription programs. They make life easier with rides to appointments, shopping help, friendly calls, and even pet care. Their support brings practical help along with genuine friendship and a touch of wisdom.

**Whether through a quick favor or a professional role, volunteers ensure everyone has a place to shine.**



Calgary Seniors is always on the hunt for fresh and inventive ways to tackle social challenges. Our approach is client-centered, ensuring that needs and preferences lead the way. Tailored outreach helps older adults age gracefully at home, adapting to what works best. Our knack for innovation keeps the organization ahead of the curve and always improving.

**The goal:** to serve with integrity and heart, offering outreach-style services that help seniors stay in their cozy homes for longer.

**Guided by our core values and a dedicated team, our vision is for aging to be about opportunity, growth, and meaningful connections.**



# Our Strengths

**Experts:** Our team understands the challenges and knows how to find the right solutions. Time is taken to assess needs and pull together the resources to help individuals shine.

**Volunteer Force:** Our volunteers are amazing, making a real difference with their dedication. Their support isn't just about the tasks they perform; it's about the heart they bring to everything.

**Caring:** It's not just what's done; it's how it's done. Services are delivered with warmth and innovation, always focusing on genuine compassion and making sure needs are met with kindness.

**Innovation:** We're not bogged down by red tape. Our team is all about trying new things and crafting new programs to meet emerging needs. The focus is always on finding better ways to offer support.

**Meeting Seniors on Their Terms:** Mastering outreach, we bring help to the seniors, making sure they can stay in the comfort of their homes for as long as possible. It's all about personalized, accessible support.

## Purpose:

THERE TO CARE FOR AND ENRICH THE LIVES OF SENIORS

## Vision/Ambition:

INCLUSIVE, CONNECTED COMMUNITIES WHERE EVERYONE, NO MATTER THEIR AGE, CAN THRIVE

## Mission:

TO CREATE, COORDINATE, AND PROVIDE PERSONALIZED, CLIENT-CENTERED SUPPORT THAT HELPS OLDER ADULTS NAVIGATE THEIR AGING JOURNEY WITH CONFIDENCE

## Values:

KINDNESS  
COLLABORATION  
INGENUITY  
ACTION  
CONNECTION

# Our Personality

AT CALGARY SENIORS, OUR PERSONALITY IS WHAT SETS US APART AND MAKES OUR WORK RESONATE. WE'RE NOT JUST HERE TO HELP; WE'RE HERE TO CONNECT, CREATE, AND ACT WITH PURPOSE. OUR UNIQUE BLEND OF WARMTH, CREATIVITY, AND ACTION IS WOVEN INTO EVERYTHING WE DO, FROM HOW WE SUPPORT SENIORS TO HOW WE ENGAGE WITH OUR COMMUNITY. HERE'S A CLOSER LOOK AT HOW OUR PERSONALITY COMES TO LIFE:

## Warm & Welcoming

We believe in the power of a friendly, open-hearted approach. Every interaction, whether it's a quick phone call or an in-person meeting, is met with genuine warmth and care. We aim to make seniors, volunteers, and everyone we interact with feel seen, valued, and reassured. This isn't just about providing services; it's about creating a sense of belonging and comfort that people can rely on. We greet challenges with positivity, knowing that a little kindness goes a long way.

## Dynamic & Energetic

Our energy is contagious. We're proactive, not reactive, and that means we're always moving forward, seeking new opportunities, and tackling challenges with enthusiasm. Whether we're revamping services, solving complex problems, or brainstorming new ideas, we approach everything with a vibrant, can-do attitude. Our energy inspires action, and we encourage others to join us in making real, lasting change for seniors.

## Compassionate & Empathetic

At the heart of everything we do is a deep, genuine compassion. We understand the

unique and varied challenges seniors face, and we tailor our support to fit their individual needs. Our team listens carefully and responds with empathy, always treating each person with respect and dignity. We're not just ticking boxes; we're building real, meaningful relationships that make a difference in people's lives.

## Creative & Innovative

Innovation is part of our DNA. We don't believe in sticking to the status quo if it isn't working. We're constantly seeking out new ways to better serve seniors, whether that's through introducing new programs, improving processes, or finding creative solutions to everyday challenges. Our team isn't afraid to think outside the box, and we encourage a culture of innovation that drives us to continually evolve and improve.

## Action Oriented & Results Driven

We don't just talk about making a difference — we actually do it. Our focus is on practical, real-world results that positively impact seniors and their families. We're hands-on and results-oriented, whether it's delivering critical support to those in need or working to break down barriers that keep seniors from thriving. We set goals, track our progress, and take pride in the tangible outcomes of our efforts. For us, it's all about turning ideas into action and making sure that what we do truly counts.

# Bringing it all Together

OUR PERSONALITY ISN'T JUST ABOUT WHAT WE DO, IT'S ABOUT HOW WE DO IT. BY BLENDING HEARTFELT CARE WITH ENERGETIC ACTION, CALGARY SENIORS ENSURES THAT EVERY SENIOR FEELS CONNECTED, VALUED, AND EMPOWERED.

WHETHER WE'RE LENDING A LISTENING EAR, OFFERING A HELPING HAND, OR SPARKING INNOVATIVE IDEAS, OUR APPROACH IS ALWAYS CENTERED AROUND CREATING A SUPPORTIVE, DYNAMIC ENVIRONMENT WHERE SENIORS CAN THRIVE.

WE'RE NOT JUST A SERVICE PROVIDER — WE'RE A COMMUNITY THAT TRULY CARES.



## 2025 - 2027: KEY STRATEGIES

### PEOPLE



### CULTURE



### STORY





# People

## Enhancing Human-Centered Design

WE'RE ALL ABOUT MAKING SURE THAT EVERYTHING WE DO REVOLVES AROUND SENIORS AND VOLUNTEERS. THEIR FEEDBACK WILL HELP US SHAPE PROGRAMS, SERVICES, AND PROCESSES THAT WORK IN REAL LIFE — NOT JUST ON PAPER. LET'S KEEP IT SIMPLE, CLEAR, AND EASY TO NAVIGATE.

*THE FOCUS IS ON: INVOLVING SENIORS AND VOLUNTEERS, CREATING AN EVALUATION FRAMEWORK, AND STREAMLINING PROCESSES.*

### 2025:

#### Involving Seniors and Volunteers

It's our year of listening! Gather feedback from 150+ seniors and volunteers to fine-tune our programs. Make quick adjustments based on what we learn.

#### Creating an Evaluation Framework

Develop a basic evaluation toolkit by Q3, pulling insights from feedback. Test it with three key services — nothing too fancy, just what works.

#### Streamlining Processes

Roll out CaseWorthy by Q2. Get the system running smoothly and start identifying the two biggest barriers that are making life harder for seniors. Fix at least one by the end of the year.

### 2026:

#### Involving Seniors and Volunteers

Step it up! Collect feedback from 200+ seniors and volunteers to keep refining things. Keep making those small changes that matter across all services.

#### Creating an Evaluation Framework

Fine-tune the toolkit. Do quarterly check-ins on how things are going and adjust programs as needed — nothing too overwhelming, just practical improvements.

#### Streamlining Processes

Knock out two more process barriers by Q2 and aim for 80% of clients to say accessing support is smoother by year-end.

### 2027:

#### Involving Seniors and Volunteers

Push the feedback reach even further with 300+ seniors and volunteers. Use this to make sure our programs are really hitting the mark.

#### Creating an Evaluation Framework

Apply the evaluation framework across all services. Keep things adaptable, and make sure five major programs have shown improvement.

#### Streamlining Processes

Get a 90% satisfaction rate from clients by wiping out those last couple of nagging barriers and keeping everything running smoothly.

# Culture

## Cultivating a Passionate Team

WE'RE BUILDING A TEAM THAT'S ENTHUSIASTIC, FEELS VALUED, AND IS READY TO MAKE A REAL IMPACT. THIS IS ALL ABOUT ALIGNING OUR TEAM, REWARDING EXCELLENCE, AND BUILDING A CULTURE WHERE EVERYONE'S IDEAS COUNT.

*THE FOCUS IS ON: AGENCY-WIDE TRAINING, COMPETITIVE COMPENSATION, AND FEEDBACK & INNOVATION.*

### 2025:

#### Agency-Wide Training

Two team-wide training sessions by Q3 to boost energy and mission alignment. Let's increase participation by 15% compared to last year, keeping it realistic.

#### Competitive Compensation

Launch a total rewards framework by Q4 — something simple, but meaningful. Let's aim for 70% staff satisfaction.

#### Feedback & Innovation

Start a quarterly feedback program by mid-year and test out two fresh ideas from the team. We don't have to reinvent the wheel, just make things a little better.

### 2026:

#### Agency-Wide Training

Add a third training session to keep things engaging, with a focus on peer-led workshops. Aim for another 10% participation increase.

#### Competitive Compensation

Keep improving the total rewards framework based on feedback. Let's shoot for 80% satisfaction this year.

#### Feedback & Innovation

Get real-time feedback flowing with a new digital tool. We'll roll out three new team-led ideas and see how they improve the culture.

### 2027:

#### Agency-Wide Training

Four training sessions this year, with 90% of the team attending at least two. We want everyone feeling energized and aligned with our mission.

#### Competitive Compensation

Keep things fresh and make sure 90% of staff feel valued and recognized. We'll check in and tweak as needed.

#### Feedback & Innovation

Create an "ideas in action" board — no more guessing, just direct input. Implement at least three more staff-driven innovations by year's end.

# Story

## Reimagining Aging with Positive Energy

WE'RE FLIPPING THE SCRIPT ON AGING BY SHARING THE VIBRANT, INSPIRING STORIES FROM OUR COMMUNITY. AGING SHOULD BE CELEBRATED, AND WE'RE GOING TO SHINE A SPOTLIGHT ON ACHIEVEMENTS AND BUILD MORE ENGAGEMENT THROUGH STORYTELLING.

*THE FOCUS IS ON: SHARING INSPIRING STORIES, CELEBRATING ACHIEVEMENTS, AND PROMOTING POSITIVE ACTION.*

### 2025:

#### Sharing Inspiring Stories

Start with 8 powerful stories that spotlight our seniors, volunteers, and staff. Get a 20% boost in social media engagement and then move to one story per month by the end of the year.

#### Celebrating Achievements

Plan and coordinate one big signature event, with a couple of smaller community get-togethers.

#### Promoting Positive Action

Launch a storytelling campaign by Q3 and get 10% more engagement by the end of the year. We'll grow this as we go!

### 2026:

#### Sharing Inspiring Stories

Share 12 stories throughout the year, one per month. Let's hit another 20% boost in engagement.

#### Celebrating Achievements

Host the inaugural signature event and throw in some smaller gatherings.

#### Promoting Positive Action

Expand the storytelling campaign and get another 10% more engagement by the end of the year.

### 2027:

#### Sharing Inspiring Stories

Keep the momentum going with 12 stories this year and aim for a 30% boost in engagement.

#### Celebrating Achievements

Make our signature event a community highlight. Keep it manageable with a 20% rise in engagement.

#### Promoting Positive Action

Fully embed storytelling in all interactions, aiming to grow support by 20% and build an even more connected community.

# Summary

THE CALGARY SENIORS STRATEGIC PLAN FOR 2025-2027 IS ALL ABOUT CREATING A FUTURE WHERE SENIORS ARE AT THE HEART OF EVERYTHING WE DO. BY BLENDING WARMTH, CREATIVITY, AND ACTION, WE AIM TO BUILD COMMUNITIES THAT ARE NOT JUST SUPPORTIVE, BUT TRULY CONNECTED, WHERE EVERY SENIOR FEELS VALUED, EMPOWERED, AND CARED FOR. THIS PLAN IS DESIGNED TO ELEVATE THE LIVES OF OLDER ADULTS BY ADDRESSING THEIR UNIQUE NEEDS THROUGH TAILORED, CLIENT-CENTERED SUPPORT THAT EMBRACES THE COMPLEXITIES OF AGING WITH COMPASSION AND INGENUITY.

At the core of our strategy is the belief that aging is an opportunity, not a limitation. With this mindset, we're focusing on three key pillars: **People**, **Culture**, and **Storytelling**. These pillars guide our work and reflect our commitment to a holistic approach that supports not just the physical needs of seniors, but their emotional, social, and psychological well-being.

Through **People**, we're enhancing human-centered design to ensure that the voices of seniors and volunteers are heard, respected, and actively shape the programs and services we offer. From gathering feedback to streamlining processes, our goal is to make accessing support easy, straightforward, and tailored to the individual. We want seniors to know that their experience matters, and that we're constantly working to refine and improve what we do based on what they tell us.

In **Culture**, we're fostering a passionate team that's aligned with our values and mission. We recognize that a team's enthusiasm and energy directly translate to the quality of support seniors receive. By investing in agency-wide training, creating a fair and meaningful compensation structure, and encouraging innovation through regular feedback, we're building a workplace where every team member feels valued, heard, and motivated to make a real impact.

Finally, with **Storytelling**, we're reimagining aging as a journey to be celebrated. We're committed to sharing stories that highlight the vibrant, inspiring lives of seniors, volunteers, and staff. These stories will not only challenge misconceptions about aging, but also encourage community participation and foster a sense of belonging. Through events, campaigns, and everyday interactions, we're working to make aging something that's not just seen, but truly celebrated.

**Over the next three years, we will steadily build on these foundations.** We're not looking for quick fixes; instead, we're committed to sustainable growth and lasting change. **By 2027, we envision a Calgary where seniors aren't just supported, but are thriving in communities that are more inclusive, connected, and vibrant than ever before.** Our goal is to make Calgary a place where everyone, regardless of age, can flourish — where seniors are seen as vital contributors to the community's social fabric, and where aging is seen as a continuation of life's adventure.

Calgary Seniors is more than just a service provider. We're a community that genuinely cares, creating a future where aging is filled with possibility, growth, and meaningful connection. **Together, we'll make sure that every senior feels seen, valued, and empowered — because when seniors thrive, our whole community thrives.**





**Calgary  
Seniors**

2025  
<sup>to</sup>  
2027

# **Thrive Together:**

**A People-First  
Strategy for  
Vibrant Aging**

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