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
- Integrity
- Accountability
- Respect
- Teamwork
- Fellowship

Goals
1. **Membership Growth and Participation**: Increase membership by attracting committed active members who share a focus on programs and supporting activities.

2. **Philanthropic Programs**: Ensure that all programs demonstrate measurable qualitative and quantitative outcomes against established objectives.

3. **Communication and Technology**: Implement progressive communication methods and technological advances for internal and external operations.

4. **Resource Development**: Ensure resources match projected philanthropic program and operational needs.

Strategies

**Membership Growth and Participation**
- Increase net membership and volunteer hours by 5% annually.
- Expand membership opportunities to all generations of volunteers.
- Create an environment that allows members to grow and participate at new levels.
- Seek out and utilize volunteer talent and interest.

**Philanthropic Programs**
- Establish measurements and evaluation criteria for each program, including impact of program on target group.
- Using data, communicate program successes to the community, members, grantors and donors.
- Encourage shared leadership to support program roles and responsibilities.
- Use data to ensure funds and programs are directed to highest need and most underserved groups.

**Communications and Technology**
- Use current and emerging technology to support membership, programs, external contacts and customer base.
- Enable technology to support members, leaders and build organizational capacity and efficiency.
- Broaden community presence and name recognition through enhanced website and media visibility.

**Resource Development**
- Research new fundraising opportunities to attract the broader community.
- Expand grant opportunities to increase funding by 3% annually.
- Increase revenue earned at the Thrift Shop through enhanced market techniques and equipment.