



Mission

Assistance League of Pomona Valley is a nonprofit volunteer organization dedicated to improving the lives and well-being of children and families in our communities.

Vision

Assistance League of Pomona Valley will support our communities through philanthropic programs that build self-esteem and create “one smile at a time” for children and their families.

Values

- Committing to the children and families we serve
- Appreciating the energy, experience and contributions of all members
- Demonstrating respect, kindness and compassion toward others
- Enhancing partnerships with school districts and Chambers of Commerce

Goals

- Increasing revenue by 10% annually
- Expanding the quality and number of items for Operation School Bell®
- Increasing the number of new clients served in the Dental Center by 10% annually
- Increasing the number of community volunteers by 10% annually

GOALS and STRATEGIES

Increasing revenue by 10% annually

- Increase surplus of current fundraisers
- Add new fundraisers
- Hire/Groom grant writer

Expand the quality and number of items for Operation School Bell

- Identify and write grants to support Operation School Bell growth
- Increase average cost per child from \$13 to \$25
- Focus efforts on adding jackets and pants for each client

Increase the number of client's served by the Dental Center by 10% annually

- Promote Dental Center in local communities
- Improve communications with Pomona, Claremont and Bonita school districts
- Expand services to include all family members

Increase outside Community Volunteers by 10% annually

- Offer Community Service hours to local schools
- Contact neighborhood residents and parents
- Connect with churches and other nonprofits