

## STRATEGIC PLANNING ONE-PAGE PLAN FORMAT 2015-2020 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