



Mission

Assistance League of St. Louis is a nonprofit, all-volunteer service organization whose members identify, develop, fund and implement ongoing philanthropic programs to serve specific needs of children and adults in the St. Louis community.

Vision

Assistance League of St. Louis envisions a community where specific needs of children and adults are fulfilled.

Core Values

- Accountability
- Integrity
- Leadership
- Commitment

Goals

- ◆ **Provide philanthropic programs that meet community needs**
- ◆ **Present ourselves effectively to the community**
- ◆ **Ensure financial sustainability, accountability and transparency**
- ◆ **Provide an environment where members are valued, motivated and engaged with the Mission**

Strategies 2017-2020

Philanthropic Programs

- Identify needs in the community that are consistent with our mission
- Assess current philanthropic programs to evaluate effectiveness
- Achieve 85% return to the St. Louis community

Marketing Communications

- Maintain a consistent brand image
- Increase community awareness and understanding of our mission
- Utilize digital, print and social media marketing

Fund Development

- Expand the financial support from the community donor base
- Ensure reasonable and prudent management of all financial resources and assets

Membership/Education

- Educate and involve members with leadership roles and responsibility
- Provide opportunities for each member to serve
- Discern and address concerns of non-renewing members