



Creating a Purpose Statement

Creating a purpose statement gets everyone's shared goals and aspirations on the same page.

Use this suggested template to draft a statement about the vision and purpose of your group that can be shared with your community, and other service providers to understand what you are all about. You will need a paper and pen (or computer) to jot down your ideas.

Part A: Shared Goals

As a group, share your responses from your individual Visioning Activity and see what you have in common. **Make a list of some of the shared goals and dreams you have.**

Part B: What's in / What's out

What does your group want to do and what does your group not want to do? Below are some examples -- but please find your own!

What does your group do?

- Creates opportunities for socializing and making new friends Share information and news about issues that affect the community
- Maintains a respectful, equal opportunity environment where all members are equally welcomed
- Helps facilitate support for people who need it
- Helps organize social, recreational, health, and wellness programs as needed

What does your group not do?

- Provide hands-on support, help in private units, or offer personal care.
- Resolve issues related to building operations or tenant/resident complaints
- Arrange personal support workers or healthcare support services – but we will help connect you with the right information.
- Force individual participation. This is a fun, life-enhancing program that is completely free to join if you wish.

Part C: Purpose Statement

Write a short concise statement (no longer than a few paragraphs). Here are some examples of purpose statements from previous groups that might help you get started -- but don't be shy to make one of your own!

Example 1:

The [Ambassador group name] is a volunteer group made up of residents who are interested in supporting each other to stay socially engaged, physically healthy, and aging at home for as long as possible.

Our goal is to work together to strengthen our community and build an environment where neighbours feel comfortable reaching out for help – and that help is there to meet them!

We are interested in planning social gatherings, health and educational events, helping with food security and bringing health care services to our community.

Our hope is to create a neighbourhood where we all feel comfortable, and where others might join us in making this possible.

Example 2:

We are a volunteer group made up of neighbours who are interested in supporting our older adults to continue living independently at home.

We would like to start community-run activities, programs, events, and educational opportunities that will help them live well, find meaning, stay safe and enjoy their home.

The goal is to develop legacy programs that will benefit all of us as we age, and build a sense of belonging, community and a little help along the way.

What we do:

- Organize social, recreational, health and wellness programs geared towards maintaining independence as we age
- Help strengthen neighbour to neighbour connections
- Maintain a respectful, equal-opportunity environment where all residents are welcome

What we don't do:

- Personal/hands-on support
- Force participation
- For communities that reside in a building:
 - Represent building management
 - Facilitate complaints and resolutions for building-related issues

Example 3:

We are a group of neighbours who are interested in helping one another remain living at [name of building/neighbourhood] as we age. We'd like to develop opportunities for our members to have fun, meet one another, and stay healthy, engaged and informed.

This initiative is geared towards older adults, but is open to everybody. If you are interested in the idea of aging in place, in the programs and events on offer, we would love to have you join us.