



2024 Impact Report

ALTM
assistance league[®]
Los Angeles



Inspire. Uplift. Empower.

The mission of Assistance League® of Los Angeles is to improve the lives of impoverished children and young adults in our community through philanthropy, dedicated service, and compassionate programs.





Thank you donors!

In 2024, we proudly continued our mission of bringing transformative support and opportunities to children and families experiencing poverty within Los Angeles. Through your support and the dedication of our member volunteers, staff, donors, foundations and community partners, our five service programs successfully provided essential resources and services to nearly 20,000 children and young adults.

Our service programs, supported by our dedicated membership groups, have been central to this year's achievements. Operation School Bell, led by our Anne Banning Auxiliary, continued its partnership with Los Angeles Unified School District to deliver essential clothing, hygiene products, and school supplies.

Our Foster Children Resource Center, led by our Hilltoppers Auxiliary, offered compassionate, life-changing support to children and families, and our Nine O'Clock Player's Theatre for Children ignited creativity and joy among young audiences.

Furthermore, we continue the delivery and support of educational services to students in need. From our Pre-School Learning Center to our Assistance League of Los Angeles College Scholarship programs, the goal of opening doors to education remains a priority. To raise awareness and further

support, our College Alumni and Mannequins Auxiliaries hosted a "Chic Affaire" luncheon that raised much needed funds benefiting all our service programs. Additionally, Assisteens teen and parent members, Young Professionals Group, and our League at Large general members all led service projects throughout the year. And lastly, our staff led programs such Family Days of Service and our wonderful Prom Day experience, serving over 500 LAUSD, Compton and Inglewood Unified School District students experiencing homelessness, continue to grow our reach of vast services and support.

This year also marked a pivotal leadership transition. In June, we celebrated the retirement and exceptional contributions of our long-serving CEO, Melanie Merians. In July we welcomed Greg Kovacs as our new CEO, whose visionary leadership has already brought meaningful improvements to our organization and its impact.

Every victory we celebrate is made possible by the hard work of our membership groups, volunteers, staff, corporate and community partners and of course, the steadfast support of our donors. Together, we've created lasting change and look forward to building on this progress in the years to come.



With appreciation and warm regards,

Sue Thalken, Board President

Sue Thalken

Greg Kovacs, Chief Executive Officer

Greg Kovacs



19,148

Children and families served by the League this year.

34,890

Hours of volunteer service.

Membership.

561

Total League members.

Through the dedicated work of our Members and Volunteers, Assistance League of Los Angeles continues to bring hope and life changing programs and resources to children in need. Our support today fosters their growth to be tomorrow's future.



Our Auxiliaries.

Anne Banning Auxiliary
Assistees Auxiliary
College Alumni Auxiliary
Hilltoppers Auxiliary
League at Large
League at Large – Family Membership
League at Large – Young Professionals Group
Mannequins Auxiliary
Nine O’Clock Players Auxiliary

Our Programs.

Operation School Bell.

Operation School Bell helps impoverished children stay in school by providing essential items like new clothing, school supplies, and hygiene products. Run by Anne Banning Auxiliary member volunteers, the program not only meets basic needs but also boosts self-esteem and gives children hope for a brighter future.

Prom Day.

Prom Day, hosted by Assistance League® of Los Angeles, gives a magical prom shopping experience by providing 500+ girls with beautiful dresses, shoes, jewelry, clutches, and more. It's a day of empowerment, confidence, and joy—helping every girl feel celebrated and radiant for her special night.

Foster Children's Resource Center.

Since 1990, the Foster Children's Resource Center (FCRC) has provided essential items like new clothing, toiletries, and school supplies to foster children, many of whom enter care with nothing. Each child receives not only what they need but also compassion, dignity, and respect.

Court Referred Volunteer Center Program.

The League's service enterprise, connected more than 11,500 Angelenos to community service opportunities representing more than 497,000 volunteer hours.

Preschool Learning Center.

The Preschool Learning Center offers a safe, nurturing space that supports the physical, emotional, and cognitive growth of young children from low-income families through hands-on learning. Accredited by the National Association for the Education of Young Children, the program emphasizes development in a supportive, enriching environment.

College Scholarship Program.

The Assistance League® of Los Angeles College Scholarship Program supports graduating LAUSD seniors who are experiencing homelessness, recognizing academic achievement, character, and community commitment. Recipients receive annual awards throughout college to help cover tuition, textbooks, and essential supplies, with over 115 students supported to date.

Theatre for Children.

Founded in 1929, the Assistance League® Theatre—one of the longest running children's theaters in the U.S.—has introduced generations of children to the magic of live performance, literature, and music. Through its Nine O'Clock Players Auxiliary, the theatre hosts nearly 7,000 children, offering affordable access to musical productions of classic stories, with a focus on reaching low-income and special needs students.



Program Outcomes.

Operation School Bell	9,847
Theater for Children	6,896
Foster Children’s Resource Center	1,801
Preschool Learning Center	49
College Scholarship Program	71
Prom Day	484

2023-2024
TOTAL CHILDREN SERVED **19,148**



Our generous donors.

\$50,000+

- Bonnie H. Hightower Revocable Trust
- Donald and Gigi Grant Charitable Trust
- Friends of the League Foundation
- Laurence B. Flaws Memorial Foundation
- Mrs. Andrea Price Goodman and Mr. Donald W. Goodman
- Ms. Sally Ann Phillips
- Anonymous
- Sandy and Fluff McLean Trust
- Universal Studios Hollywood - Discover a Star Foundation

\$49,999 - \$25,000

- The Ahmanson Foundation
- Clubcorp Charities, Inc.
- Don and Lorraine Freeberg Foundation
- The Ferry Foundations
- Anonymous
- The Sunstone Project

\$24,999 - \$10,000

- Barbara M. Barnard Estate
- Elks of Los Angeles Foundation (Elks Lodge #99)
- Jack Roth Charitable Foundation
- John C. Hench Foundation
- Lawyers' Mutual Insurance Company
- Lon V. Smith Foundation
- Marian & Pink Happ Fund
- Milo W. Bekins Foundation
- Mrs. Diane Deshong
- Mrs. Leanne J. Schwartz and Dr. Steven R. Schwartz
- NGA Hancock Park - National Giving Alliance
- Anonymous

\$9,999 - \$5,000

- BLT Enterprises
- Kelton Fund, Inc.
- Mara W. Breech Foundation
- Anonymous
- Mrs. Dia Helen Schuldenfrei and Mr. Raymond Schuldenfrei
- Mrs. Elizabeth I. Leete and Mr. David Karl Hahn
- Mrs. June M. Bilgore
- Mrs. Maxine Rosenfeld and Mr. Gene Rosenfeld
- Ms. Laura Peavy Price
- Ms. Melanie Merians and Mr. Will Guston
- Pasadena Showcase House for the Arts
- Rags For Riches Foundation
- The Albert Parvin Foundation

\$4,999 - \$2,000

- Anonymous
- Bel Air Investment Advisors
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- Mrs. Kiel FitzGerald and Mr. Jeffrey Reuben
- Mrs. Louise Arklin and Mr. Henry Arklin
- Mrs. Mara Susskind Kalcheim
- Mrs. Stephanie Johnson and Mr. Dave Johnson

\$4,999 - \$2,000 cont.

- Mrs. Susan A. Thalken and Mr. Christopher Thalken
- Mrs. Susan Beck and Mr. David Beck
- Mrs. Wendy Johnsen and Mr. Paul C. Johnsen
- Ms. Diane Allen
- Ms. Gale E. Jaffe
- Ms. Leonie McDermott
- Ms. Mary Dutra
- Ms. Poppy Paulos
- Paramount Pictures
- Smotrich Family Foundation
- The Nancy E. Barton Foundation
- The William Miller Foundation
- Wilshire Rotary Foundation

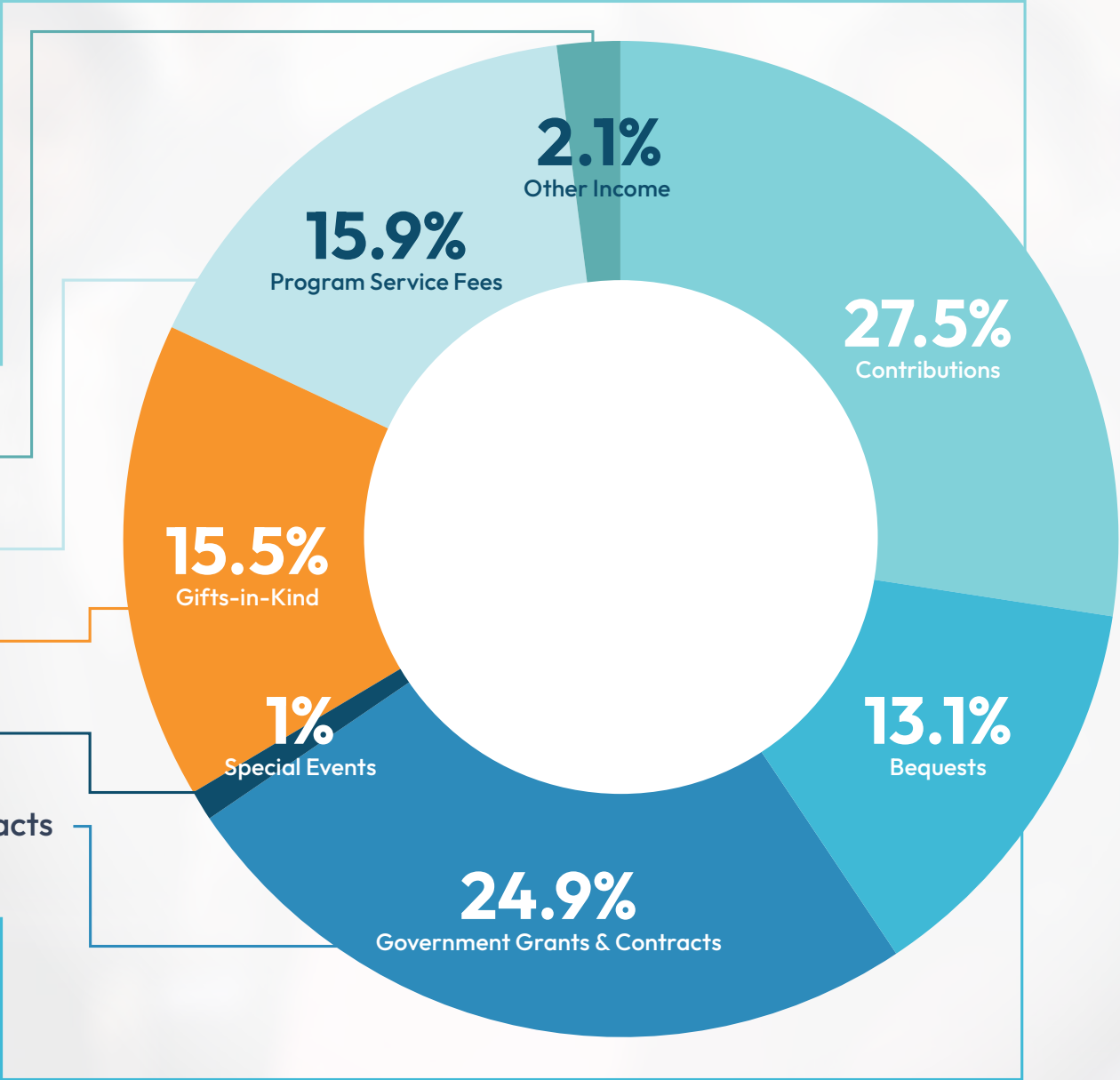
Statement of Activities.

July 1, 2023 - June 30, 2024

	2024 Without Donor Restrictions	2024 With Donor Restrictions	2024 Total	2023 Total
Revenue & Support:				
Contributions	\$197,587	\$2,080,681	\$2,278,268	\$1,909,189
Bequests	\$77,732	\$1,011,340	\$1,089,072	\$96,871
Government Grants & Contracts	\$1,492,903	\$567,560	\$2,060,463	\$1,054,924
Special Events	\$83,217	-	\$83,217	\$424,120
Gifts-in-Kind	\$1,135,096	\$148,104	\$1,283,200	\$746,944
Program Service Fees	\$1,317,754	-	\$1,317,754	\$1,218,107
Other Income	\$174,045	-	\$174,045	\$175,434
Total Revenue & Support	\$4,478,334	\$3,807,685	\$8,286,019	\$5,625,589
Expenses:				
Program Services	\$6,127,438	-	\$6,127,438	\$4,763,813
Management & General	\$404,581	-	\$404,581	\$625,765
Fundraising	\$903,069	-	\$903,069	\$789,288
Total Expenses	\$7,435,088	-	\$7,435,088	\$6,178,866
Net Assets Released from Donor Restrictions	\$2,121,159	\$2,121,159	-	-
Change in Net Assets Before Other Income	(\$835,595)	\$1,686,526	\$850,931	(\$553,277)
Investment Return (Net)	\$679,425	\$250,539	\$929,964	\$680,962
Change in Value of Beneficial Interest in Assets Held by Affiliate	-	\$2,227,603	\$2,227,603	\$1,793,525
Total Other Income	\$679,425	\$2,478,142	\$3,157,567	\$2,474,487
Change in Net Assets	(\$156,170)	\$4,164,668	\$4,008,498	\$1,921,210
Net Assets - Beginning of Year	\$23,340,404	\$39,001,790	\$62,342,194	\$60,420,984
Net Assets - End of Year	\$23,184,234	\$43,166,458	\$66,350,692	\$62,342,194

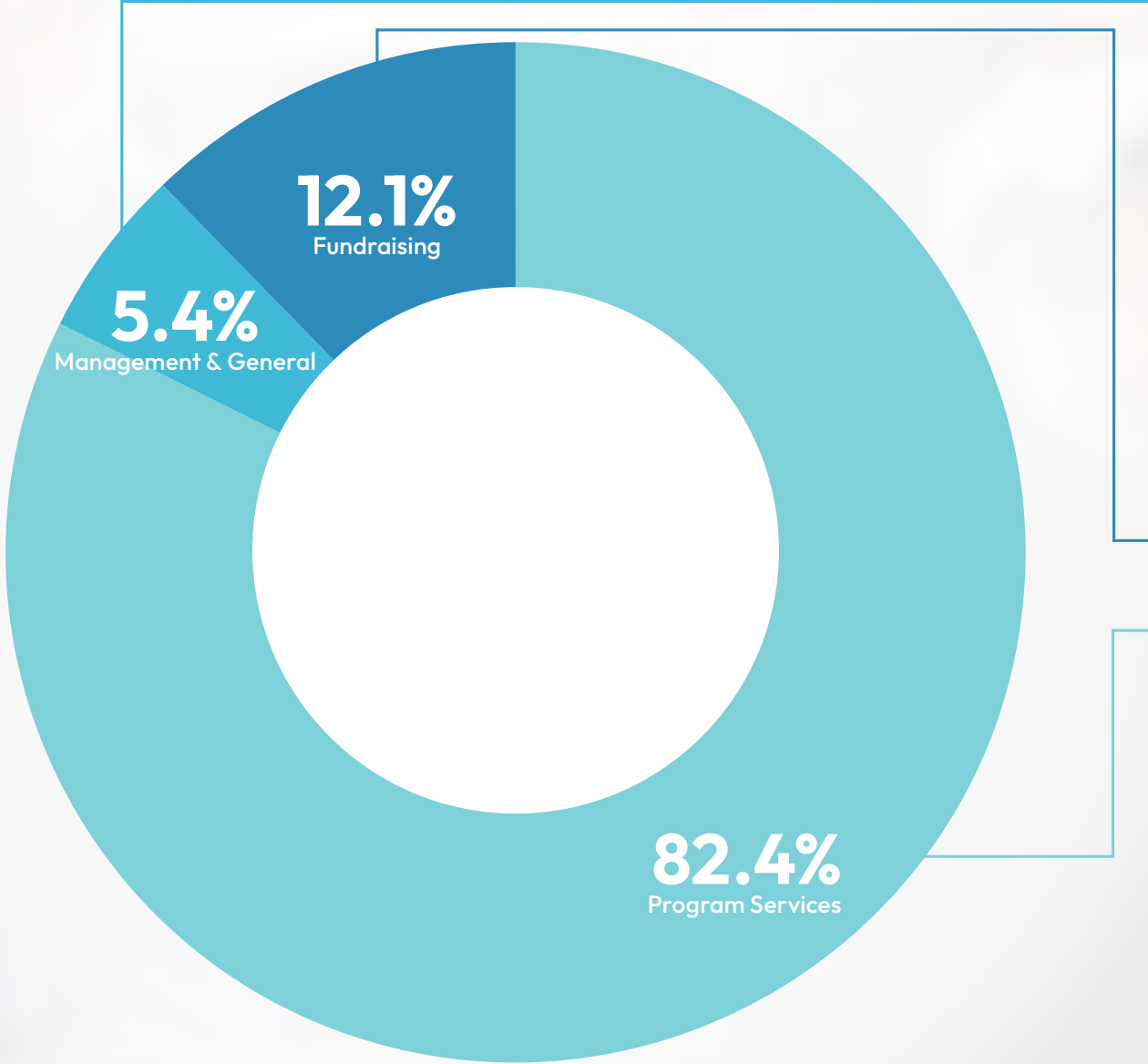
2024
REVENUE & SUPPORT

- Contributions
\$2,278,268
- Other Income
\$174,045
- Program Service Fees
\$1,317,754
- Gifts-in-Kind
\$1,283,200
- Special Events
\$83,217
- Government Grants & Contracts
\$2,060,463
- Bequests
\$1,089,072



2024
EXPENSES

- Management & General
\$404,581
- Fundraising
\$903,069
- Program Services
\$6,127,438





Board of Directors

Susan Thalken, Board President
Eshon Allen
Amelia Chick
Mika Ford
Leslie Gonzalez
Mara Kalcheim
J'Net Nguyen
Patti Rowey
Aurora Rowland-Martinez

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