

Mission of the Association

The Mission of Nord-Bridge is to provide educational, social, and support service programs for Senior Citizens, and to foster independence, self-worth, and a sense of community pride amongst the senior citizen population of Lethbridge and surrounding communities.

Goal and “Motto” of the Association

To be known as the “The Friendly Centre”

Strategic Objectives

1. **Provide a safe, welcoming environment** where Lethbridge and area senior citizens may meet with friends informally and / or **participate in a number of socialization, recreation and wellness opportunities.**
2. **Encourage membership** within the Association, generally by individuals deemed as senior citizens age 55 plus, and by their under-age spouses, partners and family.
3. **Promote health and fitness of seniors** through a variety of classes and sports, and through the provision of an affordable, well-equipped fitness centre serving the senior demographic.
4. **Provide** Nord-Bridge members with a **variety of social activities** including entertainment, music, jam sessions, dance and choral programs, and special events and dinners, with the goal of **reducing seniors’ isolation.**
5. **Offer low cost and / or free drop-in programs and amenities** to seniors which include various sports and recreation activities common to seniors, including billiards, shuffleboard, floor curling, carpet bowling, card and board games, and other leisure opportunities.
6. **Provide affordable, nutritious meal options** to seniors in a clean and friendly environment.
7. **Offer In-Reach and Outreach programming** for the very elderly, to support the social needs and to reduce isolation for this cohort of seniors.
8. **Provide** Nord-Bridge members with a variety of affordable **recreational travel opportunities.**
9. **Support** the provision of **affordable and appropriate transportation services**, including public transportation services for seniors.
10. **Provide professional in-house social services counselling, along with referral services** to other community supports to seniors.
11. **Assist** Nord-Bridge members, as well as other seniors in the community, **in obtaining accurate information about** a wide spectrum of **government support programs and services.**
12. **Provide tax information and form completion assistance** to Nord-Bridge members, as well as to members of the general community, as resources allow. This support can include hands-on assistance regarding tax filing when appropriate.

13. Through **pro-active** political advocacy, **engage with Municipal, Provincial, and Federal officials to advocate for programs and policies** that benefit members of Nord-Bridge, as well as other seniors in the community at-large.
14. In partnership with other seniors groups in the community, **support City of Lethbridge planning and programming for seniors.**
15. **Promote the physical, social and fiscal safety** of members and work with appropriate local officials, including the Lethbridge Police Service and **appropriate support services**, with regard to instances of elder abuse.
16. **Support and offer volunteer opportunities for seniors** to enhance self-worth, keep seniors active and engaged, and support the betterment of the community.
17. **Engage in fundraising activities** that support Nord-Bridge's programming and operational needs.
18. **Provide a meeting place for the discussion** of a wide variety of **political, financial, health, and public interest topics** relevant to Nord-Bridge members and seniors in general.
19. **Acquire and maintain lands and buildings in a fiscally-responsible manner** so that Nord-Bridge is able to provide social and community programs for its members.
20. **Build inter-generational understanding** through a number of collaborative partnerships with schools and appropriate agencies.
21. **Build collaborative partnerships with other** senior centres and with **appropriate community agencies** within the greater Lethbridge community, and within the Province when these partnerships are in line with the objects of the Society.

As at: August 18, 2017