

2015-2016 ANNUAL REPORT



**Assistance League of
San Luis Obispo County**



About Us

Mission Statement: Assistance League of San Luis Obispo County is a nonprofit volunteer organization whose members are dedicated to serving families and children through its philanthropic programs.

Assistance League is a national 501(c)(3) nonprofit, non-political, nonsectarian, public benefit corporation. The San Luis Obispo County chapter was chartered in 1996 and is dedicated to recognizing the potential of volunteers in helping those less fortunate to a better, more meaningful life here in our County. Assistance League of San Luis Obispo County is an all-volunteer organization with no paid staff.

Caring and Commitment in Action

- Raised **\$437,225** in fiscal year 2015-2016 to return to the community.
- Provided new, school-appropriate clothing and dental hygiene kits to more than **1,600 Kindergarten through 12th grade students in need, living and attending school in all ten (10) school districts in San Luis Obispo County** through **Operation School Bell®**.
- Provided to more than **1,600 Kindergarten through 12th grade** students a grade-appropriate book of their choosing through **Operation Bookshelf**.
- With our program, **Collaborations**, we have continued our successful collaborations with school districts and private donors and provided new clothing to **57 homeless and in need children**. The school districts and private donors provide their restricted funds, and our member volunteers meet the students and their families at a retail store to supervise the selection of clothing.
- **Our member volunteers donated 31,043 service hours with an IRS value of \$729,510 determined by the U.S Department of Labor's Bureau of Labor Statistics.**

Fundraising

Funding for our philanthropic programs is raised through chapter activities: a Fashion Show and Luncheon, a direct mailer "Warm Your Heart . . . Clothe a Child," grant writing, our Thrift Store as well as through the generosity of private contributors, foundations, service organizations and municipalities. All funds stay within our County to support our programs.

Assistance League Thrift Store

Our thrift store at 667 A Marsh Street, San Luis Obispo has completed its first year of operation. It is staffed entirely by our volunteers. The Thrift Store is a source of funding to support our chapter and its philanthropic programs. The additional revenue has allowed us to clothe more students in need in our County and to increase the amount spent on each student for clothing to enable them to purchase a more complete school wardrobe. Our careful planning and professional business practices have been successful and our community has benefited. Please come see us!

2016-2017 BOARD OF DIRECTORS

Jan Hutchinson, President

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VP Philanthropic Programs*

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VP Resource Development*

*Gail Stoneburg
VP Thrift Operations*

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Corresponding Secretary*

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*Stephen K. Hall, Esq.
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County of San Luis Obispo*

*Lori Thomas-Hicks, AUSD Director
of Student Intervention Services
and
Special Education*

Mary Verdin, President Verdin



2016-2017 Board of Directors



Dear Friends,

I am pleased to present the 2015-2016 Annual Report of Assistance League of San Luis Obispo County. This past year we celebrated our 20th Anniversary as a chapter. Assistance League of San Luis Obispo County is one of 120 chapters of the National Assistance League. We were honored with five proclamations from different municipalities throughout the County. We were also recognized at the National Assistance League Conference held in Dallas. Our greatest accomplishment over these past 20 years has been providing clothing for over 22,000 disadvantaged students throughout our County, and we do this with no paid staff.

Our main philanthropic program, Operation School Bell, clothed over 1,600 disadvantaged Kindergarten – 12th grade students throughout the County this past school year with new, school-appropriate clothing. While many families in our communities faced very difficult economic times, our members were able to bring some relief to parents, smiles to the faces of children, and joy to the hearts of our member volunteers. I encourage you to read about this in our Program Services Accomplishments on the following page.

Our fundraising efforts continue to be successful. Our Grants and Donor Development Committee diligently seeks grants from municipalities, service organizations and foundations; and our annual fashion and luncheon held at the Cliff's Resort in April 2016 was once again a favorite event in our community. The generosity and contributions of our donors, grantors and sponsors are very much appreciated and acknowledged in this report.

Our Thrift Store is our pride and joy. We could not operate it without the support of our loyal customers, donors AND the tireless efforts of our member volunteers. To date, it has been a resounding success. We are extremely proud of our store – an upscale boutique at thrift prices. With the profits from the Thrift Store we have been able to increase the number of students we serve and the amount of clothing provided. We are researching additional potential philanthropic programs to make a difference in the lives of children and families in need in our County.

On behalf of our Board of Directors, membership and the families and children we serve, thank you for your support of our chapter's philanthropic efforts.

Sincerely,

Jan Hutchinson
President



PROGRAM SERVICES ACCOMPLISHMENTS

Operation School Bell continues to be the crown jewel of our philanthropic programs. At the start of the 2015-16 school year, the Board of Directors and membership budgeted to clothe 1,400 students with new school-appropriate clothing. As a result, students from Kindergarten-12th grade were clothed in a retail setting. North County students were clothed at Kohl's in Paso Robles and South County at Old Navy in San Luis Obispo. Kindergarten - 5th grade students were able to purchase \$95 worth of clothing and 6th-12th grade students were able to purchase \$120 worth of clothing. The retailers provided a significant discount, and with our tax-exempt status, this enabled each student to leave with a more substantial school wardrobe. The chapter provided clothing to 809 students from Kindergarten-5th grade and 849 students from 6th-12th grade for a total of 1,658 students. Each student was also provided a dental hygiene kit containing a toothbrush, toothpaste, dental floss, a timer and written instructions. The chapter provides new clothing to students in all ten school districts in our County, which includes 43 elementary school, 9 middle schools, and 14 high schools.



The chapter's sub-program, **Operation Bookshelf**, provides each child with a new grade-appropriate book of his or her choice. The books are provided to the students at the clothing sessions. The books inventory is filled with pre-readers, primary grade "I Can Read" books as well as chapter books for the advanced readers. We also provide bilingual Spanish to English books to Kindergarten and first graders when considered appropriate. The bulk of the books provided are received from grants from the Molina Foundation and First Book National Book Bank. A new book of the child's choosing is a pleasure that many of these children experience for the first time. In addition, middle school students are provided a workbook entitled "My Future, My Way: First Steps Toward College," and the high school students are provided a workbook entitled "Funding Your Education." Both of these publications are issued by the Office of the U.S. Department of Education, Federal Student Aid.



Our **Collaborations** program continues to be a very meaningful part of our philanthropic programs. Our chapter collaborated with the Atascadero Unified School District as well as a private donor to assist them in clothing 55 identified in-need and in-transition students and children. Once the student or child was identified, our volunteers arranged dates to meet the students at either Kohl's or Old Navy.



This year our chapter established a Program Research and Development Committee. The purpose of the Committee is to research potential new philanthropic efforts for our membership to consider and meet other unmet needs in our County.

We continue to improve our communications and working relationships with all the schools we serve. This is vital to expanding and improving our annual assessment of Operation School Bell's impact on the students and families we serve.

CHAPTER ACCOMPLISHMENTS

Fundraising

All funds raised by the chapter stay within our County to support our philanthropic programs. With the communities' support, we have had another successful year in our fundraising efforts. The chapter's total income for fundraising included the following:

- “Charitable Chic” Fashion Show and Luncheon - **\$54,827**
- “Warm Your Heart . . . Clothe a Child” Direct Mail Fundraiser - **\$44,090 – a record for the chapter!**
- Grants awarded totaled - **\$30,800**
- For the seventh year, the chapter received a Molina Foundation grant of 435 books for Operation Bookshelf. In addition, the chapter received 698 books from the First Book National Book Bank and 156 books were donated from a private donor.
- **“My Stuffed Bags”** – Through a grant process, 50 duffel bags were received filled with school supplies, books, toys, blankets, toiletries, etc., to be distributed to homeless, foster care or at-risk children.
- The chapter continues to maintain a **Gold Participation Level** status through GuideStar, a national nonprofit organization dedicated to providing transparent information on all nonprofits nationwide.



We continue to work with the chapter's **Advisory Council** seeking advice on public relations, marketing efforts, social networking and Operation School Bell issues.



The chapter held its **fourth annual membership campaign**, with a reception held at the Pear Valley Vineyards in Paso Robles. There were many attendees as well as potential new members. Seven new members joined the chapter as a result. For 2015-2016 the chapter had a recording-breaking year with a grand total of 140 members, 20 of whom joined during the fiscal year.

The more than 31,043 member **volunteer service hours** donated to our communities in San Luis Obispo County are determined by the U.S. Department of Labor's Bureau of Labor Statistics to have a value of \$729,510.

Our **Thrift Store** celebrated its first anniversary in April, 2016. We continue to experience significant success and growth with the



challenges of any retail

business. We owe our success to many factors starting with our loyal donors who provide us with beautiful goods that help us maintain our boutique, upscale store reputation with thrift pricing. The foundation of our success is due to our members and community volunteers who staff the store, work many hours sorting, pricing, stocking and sharing our Assistance League story while serving customers. We continue to do business with no paid staff. We thank our community supporters who shop with us and help us fund Operation School Bell. Please visit us at 667 A Marsh Street in San Luis Obispo. All donations and purchases support our chapter and its philanthropic programs.



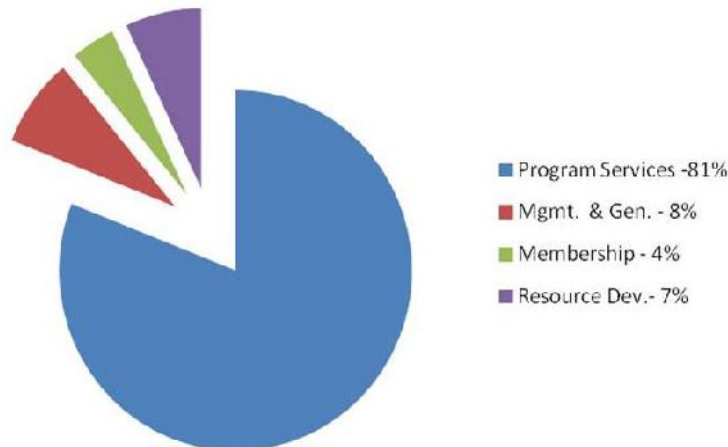
FINANCIAL SUMMARY
Assistance League of San Luis Obispo County
For the Fiscal Year Ended May 31, 2016

STATEMENT OF FINANCIAL POSITION

	<u>May 31, 2016</u>	<u>May 31, 2015</u>
ASSETS		
Cash and Cash Equivalents	\$ 352,469	\$ 266,022
Other Current Assets	84,952	88,245
Other Assets	27,807	30,861
TOTAL ASSETS	465,228	385,128
LIABILITIES & NET ASSETS		
Total Liabilities	16,359	16,097
Net Assets	448,869	369,031
TOTAL LIABILITIES & NET ASSETS	\$ 465,228	\$ 385,128

STATEMENT OF ACTIVITIES

SUPPORT AND REVENUE		
Net Revenue from Thrift Store	\$ 141,748	\$ 67,755
Net Revenue from Special Events	90,686	86,687
Contributions	76,538	96,234
Grants	30,800	48,250
Membership	9,051	7,367
Investment Return	793	1,333
TOTAL SUPPORT AND REVENUE	349,616	307,626
EXPENSES		
Program Services:		
Operation School Bell	211,822	170,140
Operation Bookshelf	7,604	838
Total Program Expenses	219,426	170,978
Supporting Services:		
Fundraising	16,691	10,820
Management and General	22,884	16,753
Membership Development	10,777	4,974
Total Supporting Services	50,352	32,547
TOTAL EXPENSES	269,778	203,525
Change in net assets	79,838	104,101
NET ASSETS – Beginning of Year	369,031	264,930
NET ASSETS – End of Year	\$ 448,869	\$ 369,031



Friends of Assistance League . . . A sincere thank you to the following individuals and organizations who have made a donation of \$250 or more to Operation School Bell through their grants, donations and sponsorships during our 2015-2016 fiscal year. We are extremely grateful for your support and association with our chapter. The children we serve and their families continually let us know how appreciative they are for our assistance. We could not continue our good work without you. Making a difference in the educational experience of a child by providing one of the most basic needs, clothing, is a remarkable thing. You can see from the photos throughout this report some of the results of your generosity. Thank you for partnering with Assistance League to make that difference.

Grantors

Arbonne Charitable Foundation	Country Coast Classic, Inc
Cambria Community Council	First Book National Book Bank
Central Coast Funds for Children	Harold J. Miossi Trust
City of Pismo Beach	The Molina Foundation
County of San Luis Obispo	Robert H. Janssen Foundation, Inc.

Rotary Club of San Luis Obispo de Tolosa
Talley Fund for Vineyard and Farm Workers

Donors

Charlene and John Ables	Darcy and Arnold Honick	The Rawlings Family Charity
Susan and Craig Armstrong	Sharon and Bob Hurkmans	Elizabeth and Derek Richardson
Georgie Arnold	Johnston and Hutchinson, LLP	Lorraine and Dale Ridgeway
Jan Baum and Ray Johnson	Marc Johnston	Rita's Rainbows, Inc.
Ron Bell	The San Luis Obispo Collection	Ann and Louis Robinson
Barbara Bell	K-Jon's Fine Jewelers	Julie and Rick Rodewald
Walt Bethel	Adria Klein	Rotary Club of San Luis Obispo de Tolosa
Amy Boyd	Kohl's	Cynthia Runstrom
Mary Brooks	Kathleen and Tom Maas	Sheila's Sweet Treats
Felicia and Jack Cashin	Maureen and Stan Marquis	SLO Skiers, Inc.
Morro Bay First Christian Church, Christian Woman's Fellowship	McMillan Study Guides, Inc.	Maria and Hal Sweasey
Candee and Bert Forbes	Jeanette and Larry Meek	Tolosa Press
Katherine and Edward Garner	Terese and Brent Parker	Debra and Bob Wacker
Duejean and Bob Garrett	Partnership for the Children of San Luis Obispo County	Lynn and Randy Walti
Robin Hayward	Susan and Ron Pino	Wilshire Health and Community Services
Judi and William Hazuka	Theresa and Amedeo Pino	
Kathie and Ken Hendricks		

Sponsors

Anne and Chet Boyd	New Times
County of San Luis Obispo Board of Supervisors	Pear Valley Vineyards
Donna and Fred Cummings	Stifel Nicolaus - Tawnee Hosick and Phil Cohl
Paula and Chris Daman	Thousand Hills Pet Resort
John Hutton, D.D.S.	Tolosa Press
K-Jon's Fine Jewelers	Lynn and Randy Walti
	William Henry Crew Wealth Management



*Charitable Chic Fashion Show
April 2, 2016
The Cliffs Resort
Dave Houde, KSBY,
Master of Ceremonies*



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Membership information is available on our website

