



2025-2028

Mission

Bay Area Service League volunteers empower individuals, enhance self-esteem, and strengthen the community through impactful programs and collaborative partnerships.

Vision

Create a community where all essential needs are met for children and families.

Values

Bay Area Service League embraces the following CLEAR values:

Commitment
Leadership
Ethics
Accountability
Respect

Purpose

Bay Area Service League is a non-profit volunteer organization that serves children and families in Southeast Harris and Galveston counties through philanthropic programs that empower individuals, enhance self-esteem, and strengthen the community.

Inclusion

Bay Area Service League strives to create a culture in which every person belongs, is respected, and is valued as an individual.

STRATEGIES

Philanthropic

- ☐ Staff all philanthropic programs adequately
- ☐ Evaluate philanthropic programs
- ☐ Research community needs
- ☐ Review & update Risk Management & Safety Plan
- ☐ Explore development of new programs

Resource Development

- ☐ Manage our finances prudently and with accountability
- ☐ Maximize efficiency in existing fundraisers, philanthropies, operating & admin expenses
- ☐ Establish contingency plans for unexpected financial change
- ☐ Review & update Risk Management & Safety Plans

Membership

- ☐ Recruit membership
- ☐ Retain membership
- ☐ Orientation for new members
- ☐ Engage membership
- ☐ Nurture and develop potential leaders
- ☐ Review & update Risk Management & Safety Plans

Marketing

- ☐ Expand community contacts
- ☐ Promote philanthropic programs, fundraisers and membership via comprehensive marketing team
- ☐ Promote brand recognition, credibility, member & community engagement and enhance social media
- ☐ Review & update Risk Management & Safety Plans