



## 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. Ensure Philanthropic Programs address community needs
2. Recruit and maintain an informed and participative membership
3. Expand public visibility
4. Ensure fiscal stability
5. Develop and maintain a strong administration

## STREAMLINED PLAN- 2019-2020

### STRATEGIES

#### PHILANTHROPIC PROGRAMS

- WIN - Explore expansion into Orange County
- Operation School Bell - Grow number of students served by one percent
- Kids Place - Explore expansion into Orange County
- Scholarships - Research and seek additional populations to apply
- SMILE - Increase member involvement and evaluate program by May 2020
- Community Sharing - Optimize current partnerships

#### MEMBERSHIP STRENGTH

- Work with Operation School Bell coordinators to distribute material about Assistance League at schools served this year
- Create at least one social opportunity at the monthly meeting which will encourage members to learn about each other.
- Make a presentation to at least one retirement community in the Triangle Area to publicize Assistance League
- Increase membership by 5% annually

#### PUBLIC VISIBILITY

- Expand the use of marketing materials
- Identify and apply for public awards
- Work with membership chair to develop two events to recruit new members
- Develop a marketing presentation and research the feasibility of developing a video for upcoming year

#### FISCAL STABILITY

- Increase Thrift Shop revenue by 5%
- Maintain members working in the shop to 75%
- Increase Funds and Grants by 3% each year
- Increase mail campaign by 3% annually

#### ADMINISTRATION

- Identify, educate and mentor new leaders
- Establish cohesive information management system
- Determine the optimum size of Board
- Develop and implement Board and committee chair training