



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 through supporting education

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 Assistance League of the Triangle Area
4. Ensure fiscal sustainability
5. Develop and maintain strong leadership

STRATEGIES 2021-2026

PHILANTHROPIC PROGRAMS

- Gather data to measure the impact of our philanthropic programs
- Evaluate the effectiveness of philanthropic programs

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
- Increase member social interaction

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
- Explore other revenue streams

STRONG LEADERSHIP

- 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