



WEHF Strategic Framework 2026-2030

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, urban and suburban areas.
4. **Strengthen** the infrastructure of the Tennessee Coalition for Better Aging.



Transformative Grants

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

1. **Invest in programs and services** that are aligned with values, mission, and at least one of WEHF's key funding priorities.
2. **Develop a clear and consistent process** for the staff and Board to review grants and evaluate impact, ensuring equity and inclusion among all applicants and funded partners.
3. **Invest in capacity building strategies** that promote the organizational health and sustainability of partner agencies and the nonprofit sector.



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 and identify opportunities for WEHF engagement.
3. **Co-create a plan for fostering collaboration** with other key stakeholders within and outside of WEHF's 7-county service area.



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.