

Assistance League® of Indianapolis 2020-2023 Strategic Plan

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 Members' recruitment and involvement is strengthened in the organization.

Goal 2: Operation School Bell® fulfills 100% of schools' allocations to provide new clothing for grade K-5.

Goal 3: Bears and Assault Survivor Kits® agencies allocations are met, assessing yearly those agencies whose needs increase or no longer need our services; identify new agencies, such as college campuses.

Goal 4: Resource Development will strive to achieve an annual balanced budget.

Goal 5: Publicly communicate the chapter's accomplishments to recognize AL-Indianapolis as a major philanthropic organization of Indianapolis.

Goal 6: Enhance leadership to secure chapter's future.

Strategies

- A. Provide enhanced orientation and continuing education to ensure members understand and commit to their responsibilities of time, money and talent.
- B. Conduct annual program surveys with social workers before the budgeting cycle to assess necessary changes to programs that will affect budget, inventory and staffing.
- C. Yearly evaluate current agencies to ensure all meet program mission and eliminate duplication of services provided by other community services.
- D. Identify and develop new fundraising events to contribute to annual revenue.
- E. Expand our profile in the community by developing ongoing advertising campaigns regarding our chapter and its contributions.
- F. Enrich and train incoming Board members to better prepare the elected board to address current and future challenges facing the chapter.
- G. Reach out to the community seeking members who have expertise in areas of finance, fundraising, IT, education, to develop an involved and working advisory board.