

Roadmap to a California Village Coalition

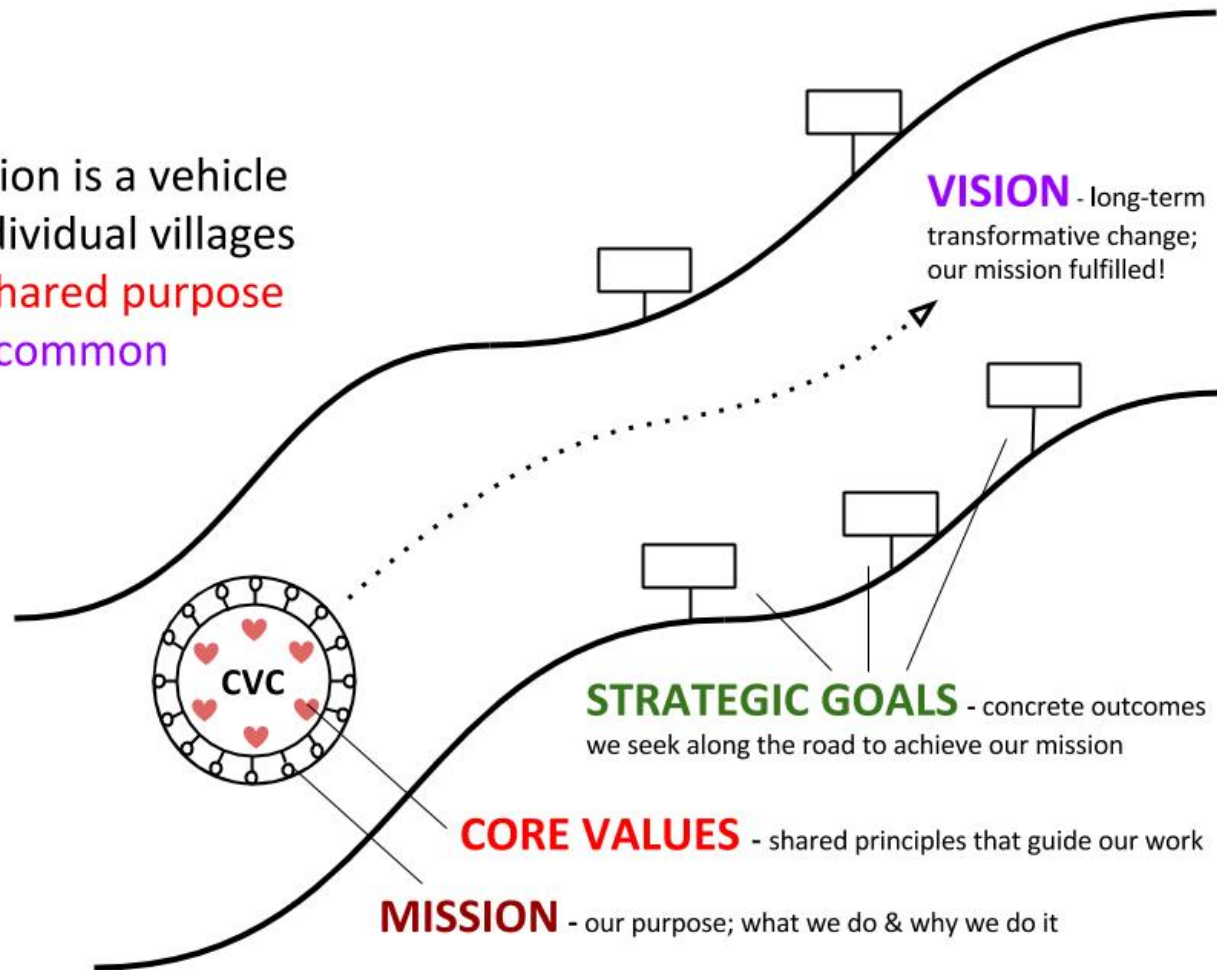
May, 2016

Why We're Here

- To leverage our power in numbers
 - To connect villages across California
 - To change the perception and experience of aging
 - To strengthen individual villages and optimize their impact
- To increase awareness of the Village model as a positive, viable option for aging in community
 - To offer older Californians choices so they can stay in charge of their lives
- To accelerate the growth of the Village Movement in California

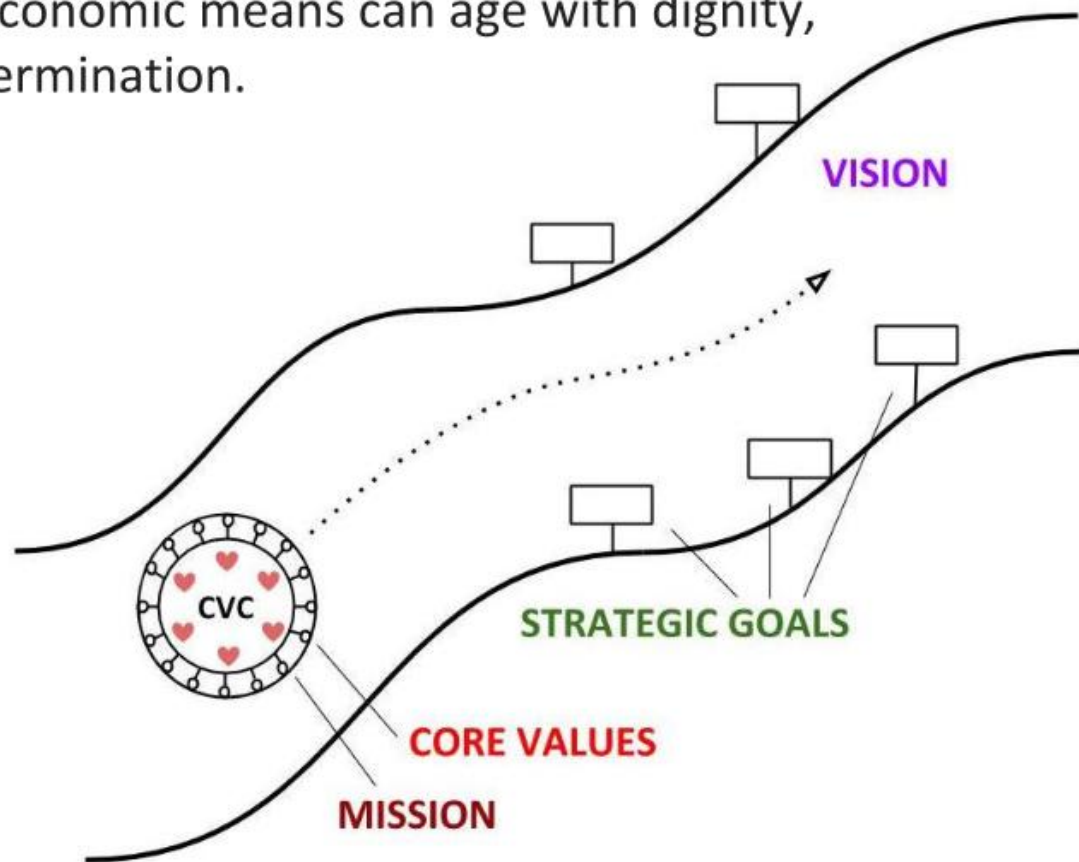
Roadmap to a California Village Coalition

Our coalition is a vehicle linking individual villages through **shared purpose** toward a **common vision**.



VISION

We envision a society where all stages of life offer meaningful opportunities for growth, connection, and joy; where people of all backgrounds and economic means can age with dignity, purpose, and self-determination.



MISSION

The California Village Coalition connects Villages across the state to strengthen impact, accelerate growth, and ensure sustainability of the Village movement.

Together, we advocate for innovative, community-based solutions to improve quality of life and expand choices at all stages of aging, empowering older adults to sustain independence through community and remain in charge of their lives as they age.



CORE VALUES

PARTNERSHIP & COLLABORATION

The shift we seek in the aging landscape cannot be achieved by a single organization alone. We believe we are stronger when we join forces to maximize resources and impact. We value a style of partnership grounded in reciprocity, deep respect for diverse strengths, and a shared commitment to the common good. While we acknowledge and respect the differences among Villages as a strength, we also seek common threads to connect our efforts and leverage power in numbers.

INNOVATION

Villages are an innovative community-based solution, forging new pathways for aging in community. Inspired by the spirit that founded the Village model, we value creativity and continuous learning, embracing lessons from both success and failure, and continuing to evolve our approach to meet changing needs.



INTEGRITY

Villages are built on trust, reliability, and commitment to high-quality services. Mirroring this core value, our Coalition is committed to transparency and excellence in all we do.

DIGNITY & RESPECT

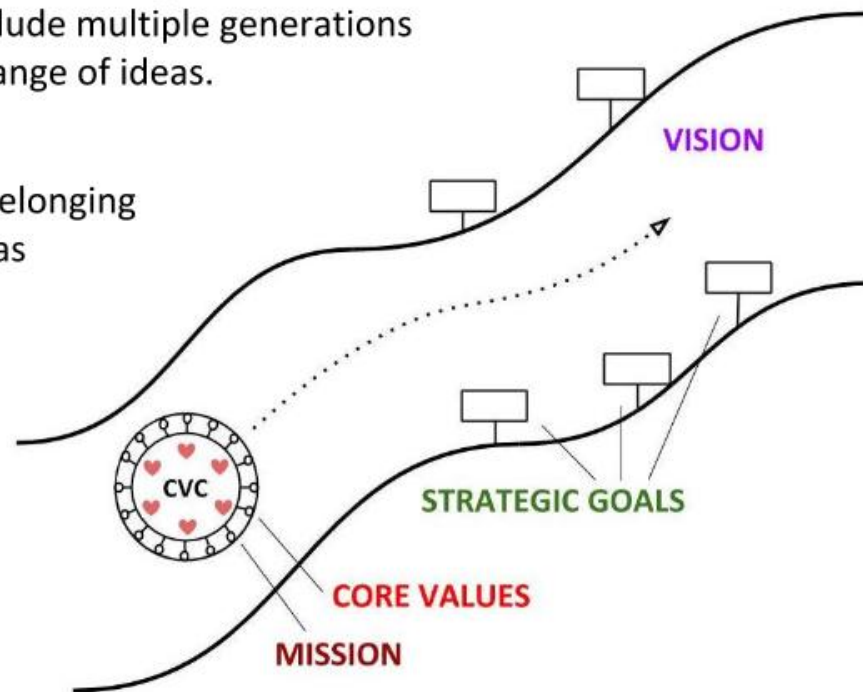
We believe in the dignity of the life cycle at every stage. Just as individual Villages model respect for their members, respect is a code of conduct that guides everything we do.

INCLUSIVENESS

Aging touches people of all generations and backgrounds. We believe our movement is stronger when we include multiple generations and diverse communities in a rich exchange of ideas.

CONNECTION & COMMUNITY

We believe personal connections and belonging to community are transformative. Just as individual Villages enrich the wellbeing of their members through community and connection, we invest ourselves in relationships that align with our values and amplify our human potential. We believe in the power of joy and fun to ignite our movement!



STRATEGIC GOALS

ACCELERATE GROWTH

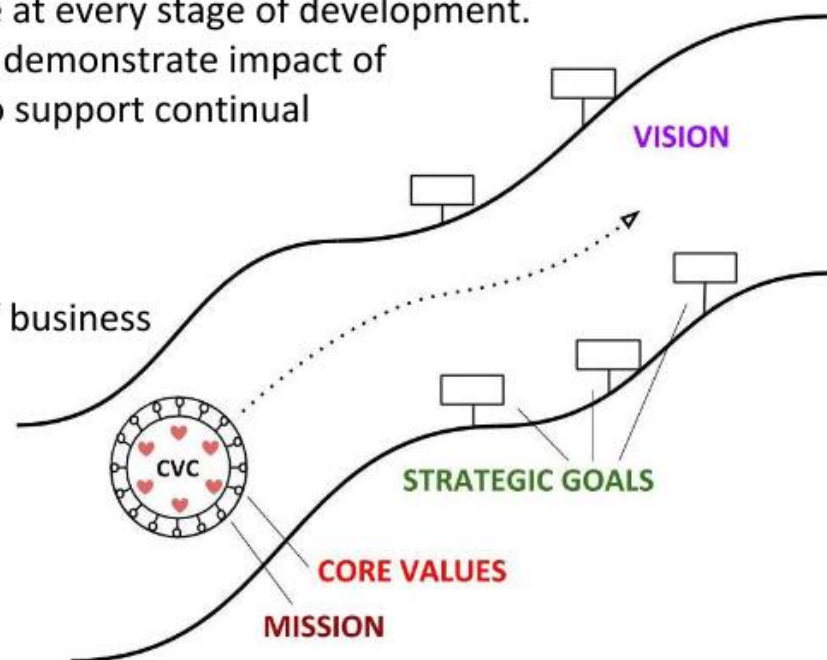
- Increase broad public awareness and recognition of the Village model as a positive, viable option for aging in community.
- Scale the Village movement by increasing demand for Village membership and integrating Villages into the broader aging services continuum.

STRENGTHEN IMPACT

- Support California Villages to be effective at every stage of development.
- Contribute to research and evaluation to demonstrate impact of Villages on California communities and to support continual improvement of the model.

ENSURE SUSTAINABILITY

- Develop and promote implementation of business models to increase financial viability and long-term sustainability of Villages in California.



Implementation Phase

- Year 1: build a meaningful coalition
 - Business Plan
 - Revenue generation, situational analysis, marketing plan
 - Governance of CVC
 - Leadership Team development
 - Committee Structure
 - Branding
 - Who we are, what we do, why it matters
 - Membership model – benefits of belonging to CVC
 - Power in numbers, recognizable brand, consistent messaging
 - Face-to-face trainings
 - Regular communication, i.e. monthly newsletter

Implementation Phase

- Years 2 and 3: Push prioritized objectives
 - Brand activation
 - Consistent messaging, communication plan, CVC website
 - Develop trainings for individual villages
 - Business planning, marketing, strategic planning, leadership
 - Data tracking
 - Establish standards for consistency
 - Define value metrics, i.e. how villages save communities money
 - Advocacy
 - Articulate mutual benefit language for potential partners
 - Coordinate strategy for outreach to public officials, business partners, other potential supporters