

2022-2028

Strategic Plan

VISION:

Junior League of Annapolis, Inc. is the leader in making Anne Arundel County a place where all women and children are able to reach their full potential.

COMMITMENT TO DIVERSITY, EQUITY, INCLUSION & BELONGING:

Junior League of Annapolis, Inc. is committed to a membership and outreach that reflects the rich diversity of the community it serves. It welcomes and values the unique backgrounds and perspectives of its members in an endeavor to foster an inclusive environment to promote the development of women.

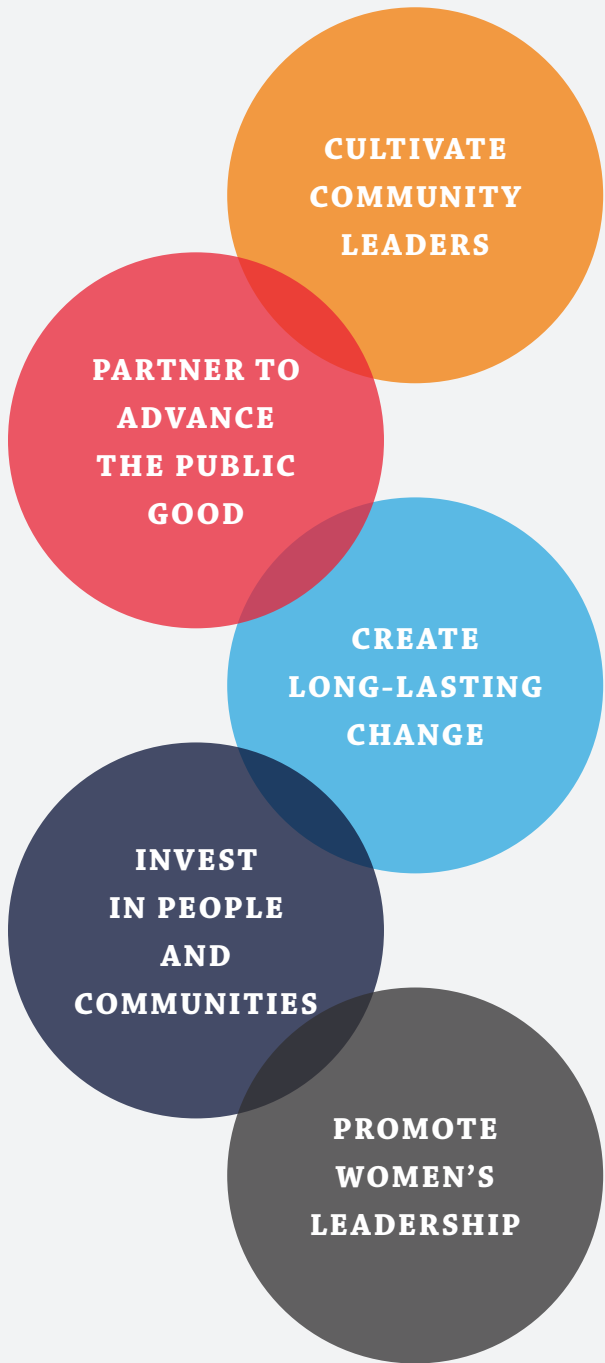
OUR MISSION

Junior League of Annapolis, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and improving the community through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable. It reaches out to all women of any race, religion, or national origin who demonstrate an interest in and a commitment to voluntarism. Junior League of Annapolis, Inc. is part of the Association of Junior Leagues International, Inc.

Embracing our mission, vision, and values, the Junior League of Annapolis, Inc. commits to the following strategic goals and priorities to drive the long-term, achievable success of our organization, our members and the community we serve.

COMMUNITY FOCUS AREA:

Self-Sufficiency of Women and Children



■ **LIFELONG MEMBERSHIP**

Create an engaged and dynamic membership built upon connectedness, shared experiences, and open communication by offering meaningful development and networking opportunities to cultivate community leaders.

■ **COMMUNITY IMPACT**

Position members within our community and foster strategic partnerships to make a positive impact and create long-lasting change.

■ **LEAGUE GROWTH & SUSTAINABILITY**

Expand and diversify our funding strategies and cultivate a culture of philanthropy to support continued investment in our members, mission, and community.

■ **LEAGUE BRAND & IDENTITY**

Develop and implement a brand and marketing strategy to strengthen our reputation as a forward-thinking women's organization that promotes voluntarism and trains civic leaders.