

### **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