

# ACCA

# MEMBERSHIP

Our Members are Our Greatest Strength



# INTRODUCING ACCA

## Thank you for considering membership with the Alberta Continuing Care Association (ACCA)!

The ACCA is a non-profit, voluntary organization and the leading voice of continuing care in Alberta. We are a unique alliance of:

- Non-profit, faith-based, and private owners/operators of home care, supportive living, and long term care services.
- Providers of quality products and services that support continuing care.

ACCA brings diverse members and partners together to share knowledge, plan, and take action on key challenges, driving meaningful improvements in care for Albertans. Through collaboration, we work toward a stronger, more sustainable, and client-centered care system.

### As the leading voice for advancing excellence and innovation in continuing care, we:

- ✓ Advocate for our members by communicating their issues and ideas to key decision-makers.
- ✓ Share knowledge and best practices in collaboration with associations and organizations across Alberta and Canada.
- ✓ Promote and support our members, whether by marketing their services or celebrating their achievements.
- ✓ Proactively address and communicate issues that impact you.

Since 1981, we have been an active, influential voice for our members, and we are confident we will continue to lead in advancing excellence in continuing care - today and in the future. Our voice is stronger together!

*“The ACCA has been bringing organizations together to share best practices and this has always been great. It proves to be advantageous in growing and strengthening our position together.”*

JOHN KOPECK, PRESIDENT & CEO  
ST. MICHAEL'S HEALTH GROUP



# OUR MISSION AND VALUES



## OUR MISSION

To support our members in creating a sustainable and innovative Continuing Care Sector.

## OUR VISION

To be the leading voice for advancing excellence in Continuing Care in Alberta.

*“Bowers Medical takes great pride in being a long standing business partner with ACCA, whose values and mission serve as the leading voice to support Alberta Continuing Care.”*

TED BOWERS, CEO  
BOWERS MEDICAL

## OUR VALUES

### Integrity

Our words and commitments are consistently aligned with our actions.

### Accountability

We acknowledge and assume responsibility for the actions, decisions, and policies we undertake.

### Collaboration

We affirm that collective effort can lead to greater achievement, far beyond what is possible by acting alone.

### Growth

We aspire to help our members grow in knowledge, capability, and capacity in serving Albertans requiring Continuing Care.

### Credibility

We are committed to building partnerships with our members, government, the public, and stakeholders based on a strong foundation of trustworthiness, expertise, and reliability.

# MEMBERSHIP BENEFITS

ACCA offers two membership categories: Voting and Business Partner. Membership provides a range of valuable benefits, including:



## ADVOCACY & REPRESENTATION

- Government liaison and advocacy on behalf of members
- Opportunities to participate in Government interest groups
- Opportunities to participate in ACCA interest groups and committees



## MARKETING & PROMOTION

- Your logo, link, and bio on the ACCA website
- Use of the ACCA partnership badge on your website and marketing materials
- Complimentary job vacancy marketing
- Free and discounted advertising on ACCA website
- Promotional opportunities through ACCA's public social media and newsletter
- Podcast sponsorship and speaking opportunities



## RESOURCES & TOOLS

- Access to the exclusive ACCA members-only web portal
- Regular newsletters and sector updates
- Discounted rates on continuing care service costs
- Access savings programs, including the energy program
- Access to the ACCA Member Directory
- Access to the Affinity program for promotional opportunities



## NETWORKING & EVENTS

- Members-only networking events
- Discounted attendance and tradeshow booths at the ACCA Annual Conference
- Complimentary introduction presentation for new members at ACCA events
- One-on-one meetings with the ACCA Executive Director









# VOTING MEMBERSHIP

Voting members of the Association are individuals, partnerships, or legal entities that own or operate continuing care facilities or services in Alberta. These include home care, designated supportive living, and long term care.

Voting members enjoy full membership privileges, including:

-  The right to vote at meetings
-  Hold positions on the ACCA Board of Directors
-  Government liaison and advocacy
-  Opportunities to participate in Government and ACCA interest groups and committees
-  Regular newsletters and sector updates
-  Discounted rates on continuing care service costs

## Voting Membership Fees



### HOME CARE MEMBER

\$2,000/year minimum to \$28,000/year maximum based on total annual hours (+GST)

*Example: 100,000 hours = \$2,000/year (+GST)*



### DESIGNATED SUPPORTIVE LIVING MEMBER

*Total Spaces / Beds*

1-50 spaces: \$2,050/year (+GST)

+71 spaces: \$42.85/space, up to \$30,000/year maximum (+GST)



### LONG TERM CARE MEMBER

*Total Spaces / Beds*

1-50 spaces: \$2,050/year (+GST)

51-70 spaces: \$4,500/year (+GST)

+106 spaces: \$42.85/space, up to \$45,000/year maximum (+GST)



# BUSINESS PARTNER MEMBERSHIP

Business Partner members are individuals, firms, or legal entities with an interest in the activities of the Association or its members. This includes organizations or individuals that may provide products and services to the Association and/or continuing care operators, as well as those that support ACCA's mission but do not directly provide continuing care services. While Business Partner members do not have the right to vote at meetings or hold positions on the ACCA Board, they are invited to attend ACCA meetings. Examples of Business Partner members include providers of healthcare and support services, medical supplies, nutrition and food services, building construction, pharmacies, insurance and financial services, educational institutions, and other associations.

Business Partner Members benefit from access to the following offerings:

- Access to the ACCA Member Directory
- Promotional opportunities through ACCA's public social media and newsletter
- Podcast sponsorship and speaking opportunities
- Member-only networking events
- Opportunities to sponsor ACCA events
- Free and discounted advertising on ACCA website
- One-on-one meetings with the ACCA Executive Director

## Business Partner Membership Fees

\$1,545/year per organization (+GST)



**We look forward to partnering with you to support Alberta's continuing care sector.**

[www.ab-cca.ca](http://www.ab-cca.ca)

**Follow Us!**  
[@ACCAassoc](https://www.instagram.com/ACCAassoc)



**Contact Us**

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