



Mission

Assistance League volunteers transforming the lives of children through community programs.

Vision

Essential needs are met in our community and families flourish.

Values

Assistance League of Ventura County has a rich history of supporting the vision and talents of volunteers engaged in personal service to their communities, and embraces the following values:

Commitment – Compassionate and caring service.

Leadership – Professionalism that is visionary, ethical, and sensitive.

Ethics – Honesty in communication and action.

Accountability – Fiscal responsibility.

Respect – Appreciation and consideration for others.

Goals

Goal 1: Membership Growth

Maintain a fully engaged and committed Active chapter membership of 100.

Goal 2: Fund Development

Increase chapter revenue by 10% annually to serve more children in Ventura County.

Goal 3: Philanthropic Programs

By the end of 2022, ensure that all programs demonstrate measurable outcomes against objectives.

Strategies

Goal 1: Membership Growth

- Develop and implement procedures to provide for satisfaction and retention.
- Utilize members' strengths/skills.
- Expand community outreach.

Goal 2: Fund Development

- Design and implement an internal fund development plan.
- Design and implement an external fund development plan.

Goal 3: Philanthropic Programs

- Evaluate and measure success annually.
- Develop a plan to increase children served.
- Develop and use philanthropic program outcome data for marketing and Resource development.

Goals 1 – 3: Overreaching Strategies

- Increase member participation/involvement.
- Increase community awareness.
- Provide financial and human resources to ensure chapter success.
- Review and refine the leadership development program.