



2022 Annual Report | Brighter Futures Start Here





Dear League Members and Friends,

We are delighted to share this 2022 Annual Report on the exciting activities of Assistance League® of Los Angeles! We truly appreciate your heartfelt support for our five youth-serving programs that helped 24,299 children in our community last year.

While some League programs like the Foster Children's Resource Center and the Preschool Learning Center welcomed children on-site, other programs like the Theatre for Children Program and Operation School Bell retained a virtual delivery protocol due to flare-ups of COVID-19 across L.A. County. League members, however, restarted in-person gatherings or continued with online meetings to ensure smooth program delivery and fundraising efforts. With the pandemic slowly receding, we joyfully welcomed members to the Chapter House in Hollywood for committee discussions, social time, Family Days of Service, and other activities.

After a two-year hiatus, 2022 saw a vibrant return to an in-person (with masks!) Prom Day event that provided a free pop-up shopping boutique for students experiencing homelessness or in foster care. 210 graduating high school seniors selected the prom outfit of their dreams: dress, shoes, wrap, clutch purse, jewelry, accessories, and more, at no cost!

As the League continues to provide hope and meaningful services to tens of thousands of children in our community, we are deeply grateful for your support. It is the unity of our dedicated members, hardworking staff, loyal friends, and corporate and community supporters, that makes it all possible!

With appreciation and warmest support,

Adrienne Seltzer,
Board President

Melanie Merians,
Chief Executive Officer



Thank You for Caring!

Assistance League® of Los Angeles appreciates every contribution: volunteer efforts, financial support, and in-kind gifts. We acknowledge here those who made exceptional gifts during fiscal year July 1, 2021 – June 30, 2022.

\$50,000+

Don and Gigi Grant Charitable Trust
Kohl's - A Community with Heart
Mrs. William Landis
Ms. Sally Ann Phillips
Rozella Knox Trust
The Donald and Andrea Goodman
Fund

Ms. Terri C. Hall
John Paul Mitchell Systems
Judge Thomas C. Yager and
Antonia M. Yager Trust
Lon V. Smith Foundation
Milo W. Bekins Foundation
NGA Hancock Park, Inc.
Rags For Riches Foundation
Ms. Tanya N. Saban
Dr. and Mrs. Steven R. Schwartz
The Ahmanson Foundation
The Jay and Adriana Balaban
Family Foundation

Mr. and Mrs. Michael Nasatir
Dr. Phillip Present and
Mrs. Joan E. Hogue
The Albert Parvin Foundation
The Gene and Maxine Rosenfeld
Family Foundation

KLM Foundation
Mr. and Mrs. Don Lautenschlager
Los Angeles Unified School
District HQ
Mr. and Mrs. John Mazza
Ms. Leonie McDermott
Michael and Hillary Kanigher
Family Charitable Fund

\$25,000 - \$49,999

Mrs. Diane Deshong
Hasbro Children's Fund, Inc.
Jack Roth Charitable Foundation
Laurence B. Flaws Memorial
Foundation
McDonald's Owner - Operators of
Southern California
Universal Studios Hollywood -
Discover a Star Foundation

\$5,000 - \$9,999
BLT Enterprises
Ms. Judith Davis
Elks of Los Angeles Foundation
Goodwin Family Memorial Trust
Guerin Foundation
Mrs. Julie Jossen
Kelton Fund, Inc.
Mr. and Mrs. Frederick A. Lorig
Mara W. Breech Foundation

\$2,000 - \$4,999

Mr. and Mrs. Timothy Balzer
Mrs. June M. Bilgore
Mr. and Mrs. Stephen W. Brock
Mrs. Arthur Burdorf
Mr. and Mrs. Greg J. Callas
Mrs. Edward C. Cazier, Jr.
Mr. and Mrs. Corburn Crosby
Earl B. Gilmore Foundation
Mr. and Mrs. Roger Engemann
Mr. and Mrs. Donald W. Goodman
Mr. and Mrs. Daniel S. Gruber
Mr. and Mrs. Walter Hill
Mr. and Mrs. Henry L. Hilty, Jr.
Hollywood Chamber of Commerce
Community Foundation
ICM Community Partners
Foundation

Dr. William Miller
Mr. and Mrs. John Page
Pasadena Showcase House
for the Arts
Ms. Brenda R. Potter
Mr. Jeffrey Reuben and
Mrs. Kiel FitzGerald
Hollywood Rotary Club Foundation
Mr. Richard Shaker
Smotrich Family Foundation
Stater Bros. Charities
Mr. and Mrs. Marcus Tanimoto
The Stanton Family Trust Fund
Warner Media
Mr. and Mrs. Michael Wierwille
Wilshire Rotary Foundation

\$10,000 - \$24,999

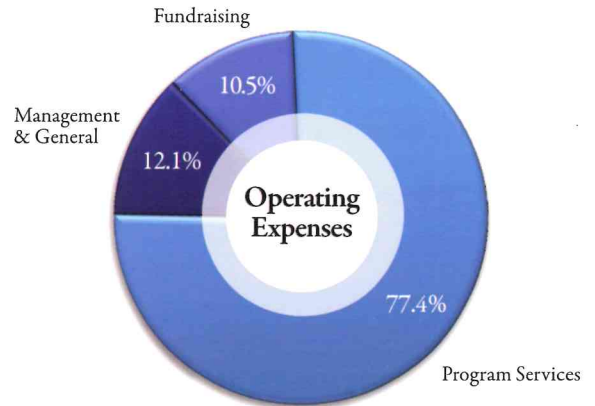
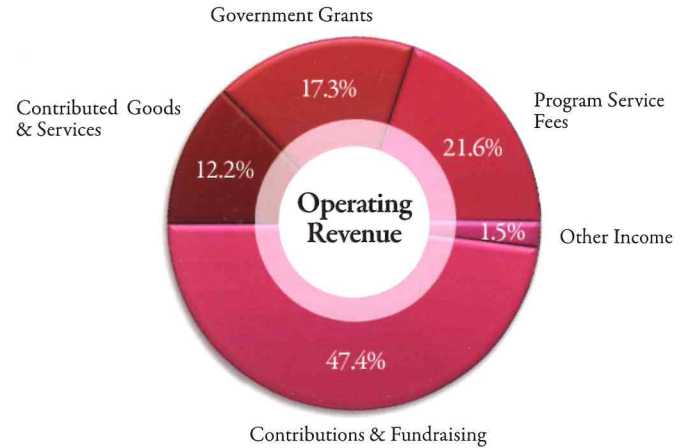
Bank of America
Blake R. Grossman Family Charitable
Fund
Clubcorp Charities, Inc.
Mrs. Richard O. Fowkes

Our Mission

Assistance League® of Los Angeles improves the lives of impoverished children and young adults 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, 2022

Revenue and Support	Total
Contributions and Fundraising from Special Events	\$ 2,164,949
Government Grants and Contracts	810,474
Contributed Goods and Services	555,799
Program Service Fees	986,005
Other Income	64,537
Total Revenue and Support	4,581,764
Functional Expenses	
Program Services	4,098,798
Management and General	641,881
Fundraising	576,789
Total Functional Expenses	5,317,468
Change in Net Assets Before Other Income (Loss)	(735,704)
Investment Return (Net)	(1,117,580)
Paycheck Protection Program Forgiveness	414,168
Change in Value of Beneficial Interest in Assets Held by Affiliate	(5,547,612)
Change in Net Assets	(6,986,728)
Net Assets - Beginning of Year	67,407,712
Net Assets - End of Year	\$ 60,420,984



Our Member Auxiliaries

The League is a membership-based service organization. In fiscal year 2022, 495 League members gave their time and treasure, fundraised, and acted as community ambassadors to support our programs. Our members, from teenagers to 101-year olds, join an auxiliary to provide service to deserving children, make beautiful friendships, and have fun while doing good. Below are our auxiliaries and membership group:

Anne Banning Auxiliary

College Alumnae Auxiliary

Founder Assisteens Auxiliary

Hilltoppers Auxiliary

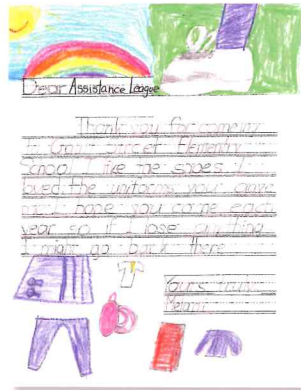
League at Large

Includes Young Professionals Group and Family Membership

Mannequins Auxiliary

Nine O'Clock Players Auxiliary

Preschool Auxiliary



Our Programs

Utilizing online and in-person program delivery, our members collectively devoted 21,488 hours to guarantee an unforgettable League experience for 24,299 children, teens and young adults. League program are provided free of charge and with a lot of heart!

Bright Future Scholarship provided college funding to 41 students experiencing homelessness or in the foster care system. Awardees are supported at the same financial level throughout their college career.

Foster Children's Resource Center welcomed 1,452 foster youth to their Northridge location, for "free shopping" to select clothing, school supplies, grooming kits, backpacks, books, jackets, and toys.

Operation School Bell helped 5,607 K-5th graders with new clothing, backpacks, school supplies, grooming kits, undergarments, shoes, socks, blankets, books, and toys.

Preschool Learning Center, accredited by the National Association for the Education of Young Children, provided an excellent preschool education to 49 students.

Theatre for Children Program provided a virtual library featuring musical productions and arts enrichment, and held one in-person performance, bringing the joy of musical theater to 17,150 students.

Court Referred Volunteer Center program, the League's service enterprise, enrolled 7,774 Angelenos who provided 545,765 volunteer service hours to local organizations throughout greater Los Angeles.



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Board of Directors

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