



## Assistance League of Los Gatos-Saratoga STRATEGIC PLAN 2024-2027

### 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  
Fellowship

### Goals & Strategies

Develop and effectively implement Philanthropic and Community programs that address the changing needs of underserved members of our community

- Partner with established community organizations
- Ensure that all programs demonstrate measurable outcomes
- Annually measure and report philanthropic outcomes and clients served in a standardized format

Manage the organization to enable effective operation, keeping the return to the community at 80% or better

- Manage organizational governance
- Provide financial transparency
- Adhere to accepted accounting principles and governmental regulations
- Develop leaders

Effectively recruit, educate, inspire, and retain members to serve the community and the chapter

- Offer a variety of programs for volunteer flexibility
- Use monthly membership meetings to provide program updates, educate and inspire

Strengthen financial viability with diverse revenue streams to adequately fund our programs

- Maintain and grow a balanced portfolio that includes our annual direct mail campaign, grants, special events, and other contributions

Increase community visibility of our chapter

- Develop community partnerships to leverage the chapter's visibility
- Utilize social media and other mechanisms to communicate both externally and internally