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.