

Mission

Assistance League® of the Triangle Area is a volunteer organization transforming the lives of children and families through community programs

Vision

Essential needs are met in our community and families flourish

Values

Transforming Lives...Strengthening our 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

YEAR 2018 - 2019

STRATEGIES

PHILANTHROPIC PROGRAMS

- WIN- Explore expansion into Durham and Orange counties
- OSB – Expand to help the homeless K to 12 students
- Kid's Place – Expand to Orange and Durham counties
- Scholarships – Develop website
- SMILE – Determine community needs to continue program
- Community Sharing – Optimize current partnerships

MEMBERSHIP STRENGTH

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

PUBLIC VISIBILITY

- Participate in community-wide events that showcase the Thrift Shop and chapter
- Expand the use of marketing materials
- Identify and apply for public awards
- Evaluate current/new advertising for value

FISCAL STABILITY

- Increase Thrift Shop profitability by 5%
- Increase members working in shop to 75%
- Increase Funds and Grants by 3% each year
- Increase OYH by 3% annually
- Investigate options for current shop

ADMINISTRATION

- Maintain good relationship with National
- Identify, educate and mentor new leaders
- Establish cohesive information management system
- Determine the optimum size of Board
- Increase use of technology
- Engage Advisory council in committee work