



Strategic Plan 2015-2016

Mission

Assistance League of Metro Columbus is a local nonprofit organization that puts caring and commitment into action through community-based philanthropic programs.

Vision

Assistance League of Metro Columbus aspires to meet the challenging needs of individuals in our local community.

Values

Commitment

Provide compassionate and caring services to individuals in our community.

Leadership

Professionalism, ethical, sensitive and responsive to individual needs.

Ethics

Integrity and authenticity in communication and action.

Accountability

Fiscal and personal responsibility

Respect

Appreciation and consideration of others

Goals

Short Term Goals:

1. Secure new office space
2. Obtain Gold Star Guidestar status

Long Term Goals:

1. Grow chapter through outside sources of funding
2. Increase community awareness of organization
3. Maintain current membership; increase by 10% over next five years
4. Grow philanthropic programs by increasing member and outside support

Short Term Goals:

1. Secure new office space

Strategies:

- Rent not to exceed \$1,400/month including utilities
- Space requirement – minimum 1,000 sq. ft.
- Location – between Worthington and Clintonville

2. Obtain Guide Star Gold Status

Long Term Goals:

1. Grow chapter by finding outside sources of funding.

Strategies:

- Create a Resource Development sub-committee devoted to learning how, preparing, and actively seeking grant applications to fund projects.
- Create Resource Development sub-committees devoted to seeking sponsorships, individual donations, trusts/endowments.
- Create and maintain a donor database.
- Create a presentation that easily illustrates our financial information for outside sources of funding.

Measurements:

- Replace funds generated by past fundraisers with grant money, sponsorships, or donations. (approx. \$25,000)
- Continue to find and increase grant money received year over year by 3 percent.

2. Grow the organization in terms of community awareness.

Strategies:

- Create a Membership/Education sub-committee to develop a Speakers Bureau to increase awareness of our organization and what we do for the community.
- Ask for outside support for our programs through in-kind donations and funding. Review and determine purposes for Speakers Bureau presentations, e.g., members, sponsorship, donations, etc.

Measurements:

- Make two presentations each year to outside community groups and track response/donations.
- Actively seek and request presentations throughout the year.
- Obtain newspaper, TV, magazine exposure.
- Track number of inquiries and results of Speakers Bureau.

3. Maintain the current membership and increase by 10% over the next five years.

Strategies:

- Invite and encourage the people we meet through our Speakers Bureau to join us.
- Continue to educate current and new members through Heads Up.
- Make members aware of the needs of chapter, philanthropic programs and how they can help
- Have three coffees each year to increase membership.

Measurements:

- Track number of members as a result of Speakers Bureau and coffees.
- Track increase in participation of our programs.

4. Grow our philanthropic programs by increasing our support from our members as well as outside support.

Strategies:

- Reach out to new schools/programs for Head and Toe program.
- Increase member volunteers for tutoring and PALS program.
- Create a committee to research new programs, or how we can specifically expand current programs, so we can immediately implement when funding is received.

Measurements:

- Track the vouchers given and amount spent for Head and Toe by locations.
- Track the number of volunteers for tutoring and PALS.
- Evaluate and measure all philanthropic programs for effectiveness in the community.
- Internally measure rate of return to the community on a regular basis.