

2012-2013

ANNUAL REPORT



Our mission since 1919 is to improve the quality of the lives of at-risk children and families by providing vital social services in the Los Angeles community.



1360 N. Saint Andrews Place ★ Hollywood, California 90028 ★ (323) 469-1973

www.assistanceleaguela.org

Message from the President and the CEO:

This was a year of accomplishments and transition, with renewed commitment to our founding principals of women making a difference in their community. As you noticed when you opened this brochure, we've changed our name. We are now the Assistance League of Los Angeles which more accurately describes our service area and we have updated our logo in line with other Assistance League chapters across the country. Our name has changed but our legacy hasn't.



Floran Fowkes
 President



Ana LaDou
 CEO

Our Board of Directors and Auxiliaries remain focused on being strong and financially healthy so that we can continue to make a positive impact on specific areas of need in the Los Angeles community that are not being met by other organizations. Our services provide education, clothing and supplies, cultural experiences, as well as the volunteer opportunities for our membership in order to make our city more compassionate and connected for at risk impoverished children attending a Los Angeles Unified School or under the supervision of the Los Angeles County Department of Children and Family Services.

We continue to engage our Board of Directors and Auxiliary leadership in mission refinement and launched a new volunteer supported program called Hollywood Children's Club to provide tangible assistance to children in most need, both homeless and those referred by social services agencies. In our court referred volunteer program we updated and refined both our processes and auditing procedures and restructured to mitigate risk and increase efficiencies.

We are proud of all we've accomplished, the people we engage in volunteerism and service, and the communities that we positively impact. After reviewing our highlights from the year we hope you are inspired to support our mission through your membership or financial support.

Board of Directors:

Shelagh Callahan

Diane Hilty

Jeannie McCarthy

Carol Deeter

Sally Hinckley

Dee Nasatir

Mary Ferrara

Judy Kloner

Greer Saunders

Audrey Fimpler

Joann Koll

Sheila Swicker

Flo Fowkes

Sue Leisner

Susan Thalken

Andy Goodman

Pat Mulville

Nancy Wallan

LEAGUE PROGRAMS: Serving the Community

Pre-School Learning Center

Studies show that children who attend pre-school outperform their peers academically and are more likely to go to college. Our nationally accredited pre-school, provides their first school experience free of charge to children from low-income families ages 3-5. The program instills academic and social skills in children and fosters their social, emotional, cognitive, creative and physical development.

Family Service Agency

Offers individually tailored treatment, including crisis intervention, individual and group counseling, women's services, parent education, domestic violence and substance abuse counseling. All services are offered in Spanish and English.

OPERATION SCHOOL BELL



Operation School Bell

Annually provides underserved and at-risk school children new clothing and supplies. Children from disadvantaged circumstances have a better chance to attend school and academically succeed when they do not wear their poverty. Last year, over 4,500 children were given uniforms, shoes, grooming kits, backpacks and school supplies at our Hollywood location and via our mobile facility Operation School Bell on Wheels. Research has shown that children who cannot read at grade level

by the end of third grade are four times more likely to drop out of school during their high school year.

Foster Children's Resource Center

Children entering Foster Care or in a crisis situation are sometimes moved suddenly with few personal possessions beyond the clothes that they are wearing. Last year we provided over 1,600 children with school clothes, jackets, backpacks, school supplies and grooming kits to bolster their self-esteem during a difficult and vulnerable time in their lives.



Hollywood Children's Club

Provides families in crisis facing challenging times who are living in Los Angeles County and affiliated with the Department of Children & Family Services with new clothing for their infants and children. Families referred to us through the Department of Children and Family Services, social workers, and other agencies receive clothing, diapers, school supplies, hygiene kits, and most importantly, a fresh start.

Theatre for Children

At-risk children who have exposure to the arts tend to demonstrate improved academic results, better workforce opportunities and more civic engagement. Our theater is the longest running children's theater in Southern California, introducing the joy of live theater to thousands of low-income children every year. Our productions are offered free to children from at-risk neighborhoods, along with free bus transportation. Tickets are available at reduced rates to school groups, and to the public on weekends.



POWERED BY MEMBERSHIP: OUR AUXILIARIES

Hundreds of members serve through eight auxiliaries to support and operate Assistance League® of Los Angeles programs for children. These generous and dedicated women are critical and invaluable to the organization's ongoing success.

Anne Banning

This auxiliary was formed in 1955 and named for the League's founder. Today, the members of the Anne Banning Auxiliary support Operation School Bell (OSB), providing school uniforms, play clothes, shoes, grooming kits, books, backpacks and other necessities free of charge to at-risk children referred by LAUSD. In addition to the on-site location, the auxiliary runs and supports OSB on Wheels. This 18-wheel mobile staging unit serves on average 225 children during each school visit which occur 10-12 times a year.

Founder Assisteens

Founder Assisteens began in the 1930's as a way to encourage the daughters of Assistance League members to actively participate in community outreach projects conducted by the League. Today, Founder Assisteens is a thriving and vibrant group that provides valuable opportunities to volunteer and develop their leadership skills. Founder Assisteens continued commitment and dedication to serving vulnerable children and families in need ensures the future of our legacy.

Bookworms

The Bookworm's auxiliary was founded in 1937 by a group of women inclined to "literary pursuits" who would hold book reviews and salons. Today, Bookworms enjoys collaborating with other League auxiliaries to support the mission and vision of the agency.

College Alumni

The College Alumnae auxiliary was founded in 1937 by female Juniors and Seniors from local colleges who were interested in promoting the League at universities and clubs in the Los Angeles area. Today, these women enjoy supporting and sponsoring fundraising activities throughout the year including a Champagne Luncheon. The women of College Alumnae have contributed thousands of hours to the mission of the League.

Hilltoppers

In the 1940's, women living in San Fernando Valley collected merchandise for the League's consignment and gift shop. Since many of the members had to travel over the Santa Monica Hills to attend these meetings, they decided to call themselves the Hilltoppers. Hilltoppers auxiliary supports the mission of the League by operating and providing clothing and supplies to children referred by Department of Children and Family Services(DCFS) in the San Fernando and Santa Clarita areas.

Mannequins

The Mannequins auxiliary was founded in 1943 by a group of women who had two major things in common; experience in the world of fashion, and a strong desire to give back to their community. Throughout the years the Mannequins have produced and supported galas, luncheons, and a variety of other events by providing fashion shows highlighting local and independently owned designers as well as world renowned couture lines.

Nine O'Clock Players

In 1929 the Assistance League® of Los Angeles' Nine O'Clock Players (NOP) auxiliary was formed to create and produce live theater in our Theatre for Children. Over the decades this auxiliary has augmented the cost of operations of the League Pre-School program through major fundraising events and campaigns, and has provided their members with fulfilling opportunities to connect and work directly with these children.

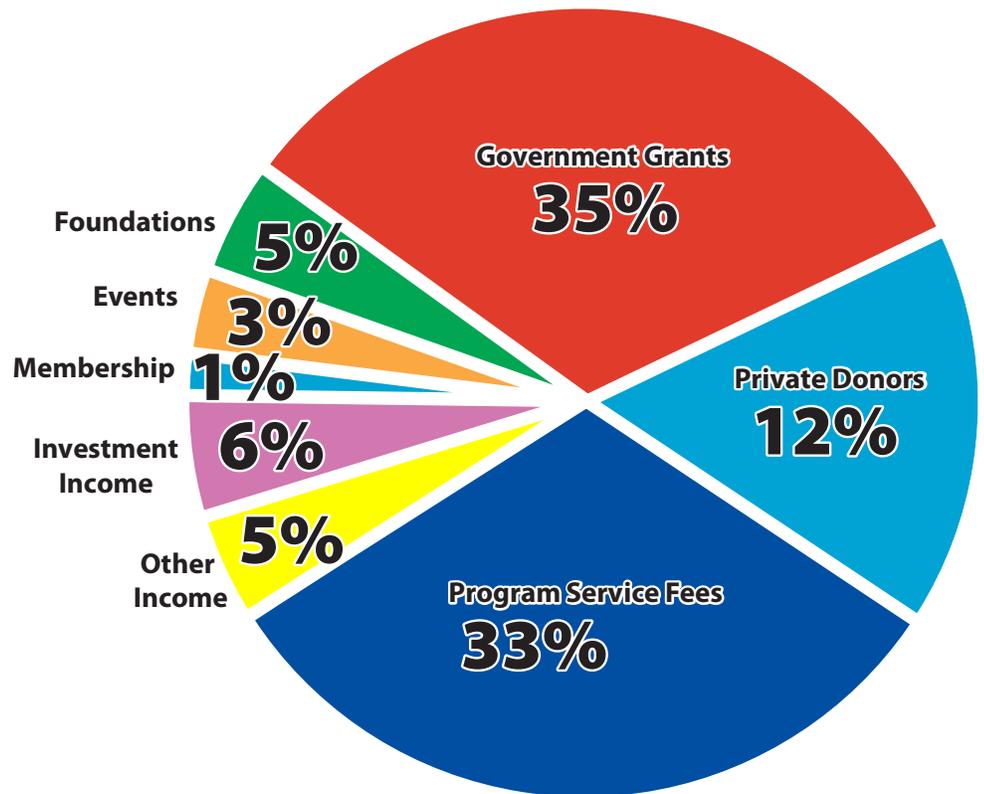
Pre-School

The Pre-School Auxiliary of the Assistance League® of Los Angeles was formed in 1924 and at that time, its primary responsibility was to research the feasibility and need for a Day Nursery program. Over the decades this auxiliary has augmented the cost of operations of the League Pre-School program through major fundraising events and campaigns, and has provided their members fulfilling opportunities to connect and work directly with these children.

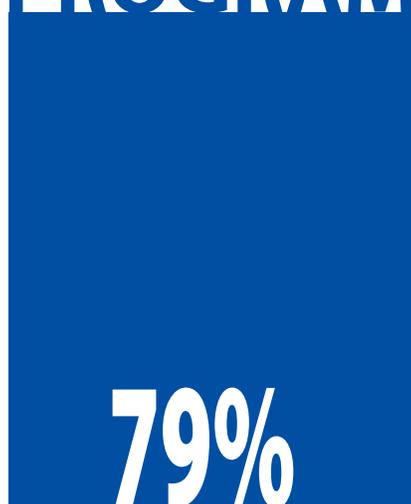
Total funding in 2012 - 2013*

\$1,104,755 came from Private Donors, accounting for 12% of our funding
 \$463,840 came from Foundations, accounting for 5% of our funding
 \$3,195,886 came from Government Grants, accounting for 35% of our funding
 \$2,988,913 came from Program Service Fees, accounting for 33% of our funding
 \$244,522 came from Events, accounting for 3% of our funding
 \$96,684 came from Membership, accounting for 1% of our funding
 \$586,101 came from Investments, accounting for 6% of our funding
 \$458,748 came from Other Income, accounting for 5% of our funding

**Does not include one-time gain on sale of property and loss from discontinued operations*



PROGRAM



SPENDING:

We continued to keep program spending to a healthy 79%

SUPPORT



FUNDRAISING EXPENSES





Families assisted, more than half of them homeless, by our **Family Service Agency**.



Children educated by the **Learning Center for Young Children**



Children clothed by **Operation School Bell**



Foster children assisted by our **Foster Children's Resource Center**



93

Families assisted by our
Hollywood Children's Club.

Theater for Children Produced **TWO**
plays in front of more than

12,000
children



9,000

free seats provided for
children living in poverty

IMPACTS

Volunteer Los Angeles placed
volunteers with



600

agencies



2.5
million

volunteer
service
hours
completed

HERITAGE CIRCLE MEMBERS

Our Heritage Circle Members ensure that the League will thrive for generations to come

Are you a Member of Heritage Circle? If you have made a bequest to the Assistance League Los Angeles or would like to join the Heritage Circle, please contact development@assistanceleaguela.org so that a representative may meet with you and your family to ensure that your philanthropic desires are honored and executed with integrity.

Cynthia and David Ardell

*Frances and Arthur Armstrong

*Gloria Arnett

Barbara Barnard

*Mr. and Mrs. G. G. Baumen

*K. Leona Boal

*Billie Bowlby

*Mrs. Marlkey Connell Cameron

Clark and Sue Cornwell

*Roxanna and Dewey Deovlet

*Onnalee Doheny

Sharon Fadem

*The Lawrence B. Flaws Memorial

Foundation

*Dorothy B. Freeman

Donald and Gigi Grant Charitable Trust

Diane and Hank Hilty

Hughes Family Trust

*Deceased

*Dr. Rozella Knox

*Marjorie D. and Max G. Kolliner

Sheryl and Don Lautenschlager

*Otilie and Everett Laybourne

Ruth and Roger Lockwood

Mr. and Mrs. William M. Lynn

*Alberta and Richard Nelson

*The Carl Nemethi Living Trust

Bette and Eugene Noneman

Joyce O'Gar-Lilly

*Ingrid Pollakoff

*Roger L. Ramsey

Andrea Saccone

*Johanna F. and Joseph H. Shaper

*Claire and Philip Storm

Alice Weston

*The Robert & Helen Westover Family Trust

2013 *Westover* Bequest



Helen Westover was a professional interior designer and worked for one of the premiere furniture and design stores in Los Angeles, Cannel & Chaffin. The Westovers made the League a key component of their charitable legacy, leaving a significant bequest to be used for children's services. This bequest came at a critical time. These funds helped us offset a budget deficit due to a decrease in government funding. However, because Helen's commitment to the League continues to support our pre-school today, we have been able to continue to provide excellent early childhood education.