

alzheimer's association™

Midlands Chapter

2008 Strategic Plan

Preamble to Strategic Plan:

The Board of Directors of the Alzheimer's Association is expected to adopt a new Long Range Strategic Plan for the Association in June, 2005. This new Long-Range Strategic Plan is intended to be the over-arching strategic plan for the Association and has been developed by a work group composed of volunteers and staff from Chapters and National. Chapters are being encouraged to use the Plan as their own, adding more local goals and objectives as needed, and recognizing that not all parts of the Association will be equally active in implementing all objectives.

The Chapter Plan builds on the Long Range Strategic Plan and recognizes the importance of a shared and unified Plan will enable us to maximize our impact in achieving our Mission, and will be consistent with the Plan's themes of unity, leadership and mobilizing support.

VISION:

A world without Alzheimer's disease

MISSION

To eliminate Alzheimer's disease through the advancement of research;
to provide and enhance care and support for all affected; and
to reduce the risk of dementia through the promotion of brain health.

Goal 1: Advancing Research

Together we will accelerate the progress in Alzheimer research.

Goal 2: Providing and Enhancing Care and Support

Together we will provide and promote quality Alzheimer care, support and services and empower consumers in diverse communities to access them.

Goal 3: Mobilizing Public Support

Together we will alert the public to the growing millions affected by Alzheimer's disease and the importance of brain health, and mobilize them to join our movement.

Goal 4: Building Unity and Capacity

Together we will build organizational unity and capacity to achieve our mission.

Note: All references to Alzheimer's disease include related disorders.