



VISION 2013

Little Brothers' Mission

Little Brothers – Friends of the Elderly (LBFE) is a national network of non-profit volunteer-based organizations committed to relieving isolation and loneliness among the elderly. We offer to people of goodwill the opportunity to join the elderly in friendship and celebration of life.

LBFE Chicago Core Values

FLOWERS BEFORE BREAD

We believe that sharing love and respect and bringing beauty into the lives of the elderly is as essential as meeting their physical needs. We honor all individuals by meeting the basic needs of the human spirit: to serve others, to love and to be loved, to belong, and to enjoy life.

PARTNERSHIPS

We believe that our work can be strengthened and sustained through partnerships with volunteers of all generations, economic background, and ethnic diversity.

HOSPITALITY

We welcome people of all generations and backgrounds to share joy and hope, and to celebrate the pleasures of life.

SERVICE

We make an enduring commitment to serve our elderly friends and each other, as we would serve our friends and families supporting the body, mind and spirit.

SELF-EXPRESSION

We provide opportunities for people to discover, express, develop, and experience their individuality.

FRIENDSHIP

We seek out elderly people who are in need of friendship, and we build relationships based on mutual respect and open communication.

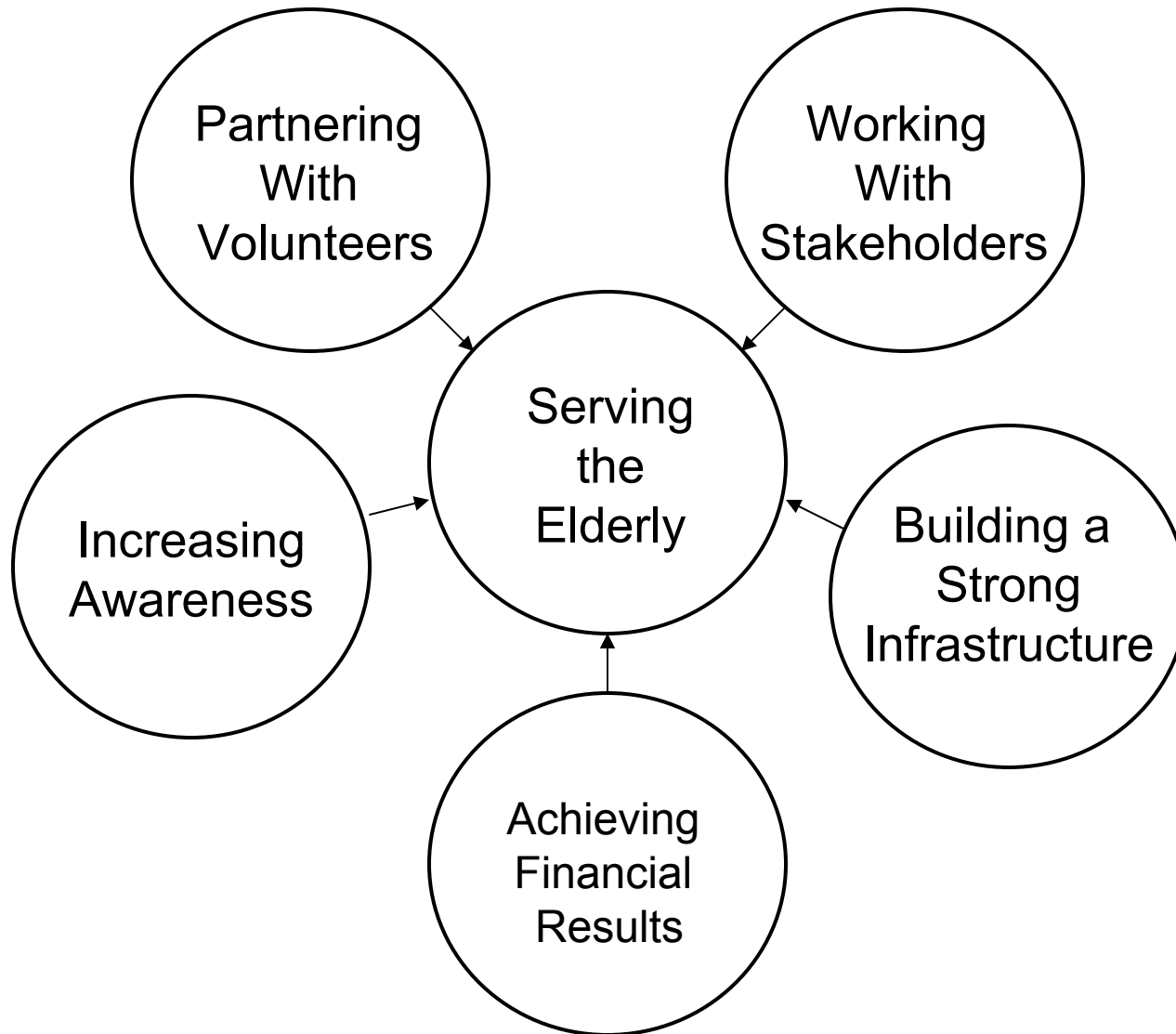
COMPASSION

We are understanding partners in the aging process.

COMMUNITY

We are a family of elderly friends, volunteers, donors and staff who join together in life's journey. We accompany our elderly friends for life.

Vision 2013



A. *Serving & Engaging the Elderly*

By 2013, LBFE-Chicago will:

- Serve the elderly throughout metro Chicago as the “gateway” for replacing isolation and loneliness with friendship and engagement.
- Work with a diverse population of elderly, age 70 and older.
- Have expanded the number of elderly served to at least 5,000 (unduplicated*) 1,500 of which are “LBFE family members**.”
- Offer a continuum of high quality services for elders, frail to healthy, that engage them in ending their loneliness.
- Have extended this continuum of services, both physically and geographically, to at least three locations in order to reach a broader audience of elder friends.
- Have explored and adapted progressive methods of service delivery from using technology to providing transportation.
- Evaluate the quality and impact of services on an ongoing basis.

*Unduplicated means each elder is counted only once, regardless of how many contacts.

** LBFE family members are elders enrolled in our programs

B. Partnering with Volunteers

By 2013, LBFE – Chicago will:

- Implement a spectrum of flexible volunteer opportunities to grow and increase the diversity of the LBFE volunteer corps and to sustain their involvement.
- Employ cutting edge and user friendly technology to support and strengthen the volunteer recruitment, selection and retention process.
- Provide continuing education opportunities to enable volunteers to make their greatest contribution to support the LBFE mission.
- Be seen externally as one of the top 100 places to volunteer in Chicagoland.
- Be seen internally as a great place to volunteer as measured by volunteer satisfaction surveys.

C. Increasing Awareness

By 2013, LBFE-Chicago will have achieved:

- Greater brand awareness by elders, volunteers and donors.
- Distinction as the premier advocate for the issue of relieving loneliness and isolation among the elderly.
- “First choice” status among donors who give to elder causes.
- Recognition as the key referral source by providers of services to the elderly.

D. Building a Strong Infrastructure

By 2013, LBFE-Chicago will have:

- A proven record of superior Board governance and oversight of a dynamic, growing organization.
- Employed best practices for the quality and effectiveness of leadership, staff, volunteers, organizational structures and processes.
- Renovated or newly built, quality facilities that support projected growth.
- Expanded information technology to support the vision.

E. Working with Stakeholders

By 2013, LBFE-Chicago will have accomplished:

- **Expansion of external partnerships that serve to increase:**
 - Access to elder services
 - Donor base
 - Fees for service
 - Name recognition
 - Referrals
 - Volunteer participation

- **Forging more innovative partnership with such groups as:**
 - Educational institutions
 - Faith-based organizations
 - Housing sites [nursing homes, assisted living (fee for service)]
 - Professional associations and societies
 - Public and private social service agencies
 - Civic engagement movement
 - Research institutions
 - Corporations

- **Work with the LBFE Network to help achieve our common mission**

F. Achieving Financial Results

By 2013, LBFE-Chicago will have:

- Built a comprehensive development program that supports Vision 2013, with greater emphasis on major gifts from individual donors
- With reduced reliance on bequest income, achieved \$7-8 million in annual gross revenue from:
 - Annual gifts
 - Bequests
 - Private and public corporation and foundation grants
 - Major gifts
 - Planned gifts
 - Special events
 - Sponsorships
 - Investment gains

F. Achieving Financial Results cont.

By 2013, LBFE-Chicago will have:

- Maintained a minimum of 2 years of operating reserves.
- Established a restricted fund to operate a vacation facility for our elder friends that includes a business plan to allow for the possibility of generating revenue on a fee for service basis.
- Dedicated a portion of bequest funds to increase the number of elderly served and the areas in which they live.