### 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
Evaluates 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.  

#### 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.