



Assistance League of Los Gatos-Saratoga STRATEGIC PLAN 2021-2024

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. Strengthen our Philanthropic Programs to meet changing needs
2. Ensure that all programs demonstrate measurable outcomes
3. Effectively recruit, educate and retain members
4. Maintain sufficient funding to meet our program and chapter needs
5. Increase community visibility of our chapter

Strategies

1. Review and report annually the effectiveness of programs with the community and membership, meeting community best practices financial standards
2. Annually measure and report philanthropic outcome and clients served in a standardized format
3. Attract and retain membership sufficient to meet program and chapter needs adapting programs for volunteer flexibility
4. Inspire, support and educate members to serve the chapter and the community
5. Maintain and grow a balanced portfolio that includes our annual direct mail campaign, grants, special events and other contributions
6. Design, implement and evaluate annual fundraising that encourages member and non-member participation
7. Develop community partnerships to leverage the chapter's visibility
8. Communicate our financial results to the public