

**Little Brothers – Friends of the Elderly  
Chicago, Illinois**

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**VISION 2010**



# Little Brothers' Mission

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**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.**



# Little Brothers' Philosophy

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**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.

**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.

**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.

**SELF-EXPRESSION:** We provide opportunities for people to discover, express, develop, and experience their individuality.

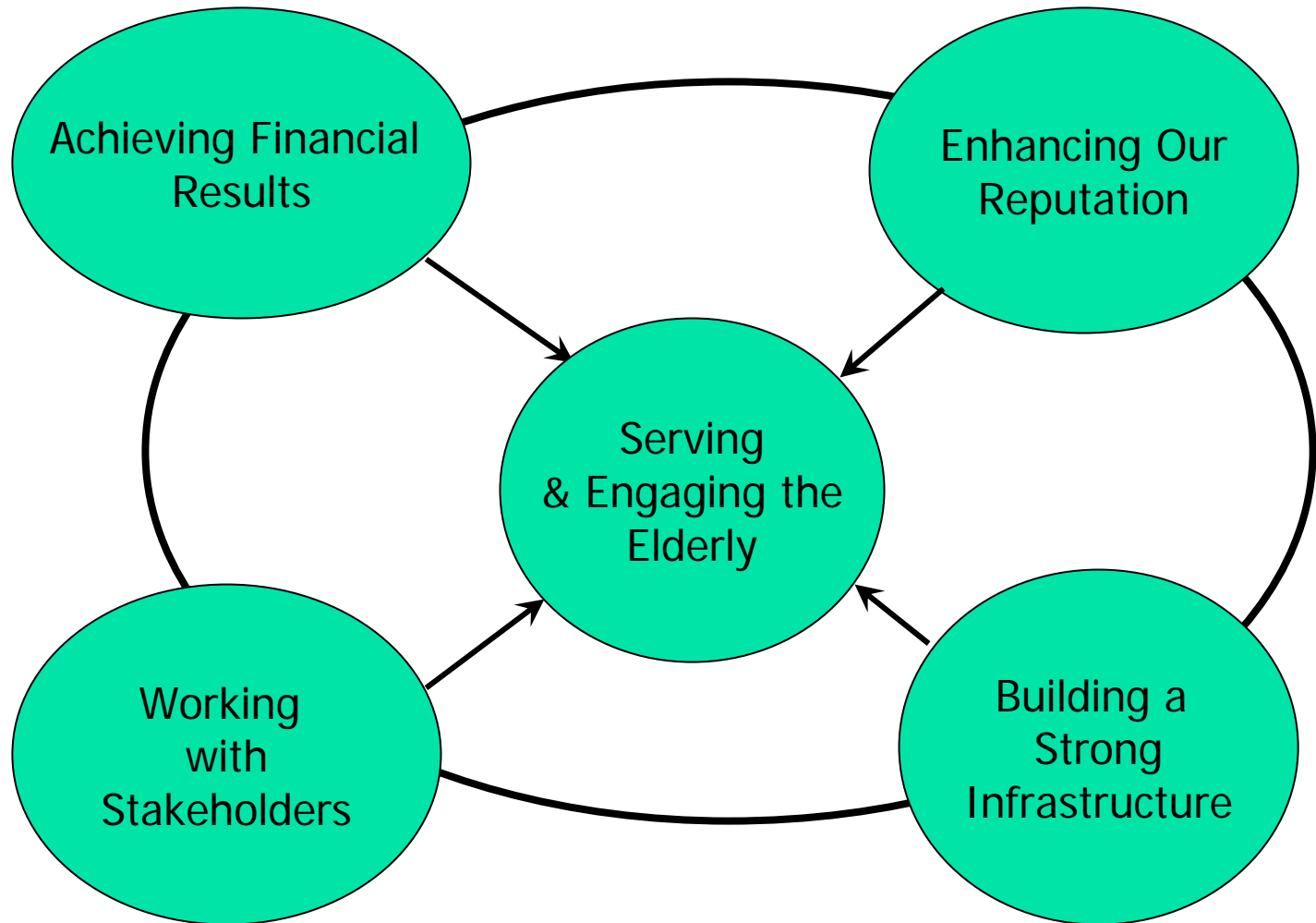
**SERVICE:** We make an enduring commitment to serve our elderly friends and each other, as we would serve our friends and families – supporting the body, mind and spirit.

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



# Vision 2010

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# A. Serving & Engaging the Elderly

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## **By 2010, 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 significantly expanded the number of elderly served to more than 4,000 annually.**
- **Offer a continuum of services for elders, frail to healthy, that engage them in ending their loneliness.**
- **Have extended this continuum of services, both physically and geographically, to reach a broader audience of elder friends.**
- **Have explored and adapted progressive methods of service delivery from using technology to providing transportation.**



## B. Enhancing Our Reputation

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**By 2010, LBFE-Chicago will have achieved:**

- **Greater brand awareness as “Friends of the Elderly” by elders, volunteers and donors.**
- **Distinction as the premier advocate for relieving loneliness and isolation among the elderly.**
- **Ranking as one of the “Top 100” best places to volunteer.**
- **“First choice” status among donors who give to elder causes.**
- **Recognition as the key referral source by providers of services to the elderly.**



## C. Building a Strong Infrastructure

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**By 2010, LBFE-Chicago will have achieved:**

- **A proven record of superior Board governance and oversight of a dynamic, growing organization.**
- **Model status for premier leadership and staff, and exemplary organizational structures and processes.**



## D. Working with Stakeholders

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**By 2010, LBFE-Chicago will have accomplished:**

- **Expansion of external partnerships that serve to increase:**
  - Referrals
  - Name recognition
  - Donor base
  - Volunteer participation
  - Access to elder services
  
- **Forging more innovative partnership with such groups as:**
  - Faith-based organizations
  - Educational institutions
  - Public and private social service agencies
  - Professional associations and societies



## E. Achieving Financial Results

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**By 2010, LBFE-Chicago will have:**

- **Built a comprehensive development program, supported by resources and infrastructure, to raise \$7 – \$8 million annually in total gross revenues through:**
  - Annual gifts
  - Major gifts
  - Planned gifts
  - Investments
  
- **Maintained a minimum of 2 years of operating reserves.**
  
- **Established a restricted fund to renovate and operate a vacation facility for our elder friends.**