

2018-2021 Strategic Plan Report of Accomplishments

BOARD GOAL #1: ADDRESS UNMET NEEDS & AAAPP'S WAITLIST

Create a proactive comprehensive community-wide plan to address the current and future needs of seniors, persons with disabilities and caregivers.

STRATEGY 1: Conduct a professional community wide needs assessment survey.

STRATEGY 2: AAAPP convenes and serves as lead agency to build a community wide Coalition to address priority needs; bringing people, agencies and businesses together to establish common goals and commit resources to improve outcomes for seniors/persons with disabilities.

STRATEGY 3: Increase the use of volunteers and interns to meet unmet needs.

STRATEGY 4: Reduce the number of persons on the waitlist.

Accomplishments:

- **CASOA survey created and implemented.**
- **Report done and distributed.**
- **Partner meeting with 67 attendees held.**
- **CASOA partnership included Pinellas Community Foundation, Pinellas County, Pasco County, Cities of Dade City, New Port Richey, Clearwater and St Petersburg.**
- **CASOA survey helped to inform our 2019 and 2020 Area Plans.**
- **Increased number of interns in VOCA and Outreach programs.**
- **Waitlist reduced by 30% at end of 2020. Numbers are climbing again.**

BOARD GOAL #2: INCREASE FUNDING

Ensure that AAAPP can meet growing community needs and achieve its purpose by obtaining increased, diversified, sustainable, unrestricted funding for priority goals.

STRATEGY 1: Increase funding from foundations.

STRATEGY 2: Increase funding from for-profit entities.

STRATEGY 3: Explore what it will take to establish AAAPP as a taxing authority.

STRATEGY 4: Improve planned gift solicitation efforts.

STRATEGY 5: Explore developing a plan to solicit philanthropic gifts from individuals.

Accomplishments:

- **Before 2018, the agency received a total of \$0 from foundations. Since 2018, the agency has received \$540,000 from foundations. Pinellas Community Foundation, Florida Blue Foundation and Well Med Foundation grants.**
- **The agency received funding from 2 for profit entities in the amount of \$50,000. Florida Blue and Ring/Amazon.**
- **The taxing authority issue was thoroughly explored and determined to not be the right time to pursue this opportunity.**
- **Strategies 4 and 5 have not been met.**

BOARD GOAL #3: EXPAND AWARENESS & ADVOCACY EFFORTS

Increase awareness/understanding re aging issues to targeted populations who can either: 1. use services or 2. Enhance/expand the services available in our community.

STRATEGY 1: Create a standing Board Committee to oversee and implement awareness and advocacy initiatives.

STRATEGY 2: Develop simple standardized messages and training to ensure compelling and consistent messaging.

STRATEGY 3: Establish & nurture relationships with Legislators so that they understand needs, issues and support solutions.

STRATEGY 4: Identify target audiences that have access to our client population and select the appropriate distribution channels for each segment of our target population.

Accomplishments:

- **The Advocacy Committee was created.**
- **One standardized message was created.**
- **Continuing to establish and nurture relationships with legislators. Presentations to delegation meetings, in person district and Tallahassee meetings. Regular email contact and invitation to AAAPP events and activities.**
- **Outreach Plan includes identification of target audiences and more outreach being conducted.**

BOARD GOAL #4: EXPAND, DIVERSIFY AND STABILIZE COMMUNITY PARTNERSHIPS

Enhance/expand the resources available in our community to address the issues of seniors, persons with disabilities and caregivers.

STRATEGY 1: Explore expanding services to seniors through Medicaid Managed Care Long Term Care Program (SMMCLTC).

STRATEGY 2: Expand participation in Evidence Based Prevention Programs/Service Delivery Model to help increase community resources focused on solving problems that face the elderly and persons with disabilities.

STRATEGY 3: Identify/expand partnerships to include nontraditional partners that can help increase community resources focused on solving problems that face the elderly and persons with disabilities.

STRATEGY 4: Use the needs assessment (1.1 and 1.2) to identify and recruit additional partners.

STRATEGY 5: Increase partner and other community agencies' capacity to deliver quality programs that accomplish AAAPP's purpose.

Accomplishments:

- **For profit entity created, Golden Year Needs, Inc. to explore Medicaid Managed Care. Have not entered into a contract yet.**
- **Working with F4A to create opportunities on a statewide level to work with Medicare and Medicaid health insurance plans.**
- **Created Savvy Caregiver program and now part of our IIIE and IIID programming to caregivers and eligible seniors**
- **Partnered with Ring/ Amazon, USF, Uniper for programming and outreach**
- **Partnered with Social Venture Partners Tampa Bay to create and distribute a survey of all funded partners to assess their needs.**
- **As part of our draft Investment Plan, we have included grants to increase capacity of our partner agencies.**