



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. Operate Philanthropic Programs to meet identified community needs
2. Recruit and maintain an informed, diverse and participative membership
3. Expand public recognition of Assistance League of the Triangle Area (ALTA)
4. Ensure fiscal sustainability
5. Develop and maintain a strong administration

STREAMLINED PLAN 2022-23

STRATEGIES

PHILANTHROPIC PROGRAMS

- Scholarships – Contact additional institutions and teachers to reach other populations and high school students eligible to apply
- Operation School Bell – Utilize technology as a virtual delivery method to connect with recipients during the pandemic precautions
- Kid's Place – Optimize current partnerships
- WIN – Explore expansion into Orange County nonprofits that support our commitment to help women in need
- Community Sharing – Develop partnerships and research monetary contribution level

MEMBERSHIP STRENGTH

- Grow membership to improve diversity
- Encourage members to recruit new members
- Conduct orientation, social and special interest meetings for members
- Enhance mentoring and training program for member advancement into leadership roles
- Monday Updates to promote membership events, member introductions and/or biography updates

PUBLIC RECOGNITION

- Expand marketing both internally and externally to increase Triangle visibility
- Participate in community-wide events and apply for two public awards to showcase ALTA
- Expand current contacts for new publicity and Public Service Announcement opportunities, and distribution of Community Link
- Expand Social Media presence
- Cost versus benefits analysis of changing thrift shop name from A-Z to Assistance League

FISCAL SUSTAINABILITY

- Reestablish the position of Procurement Manager on the Thrift Shop Committee
- Identify twenty or more members with specific shifts and 75% voting members to work in shop
- Investigate options of current lease ending April 2025 including location, size of space and funding
- Research grants to ensure matching grant specifications with ALTA programs' needs
- Enhance Open Your Heart and Funds and Grants via email invitations and social media, including appeals to individuals and businesses for specific causes and special occasions

ADMINISTRATION

- Utilize Board and Appointed Committee Chair Training Modules and identify regional/local nonprofit training opportunities
- Mentor and educate potential leaders
- Engage Advisory Council members in committees
- Board and Committee Chairs will establish a succession plan to identify their replacement