

Common Agenda & Mutually Reinforcing Activities

While our Common Agenda Objectives are clear, we expect our activities to evolve over time not only because of the changing context resulting from the pandemic, but also because of our ongoing commitment to learning, adapting and innovating. These activities highlight our focus for 2021.

Objective: Less ageism in the not-for-profit sector.

Activities:

- Storytelling platform for seniors to share their lived experiences (e.g. of COVID)
- Inclusive programming
- Intergenerational connections
- Cross cultural outreach

Objective: More engagement and decision-making by seniors through an intergenerational spectrum of arts, cultural and social activities.

Activities:

- Bringing people together around shared interests
- Community hub and network
- Virtual and in person arts and recreation programming
- Elder engagement
- Use of Bronson centre facilities for distanced in person events

Objective: More social entrepreneurship and innovation capacity by participating organizations

Activities:

- Sharing circle to share ideas, learning, resources, contacts and support
- Project partnerships
- Inclusive design

Objective: More access to information through creative digital strategies, technologies and online cooperation

Activities:

- Digital Workshops
- Tech support helpline for seniors
- Intergenerational tech support

Backbone Support

The Bronson Hub provides the backbone infrastructure and support to the Bronson RISE initiative. This role covers communications, engagement, governance, financial management, accountability and sustainability, and includes:

- Providing strategic guidance
- Catalyzing new projects and collaborations
- Recruiting new partners
- Produce and manage communications
- Lead measurement and evaluation

Values

All our work together is grounded in a set of core values and principles that prioritize:

- Creating safe, welcoming spaces for everyone to feel they belong and can contribute
- Connecting across generations
- Making our programs and services simple, accessible and inclusive
- Keeping people at the centre of our work
- Celebrating diversity and appreciating uniqueness

COLLECTIVE IMPACT
Seniors feel the positive impact of greater social inclusion

