

Mission

STRATEGIC PLAN 2022-2026

Assistance League of Inland North County is a nonprofit, all-volunteer organization actively involved in transforming the lives of children and adults through community programs.

Vision

When essential needs are met in communities, families flourish.

Values

COMMITMENT – Compassionate and caring service

LEADERSHIP – Professionalism that is visionary, ethical and sensitive

ACCOUNTABILITY – Fiscal responsibility

RESPECT – Fair and equitable treatment for those we serve

ETHICS – Integrity and authenticity in communications and actions

Goals

MEMBERSHIP:

1. Maintain current membership level and engagement. 2. Actively recruit new members with intent on increasing the diversity of the group. *(Diversity defined as: age, occupation, cultural background, skills, etc.)*

FINANCE AND DEVELOPMENT:

1. Maintain financial stability while supporting the philanthropic programs. 2. Develop new and grow established fundraising platforms that are responsive to dynamic changes in the community.

PHILANTHROPIC PROGRAMS:

1. Utilize new approaches to expand our response to meet community needs. 2. Review all programs for relevance to current community needs and add, subtract or modify as needed.

ENVIRONMENT:

1. Establish a positive, comfortable and safe environment for members, customers, recipients of philanthropic programs, and the community.

STRATEGIES

MEMBERSHIP:

GOAL 1: Increase attendance at member meetings. Provide a variety of opportunities for engagement of members. Provide regular acknowledgement and encouragement.

GOAL 2:

Remove obstacles to becoming a new member. Develop plans and activities that demonstrate our commitment to diversity, equity and inclusion. Contact potential members within one week of expressing interest. Year-round membership recruitment. Network with community groups. Create more off-hour volunteer opportunities. Create a membership path for Assisteens and their parents.

FINANCE AND DEVELOPMENT:

GOAL 1: Strengthen Finance Committee. Re-establish guidelines for philanthropic spending. Review investment performance. Increase awareness and motivation of the membership of the need to generate income for the Chapter.

GOAL 2: Find new donors. Develop virtual fundraising platforms. Develop a large base of community influencers. Develop an annual/signature event. Develop a Legacy Program/Planned Giving Program. Strengthen Resource Development Committee. Strengthen Grants Program.

PHILANTHROPIC PROGRAMS:

GOAL 1: Utilize the Assistance League National's 3-Star framework to expand the delivery of our services and help us find more opportunities to serve the community. Create/strengthen community service partnerships. Use the 3-Star framework to describe to our diverse community what we do.

GOAL 2: Consult with community contacts to identify unmet community needs/underserved populations. Evaluate current programs for effectiveness in meeting current community needs. Develop a proposal for program modification.

ENVIRONMENT:

GOAL 1: Maintain a safe environment inside and outside the building. Build positive relationships with customers, members and the community. Expand methods of communicating in Spanish.