

***35 Years of Service  
to the Community  
1975 - 2010***

Second volume – 2001 – 2010

**The Council on Aging of Ottawa**

1247 Kilborn Place,  
Ottawa, Ontario K1H 6K9  
Tel: (613) 789-3577  
Fax: (613) 789-4406  
E-Mail: [coa@coaottawa.ca](mailto:coa@coaottawa.ca)

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### **Part 3: Shaping the Future**

The future of the Council on Aging will be shaped by new realities and a rapidly expanding senior population. It will be built on the strong foundation of the many partnerships and relationships between volunteers and professionals working in collaboration as the *Community Voice for Seniors in Ottawa*.

The Board has identified three major projects: strategic planning, sustainable funding and age-friendly initiatives.

The strategic planning initiative has four major goals: achieving financial stability, reviewing governance, improving communications and developing partnerships with other agencies.

Finding solutions to problems of financial stability and sustainable funding are complex. Examinations of core funding strategies, and open discussions with core funders to review the current situation have begun. This dialogue will ensure our goals and activities remain relevant and meaningful to them. Renewed marketing strategies, and fundraising initiatives are also underway.

The third priority is an initiative aimed at making Ottawa an “Age-Friendly City”, following the framework developed by the World Health Organization. A steering committee has been formed and partnerships developed with the City of Ottawa, the United Way/Centraide Ottawa, and the University of Ottawa’s Centre on Governance. The long range goals of this project are to have the City of Ottawa join the global network of “Age-Friendly Cities”, and to champion an environment of “age friendliness” in Ottawa.

The Council has confirmed four pillars of activity to ensure the Council will continue to fulfil its mandate and mission: **Education** for seniors, families, community groups and organizations by continuing to organize ‘Lunch & Learn’ events and annual for a

focused on current and important senior's issues. The publication and wide distribution of *The Bulletin* will continue to inform and educate readers on senior-relevant topics.

**Representing senior's voices** to governments, service planners and the general public by responding to current, emerging issues that affect the lives of seniors, and advocating for social change.

**Research** and development of programs that address issues of concern to seniors will continue through the work of Council's standing and partnership committees.

**Consultation and Participation** in planning and coordination of services for seniors by participating in numerous community advisory and planning groups. The Council will continue to consult and work with current partners and reach out to interested individuals and groups.

The shape and direction of the Council in the future will be influenced in large part by the committed energy of its volunteers and the staff supporting them. The involvement of funders and community partners will be crucial to success. With the increasing demographic of seniors in Ottawa, there is an urgent need to continue to build onto the solid and significant accomplishments of the past thirty-five years.

Together with funders, partners and the skills of Council volunteers, the COA is ready to step into the next decade with creative energy and a spirit of determination.