Mission

Assistance League of Amador Valley volunteers transforming the lives of children and adults through community programs.

Vision

Assistance League of Amador Valley aspires to make sure the essential needs of our community are met and families flourish.

Values

Commitment  Leadership  Ethics
Accountability  Respect

Goals

Resource Development:
- Raise an additional 20% in funds by May 2023
- Return 90% of funds to the community
- Get 90% participation by members in at least 2 fundraisers

Grants:
- Develop specific and trackable metrics for grants
- Increase grant funding by 5%
- Obtain a grant from at least one new source

Technology:
- Create a comprehensive tech strategy to meet the needs of our members
- Implement above

Philanthropic:
- Continuously evaluate the programs as they are being provided
- Fill vice chairs for all philanthropic programs
- Move forward with the Scholarship program to set parameters to be ready for the 2023 high school graduates

Membership:
- Involve 90% of members on committees, membership and social events
- Increase membership by 10%
- Continue to develop the New Member Mentor Committee

Public Relations:
- Continue to increase visibility in the Tri-Valley community
- Continue relationships with local newspaper and publicity outlets

Strategic Planning:
- Quarterly review of goals
- Inform new members of strategic plan during orientation
- Annual Survey completed with 80% response rate

Strategies

Resource Development:
- Determine new fundraisers
- Evaluate existing fundraisers

Grants:
- Continue to research source for AMI data
- Follow up on leads from members and other sources
- Timely recognition of grantors
- Invite grantors and program recipients to the same regular meetings to share their experiences with ALAV

Technology:
- Continue to survey needs of members
- Interview other progressive tech-based chapters for ideas and best practices
- Implement at least one tool or process

Philanthropic:
- Involve 90% of members in at least 2 philanthropic activities
- Actively recruit members for Vice Chair roles in each philanthropic program

Membership:
- Delegate jobs. Appoint chairs to lead specific activities
- Encourage members to bring friends, neighbors. Actively pursue Farmer’s Market leads
- As more members join, encourage group activities for socializing

Public Relations:
- Continue to do Farmer’s Market with change to table display and additional visuals of philanthropic programs
- Participate in Dublin’s St. Patrick’s Day parade
- Participate in Pleasanton Christmas Parade
- Evaluate Livermore Farmer’s Market
- Support marketing of Poinsettia sale – possibly at Livermore Holiday Village
- Promote all fundraisers via flyers, posting on Patches, chamber sites, and news publications
- Write and publish actual accounts from previous recipients and how they benefited from ALAV services
- Attend chamber mixers and events

Strategic Planning:
- Quarterly goal updates given to members
- Attend orientations to inform new members of strategic plan
- Report results from Annual Survey

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