



## Strategic Direction 2024-2027



Aspire is a collaborative of organizations working together to financially empower Calgarians living on lower incomes. Aspire empowers people to reduce debt, build assets, and increase savings by building partners' capacity and embedding financial empowerment strategies into local infrastructure.

### Grow Aspire

- 1 Diversify and expand the number of Aspire partners delivering financial empowerment (FE) interventions. Secure funding to enable:
  - 2024-2025: Aspire empowers 13,500 people.
  - 2025-2026: Aspire empowers 15,000 people.
  - 2026 -2027: Aspire empowers 17,000 people.
- 2 Growth areas: Financial Coaching, RESPs/RDSPs, Tax Clinics
- 3 Address the gap between mental health, addictions and poverty
- 4 Advance economic reconciliation
- 5 Convene an Aspire Strategic Advisory Committee

### Strengthen Connections between Aspire Partners

- 1 Celebrate staff and volunteers
- 2 Activate mentorship opportunities between Aspire partners
- 3 Embed financial empowerment into Aspire partners' operations and KPIs
- 4 Design and Implement an Aspire Communications Plan
- 5 Digitize Aspire Tax Clinics
- 6 Increase referrals across Aspire partners and across Aspire pillars

### Influence Systems and Financial Empowerment Related Public Policy

- 1 In collaboration with Momentum's Public Policy, Research and Evaluation Team, advance systems change & financial empowerment policy change work.
  - Grow Alberta Money Management
  - Leverage 'supervitamin' effect research to integrate Aspire Financial Empowerment into other programs and services, like income assistance, affordable housing and primary healthcare