



Our mission is to improve the lives of impoverished children in our community through philanthropy, dedicated service and compassionate programs.



ABOUT US

**MORE THAN 100 YEARS OF SERVING
L.A.'S MOST VULNERABLE CHILDREN**

Since 1919, Assistance League® of Los Angeles ("the League") has delivered critical need services to children living in poverty. Today, our programs provide clothing and school supplies, arts enrichment, preschool education, and college scholarships to more than 20,000 homeless, foster, and impoverished youth annually. League programs engender hope, confidence, and self-esteem in the youth served.

In addition, the League's service enterprise, the Court Referred Volunteer Center Program, generates more than 670,000 volunteer service hours for the greater Los Angeles community.



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@THELEAGUE_LA



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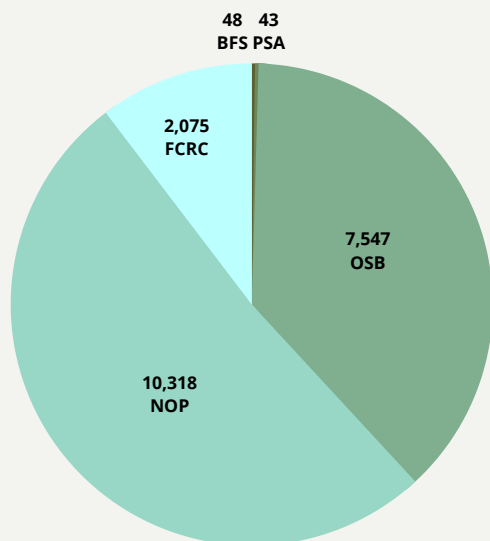
PROGRAMS

Our programs are the heart and soul of Assistance League® of Los Angeles. From preschool education to college scholarship, from school clothing and supplies to arts enrichment, the League is dedicated to helping every child succeed, no matter how adverse their circumstances.

- Bright Future Scholarship Program
- Foster Children's Resource Center
- Operation School Bell
- Preschool Learning Center
- Theatre for Children Program

STATISTICS

The League served 20,029 youth in FYE21



AUXILIARIES

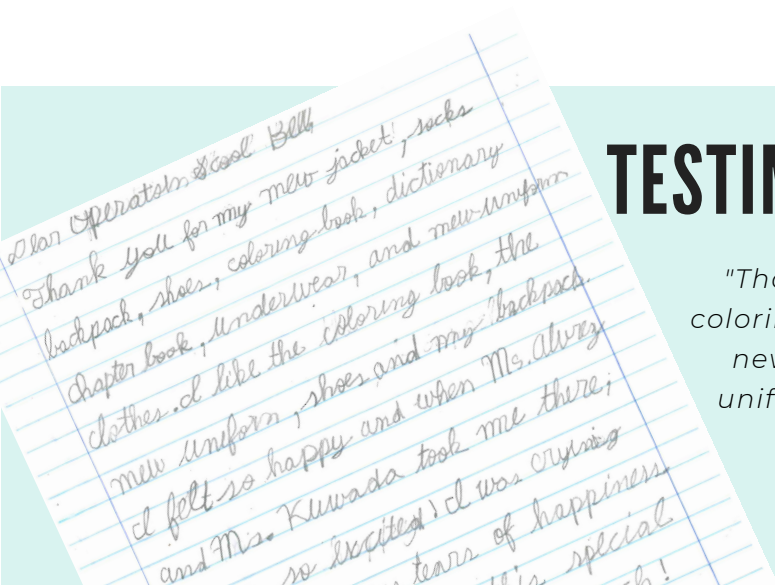
Assistance League of Los Angeles has eight auxiliaries, or membership groups, that raise funds and/or deliver our programs to youth. It's easy to become a member of the League, the service opportunities are meaningful, and the friendships made often last a lifetime!

Our eight auxiliaries:

- Anne Banning Auxiliary
- Assisteens Auxiliary
- College Alumnae Auxiliary
- Hilltoppers Auxiliary
- League at Large (includes Family Membership & Young Professionals Group)
- Mannequins Auxiliary
- Nine O'Clock Players Auxiliary
- Preschool Auxiliary

TESTIMONIAL

"Thank you for my new jacket, socks, backpack, shoes, coloring book, dictionary, chapter book, underwear, and new uniform clothes. I like the coloring book, the new uniform, shoes and my backpack. I felt so happy when my teachers took me there, I was so excited! I was crying because it was tears of happiness. I will remember this special day. Thank you so much!"



BRANDING GUIDE



OUR NAME

Assistance League[®] of Los Angeles

Assistance League is a nationally registered trademark, therefore kindly include the registered mark after "Assistance League" but before "of Los Angeles" for the initial reference.

Subsequent usage can simply refer to our organization as The League!

COLORS

PANTONE COLORS



PMS 072



PMS 072 (50%)



PMS 485



100 Black



50% Black

OUR LOGO

The logo should not be reduced smaller than 3/8 of an inch

Always allow space equal to the size of the star around the edges of the logo.



FONT

Standard font: Arial, 11 pt.

Sample bold, italics, regular text

