



Mission

Revisions 3/9/18

Assistance League Santa Clarita is a volunteer organization that develops and implements programs to make a difference in the lives of families in our community.

Vision

Assistance League Santa Clarita aspires to improve the quality of life for families in our community.

Goals

PHILANTHROPIC PROGRAMS

Provide philanthropic programs of excellence that meet community needs.

MEMBERSHIP RETENTION AND GROWTH

Welcome and mentor new members.

Work to retain current members.

RESOURCE DEVELOPMENT

Increase funding annually to meet the goals of the philanthropic programs and Resale Store future

PUBLIC RELATIONS

Promote chapter programs and services to the public

RESALE STORE

Keep Business Plan current

ORGANIZATION/ADMINISTRATION

Support leadership with information, systems, and training

Explore location options for resale store and/or chapter house

ASSISTEENS

OBJECTIVES

Philanthropic Programs

- Maintain Operation School Bell programs
- Create & implement outcome surveys
- Continue School Arts Program
- Meet community needs
- Measure and evaluate outcomes of philanthropic programs for expansion or termination
- Assess programs and make adjustments to the budget
- Research unmet community needs
- Research and develop new programs

Membership

- Meet and inform prospective members
- Formalize mentor program
- Increase internal recognition and contacts
- Engage inactive members

Resource Development

- Evaluate financial needs for philanthropic goals and objectives and future of resale store
- Develop corporate/community partnerships
- Maintain and acknowledge partnership donations
- Continue to seek grants
- Develop fundraisers and encourage member participation in fundraising

Public Relations

- Maintain presence in local publications and media for continued awareness
- Continue to update chapter website
- Continue chapter presence on social media
- Keep promotional materials current.
- Increase Community Ambassador visibility

Resale Store

- Involve more members working in the store
- Organize back room and office

Organization/Administration

- Create an organization chart
- Write procedure guides
- Develop chapter data base
- Relocation committee works with agent to