

ASSISTANCE LEAGUE OF ANTELOPE VALLEY
FIVE YEAR STRATEGIC PLAN
2026-2031

Mission

Transforming lives and strengthening our community through meaningful service programs. This commitment drives our work as a nonprofit organization to identify community critical needs, to develop impactful programs, and raise funds to deliver meaningful solutions.

Vision

We exist to enable community members to flourish by ensuring that essential needs are met.

Values

Commitment
Leadership
Ethics
Accountability
Respect

Goals

Goal 1: Innovative Resource/Fund Development: Design and support innovative philanthropic programs to meet our community needs.

Goal 2: Marketing- Create and maintain effective marketing strategies to educate the community about our philanthropic work.

Goal 3: Organization- Ensure financial sustainability

Goal 4: Attract, engage and retain a sustainable membership base.

Goals and Strategies

Goal 1: Innovative Resource/Fund Development

Strategies

- A. Create innovative ways to design fundraising projects to meet or exceed expected revenues.
- B. Expand partnerships with new and existing community organizations through collaborative fundraising.
- C. Build a strong nonprofit profile, to attract potential donors, partners, volunteers and the public.
- D. Explore avenues to expand our presence in the Community.
- E. Develop long term strategies to outsource services for grant writing requests and public relations.

Action Plan

1. Establish a grant writing committee to investigate and apply for fundraising grants.
 - Target, Walmart, Kohls, Trader Joes
 - Banks - California Bank and Trust, Chase, Bank of America, etc.
 - Google, Apple
 - Edwards Air Force Base
 - Aerospace Organizations (Lockheed Martin, Northrup Grumman Boeing, AS Aerospace, NASA, Mojave Air and Space and Space Port, etc.),
 - Cities of Lancaster and Palmdale
2. Expand partnerships to include attending meetings and events.
 - Children's Center, Chambers of Commerce, AV Edge, Auto Dealerships •Community Events

Goal 3: Organization – Ensure Financial Stability

Strategies

- A. Utilize Independent donor management resources through National Assistance League Chapter Hub.
- B. Increase funding by applying for grants.
- C. Gain and maintain sponsors, donors, and endowments.

Action Plan

1. Attract new sponsors and contributors for fundraisers.
2. Pursue options for marketing future use of Newgrove Property.
3. Establish communication to optimize all resources that National Assistance League offers.

Goal 2: Marketing

Strategies

- A. Develop and execute a comprehensive marketing communications plan.
- B. Cultivate business community outreach.

Action Plan

1. Include links to website and social media to share our mission, goals and needs.
2. Update and maintain our nonprofit profile on GuideStar and other relevant platforms.

Goal 4: Attract, engage and retain a sustainable membership base.

Strategies

- A. Grow membership by 10% annually.
- B. Embrace innovations to simplify volunteering for members.
- C. Provide new membership orientation to understand mission, goals, programs and expectations.
- D. Develop membership and provide avenues of participation.

Action Plan

1. Host annual membership drive and orientation.
2. Broaden membership to better reflect our community.
3. Develop succession planning tools.