

Mission

Assistance League® volunteers transforming the lives of women, children and families through community programs.

Vision

Essential needs are met in our community and families flourish

Values

Transforming Lives •
Strengthening Community

Goals

1. Operate and Evaluate Philanthropic Programs to effectively meet identified community needs
2. Recruit, engage and retain a skilled, participative, and diverse membership
3. Expand public recognition of the Assistance League of the Triangle Area
4. Ensure fiscal sustainability
5. Design, operate and maintain leadership for an effective administration

STRATEGIES 2021-2026

PHILANTHROPIC PROGRAMS

- Gather data to measure the impact of our philanthropic programs to assure identified community needs are being met
- Evaluate the effectiveness of philanthropic programs to maintain strong communication with our partners

MEMBERSHIP

- Grow a diverse membership to 150 by 2030
- Provide educational opportunities to members for effective service
- Optimize the efficiency of committees by using technology for reporting and data storage
- Standardize service hours reporting

PUBLIC RECOGNITION

- Inspire others to partner with us
- Expand marketing both internally and externally to increase Triangle visibility

FISCAL SUSTAINABILITY

- Increase thrift shop revenue by 5% annually
- Improve thrift shop operations:
- Expand Open Your Heart donations and Funds and Grants

LEADERSHIP FOR EFFECTIVE ADMINISTRATION

- Provide Board and Committee Chair Training
 - Identify regional/local nonprofit training opportunities
 - Mentor and educate potential leaders
 - Establish a succession plan to identify their replacement
- Engage our Advisory Council members to utilize their expertise