

**AAAPP Strategic Plan
September 2022 – September 2025**

SWOT Summary Compilation – Board of Directors

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Caring and competent staff • Leadership • New/increased funding • Insider partner awareness • Efficient delivery of services 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Wait list • Funding – restrictions, deadlines, changing needs • Staffing – training time, space • External awareness – potential partners and clients
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • More seniors – increased political power • Increased populations – more manpower/more tax income, and political support for senior services • Increased # of potential volunteers • Increase interest in affordable housing • Caregiver support • Technology for aging advances • Increase use of social media to build awareness – recruit younger, elder welfare check, etc. • Access to health care – cost and transportation 	<p>THREATS</p> <ul style="list-style-type: none"> • Increase in number of elderly and need for services • Inflation and increase in cost of living • Housing costs/affordable housing and insurance • Competition for charitable \$ • Technology – cost to procure, lack of training, increased scams, increased spread of disinformation • Decrease in funding for seniors • Employee recruitment, retention, wage expectations • COVID • Mental health/isolation • Lack of mobility/availability of transportation • Natural disasters