

Pearls of Service Foundations: Sustainable Strategic Plan 2020

Core Values, Vision & Mission Statement, SWOT ANALYSIS, & SMART GOALS



Values of the Foundation (Core Beliefs):

- Support Education
- Promote Health and Wellness
- Maintain open communication and transparency
- Operate with integrity
- Be Accountable to board members, chapter members & donors

Vision Statement:

The Pearls of Services Foundation is dedicated to sustaining the programs of Alpha Kappa Alpha Sorority, Incorporated® by supporting philanthropic initiatives in York and Chester Counties.

Pearls of Service

PO Box 295

Rock Hill, SC | 29731

Mission:

To align and support local, national, and international programs that reflect the mission of Alpha Kappa Alpha Sorority, Incorporated® as well as other non-profit programs and charitable organizations. The Pearls of Services Foundation will focus on the following initiatives:

- Education
- Economic Empowerment
- Health and Wellness
- Cultural Awareness and Diversity
- Global Impact

SWOT ANALYSIS

Strengths:

- *Community Focus*
- *Partnership Driven/Relationships Built in Community*
- *Connection to organization over 100 years of Service*
- *Commitment to our Deliverables*
- *Membership*

Weakness:

- *Communication- Transparency*
- *Educational Training*
- *Structure/Standing Operating Procedures*
- *Engagement/Involvement*
- *Enhanced Financial Controls*
- *Structure and Execution around Fundraising*

Opportunities:

- *More Impactful*
- *Training and Education*
- *Secure Funding from other Sources (Grants)*

Threats

- *Increase competition for donor support*
- *Support from Sorors*
- *Perceived lack of transparency*
- *Lack of Knowledge*

SMART GOALS

1. To provide training to Pearls of Service Foundation board members and Eta Alpha Omega chapter members
2. To provide a minimum of eight scholarships to participants in the Debutante Cotillion or Fundraiser(s) designated by Eta Alpha Omega Chapter
3. To provide a minimum of six book scholarship to graduating high school seniors in the York and Chester communities
4. To support youth-based initiatives designated by Eta Alpha Omega Chapter