**OUR ECOSYSTEM**
We do our work in two main sectors.

**PHILANTHROPY SECTOR**

**AGING SECTOR**

**OUR NORTH STAR**
We will continue to work towards these enduring purposes.

**VISION**
A just and inclusive world where older people are fully valued, recognized, and engaged in ways that matter.

**MISSION**
Believing a society which is better for older adults is better for people of all ages, Grantmakers In Aging - a national membership organization of philanthropies - acts as a relevant and responsive network, resource, and champion, amplifying the voices of older people and issues of aging.

**VALUES**

**OUR WORK**
We will focus our work during the next three years on these roles, with Network at the center.

**CHAMPION**
Mobilize support, funding and action on aging issues. Collective level.
Influence Funding
Advocate Solutions

**NETWORK**
Support a network of grantmakers and partners. Collective level.
Members Help Members
Support Collaboration

**RESOURCE**
Provide members with information, ideas, tools. Individual level.
Share Practices and Stories
Inform on Topics

**OUR ORGANIZATION**
We will sustain GIA by strengthening the organization during the next three years in these areas.

**REVENUE STRATEGY**
Strengthen Fundraising
Increase Earned Income
Explore Cost Reductions
Develop Grant Strategy
Explore Corporate Support

**MEMBERS STRATEGY**
Deepen Member Engagement
Expand Member Types
Explore Dues Increase
Explore Formula Changes

**BOARD ENGAGEMENT**
Recruit Members
Increase Contributions
Deploy Talent
Be Ambassadors

**STRUCTURE & CAPACITY**
Explore Restructuring
Anticipate Capacity
Map & Mobilize Assets

**COMMUNICATIONS**
Clarify Value Proposition
Enhance Brand Identity

**LEADERSHIP TRANSITION**
Create Skills Composite
Ensure Strategy Alignment