



Mission

Assistance League® volunteers transforming the lives of children and adults through community programs.

Vision

Essential needs are met in our community and families flourish.

Values

Commitment - showing compassion for all

Accountability - being fiscally responsible to our donors & our community

Leadership - demonstrating professionalism that is visionary & ethical

Respect - appreciating & considering others

Self-esteem - enhancing success in the people we serve

Goals

Philanthropic Programs

By the end of 2019, ensure that all programs demonstrate measurable outcomes.

Membership Growth

Have an expanded & involved membership, trained to meet the requirements of our programs

Fund Development

Increase funding by 3% annually to provide enhanced services

STRATEGIES

Philanthropic Programs

- Measure and evaluate the outcomes of philanthropic programs
- Develop and use philanthropic program outcome data for marketing and fund development

Membership Growth

- Develop a comprehensive database of member interests & skills
- Develop a mentor plan to retain and grow membership
- Continue to update and refine orientation and training for new members

Fund Development

- Continue to develop and train grant writing team
- Continue to maintain and increase income from Bargains
- Maintain and expand comprehensive Marketing & Communications plan
- Meet Capital Campaign goal

Overarching Strategies

- Increase external visibility & internal communication
- Provide financial & human resources to ensure success
- Update bylaws
- Use best practices
- Live core values