



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

1. Operate Philanthropic/Service programs to meet identified community needs.
2. Improve financial strength and profitability.
3. Create and maintain a diverse, informed and committed membership.
4. Increase visibility and name awareness in the community.

STRATEGIES

Philanthropic Programs
Evaluate progress, effectiveness, and impact to improve and enhance existing programs.

- ACT/PSAT - Organize test review sessions to prepare students for college entrance exams.
- Operation Teen Parent – Encourage high school graduation and provide incentives for academic achievement, good attendance and citizenship.
- Operation Bear Hug – Provide teddy bears to children who have been traumatized.
- Operation Recovery – Partner with Santa Monica (Halfway) House to teach personal, life, home and work skills to help assimilate women back into the community.
- Operation School Bell® - Clothe maximum number of children via partnership with JCPenney.
- Assault Survivor Kits® - Furnish kits with items necessary to outfit victims of assault and provide clothing for abused children ages 0-18.
- Operation Literacy – Provide children’s books for Operation School Bell, Operation Teen Parent, Operation Recovery and other organizations serving children.

Resource Development
Evaluate success of income sources:

- Christmas Caravan
- ALO Thrift Shop
- Grants
- Annual Campaign

Membership/Education
Provide opportunities and other activities to promote membership, leadership growth and development.

Marketing/Communications
Expand role of social media and website. Facilitate operation of Speakers Bureau. Define and develop marketing plan.