



Otago

Strategic Plan 2020-2025

Vision

A dementia friendly
Otago

Mission

To make life better
for all people
affected by
dementia in
Otago

1. We will touch everyone affected by dementia in the Otago region

2. We will have surplus funds to allow us to expand our services to better support people living with dementia.

3. We will diversify our range of services so that we can meet the diverse needs of people with dementia and their carers and family and whanau.

4. We will have a broad range of partners across the region who help us to achieve our goals.

www.alzheimersotago.org.nz

03 471 6154

Strategic Plan 2020-2025

1 . Reach	2 . Funding	3 . Services	4 . Partnerships
By 2025 we will have contact with at least 5000 people per year via online touchpoints.	By 2025 we will be running at an operational surplus	By 2025 we will be offering tailored services for people with Dementia ensuring we are inclusive of cultural and regional needs.	By 2025 we will have a diverse range of partnerships that allow us to achieve our goals.
By 2025 we will be having direct contact with at least 1500 people per year across Otago.	By 2025 20% of our income from will come donations/sponsorship /fundraising.	By 2025 we will be offering tailored support to meet the identified needs of carers ensuring we are inclusive of cultural and regional needs.	By 2025 we will have at least one significant partnership in place.
By 2025 will be featured in at least 50 media articles/interviews/social media posts per year.	By 2025 we will have increased our supporters base of members and regular donors to 200	By 2025 we will be providing more education about Dementia to the general community	
		By 2025 we will be offering online options (in addition to face to face) for appropriate services.	