



## 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

**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 2023, 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.