

# LeadingAge 2021–2023 STRATEGIC PLAN

## OUR MISSION

The trusted voice for aging

## OUR VISION

An America freed from Ageism

## OUR ORGANIZING STRATEGIES

Using effective advocacy, research, education, and partnership, we advance housing and services for people as they age



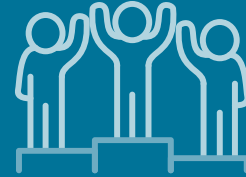
Equipping and positioning members for success



Catalyzing models responsive to a diversity of needs and preferences



Leveraging the strengths of aging services providers for greater impact



## OUTCOMES

Over the next three years, we will work to achieve the following outcomes as we advance our strategies



A strengthened, refined, and reinforced COVID-era value proposition of serving the continuum of aging services providers in a rapidly changing environment

Increased focus on governance, diversity, equity, and inclusion within LeadingAge member organizations

Increased dues and non-dues revenue

A stronger, more effective, system of accessible, affordable housing and services, responsive to a diverse aging population in a post-COVID world.