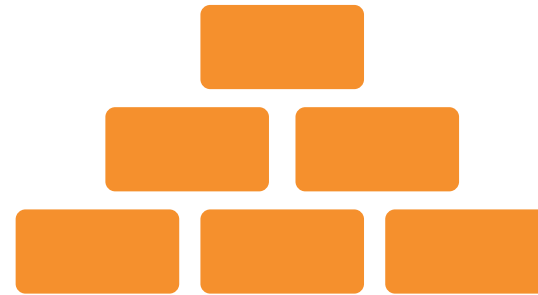


MISSION

Enhancing the care of older adults by learning together.



PRINCIPLES

Promote an environment that supports the integration of service, education and research.

Support collaboration among disciplines, service sectors and educational settings.

Develop programs and resources that are consumer-driven and clinically relevant, and that use adult learning principles and appropriate evaluation mechanisms.



VISION

AGE Inc. is the leading innovator in educational services to support the care of older adults living with dementia.

Make learning a reality

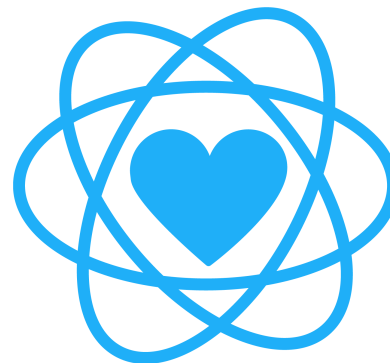
Provide learning and education that is based on best practices, evidence-informed, responsive to the needs of consumers and focused on applied practice.

Work collaboratively

Engage with the community to ensure standards of quality and education for those caring for older persons.

Act responsibly

Commit to quality service and fiscal responsibility.



CORE VALUES

Create a compassionate environment

Foster an environment that promotes respect, honesty, sensitivity, fairness and trust.

Ensure accessible learning

Provide learning that is outreach-focused and affordable for consumers and the community.

Enrich the community

Pursue opportunities for volunteerism and build partnerships to improve the community we serve.



Organizational Development

Ensure essential resources and competencies are in place to manage and deliver services effectively to clients.



Promotion

Promote our suite of core products and services and position AGE strategically as a leading Canadian social enterprise.



Partnerships

Retain and acquire new strategic partnerships that strengthen stakeholder connections to GPA and expand the influence of AGE.



Financial

Achieve systematic growth that is aligned with our organizational principles as a social enterprise.