



**OUR MISSION:** Empowering older adults to remain independent, be financially secure and live safely in community

**OUR VISION:** Finding solutions to make aging easier...for everyone

**Strategic Plan January 2021- March 2023: Rebuilding Connections for a Changing World**

**Reimagining interactive & accessible learning for people 55+**

Identify new positioning opportunities for OSSCO

Validate our current educational plan

Revise and amend content for educational programs to benefit organizations and their members into a virtual platform

Assure quality delivery and accessibility of programs

**Maintain organizational effectiveness**

Continue adequate IT capacity

Strengthen our capacity to operate the agency virtually

Review and recommend opportunities for volunteer and staff capacity to achieve the strategic directions

**Grow financial resources**

Diversify our purpose in order to increase alternative sources of revenues.

Create and implement a fund development plan to increase private-public sector partnerships and social finances.

Maintain our Alcohol & Gaming Commission of Ontario funding and increase allocations to program expenses.

**Revamp membership**

Devise and develop a value-added proposition.

Approach current non-profit organizations to retain existing members.

Identify and pursue new members and supporters.

Develop and execute a communications plan for those members.

**Inform Government**

Facilitate consultations.

Communicate results of consultations.

Research to identify older persons' needs.

Trend identification i.e. integrate the concept of aging with disabilities and seniors.

**Ontario Society of Senior Citizens Organizations**  
**La Société des Organisations des Citoyens Aînés de l'Ontario**

345 Wilson Avenue, Suite 404, Toronto, Ontario M3H 5W1

Telephone: 416.785.8570 Toll Free: 1.800.265.0779 Email: [info@ossco.org](mailto:info@ossco.org)

Charitable Registration Number: 88502 6351 RR0001