



Strategic Plan

July 1, 2015 – June 30, 2018

Because of JCA®, older people in the Washington, D.C. area age with dignity, independence and vitality.



JCA will make Greater D.C. an even better place to age.

We will

- Help older adults maintain their independence, dignity and vitality
- Help them age at home, in their communities
- Build bridges between the generations
- Be a leading provider of services for older adults and family caregivers
- Respond to emerging needs



JCA will be collaborative and caring.

We will

- Provide programs that are person-centered and family-oriented
- Welcome and serve people of all faiths and ethnicities
- Embrace collaboration with diverse organizations
- Lead whenever leadership is needed



JCA will continue to grow.

We will

- Expand our intergenerational programs
- Expand our reach, especially in northern Montgomery County and Northern Virginia
- Recruit even more volunteers
- Increase JCA's visibility



JCA will operate in a sensible, businesslike way.

We will

- Ensure that our programs are self-sustaining whenever possible
- Aggressively seek new foundation and corporate funders
- Build our endowment as well as the number and amount of annual gifts
- Expand and diversify our base of individual donors
- Maintain sufficient staff and compensate them fairly
- Continuously improve volunteer training
- Review all aspects of our brand
- Ensure that our strategic plan guides our operations and planning

