

Mission

Assistance League® of the Triangle Area is a volunteer organization dedicated to improving the lives of women, children and families in our community.

Vision

Caring and commitment in action in our community

Values

Commitment with accountability

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

YEAR 2017-2018

STRATEGIES

PHILANTHROPIC PROGRAMS

- Evaluate current delivery model for OSB
- Increase member involvement in SMILE
- Contact additional institutions to reach other populations eligible for scholarships
- Expand Kid's Place to other locations/venues
- Expand Community Sharing to give excesses from shop to more non-profits
- Determine local nonprofits working with homeless facilities to expand WIN program

MEMBERSHIP STRENGTH

- Increase membership by 5% annually
- Sustain an active membership
- Review Bylaws, Standing Rules, Policies and Strategic Plan
- Maintain mentoring program
- Track member and volunteer service hours
- Identify new areas of volunteer experiences
- Enhance harmonious relationships
- Create social opportunities among members
- Adhere to chapter security requirements

PUBLIC VISIBILITY

- Participate in community-wide events that showcase the Thrift Shop and chapter
- Develop and define marketing roles
- Evaluate current/new advertising for value

FISCAL STABILITY

- Increase Thrift Shop income by 5%
- Increase members working in shop to 75%
- Increase Funds and Grants by 3% each year
- Increase OYH by 3% annually

ADMINISTRATION

- Develop and implement Board member and Appointive Committee Chair training module
- Maintain good relationship with National
- Identify, educate and mentor new leaders
- Establish cohesive Information Mgmt. system
- Increase Advisory Council to represent all areas of chapter operations
- Determine the optimum size of Board