

STRATEGIC PLANNING ONE-PAGE PLAN FORMAT 2014-2019 Strategic Plan

Mission

Assistance League® of Conejo Valley is a nonprofit organization comprised of volunteers who identify, develop, implement, and fund ongoing philanthropic programs to improve the lives of children and adults in our community.

Vision

Assistance League of Conejo Valley envisions its future as a leading volunteer organization, locally recognized for providing support and opportunities to members of our community with a focus on enhancing the educational success of children and adults.

Values

Commitment

Leadership

Ethics

Accountability

Respect

Goals

Goal 1: Identify and operate philanthropic programs to meet community needs

Goal 2: Seek and maintain an informed, committed membership to ensure the success of the mission

Goal 3: Ensure a viable financial future for the organization

Goal 4: Achieve name recognition as a leading volunteer organization to increase community support.

Goal 5: Successfully transition into a facility that will meet the growing needs of Assistance League of Conejo Valley

Strategies

Goal 1:

- a) Review current community needs
- b) Evaluate each philanthropic program annually based on established criteria
- c) Determine staffing needs for approved programs for the upcoming year.

Goal 2:

- a) Develop and maintain an informed, active membership
- b) Develop an informed and knowledgeable Board
- c) Achieve active participation of every member in order to fulfill our chapter mission

Goal 3:

- a) Create and monitor an annual budget
- b) Determine sustainable funding sources to support budget
- c) Determine staffing needs for fundraising activities

Goal 4:

- a) Increase community awareness and support for ALCV

Goal 5:

- a) Develop a business plan
- b) Secure a larger facility
- c) Develop a capital funding plan