



ASSISTANCE LEAGUE®
OF LOS ANGELES

FY25 ANNUAL IMPACT REPORT

IMPROVING *Lives*

CONNECTING PEOPLE | TRANSFORMING COMMUNITIES

FY25 ANNUAL IMPACT REPORT
TABLE OF CONTENTS

Our Mission.....	02
A Message from Our Leadership.....	04
FY25 By the Numbers.....	05
Six Programs. One Mission.....	06
Operation School Bell®.....	07
Theatre for Children.....	09
Foster Children's Resource Center.....	11
Prom Day.....	13
Preschool Learning Center.....	15
College Scholarship Program.....	16
Corporate Partner Spotlight: Lifetech Resources.....	17
Family Day of Service.....	19
Our Members & Auxiliaries.....	20
Financials.....	21
Our Donors.....	22



1

2

3

4

Inspire. *Uplift.* *Empower.*

4

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.

Inspire.

We meet children where they are and give them what they need to step forward with confidence.

Uplift.

We surround youth with care, dignity, and opportunity — not as charity, but as equals.

Empower.

We invest in education, programs, and futures that outlast a single year of giving.

*This year, we
answered the call
of a community
that needed us.*



*The past year reminded us, more powerfully than ever, why the work of Assistance League® of Los Angeles **matters**.*

For 106 years, this organization has shown up for the children and families of Los Angeles. 2025 was no exception.

Across six core programs, Assistance League® of Los Angeles reached 21,157 children and young adults throughout Los Angeles County, providing clothing, education, resources, and opportunity to those who needed it most. When the Los Angeles wildfires displaced thousands of families, the League was there, serving 1,074 children and families who needed immediate support.

None of it happened by chance. It happened because donors gave generously. Because foundations believed in this work. Because community partners opened their doors. Because 516 members contributed 28,625 hours of volunteer service across every program we run. Because people like you chose to show up.

As you read through this report, we hope you see yourself in every number, every story, and every face. You are the reason a child walks into school feeling prepared. The reason a foster youth receives new clothing and genuine care. The reason a teenager gets to experience the joy of prom. The reason a scholarship recipient can afford to stay in college.

We are grateful, we are inspired, and we are energized for the year ahead. We are so proud to share this year's impact report with you, and everything you'll find inside of it is because of you.



Patti Rowey

Patti Vogt-Rowey
Board President

Greg Kovacs

Greg Kovacs
Chief Executive Officer

A YEAR MEASURED IN LIVES, HOURS, AND HANDS.



21,157

*Youth and
Young Adults
Served*

Across six core programs from
July 1, 2024 - June 30, 2025

LEAGUE MEMBERSHIP

516

LEAGUE MEMBERS STRONG

VOLUNTEER HOURS CONTRIBUTED

28,625

VOLUNTEER POWER

Decorative wavy lines at the bottom of the page, consisting of a solid pink line and a dotted yellow line.

SIX PROGRAMS. ONE MISSION.



10,064

OPERATION SCHOOL BELL

ANNE BANNING AUXILIARY



8,593

THEATRE FOR CHILDREN

NINE O'CLOCK PLAYERS



1,873

FOSTER CHILDREN'S RESOURCE CENTER

HILLTOPPERS AUXILIARY



509

PROM DAY

MULTIPLE PARTNERS



71

COLLEGE SCHOLARSHIP PROGRAM

MULTIPLE AUXILIARIES



47

PRESCHOOL LEARNING CENTER

FOUNDER ASSISTEENS

TOTAL SERVED - FY25

JULY 1, 2024 - JUNE 30, 2025

21,157

A photograph of a smiling woman and a young child standing together outdoors. The woman is wearing a red apron with a logo that says 'AL' and 'assistants league'. The child is wearing a camouflage hat, a NASA t-shirt, and a backpack. In the background, there are other people and a large bell graphic.

OPERATION® SCHOOL BELL

"When a child feels prepared, they show up. When they show up, they learn."

ANNE BANNING AUXILIARY

*Every child deserves to walk into school feeling ready.
For **67 years**, Operation School Bell®
has been making that possible.*



Operation School Bell® is the League's flagship program, led by the Anne Banning Auxiliary. In partnership with Los Angeles Unified School District, we provide students experiencing homelessness with the essentials they need to show up and succeed.

Each child served receives new clothing, school supplies, a personal-care kit, a book, and a toy.

Items many of us take for granted, but that make an enormous difference in a child's confidence and sense of belonging.

This year, the program also responded to the LA wildfires - supporting children displaced by the disaster who needed immediate clothing, supplies, and the dignity of a fresh start.





THEATRE FOR CHILDREN

"For some, it is the very first time they sit in a theatre and watch a story come to life."

NINE O'CLOCK PLAYERS AUXILIARY

Founded in 1929, our Theatre for Children is one of the longest-running children's theaters in the United States — and for many young audiences, the first.



Led by our Nine O'Clock Players Auxiliary, Theatre for Children has brought live theater to children across Los Angeles for nearly a century, many of whom have never sat in an audience before.

Every season, our productions bring classic children's literature to life on stage, stories chosen not only to entertain but to leave young audiences with something to carry with them. Students from low-income schools and special needs programs fill the seats for performances

made entirely for them. Tickets are free. Buses are arranged. The only thing a child has to do is show up.

For some, it is the first time they have ever watched a story come to life on stage. That experience of sitting in a darkened theater, of being transported somewhere new, opens something up that is hard to put into words and impossible to forget.



A young woman with long dark hair, wearing a black t-shirt with a graphic, is smiling and holding a large stack of books. Behind her, a young girl with dark hair, wearing a white shirt, is also smiling and holding a book. They are in a room with shelves of books in the background.

FOSTER CHILDREN'S RESOURCE CENTER

*Every child who enters foster care deserves to be met
with dignity.*

*For a child whose world has been turned upside down, a backpack full of new things says: **we've got you.***



Children entering foster care are often removed from their homes in the middle of the night with nothing but the clothes on their back. Since 1990, the Foster Children's Resource Center has existed to meet them on the other side of that moment.

Led by the Hilltoppers Auxiliary and located in Northridge, the center serves foster youth from newborn to age 18 throughout Los Angeles County. Every child is paired with a volunteer personal shopper who helps them choose new clothing, pajamas, a jacket, school

supplies, toiletries, a backpack, a book, and a toy. Everything is theirs to keep.

For a child whose life has just been upended, being given the time and space to choose something for themselves sends a message that matters: you are worth caring for. Social workers and foster parents consistently report improvements in self-esteem, school attendance, and academic performance following a visit to the center.

That kind of impact does not always show up in a statistic. But it shows up in a child.





PROM DAY

"For one afternoon, students who have been counted out get to feel chosen, celebrated, and seen."

Prom is a milestone. For students experiencing homelessness, it can also feel out of reach — until our team of volunteers step in.

“ It felt so nice to be able to have some time for myself, to splurge on just me without having to worry or feel selfish. ”

PROM DAY RECIPIENT

Each year, Assistance League® of Los Angeles hosts a pop-up prom boutique at Emerson College in Hollywood, serving 200 or more LAUSD seniors who are experiencing homelessness and have been hand-selected in partnership with the LAUSD Homeless Education Office. Every student who attends is on track to graduate and pursuing post-secondary education. Prom Day is as much a celebration of that achievement as it is a shopping experience.



Each student is paired with a volunteer personal shopper and chooses a formal dress, shoes, jewelry, accessories, and beauty items. Everything at no cost. All theirs to keep.

Prom Day is made possible through the generosity of our partners and donors, these contributions make it possible for a student experiencing homelessness to spend an afternoon simply choosing something for themselves.



From PRESCHOOL LEARNING CENTER



The Preschool Learning Center has been part of the League since 1924. For children from low-income families, it offers something that should be universal but isn't: a high-quality early childhood education completely free of charge.

Accredited by the National Association for the Education of Young Children, our program ranks in the top 90% of preschools nationwide. The curriculum is hands-on and rooted in the belief that children learn best through doing and focus on the skills children need to enter kindergarten ready and confident.



Education changes



To COLLEGE SCHOLARSHIP PROGRAM

Higher education is already a challenge. For students experiencing homelessness, the financial barriers can make it feel impossible. The College Scholarship Program exists to remove those barriers.

Each year, the League awards scholarships to graduating LAUSD seniors experiencing homelessness, helping cover tuition, textbooks, and essential supplies. Scholarships are renewable for up to four years, supporting recipients all the way through graduation.

Scholarships are renewable through graduation. Recipients stay connected with the League and with each other — many return as volunteers, mentors, and donors.



Everything.

CORPORATE PARTNERS

*A partnership
built on
purpose.*

Some of the most meaningful support we receive doesn't come from a grant cycle or a gala table. It comes from companies that choose to show up — year after year — because they believe in what we're doing. Our corporate partners don't just fund programs. They champion them.



The partnership began in 2005 with Operation School Bell®, where Lifetech has manufactured and donated shampoo for grooming kits reaching more than 100,000 low-income LAUSD students — ensuring children receive not only school supplies, but the personal care essentials that build dignity and confidence. Their dedication was recognized with a special award by the Anne Banning Auxiliary, and as Lifetech has grown, so has their commitment to The League.

In FY25, Lifetech Resources made one of the most generous corporate gifts in our annual report — continuing a 20-year legacy that goes far beyond a single check.

FAMILY DAY OF SERVICE

268

VOLUNTEERS

711

SERVICE HOURS

FDS

Three times a year, our members open the doors — and our community shows up.

The League's Family Day of Service series is organized and led by League members, who bring together volunteers and community partners three times each year for hands-on resource drives that directly support the children and families served by our programs.

Each event has its own focus — School Supplies for Success, Sweet Dreams and Cozy Nights, and Blast Off with Books — and each one reflects what The League does best: mobilizing a community around a shared purpose.

Volunteers assemble school supply kits, create no-sew fleece blankets, collect new toys and stuffed animals, decorate bookmarks, and build book kits that encourage literacy and a love of learning.

01

SCHOOL SUPPLIES FOR SUCCESS

Summer



02

SWEET DREAMS & COZY NIGHTS

Fall



03

BLAST OFF WITH BOOKS

Spring



OUR MEMBERS

The heart of the League

516

ACTIVE MEMBERS

Behind every child who receives new clothing, every student who steps onto our stage, and every foster youth who walks through our doors — there is a member of the Assistance League® of Los Angeles.

With 516 members this year, our organization is powered by people who don't just believe in this work — they do this work. Members lead our auxiliaries, operate our programs, drive our fundraising, and show up, year after year, because they know what's at stake.

28,625

VOLUNTEER HOURS

In FY25, auxiliary members contributed 28,625 hours of volunteer service — an investment of time and talent valued at nearly \$1 million — across every program we run.

That's not support. That's leadership.



Our Auxiliaries

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

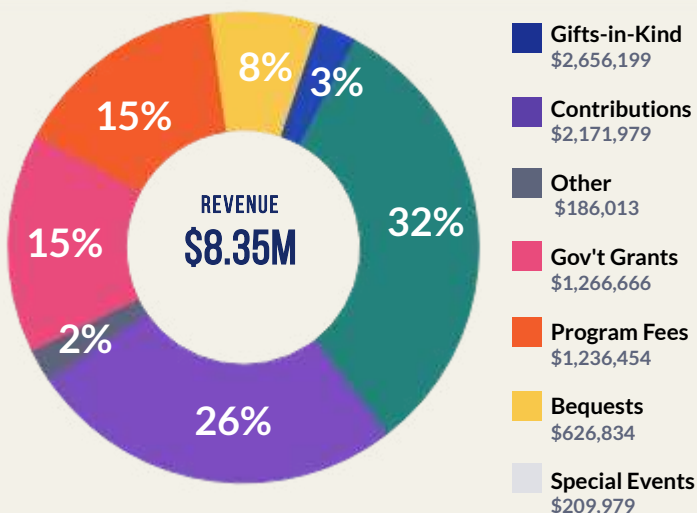
WHERE EVERY DOLLAR GOES.

89%

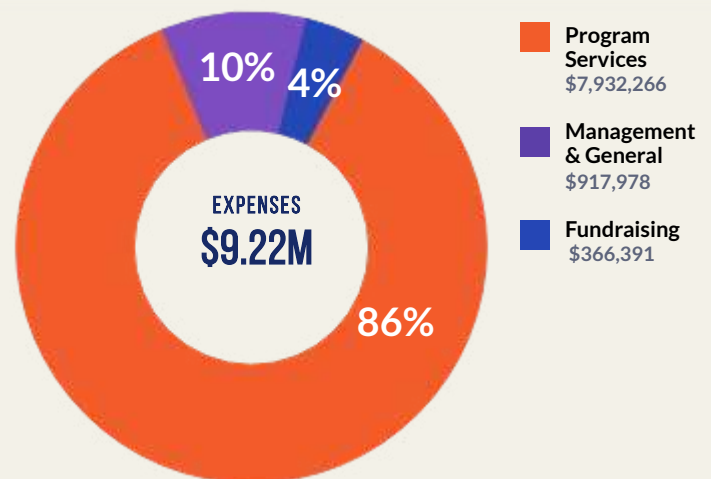
OF EVERY DOLLAR GOES DIRECTLY TO PROGRAMS

▲ UP FROM 82% IN FY24

REVENUE & SUPPORT



EXPENSES



CATALYSTS.....\$50,000+

- Bonnie H. Hightower Revocable Trust
- Donald and Gigi Grant Charitable Trust
- HDMH Foundation
- Invited Foundation
- Ms. Sally Ann Phillips
- Sandy and Fluff McLean Trust
- Universal Studios Hollywood - Discover a Star Foundation

CHAMPIONS.....\$49,999-\$25,000

- Aarika for Congress
- Kathrynne Beynon Foundation
- Laurence B. Flaws Memorial Foundation
- Lifetech Resources, LLC
- Mrs. Andrea Price Goodman and Mr. Donald W. Goodman
- The Don and Lorraine Freeberg Foundation
- William M. Lynn and Elinor Jane Lynn Trust
- * Anonymous

AMBASSADORS.....\$24,999-\$10,000

- BLT Enterprises
- Elks of Los Angeles Foundation (Elks Lodge #99)
- Jack Roth Charitable Foundation
- JCPenney Philanthropy
- Lon V. Smith Foundation
- Milo W. Bekins Foundation
- Mrs. Adriana S. Balaban and Mr. Jay Balaban
- Mrs. Dia Helen Schuldenfrei and Mr. Raymond Schuldenfrei
- Mrs. Diane Deshong
- Mrs. Diane Hilty and Mr. Henry L. Hilty, Jr.
- Mrs. Leanne J. Schwartz and Dr. Steven R. Schwartz
- NGA Hancock Park - National Giving Alliance
- The Ahmanson Foundation
- The David William Upham Foundation
- * Anonymous

FRIENDS.....\$9,999-\$5,000

- Double Good
- Hollywood Hills West Neighborhood Council
- Lawyers' Mutual Insurance Company
- Mara W. Breech Foundation
- Match Group/Tinder
- MGAC
- Mr. Ryan Braun
- Mrs. Carolyn A. Lokey
- Mrs. Elizabeth I. Leete and Mr. David Karl Hahn
- Mrs. Maxine Rosenfeld and Mr. Gene Rosenfeld
- Mrs. Susan A. Thalken and Mr. Christopher Thalken
- Ms. Alicia Miñana
- Ms. Brenda R. Potter
- Ms. Laura Peavy Price
- Paramount
- Pasadena Showcase House for the Arts
- The Albert Parvin Foundation

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

- Care West Insurance Company
- Dr. Dianne Y. Sundby, PhD and Dr. David Sadava, PhD
- Earl B. Gilmore Foundation
- Judith Davis
- KLM Foundation
- Mr. Kevin Canlas
- Mrs. Amelia J. Chick and Mr. Andrew Chick
- Mrs. Angelina Fiordellisi and Mr. Matt Williams
- Mrs. Deborah Berg and Dr. Alan Berg
- Mrs. Donna R. Econn and Mr. Gregory W. Econn
- Mrs. Elizabeth Dickinson and Mr. Douglas S. Dickinson
- Mrs. Frances Angela Varga and Mr. Christopher Joyce Varga
- Mrs. Hillary M. Kanigher and Mr. Michael D. Kanigher
- Mrs. Janice Payson and Mr. Arthur Payson
- Mrs. Judith A. Wies
- Mrs. June M. Bilgore
- Mrs. Karen L. Gruber and Mr. Daniel S. Gruber
- Mrs. Karla C. Ahmanson and Mr. William H. Ahmanson
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- Mrs. Laura Sternbach and Dr. Harvey Sternbach
- Mrs. Lisa Wierwille and Mr. Michael Wierwille
- Mrs. Mara Susskind Kalcheim
- Mrs. Marlies E. Chalabi and Mr. Oved Chalabi
- Mrs. Regina B. Perry and Mr. Norman J. Perry
- Mrs. Sheri T. Nikolakopoulos and Mr. Alex D. Nikolakopoulos, Jr.
- Mrs. Stephanie Johnson and Mr. Dave Johnson
- Mrs. Susan Beck and Mr. David Beck
- Mrs. Wendy Johnsen and Mr. Paul C. Johnsen
- Ms. Leonie McDermott
- Ms. Talitha Wegner
- Sheryl Lautenschlager and Don Lautenschlager
- Smotrich Family Foundation
- The Nancy E. Barton Foundation
- Wet Design
- Wilshire Rotary Foundation
- * Anonymous
- * Anonymous

Every name on this list represents a child who got a backpack, a prom dress, a theater ticket, or a tuition payment they would not otherwise have had.



Inspire.
Uplift.
Empower.

BOARD OF DIRECTORS

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VISIT. VOLUNTEER. GIVE.

6640. W. Sunset Blvd. Los Angeles, CA 90028
info@assistanceleaguela.org | (323) 469-1973

FOLLOW.

@assistanceleagueoflosangeles
www.assistanceleaguela.org