



JCAN 5 Year Strategic Priorities September 2023 - 2028

JCAN is proud to present its 2023 five-year strategic plan, a comprehensive roadmap that reflects our commitment to enhancing the lives of seniors and other underserved populations in our community through culturally relevant care and the provision of secure community spaces. With a deep understanding of the unique needs and challenges faced by seniors, JCAN has developed a targeted approach to ensure their well-being, inclusivity, and empowerment.

Equity and Inclusion - Support Culturally Relevant Approach to Blacks and other underserved groups

Cultural relevance is a fundamental aspect of our strategic plan. JCAN firmly believes in the importance of honoring and celebrating the diverse backgrounds and traditions of the seniors we serve. We understand that cultural sensitivity is vital in delivering care that respects and values individual differences. As part of our commitment, we will:

- Empower organizations serving black communities to recruit and train staff members who possess cultural competence and language proficiency, enabling effective communication and creating a welcoming environment for seniors of all backgrounds.
- Actively seek partnerships with local community organizations and leaders to incorporate cultural events, activities, and traditions into our programming, ensuring that seniors feel connected, understood, and appreciated.
- Develop a culturally relevant tool kit to serve as a resource for organizations offering culturally relevant care.

Programs Services – Expand Seniors Programming

At the core of our strategic plan lies a strong emphasis on seniors' programs. We recognize that seniors play a vital role in our society, and it is our duty to support them in leading fulfilling and meaningful lives. To achieve this, JCAN will design and implement a wide range of programs tailored specifically to meet the needs of seniors. These programs will encompass physical health, mental well-being, social engagement, and lifelong learning opportunities. Our goal is to provide seniors with a holistic support system that fosters their independence, promotes their overall health, and enhances their quality of life.

Securing Real Estate – Investing in Community Space to support Community Engagement

Securing community space is a critical component of JCAN's strategic plan, as it is essential for fostering a sense of belonging and providing a central hub for seniors to access services and participate in activities. JCAN will actively work to acquire, maintain, and optimize community spaces specifically dedicated to serving seniors and other underserved populations. These spaces will be designed to accommodate a variety of needs, including gathering areas, recreational facilities, quiet spaces, and educational resources. By ensuring the availability of secure and accessible community spaces, we aim to create a supportive and inclusive environment that encourages social interaction, promotes engagement, and enhances the overall well-being of seniors in our community.

In summary, JCAN's strategic plan is centered on the empowerment and well-being of seniors, with a focus on seniors programs, culturally relevant care, and securing community space. By implementing this plan, JCAN is committed to making a positive and lasting impact on the lives of seniors, enabling them to age gracefully, maintain their cultural identities, and thrive within a supportive and inclusive community.

Education – Support student Bursaries

Supporting student bursaries for black nurses and other healthcare students is a key initiative within our broader commitment to promoting diversity, equity, and inclusion in the healthcare sector. Recognizing the importance of representation and equal opportunities, this arm of our strategic plan aims to address the barriers and financial challenges faced by black students pursuing careers in nursing and other healthcare professions.

As part of our commitment, we will:

- Establish partnerships with academic institutions to identify students who are passionate about healthcare but face financial constraints. Through these collaborations, we will create a robust selection process to identify deserving candidates who demonstrate a commitment to their field of study and have the potential to make a significant impact on the healthcare profession.

- Provide mentorship and guidance to recipients of the bursaries, ensuring they receive the necessary support and resources to succeed academically and professionally.
- Actively collaborate with healthcare institutions, organizations, and professionals who share our commitment to diversity and inclusion
- Create a supportive network and community for black nursing and healthcare students. This will involve organizing networking events, workshops, and forums that provide a platform for students to connect with professionals, share experiences, and access valuable resources. By building a strong community, we aim to foster a sense of belonging and empower students to overcome challenges, pursue excellence, and contribute significantly to the healthcare field.

Fundraising – Secure Financial Resources to Support our Programs, Services, and Initiatives

JCAN's fundraising strategic priority is a crucial aspect of our organization's sustainability and ability to fulfill our mission effectively. Through strategic and innovative fundraising initiatives, we aim to secure the necessary financial resources to support our programs, services, and initiatives that benefit seniors and the community at large. Our goal is to engage diverse stakeholders, build strong relationships, and cultivate a culture of philanthropy. As part of our commitment, we will explore opportunities to engage with government grants, corporate sponsorships, foundation grants, individual donors, and community partnerships. By broadening our funding base, we can ensure financial stability and mitigate risks associated with funding fluctuations.

Membership – Expand JCAN’s Membership

Expanding JCAN's membership is a strategic priority that focuses on increasing the organization's reach, influence, and impact within the community. By broadening our membership base, we can tap into diverse perspectives, talents, and resources to strengthen our programs, advocacy efforts, and overall ability to serve seniors effectively. Here are the key elements of our strategic approach:

1. **Outreach and Awareness:** We will develop targeted outreach campaigns to raise awareness about JCAN's mission, values, and the benefits of membership. Through various channels such as social media, community events, newsletters, and local media, we will highlight our organization's impact, success stories, and the opportunities membership offers. By actively engaging with the community, we aim to attract individuals, organizations, and businesses who share our vision of supporting seniors and promoting community well-being.
2. **Value Proposition and Benefits:** We will clearly communicate the value proposition and benefits of being a JCAN member. This includes emphasizing the networking opportunities, professional development resources, volunteer engagement, and the ability to influence policies and programs that directly affect seniors. We will display the unique advantages and opportunities for personal and professional growth that come with membership, encouraging individuals and organizations to join our cause.

3. **Targeted Outreach to Stakeholders:** We will identify key stakeholders in the community who have a stake in senior care, healthcare, and community development. This includes healthcare professionals, local businesses, senior centers, faith-based organizations, and educational institutions. Through personalized outreach efforts, we will establish strategic partnerships and collaborations, inviting these stakeholders to become JCAN members and actively contribute to our mission.
4. **Engaging seniors and Caregivers:** Seniors and their caregivers form a crucial demographic for JCAN. We will create tailored strategies to engage and involve them in our membership base. This may involve hosting focus groups, conducting surveys, and attending senior-focused events to understand their needs, concerns, and aspirations. By actively involving seniors in decision-making processes and empowering them to shape the organization's initiatives, we can build trust and ensure that their voices are heard.