

Harpswell Aging at Home Strategic Plan, 2018-2023 (Amended 3/22)

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 works with partners, such as the Town of Harpswell, Habitat for Humanity Seven Rivers, and Spectrum Generations to deliver services. 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 and role descriptions 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.
- Apply for 501(c)3 status to simplify fundraising and financial management.

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 data-based 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 actors 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.

Issues for 2022-23:

1. Adapt to changing demands of the Covid-19 pandemic.
2. Help the Town revise its Comprehensive Plan in 2022, especially with respect to policies on older adults, use of ARPA funds, housing, and other matters that affect older residents.
3. Add new Committees, such as Socialization and Education, as further needs emerge.
4. Explore possibilities of a “drop-in center” and a HAH van to enable new services.
5. Build a better database and explore ways to share administrative tasks.
6. Explore alliances with new partners for unmet needs, such as home help.
7. Expand our services to all areas and populations in Harpswell.

HAH Committee Goals and Plans, 2022-2023

Service Committees:

Food Committee: Support access to food and socialization for older adults in Harpswell.

1. Provide programs to insure access to food and socialization.
2. Develop a sustainable committee structure to operate programs and respond to future need.
3. Collaborate with other HAH Committees to meet food and other HAH goals.
4. Provide safe food handling practices.
5. Work with community agencies to meet the needs of those aging in Harpswell.
6. Develop strategies for recycling/composting at all HAH food activities.
7. Evaluate current programs.

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

1. Liaise with Town Recreation, TRIAD, and HHLT to serve older adult needs.
2. Continue programs such as cards and drawings from school kids and community members.
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. Produce video of HAH service recipients.
5. Continue Seniors Connecting.

Home Helpers Committee: Provide household cleaning, yard work and related help to older residents.

1. Build a team of volunteers to organize these services.
2. Identify more clients for home helper services.
3. Maintain the HAH home help contractor list.
4. Create partnerships with other agencies to deliver these services.

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. Respond to requests for help to foster Home Repair teams in other communities.
5. Maintain the HAH Contractor Referral List.
6. Develop capacities by sharing skills, adding members, and planning 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. Implement a referral program with Harpswell Fire/EMS to enhance home safety for seniors.
4. Frame HAH support to highly vulnerable seniors and build relationships to medical resources.

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 their services.
3. Increase the number of rides delivered and miles driven to support Harpswell riders.

Support Committees:

Communications Committee: Expand awareness and utilization of HAH's services within the community, while ensuring a well-informed, engaged and appreciated volunteer base.

1. Recruit new members and manage the transition in leadership, members, and workload.
2. Improve data storage and accessibility and educate volunteers and staff about system.
3. Implement Constant Contact as our database and blast email program.
4. Lead, counsel, and create HAH communications strategy, marketing approach and materials.
5. Build a campaign to expand awareness of HAH programs all over Harpswell.
6. Enhance internal relationships and awareness among HAH Committees and volunteers.

Finance and Fundraising Committee: Manage and build HAH fundraising and finances.

1. Continue to investigate grant funding for the Home Repairs and Food teams.
2. Implement matching grant challenge with Merriconeag Fund as in 2021.
3. Carry out changes required to implement new 501(c)3 status.

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

1. Recruit new volunteers of all ages and abilities, emphasizing "neighbor-to-neighbor" theme.
2. Educate existing volunteers, with our volunteer handbook and regular get-togethers.
3. Increase communications among volunteers and with the Harpswell community.

Governance Committees:

Steering Committee: Provide 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. Complete application for 501(c)3 status.
4. Support leadership position descriptions and recruitment 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.
3. Encourage exploration of new HAH roles and services.