**Mission**

Assistance League volunteers transforming the lives of children and adults through community programs.

**Vision**

Essential needs are met in our community and families flourish.

**Values**

Commitment
Leadership
Ethics
Accountability
Respect

**Goals**

Goal 1: Improve the physical and emotional well-being of children and adults in need across Deschutes County through the chapter’s philanthropic programs.

Goal 2: Raise sufficient funds to support philanthropic activities and maintain a viable chapter.

Goal 3: Create and sustain a membership that understands and supports the mission of Assistance League of Bend.

Goal 4: Increase public awareness of Assistance League of Bend as a leading provider of needed and valued community services to children and adults living in poverty.

Goal 5: Continuously improve the organizational efficiency and operational effectiveness of Assistance League of Bend.

**Strategies**

**Strategy 1:**
- Provide clothing, hygiene items, chemo hats and other support.
- Conduct community assessments prior to developing new programs or expanding existing programs.
- Evaluate outcome of all philanthropic programs annually.

**Strategy 2:**
- Maintain or increase fundraising net revenue. Realize a surplus of at least 50% of total receipts for each fundraising event/activity conducted for the benefit of philanthropic programs.

**Strategy 3:**
- Maintain and grow membership as demanded; survey member needs/interests to retain voting members for 5-8 years.
- Offer educational opportunities for members by promoting participation in National and Regional Conferences, etc.

**Strategy 4:**
- Increase awareness that our chapter is the leading provider of new clothing through Operation School Bell® to school-age children in need in Deschutes County.
- Regularly maintain, update and expand the chapter website and social networking sites to increase public awareness of Assistance League of Bend’s programs, fundraisers, strategic partnerships, sponsors, donors and supporters.
- Create a higher profile in the community through use of local media outlets, digital marketing, speaking engagements and quarterly community newsletter.
- Ensure sufficient Assistance League and Chapter branding identification on all products we distribute.

**Strategy 5:**
- Annually review and evaluate the Strategic Plan. Review and update chapter documents annually.
- Maintain a reserve fund equal to the current year’s total operating expenses.