

Mission

Assistance League of Greeley aspires to meet the challenging needs of individuals through community-based philanthropic programs in the City of Greeley and Weld County, Colorado.

Vision

Assistance League of Greeley will improve life in Greeley and Weld County, Colorado, through the implementation of philanthropic programs.

Values

Assistance League of Greeley, with a rich history of supporting the vision and talents of volunteers engaged in personal service to the city of Greeley and Weld County, embraces the following values:

Commitment	Accountability
Respect	Ethics
Leadership	Camaraderie

Goals

Philanthropic Programs

Ensure that all programs demonstrate measurable outcomes against objectives by the end of 2018. Increase National awareness to all members (e.g., Circle Fund).

Membership Growth

Beginning in 2017, maintain present membership and recruit new members to accomplish positive change in the community for those who receive our programs.

Fund Development

Increase overall funding by five (5) percent annually to provide enhanced services to the people living in the city of Greeley and Weld County.

STRATEGIES

Philanthropic Programs

- Measure and evaluate the outcomes of all the philanthropic programs.
- Develop and use philanthropic program outcome data for marketing and fund development and to eliminate any program that is not deemed to meet the standards set forth.

Membership Growth

- Maintain sufficient members to accomplish positive change.
- Implement a membership approach that will increase member participation in programs, activities and committees. One-on-one mentor program for new members implemented to educate new members the purpose and goals of the organization. Continue the community volunteer opportunities.

Fund Development

- Increase fund raising activity income by five (5) percent per year.
- Increase sales at the Bargain Box by five (5) percent per year.
- Continue to investigate enlargement capacity of the Bargain Box for sales and processing which would allow for more diverse merchandise to be handled. Assess the store location.

Overarching Strategies

Continue to strengthen ALG's public image as a high profile nonprofit organization in Greeley and Weld County.