

# Harpswell Aging at Home Strategic Plan, 2018-2023 (Amended 4/21)

Vision: Harpswell is a town in which older adults are able to remain in their homes while living safe, engaged, and comfortable lives. Older adults feel valued, empowered, included, and engaged with others in a connected, mutually supportive, multi-generational community.

Mission/Core Functions: Harpswell Aging at Home (HAH) is a community-led nonprofit organization committed to fostering and implementing programs that help people thrive while aging at home.

Overall Strategy: HAH's overall strategy is to provide information, promote initiatives, mobilize volunteers, create connections, and foster collaboration among many stakeholders to accomplish our mission. This strategy requires building an effective organization, providing valued services to older adults, and partnering with other organizations.

Organization: HAH uses committees of volunteers to develop and implement its programs. Some, such as the Food, Health and Wellness, Home Helpers, Home Repairs, Resources, and Transportation Committees, focus on delivering services to older residents. Others, such as Communications, Evaluation, Finance and Fundraising, and Volunteer Management, support the organization as a whole. The Steering Committee and the Executive Committee are responsible for overall coordination and governance. HAH also employs two part-time consultants to help implement many of its programs.

## General HAH Goals and Objectives

### Build an effective organization:

1. Be effective and accountable in accomplishing our vision, mission, and overall strategy.
  - Clarify our commitments/goals and share them with our local constituents.
  - Carry out program reviews with our partners, donors, and program participants.
  - Assess and respond to growing needs for coordination across our programs.
  - Share results of reviews and future plans in Annual Reports and invite feedback.
2. Sustain and grow our leadership base.
  - Create position descriptions and training/coaching support for new leadership.
  - Implement our co-chair policy to develop new leaders.
  - Assess demands for and sources of new leadership and actively recruit to meet needs.
  - Explore how to work effectively with part-time consultants.
3. Maintain and grow a robust volunteer base.
  - Continue to publicize opportunities and recruit new volunteers.
  - Review experience with recruiting volunteers and partners to enhance programs.
  - Provide learning opportunities as part of volunteer experience.
4. Build a funding base and finance system that sustains HAH strategy implementation.
  - Review our funding sources, initiatives and uses.
  - Coordinate budget building to support yearly plans.
  - Monitor funding and financial performance for annual reporting and review.

- Create and fill volunteer positions for fundraising and event coordinators.

Provide valued services to older adults:

5. Provide services desired by Harpswell's older residents.
  - Reach residents broadly with information about our services.
  - Deepen engagement with existing clients to better understand and use our services.
  - Remove perceived barriers to participating in HAH's programs.
  - Adapt services to emerging challenges, such as the pandemic.
6. Generate databased evaluations of HAH impacts on older adults in Harpswell.
  - Work with research partners to create evaluation plans and impact assessments.
  - Use qualitative (stories) and quantitative data to assess and improve program impacts.
  - Share evaluations with local and regional audiences for joint learning.

Collaborate with other organizations:

7. Build new partnerships with government, business, and social activists to support older adults.
  - Explore new partnerships for home-helpers and other needed programs.
  - Pilot promising programs and create sustained capacity to deliver successes.
  - Assess new partnerships and pilot programs in terms of impact and delivery expense.
  - Continue to work with fundraising partners as appropriate.
8. Build links and tools to share experiences with other age-friendly communities.
  - Develop the "HAH Story" for our own and others' use.
  - Create manuals and other guides from program experience.
  - Support towns that wish to create HAH-like initiatives.
  - Learn from other towns that have initiatives we want to emulate.

## HAH Committee Goals and Plans, 2021-2022

### Service Committees:

Food Committee: Support the availability of food and socialization for older adults in Harpswell.

1. Continue food programs for food and socialization.
2. Develop a sustainable committee structure to optimize food services in Harpswell.
3. Promote structures to support communications/services among HAH teams.
4. Demonstrate safe food handling practices and provide annual food handling training.
5. Work with community agencies to expand and enhance food programs for Harpswell residents.
6. Develop strategies for recycling/composting at all HAH food events.

Health and Wellness Committee: Support older adult participation in social, educational, safety and physical activities.

1. Liaise with Town Recreation, TRIAD, and HHLT to serve older adult needs.
2. Find volunteers to manage and maintain new programs including flower delivery, child/senior connection, teen/senior connection, and cheerful notes.
3. Continue to develop services that meet older adult needs, such as the tool table, educational offerings on the Town website, TV programming, and the resource referral list.
4. Evaluate the Traveling Tales program post COVID.

Home Helpers Committee: Provide household cleaning, yard work and related assistance needed to provide older residents safety and comfort in their homes.

1. Build a team of volunteers to deliver these services.
2. Develop and test new processes for encouraging older adults to use these services.
3. Maintain the HAH home help contractor list.
4. Create partnerships with the Town and other agencies with common interests.

Home Repairs Committee: Provide home repair and safety upgrades to help older adults stay safe, warm, and dry in their homes.

1. Build eligible resident awareness and use of HAH home repair services.
2. Perform home repair/weatherization while minimizing health risks to residents/Team members.
3. Coordinate delivery of support services to older adults with other HAH committees.
4. Work with Habitat partners to foster Home Repair teams in other communities.
5. Maintain the HAH Contractor Referral List.
6. Develop skills and morale by sharing skills, sharing client impacts, adding energetic new Team members, and planning for succession.

Resources Committee: Help older residents gain access to available services and resources and provide professional support to other committees.

1. Continue to provide information to older adults about resources/services for aging in place.

2. Clarify process for updating database to encourage more consistent usage.
3. Pilot a referral program with Harpswell Fire/EMS to enhance home safety for seniors.
4. Frame the boundaries within which HAH can support highly vulnerable seniors.

Transportation Committee: Provide older adults who do not drive with access to transportation via volunteer drivers.

1. Continue to expand roster of Harpswell drivers.
2. Expand the number of older adults who make use of driver services.
3. Increase the number of rides delivered and miles driven to support Harpswell riders.

#### Support Committees:

Communications Committee: Overall goal is to facilitate external and internal communications for HAH.

1. Increase awareness of HAH within the community.
2. Increase internal communications within HAH.
3. Develop a Communications Committee sustainability plan.

Finance and Fundraising Committee: (est.) Manage and build HAH fundraising and finances.

1. Continue to investigate grant-funding opportunities for the Home Repairs and Food teams. Apply when needed.
2. Prepare a Thanksgiving thank you/appeals letter to be sent to all donors and volunteers.

Volunteer Committee: Support HAH and the community by matching volunteers with areas of need, based on volunteer interest and ability.

1. Recruit new volunteers by approaching newcomers, connecting with realtors, and emphasizing “neighbor-to-neighbor” theme.
2. Educate existing volunteers about other needed roles, preparing materials such as a volunteer handbook, and enabling regular get-togethers.
3. Increase communications among volunteers and with the Harpswell community.

#### Governance Committees:

Steering Committee: HAH-wide coordination and decision-making.

1. Meet overall governance and coordination challenges facing HAH as a whole.
2. Support committee leadership and development as needed.
3. Prepare for and enable leadership succession processes.

Executive Committee: Identify issues and options for the Steering Committee.

1. Identify and prepare emerging issues for Steering Committee consideration.
2. Encourage cross committee coordination and information flows.

