TOTAL SERVED
1.5 million people served in local communities through philanthropic programs.

OUR MISSION
Assistance League volunteers transforming the lives of children through community programs.

OUR VISION
Essential needs are met in our community and families flourish.
Key Performance Indicators

Chapter Results

3 Million Total Volunteer Hours

76% Average Chapter Return to Community

Over 1.5 Million Served

$43.7M Dollars Returned to Local Communities

Information taken from 2018 reviewed/audited financial statements of 113 out of 120 chapters.
Who We Are
Transforming Lives • Strengthening Community

OUR HISTORY

Organized as a nonprofit in 1935, Assistance League’s roots date back to the turn of twentieth-century America. Anne Banning and Ada Edwards Laughlin met via the Los Angeles social scene and became members of a small group of philanthropic minded ladies in the area. These women did local charitable work and called the group Assistance League. In 1906, Anne helped support the San Francisco earthquake and fire victims as well as the LA Red Cross during the war with Europe in 1917. As needs in adjoining communities were recognized, others wished to follow this philanthropic philosophy. Anne and Ada organized National Assistance League® in 1935 to promote the growth of effective volunteerism through leadership training, education and service. Today, Assistance League is continuing this tradition of compassion and benevolence in 120 community-based chapters throughout the United States.
Operation School Bell® was launched in 1954 and remains the core program of Assistance League. Originally called “Clothes Closet,” Ruth Ann Montgomery started her quest with the purpose of clothing children who were unable to attend school due to lacking basic attire.

Today, Operation School Bell is the signature philanthropic program of Assistance League, serving local communities by providing clothing and supplies as well as helping meet the health, hunger and literacy needs of those served. These five elements of the program allow chapters to customize the program to best meet their needs. For example, several California chapters have introduced art literacy programs to address reduced funding in the schools.

Many chapters also provide programs in the form of community needs and scholarships. When combined with Operation School Bell, these additional program options allow flexibility to serve a broader demographic while uniquely addressing the needs in their community.
Membership

Did you know?
Assistance League has 22,000 volunteers... and we're growing. We surveyed our members across the country and here is what we found.

- 75% of our volunteers are over the age of 65.
- 92% of our members volunteer year round.
- Almost 90% of our members have a college degree or higher.
- Almost half of our members worked (or are working) in education or healthcare.
- 31% of our members volunteer 20-40 hours a month with 26% contributing 40+ hours!
LETTER FROM THE PRESIDENT

Society can’t seem to get enough of sports. My local newspaper commits an entire section to game updates, fantastic photography and play-by-play descriptions. In small print, you can even find column after column of win/loss statistics. This love for competition is ingrained in our culture. Nothing unites us more than cheering on a team. Nothing makes us happier than a hard-won victory.

At Assistance League, we’re a team of dedicated and passionate members. We may not be athletes, but we are bound together for a common goal. The strategic plan identifies our mission of volunteerism in the community. This is the objective of our game, and it’s what we strive for with everything we do. We cheer “Transforming Lives • Strengthening Community.”

For us, winning means helping children in need and improving communities. Every day we train to do just that. We stand shoulder to shoulder, perfecting our skills, improving our processes and supporting communities. We are sprinting toward our goals while making the world a better place in the process.

I’d say we’re winning the game. Across the country, we have over 22,000 members in 120 chapters across our great country work to transform lives and strengthen communities. Collectively, our members spend over 3.5 million hours in service to 1.6 million individuals–children and families whose inner fire has gone out. Our desire to help others through a show of compassion and service–giving a hand up when it is most needed–allows us to live out our purpose, one which is far beyond ourselves.

Assistance League members carry out their mission through a network of dedicated chapters who work in a variety of capacities to make their communities a better place to live. In that same manner, the chapters carry out their work with tremendous support from National Assistance League. This unique bottom-to-top and top-to-bottom dynamic—one Assistance League—strives to create and maintain effective and efficient chapters that are empowered to think globally and act locally.

The 120 chapters and national office that comprise Assistance League couldn’t do any of this work without YOU—our members and donors—and this report celebrates YOU and thanks YOU for the impressive and long-standing commitment you have made to our shared vision and mission.

As we look to our future, we will always stand on our legacy and tradition of rekindling those inner fires that need it most with an eye toward how Assistance League, its chapters, and its members can be of even greater service in pursuit of a purpose beyond ourselves.

Gratefully,
Matt Zarcufsky, CFRE
Executive Director
Why We Are Unique

Membership Rights
Assistance League operates in the competitive, ever-changing nonprofit sector. New nonprofits are launched every day. For nearly 85 years, National Assistance League’s chapters have found success by protecting member rights and adhering to nonprofit best practices.

Members Govern
Assistance League members have a voice in fundraising decisions, program spending, and governing of the chapter. This unique combination separates the Assistance League nonprofit experience from other organizations in the depth, breadth and commitment of the members.

Community Based
We’ve been around a long time and recognize how important it is to understand the communities in which we operate. Working in our communities, chapter members have a real finger on the pulse of unmet needs and are able to offer meaningful, customized programs to help fill the gap. Since all of the money raised by the chapter stays in the community, local chapter members control how and where each dollar is spent.
FINANCIAL SUMMARY

TOTAL SUPPORT & REVENUES

68% Membership Dues
13% Contributions
10% Leadership Conference
9% Interest & Dividends

REVENUES

Membership Dues $900,113
Leadership Conference $131,525
Contributions $176,313
Interest & Dividends $115,263

TOTAL EXPENSES

49% Chapter Services
23% Leadership Conference
15% Management & General
13% Membership & Fundraising

EXPENSES

Chapter Services $819,613
Leadership Conference $393,296
Management & General $250,866
Membership & Fundraising $228,231

A full copy of the financial statements of National Assistance League is available on our website and can be viewed here: Assistance League Financial Statements
The Future is Now: Assistance League at 85

As National Assistance League prepares to celebrate its 85th anniversary in 2020, our organization has continued to evolve along with the communities we serve and in the nonprofit sector in which we work.

OUTCOME MEASUREMENTS: Assistance League’s signature national program, Operation School Bell, is but one example of how our shared mission delivery and program evaluation has evolved. This year, chapters took an important step in developing data-driven outcome measures for this program. Three common outcome measures were developed for students receiving services. These outcomes focused on observable changes in classroom behavior, student confidence, and level of engagement at school following program intervention or services received. School staff and parents of those served responded to the three outcome questions through chapter surveys.

Aggregate results reported by 101 chapters indicate that of the students who participated in the Operation School Bell program:

- 71% experienced positive changes in classroom behavior.
- 68% observed positive changes in student confidence.
- 66% witnessed positive changes in levels of engagement with peers and/or student activities.

Quantifiable data shows that Operation School Bell is helping to fulfill our mission of transforming lives and strengthening communities and will be the foundation used to continue to study and improve upon Operation School Bell’s lasting effects on student lives.

Training for board members has always been an important Assistance League priority to ensure that all leaders are knowledgeable about the fiduciary responsibilities, functions, and duties of their roles. In the past, National Assistance League board trainers visited chapters to deliver this training on a cycle that trained chapters once every four years, unless requested and paid for by the chapter. National Assistance League’s strategic priority to deliver training or updates to every chapter board each year is now reality through our eLearning initiatives. And, this training is not only available to those currently serving in leadership positions, it is also available to any member who is interested in pursuing a position within their chapter or within the national organization.

eLearning consists of online, interactive training modules which can be accessed anytime via the national website by all members of a chapter at their own pace, according to their own schedule, and with the ability to return to the modules as often as they wish. Concepts can be reviewed by simply going to the website and replaying the module whenever there is a question or more clarity is needed.

Marianne Pickering of the Tulsa chapter says, “our chapter elected to use the eLearning modules for our board training this year. They are informative, well produced and were enjoyed by all. Job well done!”

National Assistance League looks forward to continuing to create and distribute new and informative content for chapters and members in 2020 and beyond.
Circle Fund: Supporting the Work of National Assistance League

“I support Circle Fund because National Assistance League supports our 120 chapters who truly transform lives by meeting the needs of children and families in the communities we serve. The all-volunteer, hands-on involvement of our members and their personal financial support shows their true commitment to the organization and those we serve.”

- Judy Parker, Albuquerque Chapter

The Circle Fund is National Assistance League’s lifeline to ensuring the ongoing work of supporting the members and chapters in the communities which we serve. These critical funds enable the national organization to innovate and provide new educational opportunities for members, convene and participate in networking events, and train chapter leaders throughout the country. This technical knowledge and best practices allow our members and chapters to deliver the most effective and efficient programs to those most in need.

Currently, about 80% of National Assistance League’s expenses are covered by earned income (membership dues, conference fees, and other earned income), while the remaining 20% comes from additional support received from our members, as well as corporate sponsors and foundations.

Below is a list of ways in which you can support National Assistance League today. In addition to these methods of supporting your national organization, there are a variety of other opportunities for planned and estate gifts that you may choose to consider in addition to your annual giving.

Know that however you choose to support National Assistance League, your gift is helping to transform lives and strengthen communities across the country.

Immediate Ways to Support National Assistance League

<table>
<thead>
<tr>
<th>Method</th>
<th>Benefits to Donor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Give Cash</td>
<td>Create income tax deduction for full amount of gift.</td>
</tr>
<tr>
<td>Give a Recurring Cash Gift</td>
<td>Easily billed to your credit card on a regular basis; create income tax deduction.</td>
</tr>
<tr>
<td>Give Appreciated Stock or other Assets</td>
<td>Create income tax deduction; avoid capital gains tax on gain.</td>
</tr>
<tr>
<td>Give Directly from your Individual Retirement Account (IRA)</td>
<td>If you are at least 70½, you may give up to $100,000 (per spouse) directly from your IRA to National Assistance League.</td>
</tr>
<tr>
<td>Create a Charitable Lead Trust</td>
<td>Allows a donor to pass assets to heirs with little or no depletion of asset due to taxes while providing National Assistance League with immediate income for the duration of trust.</td>
</tr>
</tbody>
</table>

Information is not intended to serve as professional financial or legal advice. Please consult your advisors before making a gift to National Assistance League.

For more information, please contact Executive Director, Matt Zarcufsky, CFRE at 818-846-3777 or via email at matt@assistanceleague.org.
Highlights in the Chapter

**OPERATION SCHOOL BELL RECIPIENTS:** This national award is given to honor those who have a direct, powerful and positive effect on Operation School Bell in a chapter’s community.

**BELLINGHAM**
Target Department Store of Bellingham, WA

**BEND**
John Voelzow
Pavé Jewelry

**CHARLOTTE**
Dr. Rosanna Saladin-Subero
Community Partnerships for CMS

**EVERETT**
Firefighters of the North County Regional Fire Authority

**GREATER PORTLAND**
Josh Oller, Silver Lining
Jewelry and Loan

**INLAND NORTH COUNTY**
Dr. Zachary Nelson
Nelson Family Orthodontics

**MONTGOMERY COUNTY**
Rebecca Kuntscher

**SALT LAKE CITY**
The Sorenson Legacy Foundation

**SEATTLE**
Debby Steiner, Publisher for LUXE

**SOUTHEASTERN MICHIGAN**
Manufacturing Engineering Division of Fiat Chryser Automobiles

**THE EASTSIDE**
Beck Real Estate Group

---

**Anne Banning Award Recipients**
Given when member demonstrates the value of leadership in the chapter while honoring the accomplishments and dedication of the recipient.

- Kris Abbey of Norman
- Annette Anderson of Minneapolis/St. Paul
- Donna Beckett of Mid-Missouri
- Carolyn Bernhardt-Jones of Greeley
- Janet Bunting of Fresno
- Nancy Gaston of Southwest Washington
- Barbara Hansen of Greater San Diego
- Jamie Marucha of Greater Portland
- Brenda Nenzel of Reno-Sparks
- Sylvia Nesslinger of Metro Columbus
- Stephanie Roberts of Pomona Valley
- Susan Sayrs of Charlotte
- Charlotte Stott of Sacramento
- Charlotte Teeter of the Bay Area
- Ann Whittaker of Kansas City
- Dana Wiesner of Las Vegas

---

**Ada Edwards Laughlin Award Recipients**
Given when members recognize another member’s extraordinary behind the scenes efforts to support the organization.

- Elizabeth Arceneaux of the Bay Area
- Jeri Beck of Arcadia
- Charlotte Besuden of Las Vegas
- Meredith Chapman of Southwest Washington
- Linda Chayka of Southeastern Michigan
- Pat Clorfeine of Greater San Diego
- James Connelly of North Coast
- Linda Crowley of Whittier
- Donna Cummings of San Luis Obispo
- Marilyn Damet of Yuma
- Beth Doss of Salem-Keizer
- Norma Dowliss of Charlotte
- Kathy Duncan of Boise
- Diane Farrell of Greater Portland
- Denise Fouss of San Antonio
- Becky Gillum of Norman
- Linda Glasscock of Mid-Missouri
- Joyce Godfrey of East Valley
- Joanne Gunderson of Everett
- Elaine Henderson of Kansas City
- Genevieve Hill of Amador Valley
- Cheryl Hochberger of Montgomery County
- Nancy Jumper of Saddleback Valley
- Sandy Kozmicki of Minneapolis/St Paul
- Marcella Landis of Tulsa
- David Lasiter of Redlands
- Renee Long of the Eastside
- Julie Malve of Greater Placer
- Gloria Mazza of Stockton
- Virginia McClelland of Denver
- Gayle Merrick of San Pedro-South Bay
- Di Nelson of Sacramento
- Karen Norris of Salt Lake City
- Rosilyn Padgett of Colorado Springs
- Barbara Parker of Santa Monica
- Ami Racini of Huntington Beach
- Harriet Rohrer of the Foothill Communities
- Sue Root of Ventura County
- Ann Rudolph of Santa Barbara
- Claudia Sitzman of Greeley
- Joanne Soper of Eugene
- Noosheen Swad of Orange
- Patricia Tish of Fresno
- Barbara Young of Albuquerque
Circle Fund Donors

With Gratitude to our Circle Fund Contributors
CIRCLE FUND DONORS

STAR II
$20,000 & ABOVE

- Eileen Anderson
- Susan Dolan
- Jeanie Kilroy Wilson
- Suzanne Nosworthy
- Judy Parker
- Andrea Willerth

STAR I
$10K - $19,999

- Assistance League of Albuquerque
- Assistance League of Austin
- Assistance League of Charlotte
- Assistance League of Denver
- Assistance League of El Paso
- Assistance League of Everett
- Assistance League of Fresno
- Assistance League of Huntington Beach
- Assistance League of Long Beach
- Assistance League of Orange
- Assistance League of Santa Barbara
- Assistance League of the Bay Area
- Barbara Bassi
- Elizabeth Carlsson
- Suzanne Hurlbut
- Linda Killmer
- Shirley Kuse
- Claudia Langner
- Kay Magovern
- Kathleen McCarthy
- Mary Ann McGovern
- Carol Miller
- Anne Neish
- Karin Soloway
- Gail Winterfeld

Star II and Star I donors above are cumulative contributions.
<table>
<thead>
<tr>
<th>CIRCLE FUND DONORS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DIAMOND</strong> $5K - $9,999</td>
</tr>
<tr>
<td>Assistance League of Anaheim</td>
</tr>
<tr>
<td>Assistance League of Bakersfield</td>
</tr>
<tr>
<td>Assistance League of Birmingham</td>
</tr>
<tr>
<td>Assistance League of Boise</td>
</tr>
<tr>
<td>Assistance League of Colorado Springs</td>
</tr>
<tr>
<td>Assistance League of Diablo Valley</td>
</tr>
<tr>
<td>Assistance League of Eugene</td>
</tr>
<tr>
<td>Assistance League of Flagstaff</td>
</tr>
<tr>
<td>Assistance League of Flintridge</td>
</tr>
<tr>
<td>Assistance League of Fullerton</td>
</tr>
<tr>
<td>Assistance League of Greater Cincinnati</td>
</tr>
<tr>
<td>Assistance League of Greater Portland</td>
</tr>
<tr>
<td>Assistance League of Greater San Diego</td>
</tr>
<tr>
<td>Assistance League of Greeley</td>
</tr>
<tr>
<td>Assistance League of Hemacinto</td>
</tr>
<tr>
<td>Assistance League of Houston</td>
</tr>
<tr>
<td>Assistance League of Inland North County</td>
</tr>
<tr>
<td>Assistance League of Irvine</td>
</tr>
<tr>
<td>Assistance League of Laguna Beach</td>
</tr>
<tr>
<td>Assistance League of Las Vegas</td>
</tr>
<tr>
<td>Assistance League of Los Altos</td>
</tr>
<tr>
<td>Assistance League of Mid-Missouri</td>
</tr>
<tr>
<td>Assistance League of Montgomery County</td>
</tr>
<tr>
<td>Assistance League of Norman</td>
</tr>
<tr>
<td>Assistance League of Pasadena</td>
</tr>
<tr>
<td>Assistance League of Reno-Sparks</td>
</tr>
<tr>
<td>Assistance League of Sacramento</td>
</tr>
<tr>
<td>Assistance League of Saddleback Valley</td>
</tr>
<tr>
<td>Assistance League of Salt Lake City</td>
</tr>
<tr>
<td>Assistance League of San Antonio</td>
</tr>
<tr>
<td>Assistance League of San Pedro-South Bay</td>
</tr>
<tr>
<td>Assistance League of Sonoma County</td>
</tr>
<tr>
<td>Assistance League of Southeastern Michigan</td>
</tr>
<tr>
<td>Assistance League of the Foothill Communities</td>
</tr>
<tr>
<td>Assistance League of Victor Valley</td>
</tr>
<tr>
<td>Assistance League of Whittier</td>
</tr>
<tr>
<td>Susan Bruya</td>
</tr>
<tr>
<td>Phyllis Campbell</td>
</tr>
<tr>
<td>Cherie Carlisle</td>
</tr>
<tr>
<td>Cynthia Cirar</td>
</tr>
<tr>
<td><strong>GOLD</strong> $3K - $4,999</td>
</tr>
<tr>
<td>Assistance League of Arcadia</td>
</tr>
<tr>
<td>Assistance League of Atlanta</td>
</tr>
<tr>
<td>Assistance League of Capistrano Valley</td>
</tr>
<tr>
<td>Assistance League of Chews County</td>
</tr>
<tr>
<td>Assistance League of Covina Valley</td>
</tr>
<tr>
<td>Assistance League of Downey</td>
</tr>
<tr>
<td>Assistance League of East Valley</td>
</tr>
<tr>
<td>Assistance League of Garden Grove</td>
</tr>
<tr>
<td>Assistance League of Greater Collin County</td>
</tr>
<tr>
<td>Assistance League of Greater Placer</td>
</tr>
<tr>
<td>Assistance League of Indianapolis</td>
</tr>
<tr>
<td>Assistance League of Kansas City</td>
</tr>
<tr>
<td>Assistance League of Los Gatos-Saratoga</td>
</tr>
<tr>
<td>Assistance League of Minneapolis/St. Paul</td>
</tr>
<tr>
<td>Assistance League of Newport-Mesa</td>
</tr>
<tr>
<td>Assistance League of North Coast</td>
</tr>
<tr>
<td>Assistance League of Omaha</td>
</tr>
<tr>
<td>Assistance League of Palm Springs Desert Area</td>
</tr>
<tr>
<td>Assistance League of Phoenix</td>
</tr>
<tr>
<td>Assistance League of Pomona Valley</td>
</tr>
<tr>
<td>Assistance League of Pueblo</td>
</tr>
<tr>
<td>Assistance League of Rancho San Dieguito</td>
</tr>
<tr>
<td>Assistance League of Riverside</td>
</tr>
<tr>
<td>Assistance League of Salem-Keizer</td>
</tr>
<tr>
<td>Assistance League of San Bernardino</td>
</tr>
<tr>
<td>Assistance League of Seattle</td>
</tr>
<tr>
<td>Assistance League of St. Louis</td>
</tr>
<tr>
<td>Assistance League of Stockton</td>
</tr>
<tr>
<td>Assistance League of Temecula Valley</td>
</tr>
<tr>
<td>Assistance League of the Eastside</td>
</tr>
<tr>
<td>Assistance League of Tulsa</td>
</tr>
<tr>
<td>Assistance League of Tuscon</td>
</tr>
<tr>
<td>Assistance League of Visalia</td>
</tr>
<tr>
<td>Assistance League of Yuma</td>
</tr>
<tr>
<td>Edna Anderson-Taylor</td>
</tr>
<tr>
<td>Elizabeth Antonioli</td>
</tr>
<tr>
<td>Susan Armstrong</td>
</tr>
<tr>
<td>Norma Barfield</td>
</tr>
<tr>
<td>Mary Bartley</td>
</tr>
<tr>
<td>Nancy Batchman</td>
</tr>
<tr>
<td>Sharon Beckner</td>
</tr>
<tr>
<td>Mary Beaus</td>
</tr>
<tr>
<td>Carol Bray</td>
</tr>
<tr>
<td>Barbara Brown</td>
</tr>
<tr>
<td>Cindy Burgess</td>
</tr>
<tr>
<td>Mary Jo Byrd</td>
</tr>
<tr>
<td>Cheryl Carlson</td>
</tr>
<tr>
<td>Linda DeLuca</td>
</tr>
<tr>
<td>Electra Demos</td>
</tr>
<tr>
<td>Patty Dehnhem</td>
</tr>
<tr>
<td>Judi Dissly</td>
</tr>
<tr>
<td>Doris Dunn</td>
</tr>
<tr>
<td>Diane Deyer</td>
</tr>
<tr>
<td>Gail Fabricant</td>
</tr>
<tr>
<td>Lynn Farrell</td>
</tr>
</tbody>
</table>
CIRCLE FUND DONORS
2018 - 2019 CONTINUED

Susan S. Young
Carole Zaffino
Bonnie Zamora
Deborah Zamora
Nanci Zander
Ann Zappa
Kay H. Zatine
Marie Zeman
Pam Zide
Suzan Zeitlow
Judy Ann Zimbelman
Lisa Zinnnowodzcki
Judy Zinger Weiss
Lida Zolno
Alberta Zuanich
Barbara M. Zurek
Pam Zweifel
Betty Ellen Zych

CIRCLE OF HONOR
Catherine Koller
From Assistance League of Eugene

IN MEMORY OF
Jean Dunbar
From Rebecca Bickley

IN HONOR OF
Karen Amster
Gail Banks
From Assistance League of Northern Virginia
Carole Miller
From Assistance League of Sierra Foothills

Mary Dries
From Donna Moraz
Susie Hacker
From David Hacker
Mary Ayer
From Kristine Jolly
Ina Strickland
From Gabi Lieberman

Donna Wills
From Judith Rapp
Diane Branch
Nancy Chaparo
Becky DeAlmond
Louise Fendin
Barbara Glick
Pam Karam
Emily Nash
Brenda Nezel
Dot Mason
Betsy Rall
Sue White
From Kathy Darwin

Peggy Besand
Grizelda Black
Ruth Curran
Teresa Hartman
Kathy Hurwitz
Jaime Garanflos
Nancy Molbert
Elyse Smith
Sharon Torrico
Sharon Vars
Lida Zolno
From Judy Kennedy

Elementary Arts Discovery
Assistance League of Diablo Valley