

# WHY ASCHA MEMBERSHIP?



It's as simple at 1, 2, 3! When housing providers and ASCHA work together, residents thrive and communities prosper – check out our [video](#).

Participate in the collective efforts of Alberta's largest group of housing providers, working together to enhance housing options and supports for Albertans.

**Bring your voice, wisdom, and experience** to the table to shape the future of seniors and community housing in our province. Your voice frames and informs our advocacy efforts on behalf of the sector including messaging for our key advocacy issues, our asks to government, and ASCHA's Principled Positions.

**Government comes to us for advice and suggestions** related to seniors and community housing, Home & Community Care and Continuing Care Homes Type B on a regular basis. We represent members on numerous external committees where we are your voice at the table.

**Be well informed on housing and continuing care issues** in a timely fashion. Communication mechanisms include:

- The ASCHA Weekly Rollout – our weekly e-newsletter
  - Our Annual Forecast outlining what's ahead for the sector
- ASCHA Connect – our online member discussion forum
  - The Lobby – where housing operators and service providers meet
- Members Area on the ASCHA website – sector resources, Board/Committee minutes, correspondence, etc.
- Virtual Member Discussions
  - Member Drop-in Hour (weekly)
  - Live Lobby Chat (monthly)
- Member Events - Region Meetings, Annual Convention & Trade Show, etc.

**Enjoy our many services** that have been developed and customized by members for members, including:

- The Learning Centre (TLC) – our education and best practices training platform to keep your employees performing at optimum capacity
  - Online tutorials tailored to frontline employees
  - Access to numerous operational toolkits
  - Access to over 600 sample policies and procedures
- Webinars to keep you informed and up to date on our evolving sector
- Cost saving programs including energy, staff phone plans, home energy, small business energy, and professional development/education.

## WHAT'S IN IT FOR ALBERTANS?

- Seniors Housing and Community Housing voices lead ASCHA, its strategically directed advocacy initiatives, and its public relations
- Alignment with an association whose Noble Cause is that: "Albertans live in housing that honours their dignity, serves their needs, and inspires purpose in their chosen community"
- Approximately 60,000 Albertans visit our website/Facebook page annually to access resources and information that assists them in finding their housing of choice
- Your residents/tenants enjoy services from employees that have education and training in current best practices
- Resources saved through membership cost-saving programs can be re-directed into other services
- A Learning Management System that currently educates 21,000 member employees and assists operators with compliance to sector standards.

**Beyond this high level summary, we encourage you to review our current [ASCHA Strategic Direction and Annual Update](#).**