



March 8, 2018

Patricia Clough  
BCRTA President  
#100 – 550 W. 6<sup>th</sup> Avenue  
Vancouver, B.C.  
V5Z 4P2

Dear Patricia;

Thank you for taking the time to connect with us regarding the relationship between members of ACER-CART and to share your questions regarding our strategic focus.

As “sister” organizations within ACER-CART, we benefit from the shared focus of all of the associations as we strive to serve our members and fulfill our respective mandates and strategic goals. We are active participants within ACER-CART. We have great regard for the collaboration and mutual support of the network, and we value the important relationships with our fellow ACER-CART member associations. We certainly believe that we are all better and stronger together.

RTO/ERO’s mission is to improve the lives of our members and seniors. Similarly, the BCRTA mission also speaks to enhancing the quality of life for your members and seniors. So, we are clearly aligned and united in our core function as member-driven organizations.

Our current Strategic Plan 2020 identifies three main goals for our organization:

- Improve the lives of members and seniors
- Be the trusted voice of the broader education community
- Broaden the membership base

Our strategic plan clearly defines the measurable and time-bound objectives we have identified to help us achieve these goals. The focus areas and projects we are undertaking are clearly and publicly outlined in our strategic plan.

Improve the lives of our members and seniors – Our most fundamental focus is to serve our members. RTO/ERO members live in every Canadian province, and we are focused on serving our members where they live. Our two BC districts, for example, are one example. So references to a national focus is first and foremost driven by the need to serve our members.

Be the trusted voice of the broader education community – In the area of advocacy, we aim to use our size as one of the largest retiree organizations in Canada to raise the profile of issues important to our members and all seniors. With the federal government located in Ontario, we have an opportunity by virtue of proximity to raise issues of importance to our members and seniors. Our charitable foundation, a registered Canadian charity, invests in innovative initiatives promoting healthy, active aging. Recognizing the urgency of an aging Canadian population, RTO/ERO members have donated more than \$3 million to fund research and projects across Canada to enhance the lives of aging adults. We widely share the research findings with all interested partner organizations.

Broaden the membership base – Our marketing and communication activities are focused on reaching out to members of the Ontario broader education community – early years, K-12, post-secondary to ensure that all groups are aware of their eligibility for membership and of our programs and services.

We are looking forward to seeing you and all of our ACER-CART partner associations at the beginning of June and to engaging in a productive dialogue about ways in which we can work together for our mutual benefit.

Sincerely,



Martha Foster  
Chair of the Board



Jim Grieve  
Executive Director

c:           ACER-CART Executive  
              ACER-CART Directors  
              RTA Presidents