

## Vision & Innovation Statements

Vision statements should express measurable and attainable goals for **increasing the number of clients and meals served** at your site. Your vision statement should be directly related to your site's specific needs. We encourage grant writers to collaborate with site managers to choose a vision that will result in meal site growth.

The innovation should indicate specific steps that the grantee will take to make progress towards achieving this vision in the first year of the grant cycle.

Please see examples of Visions (●) and Innovations (○):

- Increase the number of Latino Older adults using the congregate program
  - Conduct outreach at local churches and community centers in both English and Spanish
  - Start a new Salsa dance program for Latino Older Adults
- Improving socialization opportunities at the site to attract newcomers
  - Create a welcoming committee that is responsible for interacting with new participants
- Increase retention of current participants by introducing new, innovative activities
  - Start a current events discussion group for participants before lunch, while maintaining the regularly scheduled bingo after lunch
- Increase the number of Transportation Options
  - Collaborate with local public transportation authorities to increase the availability of public transit options during meal hours

Applicants are welcome to use one of these examples, or to develop their own vision and innovation to promote site growth

**Below, please find an example of how your vision and innovation statement should be structured:**

### **Vision:**

We envision that the Senior Café will become a more inclusive environment; we want to become more relevant to the large, under-represented Spanish-speaking population in our community. Our goal is to increase the number of Spanish-speaking clients by 25% in one year.

### **Innovation:**

We plan to expand our program by connecting clients with other service offerings they might need, including translation services, immigration status counselors and culturally appropriate activities. We also hope to expand our menu, especially in terms of side dishes and special festival foods, to appeal to Hispanic clients.