



FY 2018-2019 – FY 2022-2023 Strategic Plan

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: Members provide compassionate, caring service.

Leadership: Members act professionally, ethically and are sensitive to individual needs.

Ethics: Members practice integrity and authenticity in communication and action.

Accountability: Members practice prudent fiscal and physical management, transparency, program assessment and evaluation of organizational performance.

Respect: Members believe in the intrinsic value of those we serve and of those with whom we serve.

Progress: Members embrace a culture of continuous improvement.

Goals

1. Increase recognition of Assistance League of Kansas City throughout the Kansas City metropolitan area as a leading philanthropic organization.
2. Increase current membership and be more inclusive of diverse populations.
3. Double income from outside resources through innovative activities to increase financial stability.

Strategies

Strategy 1A: Deliver a consistent and professional message about Assistance League of Kansas City throughout the community

Strategy 1B: Inform and inspire members about Assistance League of Kansas City's current impact on the community and the potential for growth.

Strategy 1C: Explore avenues for increasing awareness of Assistance League of Kansas City.

Strategy 2A: Increase net membership from 370 on 5-31-2018 to 462 (25%).

Strategy 3A: Double income generated from sources other than THE ReSALE SHOP from \$191,903 to \$383,806.