WEHF Strategic Framework 2025-2030

Advancing aging with dignity and strengthening communities

Bold Advocacy

WEHF boldly uses its voice and amplifies the voices of others to advocate for policies, programs, and cultures that promote successful aging.

1. **Determine WEHF's approach** to influencing policy and legislation
2. **Develop and maintain an advocacy toolkit** that aligns with the policy agenda, including messaging on key issues, that can be utilized by WEHF and our partners
3. **Build new and strengthen existing relationships** with community leaders and policy makers both within and outside the aging ecosystem, in rural and urban areas
4. **Strengthen** the infrastructure of the **TN Coalition on Better Aging**

Transformative Grants

WEHF grants empower mission-aligned organizations to transform lives and systems of care in the aging sector.

1. **Develop and utilize an application and rubric** to ensure grant making is aligned with values, mission, and at least one of WEHF's key funding outcomes
2. **Develop a clear and consistent process** for the Board to review and design the annual grant making process each year.

Connection-building Convenings

WEHF brings together diverse partners and stakeholders from across the aging services ecosystem to remove barriers and expand resources so everyone can age well.

1. **Regularly convene funded partners** to learn, network, and improve connections across organizations
2. **Gather information on the current state of convenings**, partnerships, and collaborations within the aging ecosystem
3. **Co-create a plan for fostering collaboration** with other key stakeholders within and outside of Davidson County

Responsible Investment

WEHF's investment strategy balances our commitment to intergenerational equity with alignment to our mission and core values.

1. **Explore opportunities for** Mission-related Investments **(MRIs)** and Program-related Investments **(PRIs)**
2. **Develop and implement a process** that enables us to **avoid investing in harmful activities** or those that run contrary to our mission and core values. (ESG)
3. **Continue to build out our private/illiquid investment portfolio** to reach the target asset allocation rate of 30%.

We envision a world where all older adults are valued, have opportunities to be engaged in their communities in meaningful ways, and have access to high-quality care and services that promote successful aging.