# 2023-2025 Strategic Plan

**VISION**

We envision a society where **all of us** can **age well** with **purpose**

**MISSION**

We pursue this vision by **igniting bold and equitable changes** in how older adults age in both **home and community**

**GOALS**

<table>
<thead>
<tr>
<th>Strengthen aging &amp; health infrastructure</th>
<th>Enhance financial stability to age in place</th>
<th>Ensure equitable aging for all</th>
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</thead>
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**STRATEGIC OBJECTIVES**

- **Models of Care:** Evolve models of care & financing so that health & aging supports reflect needs and preferences
- **Data Equity:** Drive representation in data collection & analysis across the health and social care ecosystem
- **Financial Security:** Improve older adult financial stability through income generation and debt & savings management
- **Health Equity:** Reduce health inequities & improve lives of all older adults

**PRIORITY POPULATIONS**

- Older adults who are:
  - People of color
  - Low-income (≤400% federal poverty level)
  - Geographically-underserved

**TOOLS**

<table>
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<tr>
<th>Policy</th>
<th>Investments</th>
<th>Community engagement</th>
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<tbody>
<tr>
<td>Federal Policy</td>
<td>Grantmaking</td>
<td>Shared Leadership</td>
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<tr>
<td>State Policy</td>
<td>Impact Investing</td>
<td>Community Voice</td>
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**Diversity, Equity, and Inclusion**