

2016-2017

Mission

Assistance League of Bellingham is an all volunteer, nonprofit organization serving Whatcom County children, adults and seniors.

Vision

To be an integral part of a community that recognizes and supports the unique philanthropic programs that only Assistance League of Bellingham provides.

Values

- Commitment
- Leadership
- Ethics
- Accountability
- Respect

Goals

1. Chapter Growth and Education - Promote a 10% increase in membership over the next 5 years.
2. Reduce Membership Attrition. Stabilize membership numbers.
3. Ensure a Viable Growth for the Future - Develop and implement plans for growing resources and maintain or increase our 65% annual return to the community.

STRATEGIES

Chapter Growth and Education

- Assure comprehensive education for new members.
- Assure continuous education for all members.
- Provide an environment for chapter growth and effectiveness in the community.

Reduce Membership Attrition

- Research and promote strategies and programs which reduce attrition.

Ensure a Viable Growth for the Future

- Plan for the future.
- Strengthen chapter identity.
- Utilize ALB Advisory Council.
- Be realistic.