



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 2020-21

STRATEGIES

PHILANTHROPIC PROGRAMS

- WIN – Expand into Orange County and outreach to homeless
- Operation School Bell – Utilize technology as a virtual delivery method to connect with recipients during the COVID pandemic precautions
- Kid's Place – Optimize current partnerships
- Scholarships – Contact additional institutions to reach other populations and high school students eligible to apply
- Community Sharing – Expand community partnerships
- SMILE-Recommend disposition by May 2021

MEMBERSHIP STRENGTH

- Sustain or increase membership through the end of fiscal year
- Implement the emergency phone tree
- Conduct monthly orientation, social and special interest meetings for members
- Improve mentoring and education program for member advancement into leadership roles
- Encourage members to recruit new members

PUBLIC VISIBILITY

- Expand marketing both internally and externally to increase Triangle visibility and recruit and sustain new members
- Apply for two public awards
- Expand current contacts for new publicity opportunities
- Evaluate the effectiveness of current publicity packages

FISCAL STABILITY

- Implement an emergency plan to ensure volunteers and customers follow safety protocols in the thrift shop
- Meet budgeted revenue goals for Funds & Grants and Open Your Heart
- Submit three viable Grant applications
- Enhance invitations for Open Your Heart via email

ADMINISTRATION

- Work with Board and current Chairs to identify, educate and mentor new leaders
- Monitor member's health during pandemic precautions.
- Establish flexibility with programs to assure safety for clients and members
- Implement Board and committee chair training