STRATEGIC PLAN
2021-23

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THIRD A.CTION was started in 2017 by Mitzi Murray in response to a cultural shift around aging that was beginning to take place in society.

For the vast majority of Canadians, the third act will be the last 3-4 decades of their life. Because Canadians are living longer, there is a growing population in their 70s, 80s & 90s. By 2036, Statistics Canada projects that seniors will make up more than a quarter of Canada’s overall population. This provides the motivation for envisioning what positive aging and a productive third act can be.

THIRD A.CTION had its inaugural festival in June 2018 at the Glenbow Museum. The festival offered 9 screenings showing a total of 31 films along with an art show addressing seniors’ mental health. The festival was repeated in 2019 and continued to grow by putting on talks and screenings outside of the festival dates by partnering with other organizations.

2020 saw the evolution of the festival to an online platform due to the COVID-19 pandemic. In a time when many non-profits were downsizing or closing, THIRD A.CTION expanded to include monthly online screenings starting in October 2020.

The first 3 years have seen substantial changes for the festival and with this, its first strategic plan, we intend to see continued transformation with an emphasis on solidifying the foundation of the festival. This setting of its foundation will prepare the festival to take its events and message national.
**MISSION**
Through film and film-based events, we offer an entertaining and educational experience that redefines the narrative around aging.

**VISION**
Guiding an age positive cultural shift.

**VALUES**

**Age Positivity**
To cultivate positive mindsets, attitudes and actions towards aging, and to create optimism and resiliency around aging.

**Inspiration**
To promote, educate and inform the public about the possibilities and opportunities that exist in the third act.

**Passion**
To instill energy, motivation, and engagement in our mission, creating a fun learning experience for all those who participate.

**Integrity**
To provide consistent, open, honest, and ethical interactions with all our stakeholders.

**Community**
To foster a variety of relationships that align with our mission and ensure the sustainability of THIRD ACTion.

**Diversity/Inclusion**
To provide a forum that offers diverse perspectives and is accessible, inclusive and open to all members of society.

**Adaptability**
To sustain the festival and transform its format and delivery in response to evolving environmental conditions.
STRATEGIC PRIORITIES

Strategic Priority 1:
Guide an Age Positive Cultural Shift
- Create a community/government relations strategy
- Create and implement a marketing & communications plan

Strategic Priority 2:
Deliver inspiring, entertaining and educational film-based events
- Create an Arts Advisory Committee
- Curate diverse, relevant programming for the film festival and other events
- Create a growth plan to expand film-based experiences to other audiences
- Improve film festival efficiency

Strategic Priority 3:
Create a vibrant, sustainable organization that can adapt to changing conditions & needs
- Achieve charitable status
- Create and implement a fund development plan
- Stabilize organizational processes, board practices/policies and create a growth, succession planning strategy
- Create an adaptability/risk reduction/contingency plan
- Develop and implement a data collection strategy
2021 GOALS

Strategic Priority 1  Guide an Age Positive Cultural Shift
• Create and implement a Marketing & Communications Plan
• Create a Marketing and Communications Role on Board of Directors

Strategic Priority 2  Deliver inspiring, entertaining and educational film-based events
• Expand the speaker series and establish a database of speakers to showcase during presentation events that includes subject matter experts/filmmakers
• Reach out to one new disability group each year to explore ways to make the festival more accessible
Strategic Priority 3

Create a vibrant, sustainable organization that can adapt to changing conditions & needs

- Commence charity status application process
  - Create donation metrics and process for donations
- Create and implement a fund development plan
  - Create an ambassador/patron program
  - Review fund development concepts and prioritize
  - Diversify revenue streams – sponsorships, donations, grants, earned revenue, unrestricted funds
  - Establish a plan to repay Promissory Note
  - Define and create list of potential sponsors and partners that believe in our mission or can connect to the films we show
  - Create membership benefits plan and ensure we can deliver on the benefits/content
  - Create a new sponsorship menu for the simulcast version of festival
  - Pay Executive Director
  - Diversify our sponsors based on subject matter in films
- Stabilize organizational processes, board practices/policies and create a growth, succession planning strategy
  - Grow board membership to fill gaps
  - Grow committee membership/create pool of future board members
  - Bring clarity around board vs. operational functions
  - Create board calendar with timing of items that need board's attention
  - Create a “dashboard” – quick overview of operations, strategic plan movement, fund development progress, KPI progress
  - Create a succession plan for board members and Executive Director
- Create an adaptability/risk reduction/contingency plan