

OUR VISION

Every eligible older adult in our service area has access to transportation, enabling them to age in place and enrich their quality of life.

OUR MISSION

Chariot enriches lives and communities by providing transportation and socialization to non-driving older adults, helping them to age in place.

- **Overarching Goal:** Increase Chariot's capacity to provide more rides annually and expand services to meet the growing demand of the aging population while maintaining high service quality and sustainability.
- **Overarching Strategy:** We will achieve our mission by strengthening Chariot's volunteer base to ensure adequate service delivery, diversify funding sources to reduce reliance on a single major donor, and expanding strategic partnerships to increase awareness and accessibility.
- **Principles:** Strength Through Diversity, Strong Board Governance, Service Quality, Viligant Financial Oversight

Service Quality

Goal 1: Expand ride availability and flexibility to reduce service denials and increase coverage.

Goal 2: Implement measurable quality assessments through client surveys and feedback mechanisms.

Goal 3: Enhance training and support to improve client, volunteer, and staff safety and satisfaction.

Fundraising

Goal 1: Diversify funding sources to include more corporate, foundation, and individual donors.

Goal 2: Expand community engagement through events, strategic partnerships, and outreach.

Goal 3: Evaluate a fee-for-service model to create an additional revenue stream.

Volunteer Growth

Goal 1: Invest in volunteer recruitment efforts through partnerships with community organizations, faith groups, and corporate programs.

Goal 2: Enhance volunteer retention strategies, including incentives, training programs, and recognition events.

Goal 3: Improve and broaden community engagement and awareness efforts.