

2021 Annual Report Brighter Futures Start Here





Dear Members and Friends,

Thank you very much for your continued support! 2021 was another year of pandemic ups and downs. With safety being our top priority, we had to pivot program delivery protocols more than once during the year. Thankfully, we were able to keep members, staff, children, and friends safe while helping more than 20,000 deserving youth.

We also had a big move in 2021! After seven years in rented offices on Cole Ave., we moved into our beautiful new League Chapter House at 6640 Sunset Blvd. The move was the culmination of a three-year project to find, design, renovate, build out, and decorate the new building. That all was accomplished during a global pandemic was no mean feat!

The long-awaited new Chapter House has certainly been worth the wait. Between auxiliary meetings, committee meetings, board meetings, staff meetings, events, and numerous activities, the Chapter House is buzzing days, evenings, and weekends. If you have not yet visited, please do so soon.

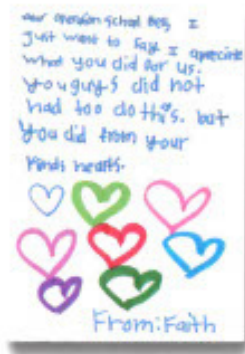


We look forward to welcoming you! Assistance League® of Los Angeles continues to be a beacon of hope in the community thanks to our dedicated members, our Board of Directors, our hardworking management team and staff, and our loyal friends. Thank you from the bottom of our hearts for supporting our mission to help children.

With appreciation and warmest regards,

Adrienne Seltzer, Board President

Melanie Merians, Chief Executive Officer



Our Member Auxiliaries

The League is a member-based service organization. In fiscal year 2021, 415 League members gave their time and treasure, fundraised, and acted as community ambassadors to support our programs. Our members, teenagers to 95-year olds, join an auxiliary to provide service to deserving children, make beautiful friendships, and have fun while doing good. Below are our auxiliaries:

Anne Banning Auxiliary

College Alumnae Auxiliary

Founder Assisteens Auxiliary

Hilltoppers Auxiliary

League at Large

(includes Young Professionals Group and Family Membership)

Mannequins Auxiliary

Nine O'Clock Players Aux.

Preschool Auxiliary

Our Programs

Despite the ongoing challenges posed by the coronavirus pandemic, the League generated 21,317 volunteer hours and served 20,032 children completely free of charge this past year. Here is the overview of how we delivered our programs:

Bright Future Scholarship program provided funds for 49 youth identified as homeless or in foster care to help them get a college education. Awardees are supported at the same financial level for their freshman through senior years.

Foster Children's Resource Center ("FCRC") in Northridge gave 2,075 foster youth a complete set of clothing, school supplies, backpacks, personal care products, books, toys, pajamas, and coats via contactless pick up, proving that a global pandemic would never get in the way of helping children.

Operation School Bell ("OSB") continued their pandemic service delivery model, having counselors pick up backpacks with clothing, grooming kits, school supplies, and more to a record number 7,547 children in-need. OSB filled individual orders for each child to ensure that the clothing was correctly sized.

Preschool Learning Center once again received accreditation from the National Association for the Education of Young Children, based on the continued educational excellence provided to 43 children ages 3-5 from low-income families.

Theatre for Children Program produced videos educating 10,318 children with the joy of musical theater via "The Magical Theatre Experience." When pandemic protocols are lifted, the performances will once again take place at the Assistance League Theater.

Court Referred Volunteer Center ("CRVC") program, the League's service enterprise, enrolled 6,069 volunteers who provided more than 589,000 volunteer service hours to local organizations throughout greater Los Angeles.



"Thank you for everything you did for me today and I love you so much." - Neva





Thank You for Caring!

Assistance League® of Los Angeles deeply appreciates every contribution of volunteerism, financial support, and in-kind donations. In particular, we acknowledge here individuals, community groups, foundations, and corporations for their exceptional gifts during fiscal year July 1, 2020-June 30, 2021.

\$50,000+

Don and Gigi Grant Charitable Trust

Hasbro Children's Fund, Inc.

Jacqueline Bolton Reversible Family Trust

Ms. Sally Ann Phillips

The O'Rieley Family Trust

Thomas C. Yager and
Antonia M. Yager Trust

\$25,000 - \$49,999

Anonymous

Jacqueline Bolton Charitable
Remainder Trust

Jack Roth Charitable Foundation

Laurence B. Flaws Memorial
Foundation

The Donald and

Andrea Goodman Fund

\$10,000 - \$24,999

3DF Charitable Trust

Bank of America

Mrs. Richard O. Fowkes

John C. Herich Foundation

ICM Community Partners
Foundation

Lawyers' Mutual Insurance
Company

Lon V. Smith Foundation

Milo W. Bekins Foundation

Rediger Family Foundation

The Ahmanson Foundation

The Duthie Family Charitable
Fund

\$5,000 - \$9,999

Mr. and Mrs. Jay Balaban

BLT Enterprises

Clubcorp Charities, Inc.

Marian & Pink Happ Fund

Mrs. Julie Jansen

Kelton Fund, Inc.

Mr. and Mrs. Don Lautenschlager

Mara W. Breech Foundation

Mr. and Mrs. Norman J. Perry

Rags for Riches Foundation

Universal Studios Hollywood –
Discover A Star Foundation

\$2,000 - \$4,999

Anonymous

Mr. and Mrs. Stephen W. Brock

Mr. and Mrs. Corburn Crosby

Ms. Chase Carter and

Ms. Caroline Dann

Mrs. Judith Davis

Mrs. Diane Deshong

Earl B. Gilmore Foundation

Gieg and Donna Econn Family
Foundation

Mr. and Mrs. Roger Engemann

Mr. Juan Garcia

Goodwin Family Memorial Trust

Mr. and Mrs. Daniel S. Gruber

Guerin Foundation

Mr. and Mrs. Henry L. Hilty, Jr.

In-N-Out Burger Foundation

Mr. and Mrs. Paul C. Johnsen

Mr. and Mrs. David Johnson

Mr. and Mrs. Michael D.
Kanigher

KLM Foundation

Mr. Ray La Soya IV and

Mrs. Shelagh B. Callahan

Dr. William Miller

Ms. Estier Newberg

Nickelodeon

Pasadena Showcase House for
the Arts

Pathways LA

Mr. and Mrs. Daryl Seltzer

Mr. Richard Shaker

Smotrich Family Foundation

TC Mentoring Guild

The Albert Parvin Foundation

The Forecast Agency

The Gene & Maxine Rosenfeld
Family Foundation

Mr. and Mrs. Michael Wierwille

Wilshire Rotary Foundation

Our Mission

Assistance League® of Los Angeles improves the lives of impoverished children in our community through philanthropy, dedicated service, and compassionate programs.

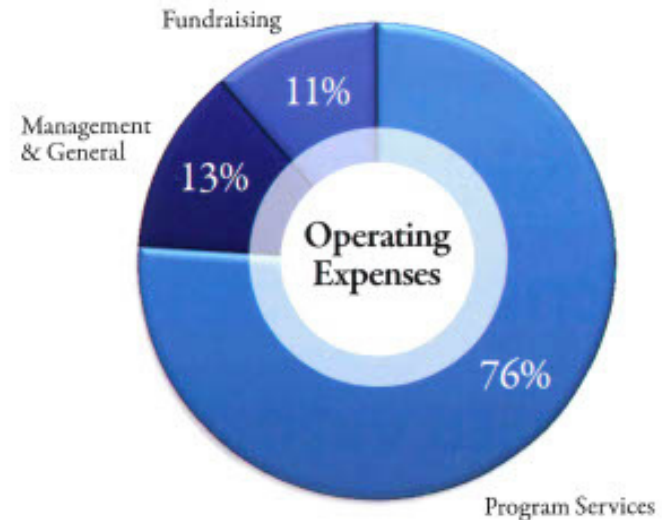
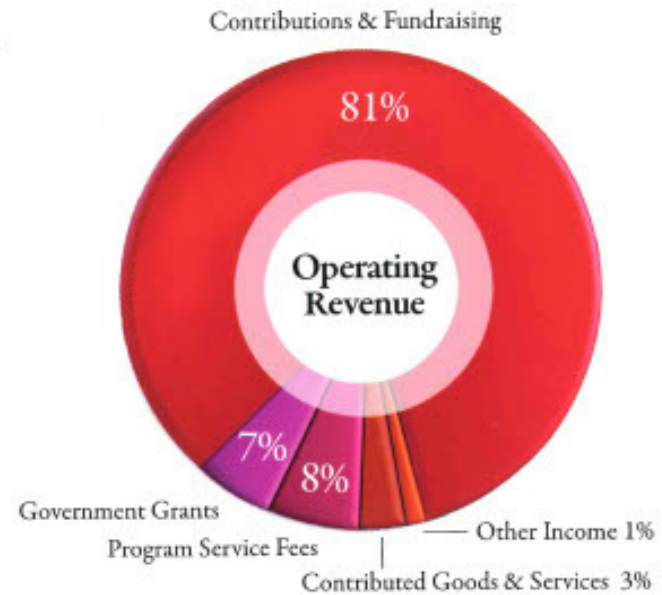
Assistance League® of Los Angeles Statement of Activities

Statement of Activities Year Ended June 30, 2021

Revenue and Support	Total
Contributions and Fundraising from Special Events	7,446,724
Government Grants and Contracts	697,218
Contributed Goods and Services	275,592
Program Service Fees	736,067
Other Income	57,595
Total Revenue and Support	\$9,213,196

Functional Expenses	Total
Program Services	3,580,310
Management and General	611,390
Fundraising	510,216
Total Functional Expenses	\$4,701,916

Change in Net Assets from Operations	6,633,257
Net Assets - Beginning of Year	60,774,455
Net Assets - End of Year	\$ 67,407,712





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Board of Directors

Adrienne Seltzer, Board President
Yvonne Cazier
Amelia Chick
Peggy Davis
Melanie Edward
Kiel FitzGerald
Floran Fowkes
Sharon Griffin
Hillary Kanigher
Mara Kalcheim
Sheryl Lautenschlager
J'Net Nguyen
Susan Thalken
Virginia Tanawong
Greer Saunders
Cheryl Van Tassel
Lisa Wierwille

