



Transforming Lives. . . Strengthening Our Community

Mission

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

Vision

Essential needs in our community are met and families flourish.

Values

Assistance League has a rich history of supporting the vision and talents of our volunteers, all engaged in service that puts caring and commitment into action in their communities. Five core values inform and craft leaders' and members' priorities and actions.

COMMITMENT:

We believe that providing compassionate and caring services to individuals in communities across the nation is the standard and the primary measure of our organization. We believe we exist for the sole purpose of providing philanthropic services to meet the challenges posed by a diverse array of compelling individual and community needs.

LEADERSHIP:

We believe that the full measure of our leaders and members is the sum of the products of their vision, professionalism, ethics, sensitivity and the quality of responsiveness to individual needs.

ETHICS:

We believe that integrity and authenticity in communication and action best demonstrate the most basic, intrinsic values held by member volunteers of this organization.

ACCOUNTABILITY:

We believe that full accountability is the responsibility of our leaders and members, and is an appropriate expectation of this organization by those who support Assistance League's work and those who receive its services. We believe that this responsibility demands and drives prudent fiscal and physical management, transparent internal and external relationships, viable program assessment and reasoned evaluation of personnel and organizational performance.

RESPECT:

We believe in the intrinsic value of those we serve and of those with whom we serve. We believe that we can best demonstrate our respect for this value by providing fair and equitable treatment for our member and community volunteers, the recipients of our services and our donors and funders.

Goals

1. Develop a financial blueprint to insure that all financial commitments including philanthropic needs and mortgage responsibilities of ALW will be met and potentially exceeded.
2. Build Community Awareness
3. Strategically grow membership plus retain and better utilize the existing membership

OBJECTIVES/ACTION STEPS for GOAL #1

1. Fund philanthropic programs at a level equal to or greater than fiscal 2015 actuals through gifts grants, fundraisers, and profits from the ALW Thrift Shop.
2. Maintain the structural integrity and property value of the building which houses the ALW Thrift Shop at 2431 E. Douglas through capital funds.

Action Steps:

- Evaluate current fundraisers and seek new fundraisers to maximize revenue intake and minimize expenditures
- Seek new fundraisers which will gross at least \$25,000 with a minimum of expense
- Explore, find, and write for grant opportunities and endowment possibilities
- Increase donations to the Thrift Shop, seek new donors, and fill the working shifts for the Thrift Shop to increase profits
- Plan for better efficiency and long term usage of the ALW Thrift Shop

Assessment:

- All ALW responsibilities have been met including needed maintenance of the building at 2431 E. Douglas
- Analysis of philanthropic and maintenance expenditures and profits realized from fundraisers/grants/endowments/ALW Thrift Shop and capital funds will reflect an increase in funding

OBJECTIVES/ACTION STEPS for GOAL #2

1. Expand public awareness of ALW that will promote interest in and support by our diverse community

Action Steps:

- Educate through Speakers' Bureau
 - Use the most current video presentation outlining philanthropic programs including interviews from recipients
 - Update video presentations as needed
 - Conduct an average of at least ten formal presentations a year
- Continue press releases highlighting ALW key events and programs
- Identify opportunities to increase ALW branding in the community at large
- Continue to develop city-wide knowledge of the good efforts of ALW and its programs
- Continue to increase the number of applications submitted for scholarships
- OSB parents and school personnel will complete a survey about the impact of ALW and evaluate the OSB process

Assessments:

- More scholarships are awarded
- The results of the OSB surveys have 80% positive feelings for ALW and will continue to have a higher percentage the following years.
- The Speakers Bureau video presentation is updated and the number of presentations to community groups remains at ten or more per year.