

# 2011-12 ANNUAL REPORT

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**Assistance League of  
San Luis Obispo County**



## About Us

Assistance League is a national 501(c)(3) nonprofit, nonpolitical, nonsectarian service organization. The San Luis Obispo County chapter was chartered in 1996 and is dedicated to recognizing the potential of volunteers in helping those less fortunate to a better, more meaningful life here in our County.

## Caring and Commitment in Action

Raised **\$188,557** in fiscal year 2011-2012 to return to the community.

Provided new school wardrobes and dental hygiene kits to over **1,159 Kindergarten-6<sup>th</sup>** children in SLO County through **Operation School Bell**, including a new grade-appropriate book through **Operation Bookshelf**.

Through our subprogram, **Sue's Stars**, we clothed **276 7<sup>th</sup> and 8<sup>th</sup>** grade students throughout the County.

With our program, **Homeless Collaboration**, we have continued our successful collaborations with the school districts to provide new clothing to "homeless" students. The school districts provide the funding and our members meet the students and their families at the retail store to supervise the choosing of school appropriate items.

Collaborated twice during the year with the Assistance League of Santa Barbara to clothe approximately **100 children** in Santa Maria. Santa Barbara provides the funding, our chapter provides the volunteers.

Approximately **14,105 volunteer service hours were donated** by our membership with an **IRS value of \$309,463.70**.

## Fundraising

Funding for our philanthropic programs is raised through chapter events, a direct mailer and grant writing as well as through the generosity of private contributors, foundations, service organizations and municipalities. All funds stay within our County to support our programs.

## Mission Statement

*Assistance League of San Luis Obispo County (ALSLOC) is a nonprofit volunteer organization whose members are dedicated to serving families and children through its two philanthropic programs, Operation School Bell®, and its sub-programs Sue's Stars and Operation Bookshelf, and the Homeless Collaboration Program.*

### 2012-13 BOARD OF DIRECTORS

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Dear Friends,

Assistance League of San Luis Obispo County is one of 120 chapters of the National Assistance League. Our chapter was chartered in 1996. We have a long, rich history nationally and an enthusiastic, productive chapter locally.

We have two philanthropic programs: Operation School Bell® with its sub-programs Sue's Stars and Operation Bookshelf; and the Homeless Collaboration.

Assistance League clothed over 1,500 children in need in the county in 2011-2012. This was another record year for our chapter.

Our funding comes from a variety of sources. Our chapter holds a fashion show luncheon "Charitable Chic" in the fall; has a direct mailer "Warm Your Heart...Clothe a Child" in time for the holidays; and hosts our signature event "Fiesta" in the spring. Other funding is provided by event sponsorships; grants and donations from foundations, service organizations, and municipalities; and through the generosity of private contributors.

The world of the all-volunteer nonprofit is unique and is becoming more and more rare. We are a 501 ( c ) ( 3 ) corporation and do all the same things for-profit corporations do. We agree upon a goal, plan a strategy with all the considerations of time and funding of how to achieve it, assign committees and officers responsibilities of oversight and go to work. You cannot image the satisfaction when these goals are achieved and you realize not one dollar in salary has been paid. In 2011-2012 our chapter of 102 members volunteered 14,105 hours. The IRS values those hours at \$309,463.70.

As is required in all endeavors that want to continue and prosper, we are constantly evaluating our efforts, performance and the needs of the community we serve. There are bylaws, standing rules and a strategic plan we live by, review and update as required.

The number of children clothed is the final product of "down to earth" taking care of business. Every detail from the maintenance of our Operation School Bell sites, the ordering of clothing inventory, all aspects of fundraising, to the compliance of County, State, IRS and National Assistance League regulations is a commitment made by our members. We are a working group committed to our mission of making a difference in the lives of children and their families in need in our county.

It is with great pleasure I present to you our first ever Annual Report and all that it reflects upon our chapter and our community.

Sincerely,

A handwritten signature in cursive script that reads "Charlene Ables".

Charlene Ables  
President

## Program Service Accomplishments

The chapter had its once every four year visit by a visiting team from our national organization. Their report was filled with praise for our chapter's members and accomplishments. We received the highest compliments on our Operation School Bell Program.

Our holiday direct mailer was updated and renamed "Warm Your Heart . . . Clothe a Child." It was very successful exceeding our anticipated income by \$2,620.

The chapter's total income for fundraising efforts included the following:

Charitable Chic Fashion Show totaled: \$18,665

Fiesta by the Sea's income is: \$81,640

Warm Your Heart . . . Direct-Mail Fundraiser raised: \$17,570

Grants awarded totaled: \$25,600

For the third year the chapter received a Molina Foundation grant of 1,200 books for Operation Bookshelf.



**Operation School Bell (OSB)** is the crown jewel of our philanthropic programs. The chapter provided 1,159 K-6 grade children with a week's worth of new school clothing which included: a jacket, pair of shoes, 2 pair jeans, 2 T-shirts, six pair each of socks and underwear, a grade-appropriate book, and dental hygiene products. We provide clothes to students in each of the 10 school districts which includes 43 elementary and 9 middle schools. San Luis Obispo County is geographically one of the largest in the State. We do Outreach to the outlying school districts. This means the school site personnel provide us with the sizes of the children who need to be clothed. We pack up the clothing from our Operation School Bell inventory and deliver it to the school. We set up makeshift dressing rooms and clothe the children during the school day. Transportation is a problem for many of the families of these children. We're proud of the extra effort we make in clothing these particular children.

Through **Sue's Stars** we clothed 276 7th and 8th grade students. We continued this successful sub-program with retailers Old Navy and Kohl's. Kindergarten through 6th grade students "age out" of the Operation School Bell program when they enter the 7th grade. However, they do not "age out" of poverty. Middle school is a crossroads in education. Many students who have been successful through the 6<sup>th</sup> grade begin to fail in junior high school. The stability in elementary school with one teacher who supervises each child's academic and social adjustment is lost. Middle school is a time when children are most critical of themselves and their peers. Sue's Stars is a positive way to free a child from the most basic criticism of looking "different." Statistics and the testimonials of school site personnel verify that students performance improve when they feel good about their appearance.



## Program Service Accomplishments

The chapter's sub-program, **Operation Bookshelf**, provides each child served by Operation School Bell with a new, grade-appropriate book of his or her choice. Books are selected by a volunteer committee familiar with children's literature. Book shelves at the two facilities are stocked with pre-readers, primary grade "I Can Read" books and chapter books for advanced readers. A new book of the child's own choosing is a pleasure that many of these children experience for the first time.



Our **Homeless Collaboration** program is the quintessential collaboration. Our chapter again collaborated with the Atascadero Unified School District, Paso Robles Public Schools, and San Luis Coastal Unified School District to assist them in clothing 80 identified "homeless" students, in grades K-12. The Districts provide the funds and choose the students. Our volunteers arrange dates through school personnel to meet the students at retailers Old Navy and Kohl's.

It was our fifth year of collaboration with the Assistance League of Santa Barbara to clothe approximately 100 children from the Santa Maria Bonita School District. The retail shopping takes place twice during the year in Santa Maria. Santa Barbara provides the funding, our chapter provides the volunteers!

An assessment of the Operation School Bell Program's equitable distribution of resources among school districts/schools instituted last year was made by a committee composed of OSB chairs and interested members. This process was found to be efficient, fair and will be continued.

Recognizing considerable member input about the difficulty of clothing the mature sixth grade students with our OSB inventory, it was decided to do a "pilot" next year (2012-2013) for clothing sixth grade students through the same retail experience as Sue's Stars.

We continue to work with the chapter's Advisory Council seeking advice on public relations efforts, social networking and Operation School Bell issues. The community members on the Advisory Council has been increased to a potential 10.

The Grants Committee applied to KCOY's/Central Coast News' \$1 Million Dollar Community Investment Project. We were chosen as one of the nonprofits to receive an in-kind media grant. Our chapter was featured on the 6:00 p.m. news promoting Fiesta by the Sea with a filming of our Operation School Bell site in Atascadero filled with children being clothed and an interview with the president about Operation School Bell. In addition, the Fiesta event was featured on the Central Coast News website.

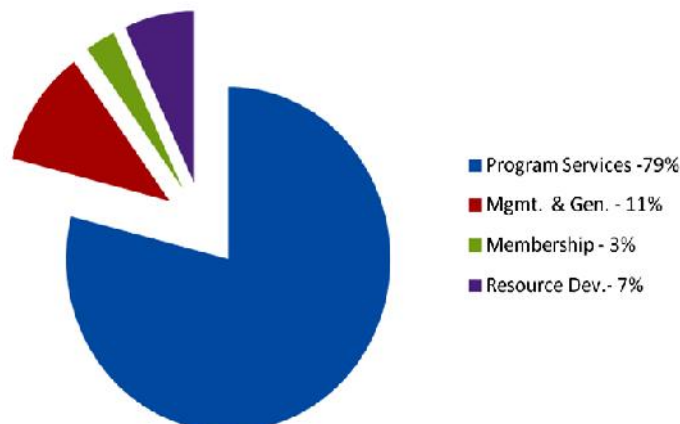
**FINANCIAL SUMMARY**  
**Assistance League of San Luis Obispo County**  
**For the Fiscal Year Ended May 31, 2012**

**STATEMENT OF FINANCIAL POSITION**

	May 31, 2012	May 31, 2011
<b>ASSETS</b>		
Cash and cash equivalents	\$ 218,892	\$ 229,116
Other current assets	47,874	33,373
Other assets	3,819	4,326
<b>TOTAL ASSETS</b>	<b>270,585</b>	<b>266,815</b>
<b>LIABILITIES &amp; NET ASSETS</b>		
Total Liabilities	7,885	5,690
Net Assets	262,700	261,125
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$ 270,585</b>	<b>\$ 266,815</b>

**STATEMENT OF ACTIVITIES**

<b>SUPPORT AND REVENUE</b>		
Fundraising	\$ 117,925	\$ 107,932
Less: Cost of direct benefits to attendees	<u>(36,914)</u>	<u>(37,515)</u>
Net Revenue from Special Events	81,011	70,417
Contributions	45,032	54,349
Grants	25,600	32,595
Membership	6,119	6,302
Investment Return	1,357	830
<b>TOTAL SUPPORT &amp; REVENUE</b>	<b>159,119</b>	<b>164,493</b>
<b>EXPENSES</b>		
<b>Program Services:</b>		
Operation School Bell	124,364	80,806
Operation Bookshelf	312	7,445
<b>Total Program Expenses</b>	<b>124,676</b>	<b>88,251</b>
<b>Supporting Services:</b>		
Fundraising	10,423	2,065
Management and General	17,910	14,452
Membership Development	4,535	4,263
<b>Total Supporting Service</b>	<b>32,868</b>	<b>20,780</b>
<b>TOTAL EXPENSES</b>	<b>157,544</b>	<b>109,031</b>
<b>Change in net assets</b>	<b>1,575</b>	<b>55,462</b>
<b>NET ASSETS – Beginning of Year</b>	<b>261,125</b>	<b>205,663</b>
<b>NET ASSETS – End of Year</b>	<b>\$ 262,700</b>	<b>\$ 261,125</b>



**Friends of Assistance League . . .** A sincere thank you to the following individuals and organizations who have made a donation of \$250 or more to Operation School Bell through their grants, donations, and sponsorships during our 2011-2012 fiscal year. We are extremely grateful for your support and association with our chapter. The children we serve and their families continually let us know how appreciative they are for our assistance. We could not continue our good work without you. Making a difference in the educational experience of a child by providing one of the most basic needs, clothing, is a remarkable thing. You can see from the photos throughout this report some of the results of your generosity. Thank you for partnering with Assistance League to make that difference.

**Thank you to Atascadero Unified School District and San Luis Coastal Unified School District for the generous use of their facilities for Operation School Bell**

**Grantors**

Cambria Community Council  
 Central Coast Funds For Children  
 City of Pismo Beach  
 City of San Luis Obispo

County of San Luis Obispo  
 Kohl's  
 The Molina Foundation  
 Robert H. Janssen Foundation, Inc.

**Donors**

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